

The Forge Inn as a Community Asset Engagement Meeting



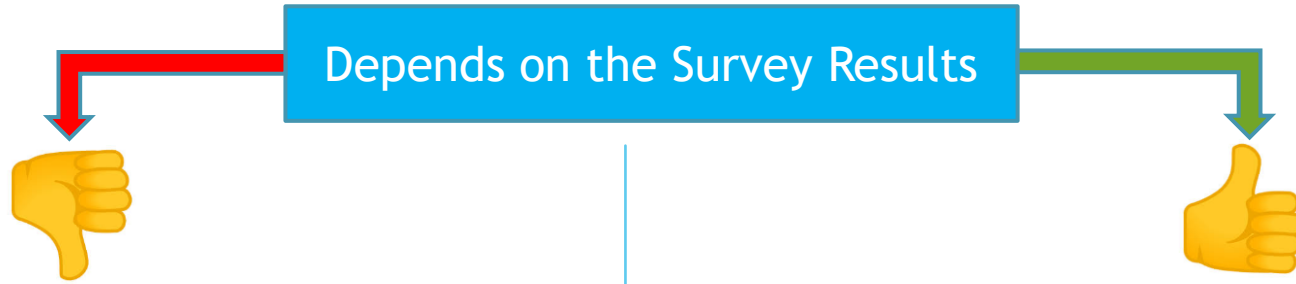
Ulgham Community Benefit Society Management Committee - 24th October 2023

Agenda


- ▶ 1 - Whats happened since our last meeting - August 23
- ▶ 2 - Steering Group / Management Committee Introduction
- ▶ 3 - Support and Endorsements to date
- ▶ 4 - Our Plans
- ▶ 5 - Website and Branding
- ▶ 6 - Volunteers - Interactive session



Whats happened since our last meeting



- ▶ No / little support for the ACV and Community Right to Bid
 - ▶ I will be proposing to the Parish Council the ACV is revoked
 - ▶ Without the weight of an ACV Change of Use is more likely to be approved.

- ▶ Solid Support for the ACV and Community Right to Bid
 - ▶ Form a Steering Group (3 members)
 - ▶ Valuation of the Asset / Target 
 - ▶ Formally Engage / Join Plunkett
 - ▶ Establish Community Benefit Society (CBS)
 - ▶ Apply for Early Stages financial support
 - ▶ Register with the FCA
 - ▶ Business Plan and Share prospectus
 - ▶ And that's just for starters !!!!!

