

**SAVE
THE**

BLACK LION PUB & HUB



COMMUNITY OWNERSHIP & SHARE SCHEME

PLEDGE NOW
www.skeltonblacklion.com

£172,600 PLEDGED TO DATE

We are grateful to everyone who has pledged and shared our vision for the pub/hub. This is more than just a pub/hub, it is a village amenity that everyone can use and benefit from. It is owned and managed by residents from the village and the local area, who have a stake in the community asset and its positive impact on the village and its residents.

We still have some work to do to reach our target of £250,000 in pledges before we can move to the next stage of making our vision a reality.

We need to raise another £77,400 and we are confident that with your help we can achieve this.

OUR VISION

We want to buy and restore the Black Lion to its former glory, with renovations inside and out that will revive its community appeal and value. We want to create a place where people can enjoy great food and drinks, a friendly atmosphere, and a lovely beer garden.

YOU COULD...

...SEE AN AMAZING PUB SERVING GREAT FOOD

- Own and improve the pub as a cosy and modern place at the heart of the village, serving delicious food and drinks.
- Have a great time with your family and friends over drinks, meals, Sunday lunch and more.
- Walk to the pub without worrying about driving or parking.
- Watch sports and big events.
- Support an independent tenant who shares our vision for a successful village and destination pub that also serves as a community hub for the area.

“In just five months, we have reached an amazing milestone of £172,600 in pledges”

Our community consultation showed that 85% of respondents valued a Pub/Hub for Skelton-on-Ure

- Bring back the vital elements of village life that a lively pub can offer and help the local economy, sustainability and the future of the pub while being self-reliant.

...VISIT A CHARMING CAFE / DELI SERVING COFFEE, CAKE, AND MORE

Our community consultation showed that 97 people wanted a Cafe as part of our Pub & Hub project. We listened to the village and wider community and we are planning to include a cafe in our vision.

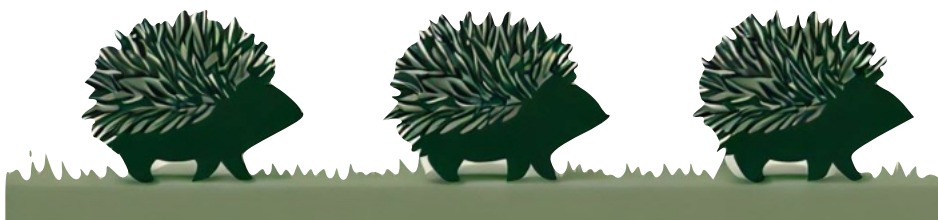
- Meet up with friends for a meal and a chat during the day, without worrying about transport or distance.
- Offer a local and welcoming community space for vulnerable and elderly members of the village to have a drink and a chat.
- Treat yourself to coffee and cake after a dog walk.
- Break the isolation of home working by meeting friends at the cafe.
- Have a place for business meetings with Wifi access.

...RELAX IN OUR BEER GARDEN

We want to create a spacious beer garden area behind the pub, where you can drink, eat and socialise in comfort. You can enjoy the beautiful planters and landscaped gardens with wild flowers, designed and maintained by a village gardening group.

...DISCOVER OUR COMMUNITY WELLBEING GARDEN

We have found a hidden gem in the grounds of the pub: an enclosed terraced garden that we want to turn into a Community Wellbeing Garden. This is a tranquil spot with beautiful plants and animals that can boost your mental well-being. We think this would be a lovely feature that would not require much time or money to create. The Wellbeing Garden would be a great attraction for our pub visitors.



OUR MARKETING EFFORTS

We have been busy spreading the word about the Black Lion to all the major local media outlets in the past few months.

The Yorkshire Post, Darlington and Stockton Times, Northern Echo, York Press and Radio York have all featured stories about our community pub project. We have also received positive feedback and exposure on social media platforms, which has attracted more people to join us as shareholders from different parts of the country.

We were delighted to welcome Julian Smith, the MP for Skipton and Ripon, who visited us recently and expressed his support for our initiative on his online channels.