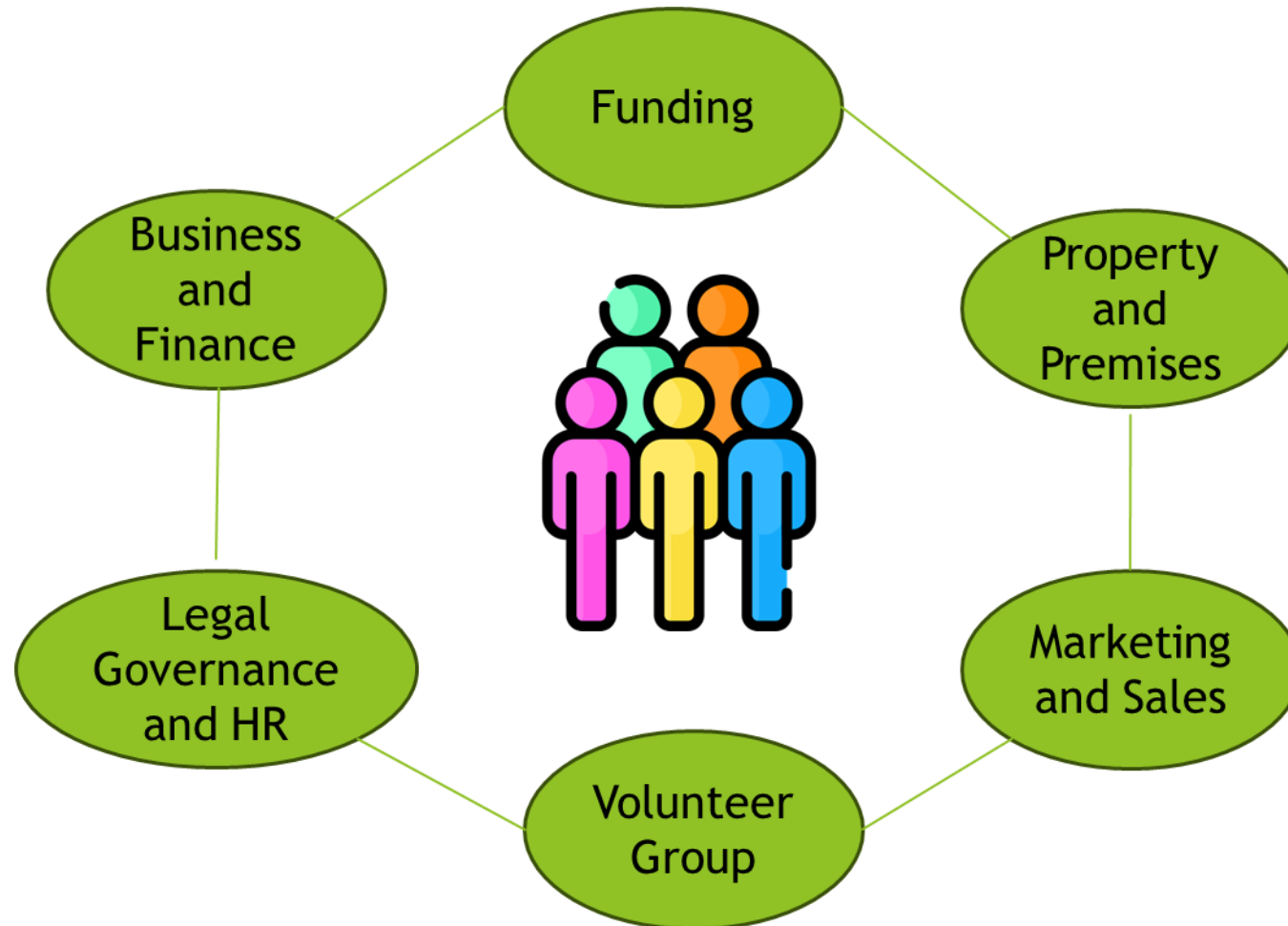
Achievements - Summary

- ▶ Steering Group of seven keen and passionate volunteers established
- ▶ Joined the Plunkett Society as a formal Community Benefit Society and receiving funded support
- ▶ Forge owner formally informed NCC on 4th Sept 2023 of their intention to “dispose of the asset” triggering the interim 6 week moratorium
- ▶ Plunkett sponsored our Financial Conduct Authority Model Rules (constitution / articles of association)
- ▶ Successfully incorporated with the Financial Conduct Authority (FCA) from 29th Sept 2023.

Achievements - Summary

- ▶ Formal Business and Asset Valuation undertaken 2nd Oct 2023
- ▶ Following formal FCA Incorporation UCBS informed NCC of intention to Bid for the asset on 3rd October 23 - triggering the full 6 month moratorium
- ▶ Bank Account opened with Co-op
- ▶ Business Plan first draft completed and under review
- ▶ Community Share Sale Prospectus close to completion
- ▶ Branding decided and Website almost ready to go.

Steering / Management Committee



The Magnificent SEVEN



Management Committee Roles



Chair

Dave Wilson
Business / Commercial
Business Planning
Contract Negotiation
Operational Management

Management Committee Roles



Vice Chair

Neil Jamieson
Marketing
Brand Design
Website / Social Media
PR

Management Committee Roles



Society
Secretary

Jen Ames
Society Secretary
Society Setup
Society Governance
Statutory Reporting

Management Committee Roles



Treasurer

Deb Wilson
Finance / Treasurer
Budgeting
Vat / Tax compliance
Accounting
Cash Management

Management Committee Roles



Minutes
Secretary

Lisa Crichton
HR / Risk
Risk Management
Human Resources
Volunteer Coordination

Management Committee Roles



Fund
Raising

Paul Barton
Fund Raising
Grant Submissions
Sponsorship
Donation

Management Committee Roles



Project
Management

Mark Turnbull
Project Management
Pre Bid Activity
Refurbishment Activity
Infrastructure

Management Committee



Chair

Dave Wilson
Business / Commercial
Business Planning
Contract Negotiation
Operational Management



Vice Chair

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Fund
Raising

Paul Barton
Fund Raising
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Donation



Project
Management

Mark Turnbull
Project Management
Pre Bid Activity
Refurbishment Activity
Infrastructure

Consultancy Support



Andrea Johnson - Owner and Landlady of the Office - Morpeth

Cath Patterson- Tenant and Landlady of the Plough - Mitford



Chris Brown - Retired Publican - Over 40 years experience in the Licenced Trade in both Area Management and as a publican in his own right.

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Victoria's Paperie & Design



Endorsements

- ▶ Our MP - Anne-Marie Trevelyan supports our project and is happy to write us a letter of support and visit once we are fully launched
- ▶ David Towns - County Councillor has expressed his support for the project
- ▶ Shout out ! - anyone have any access to local celebrities or personalities that would endorse the project and spread the word ?
 - ▶ Potentially have support from Si King (hairy bikers) - tbc

Community Assets visited / contacted

- ▶ Village Shop - Lesbury
- ▶ The Fishers Arms - Horncliffe
- ▶ The Gun at Ridsdale
- ▶ The Mardale Inn - Bampton Valley
- ▶ Travellers Rest - Skeeby
- ▶ Golden Ball - York
- ▶ Fox and Goose - Hebden Bridge
- ▶ The Spotted Cow - Belper
- ▶ The White Horse - Church Fenton
- ▶ Ye Old Cross - Ryton
- ▶ The Raven Inn - Warrington

Have all been extremely helpful and supportive

Asset of Community Value Moratorium



Northumberland
County Council

REGISTER OF ASSETS OF COMMUNITY VALUE

NOTICE OF INTENTION TO DISPOSE OF A COMMUNITY ASSET SECTION 95 (2) OF THE LOCALISM ACT 2011

| | |
|----------------------------------|--|
| Asset of Community Value | The Forge Inn Ulgham Morpeth NE61 3AN |
| Asset Nominated by | Ulgham Parish Council |
| Receipt of Asset Disposal Notice | 4th September 2023 |
| Interim Moratorium End Date | 16th October 2023 |
| Full Moratorium End Date | 5th March 2024 |
| Protected Period End Date | 5th March 2025 |

Northumberland County Council (the Council) hereby gives notice that on the **5th September 2023** received confirmation from the owners of The Forge Inn, Ulgham, which is listed as an Asset of Community Value under the Localism Act 2011, of their intention to dispose of the property.

The Council invites any eligible community interest group to express an interest to be treated as a potential bidder for the Asset by **16th October 2023**.

- UCBS informed NCC of intention to Bid for the asset on 3rd October 23
Triggering the full 6 month moratorium - upto 5th March 2024

UCBS - Model Rules

Plunkett
Foundation

1 INTRODUCING THE SOCIETY AND THE RULES

Name

- 1.1 The society is called Ulgham Community Benefit Society Limited and it is called "the Society" in these Rules.

Registration and Registered Office

The Society is registered under the law as a society for the benefit of the community with the **Financial Conduct Authority**. The Society's registered office is The Old Exchange, Ulgham, Morpeth, Northumberland. NE61 3AW.

Why the Society exists

- 1.2 The Society exists in order to carry on business for the benefit of the community. This is the Society's Purpose. The Society's Objects shall be: 1 Operate a flexible and sustainable multi-purpose community facility, reflecting the results of a village survey (August 2023). Working alongside other local community groups. Examples: Womens Institute, Parish Council, Ulgham Cricket Club. Directly and indirectly supporting other local community business with a commitment to use local supply chains as much as possible. 2. Provide and protect a safe and welcoming space for our local community and visitors, enabling participation in social, cultural and leisure activities. 3. Support those who wish to volunteer and also provide inclusive employment and training. 4. Adopt a low carbon (renewable energy) policy supporting local environment initiatives..