RELAX IN THE BEER GARDEN



...FIND SECURE PARKING, SPARES AND REPAIRS FOR CYCLISTS

We are on a very popular cycle route, as Skelton-on-Ure is on a quiet country road between Boroughbridge and Ripon. It is also on the way from York to the Dales and on a circular route from Harrogate. We estimate that 3000-4000 cyclists a year pass through the village. We want to welcome them with secure cycle parking, spares for sale and cycle tools. They can also enjoy our cafe and pub, which are always open and more appealing than many of the town-based cafes!

OUR PLANS ALSO INCLUDE: *IMPROVING THE CELLAR*

We want to move the cellar from the white building on the left to the main building, closer to the beer pumps. This will improve the quality and taste of the beers with better insulation and modern equipment. The old cellar building can be used for something else, like a shop, a cycle repair shop, or a B&B room. The cellar is a valuable asset that will bring income quickly.

GOING FOR NET ZERO

We want to make the pub/hub more energy efficient and eco-friendly. We are looking into solar panels, battery storage, heat pumps, vehicle charge points, LED lighting and more. We also want to improve insulation, use local and home grown food, reduce waste and recycling, employ local people, and replace windows. We want to use 21st century technology that is good for the environment.

PLEDGING “IN-KIND”

Another way to boost our matched funding with the Community Ownership Fund is to offer donations ‘in kind’ of:

- Building Materials
- Equipment
- Labour
- Professional Services

For example, a plasterer could donate two days’ worth of plastering for free with a value of £300. This will be matched with £300 from the Community Ownership Fund, if the donation ‘in-kind’ is relevant to the project success.

So we need all the builders, electricians, plasterers, roofers, painters, joiners, plumbers and anyone else who can help with the renovation of our pub. You can make a huge difference with your skills and generosity.



BEING INCLUSIVE FOR ALL

We want to welcome everyone in the community with no barriers to access. We will make sure there is disabled access and a disability ramp for the front door.

OFFERING FREE WIFI

Free Wi-Fi with super-fast broadband connection for everyone. This is a great asset for those who don't have it elsewhere in the area. We also offer a space for business people to meet up. Having internet access in a hub is a benefit for the community.

A COMMUNITY AND TOURIST INFORMATION CENTRE

The pub/hub would provide information about local events, groups, news and tourism. This would help residents and visitors to get involved in the community and enjoy the area.

GREEN OUTDOOR SPACE

The pub/hub would have a gardening club, a community orchard, a market garden and allotments on the site. This would create opportunities for villagers to meet up and do various projects. We could also have outdoor sports like Pétanque. The photo below shows an example of a community orchard.



ADDITIONAL EVENTS; LET'S GET CREATIVE!

The pub would host cultural and recreational events throughout the year. These could include seasonal celebrations, family occasions, live TV sports and music, regular lunches, beer festivals, play groups, bingo nights, quiz nights and more. All these would boost community spirit, belonging and well-being.

VIABILITY

We commissioned a market appraisal and valuation report from an experienced licensed premises surveyor, recommended by the Plunkett Foundation, in September 2022. The report concluded that the Black Lion has the potential to be a successful business if operated correctly.

Many pubs in the UK are owned by breweries or pub chains that impose high lease / rent costs and profit margins on the landlords. They also restrict the landlords' choice of beverage stock and suppliers. These factors often lead to business failures that are widely reported in the media. As a community-owned pub, we would not have these limitations. The tenant would have the freedom to source their stock from anywhere they want (other community pubs often support local businesses) and run the pub as they see fit under the guidance of the management committee.

Our business plan involves providing seasonal accommodations for tourists and visitors of Newby Hall, with a focus on generating direct income from accommodation and additional revenue from food and drink sales.

We believe that diversity is key for modern pubs, and the pub would have multiple revenue streams from the cafe, the pub offering great food and drinks, the cycle shop and possible overnight stay for cyclists, the new efficient cellar, the energy reduction infrastructure to lower energy bills, the essentials shop, and the new beer garden.

LOCAL EMPLOYMENT

The project would create opportunities for local employment, as we would seek to hire staff from the village who can walk to work. This would help residents who have limited transport options and improve their employment prospects. Money would circulate in the village economy and create a positive cycle.

IS IT VIABLE?