Commitments

- 1.3 The Society is committed to
- 1.3.1 trading for the benefit of the community, and not for anyone's private benefit;
 - 1.3.2 retaining profits and applying profit to advance the Society's Purpose and Objects and/or in accordance with these Rules.

Governing documents

- 1.4 These Rules set out the way in which the Society is owned, organised and governed.
- 1.5 In addition to the Rules, the Management Committee may make other provisions concerning how the Society operates, such as your code of conduct for the Management Committee. Such provisions must not be inconsistent with the Model Rules.

FCA Incorporation - Seal



12 Endeavour Square
London
E20 1JN

Tel: +44 (0)20 7066 1000
Fax: +44 (0)20 7066 1099
www.fca.org.uk

Co-operative and Community Benefit Societies Act 2014

Registration of new society

The following society has today been registered by us under Co-operative and Community Benefit Societies Act 2014 as a Community Benefit Society:

Society: **Ulgham Community Benefit Society Limited**

Registration number: **9157**

Registration date: 29 September 2023

Address: The Old Exchange, Ulgham, Morpeth, Northumberland, NE61 3AW

Financial year-end date: 30 September

Date: **29 September 2023**



Work In Progress

The **co-operative** bank

Ethical then, now and **always**

- Almost there - should be active very shortly
- Will allow progression of grant funding applications



Business Plan

- Moving towards final draft - in review
- Dependent on final operational strategy
- Required for Community Share Sale and Grant Applications
- Important for Tax Relief “Advance Assurance” from HMRC



Share Prospectus

- Final draft - minor alterations required
- Ready for print very soon



Fundraising

- Developing a list of Target Businesses
- Strategy and Approach

Financial and Business Analysis

- ▶ Independent Business Buyer & Market Appraisal Valuation Report undertaken.
- ▶ Mike Hughes - Chartered Surveyor and Principle of MJD HUGHES Ltd a company specialising in Business and Commercial Property.
 - ▶ 30 years experience
 - ▶ Undertaken over 250 reports on public houses for community groups



- ▶ Published statistics from the “British Beer and Pub” Association
- ▶ Information and experience from other Community Pubs
- ▶ Information provided by the Plunkett Association



Overheads

Industry average overheads have been calculated as a percentage of turnover

| | |
|------------------------------------|--------------|
| Wages & Salaries | 30.0% |
| Rates* | 3.0% |
| Utilities | 5.5% |
| Repairs & Renewals | 1.9% |
| Insurance | 1.0% |
| Marketing/Promotion/Telephone/Wifi | 1.5% |
| Consumables | 0.4% |
| Waste Disposal/Cleaning/Hygiene | 1.0% |
| Professional fees | 1.5% |
| Bank charges | 1.0% |
| Entertainment | 1.0% |
| Other costs | 0.6% |
| TOTAL COSTS | 48.4% |

Fair Maintainable Trade (FMT)

| | |
|--------------------------|-----------------|
| Turnover | £200,000 |
| Gross Profit % | 65% |
| Gross Profit | 130000 |
| Total % Overheads | 48.40% |
| Overheads | 96800 |
| | |
| Operating Profit | £33,200 |

Fair Maintainable Trade (FMT)

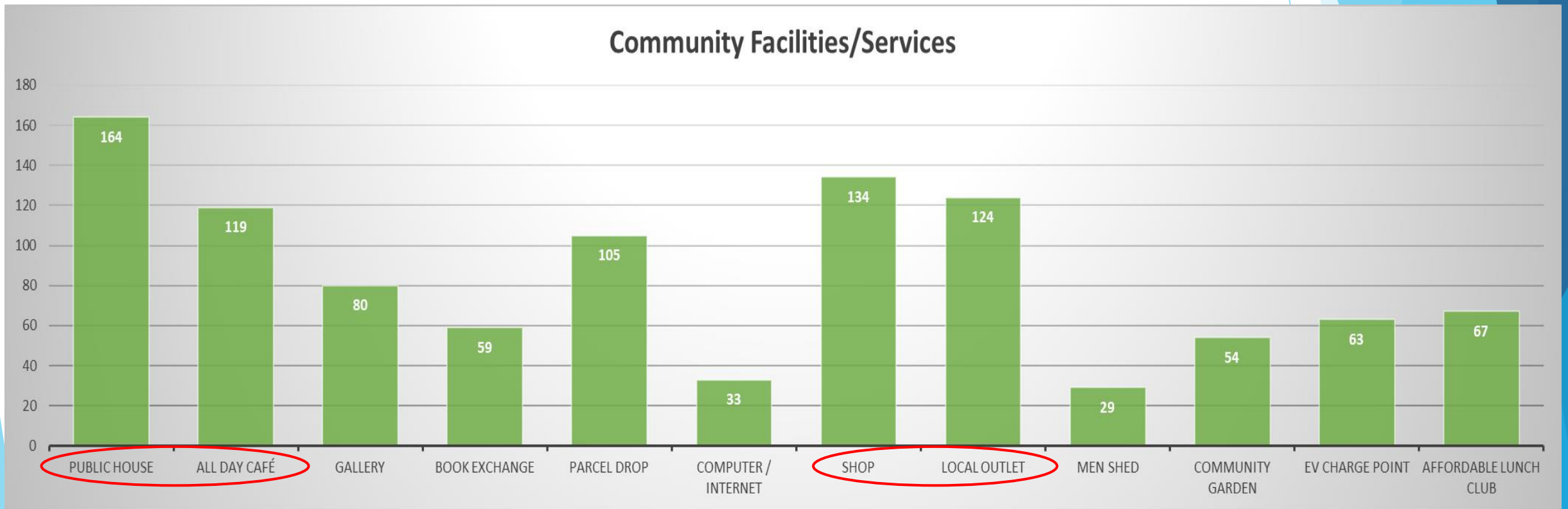
| | |
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| Total % Overheads | 48.40% |
| Overheads | 96800 |
| | |
| Operating Profit | £33,200 |

| | |
|-------------------|------------|
| Turnover | £150,000 |
| Gross Profit % | 55% |
| Gross Profit | 82500 |
| Total % Overheads | 55.00% |
| Overheads | £82,500.00 |
| | |
| Operating Profit | £0 |