“The sector has nearly 740 businesses in various fields, such as shops, pubs, farms, woodlands and more. The sector has a high survival rate of 96% and has grown by almost 100% in the last 10 years. In 2022, 23 new community businesses opened across the country.”

The Plunkett Foundation believes that it is.

Our customers would include villagers & shareholders, locals travelling to the pub as a destination pub, businesses on the Newby estate, Newby visitors passing through the village, customers staying on the campsite, cyclists passing through the village, visitors staying at weekend events held by Newby and visitors to special events held by the pub.

REFURBISHMENT

Proposed refurbishment works include relocating the cellar to the rear bar area with new partitioning and access door, redecoration, new flooring, power points for beer delivery and cooling equipment, and replacement of all electrics and heating.



The kitchen will undergo a deep clean, redecoration, and repositioning of the door, while the cafe area and bar will be adapted to new positions with redecoration, new flooring, and power points with USB sockets. The lobbies, stairwell, and toilets will also be redecorated with new flooring and power points.

Upstairs, the landing and bedrooms will be redecorated with the replacement of the lay in grid system with plasterboard and skim coat. The kitchen and bathrooms will undergo redecoration and replacement of fixtures and fittings.

Externally, the refurbishment will include the replacement of spalled brickwork and all windows with thermally improved UPVC units, as well as the addition of insulation and single membrane roof covering

system to the flat roof. Landscaping will involve the removal of unwanted items, and deep cleaning and decoration of the WC and shower.

To provide assurance, a comprehensive schedule supported by a Full Structural Survey will be provided upon achieving our pledge target. This information will be included in the business plan and official share prospectus.

WHERE DO WE GO FROM HERE?

We are so thankful for your support and we believe we can reach our goal of £77,400 in additional pledges. It may seem like a huge challenge, but it is within our grasp if we work together.

NO MONEY NEEDED NOW

THESE PLEDGES ENABLE US TO COMPLETE OUR BUSINESS PLAN AND SUBMIT A FORMAL OFFER FOR THE PUB

SHARE PLEDGE FORM

SHARES PRICED AT £250. MAXIMUM INDIVIDUAL HOLDING 100 SHARES (200 PER COUPLE)



<p>NAME (INVESTOR 1) ----- NAME (INVESTOR 2)</p>	I/we are prepared to invest	£ (INVESTOR 1) ----- £ (INVESTOR 2)
<p>ADDRESS INCLUDING POST CODE</p>	<input type="checkbox"/> In shares	
<p>PHONE / EMAIL</p>	<input type="checkbox"/> In a donation	
<p>COMMENTS IF PLEDGING "IN KIND", PLEASE PROVIDE DETAILS HERE</p>	<input type="checkbox"/> By providing services in-kind (please provide details)	
	In the Black Lion Community Pub and Hub subject to a business plan and prospectus.	
	<p>SIGNATURE (INVESTOR 1) ----- SIGNATURE (INVESTOR 2)</p>	

PLEASE RETURN TO THE BLACK LETTERBOX INSIDE THE "VILLAGE OFFICE"
(RED PHONE BOX OPPOSITE THE READING ROOM)

You can also pledge online by completing the form at www.skeltonblacklion.com



If all 132 people could increase their pledge by £500, that would be an extra £66,000. That's less than two pounds a day for a year. Think of all the benefits you will get from having a pub in your community.

There are still some people who have not pledged yet. Our average share pledge amount is £1,123, so we only need 24 new pledgers to raise another £28,075. Can you help us spread the word and invite more people to join our cause?

If the 124 people who have already pledged up to £2,500 could double their pledge, that would be an amazing £75,250 more. We know it's a big ask, but every extra pound counts and will bring us closer to our goal.

If all 132 people could increase their pledge by £750, that would be an extra £99,000. That's less than three pounds a day for a year. Imagine how proud you will feel when you walk into the Black Lion and know you helped save it.

If all 132 people could increase their pledge by £250, that would be an extra £33,000. That's less than a pound a day for a year. Can you spare that much for our pub?

How about some more generous pledges? The maximum for one shareholder is £25,000, so just four of them would make all the difference! Do you know anyone who can afford to invest more in our community pub?