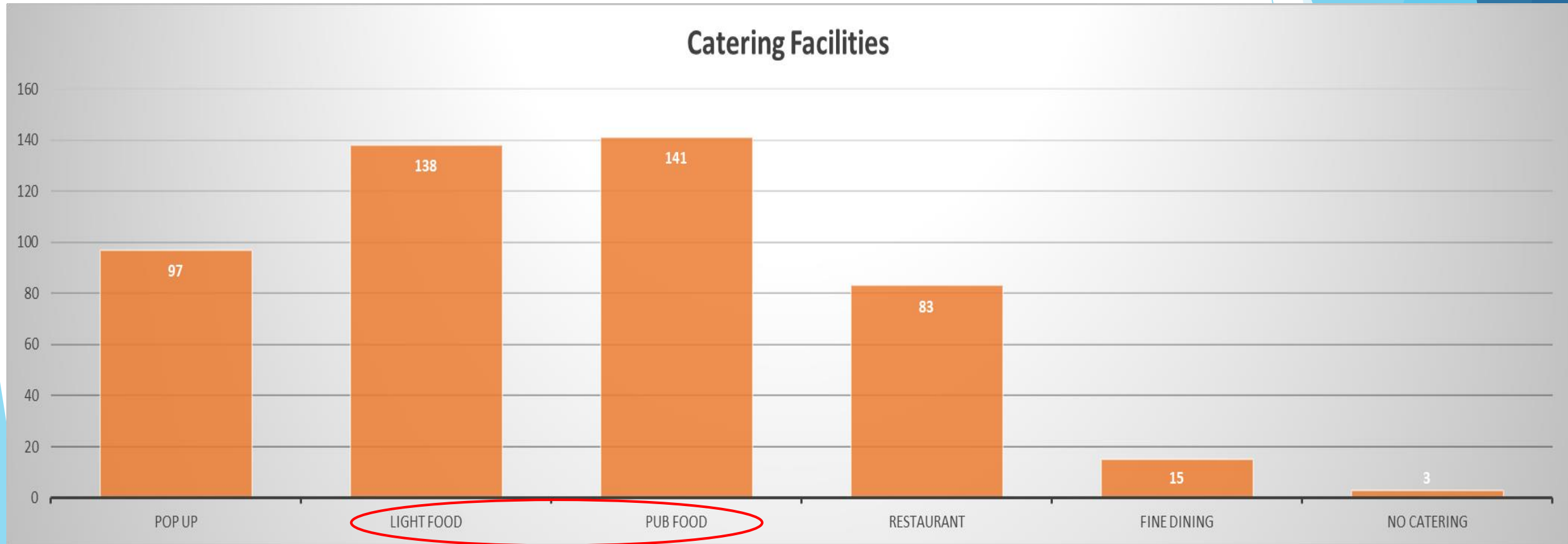
Our Initial Plans

- ▶ Clear and tidy up frontage and new signage
- ▶ As soon as possible after purchase - open bar for wet sales only and bar snacks
- ▶ Establish Café - Barista Coffee and cakes initially with village shop space
- ▶ Reinstate professional kitchen facilities to support Pub Food and extended Café Menu
- ▶ Open one self-contained holiday let

Community Facilities / Services residents would like to see



Catering Facilities preferred by residents



Timeline

[illegible]

Our Approach

- ▶ Support the most popular responses village survey - August 2023
 - ▶ Small pub/bar
 - ▶ Family and dog friendly
 - ▶ Light pub food
 - ▶ All Day Café
 - ▶ Small shop selling essentials and local produce
- ▶ To ensure a sustainable business and supplement revenue
 - ▶ Offer holiday accommodation
 - ▶ Electric Vehicle Charging

Operating the Business

- ▶ Two routes to take to operate / manage the Asset

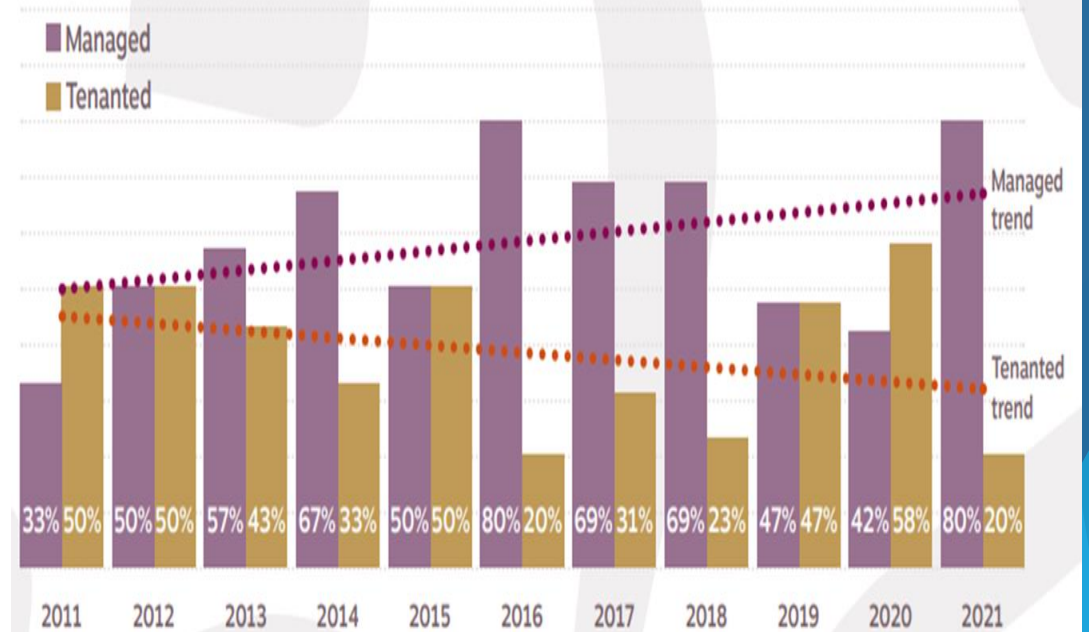


“Tenanted” model - the community leases the premises to a tenant and charges rent



“Managed” model - the community appoints a manager, directly employed and accountable to the board or management committee

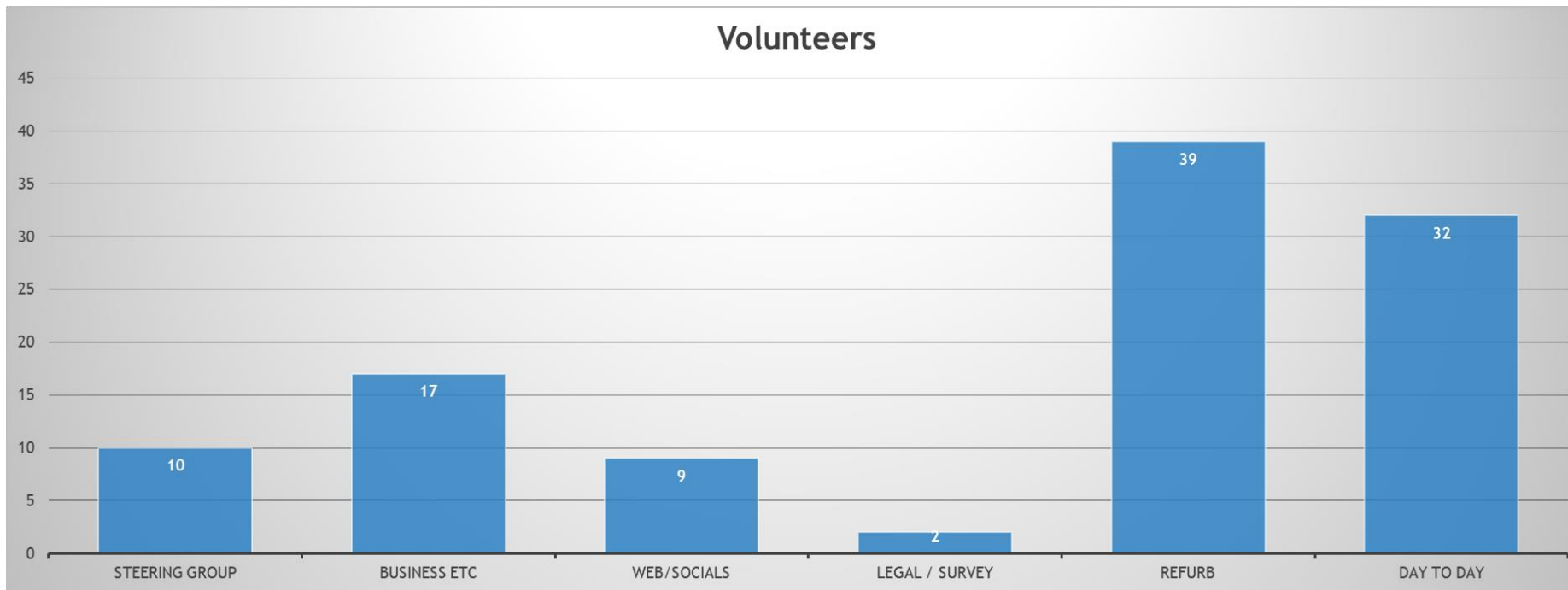
FIGURE 2.3
COMMUNITY PUBS: TREND IN MANAGEMENT MODEL OVER TIME



Source: Plunkett Foundation records 2011-2021.

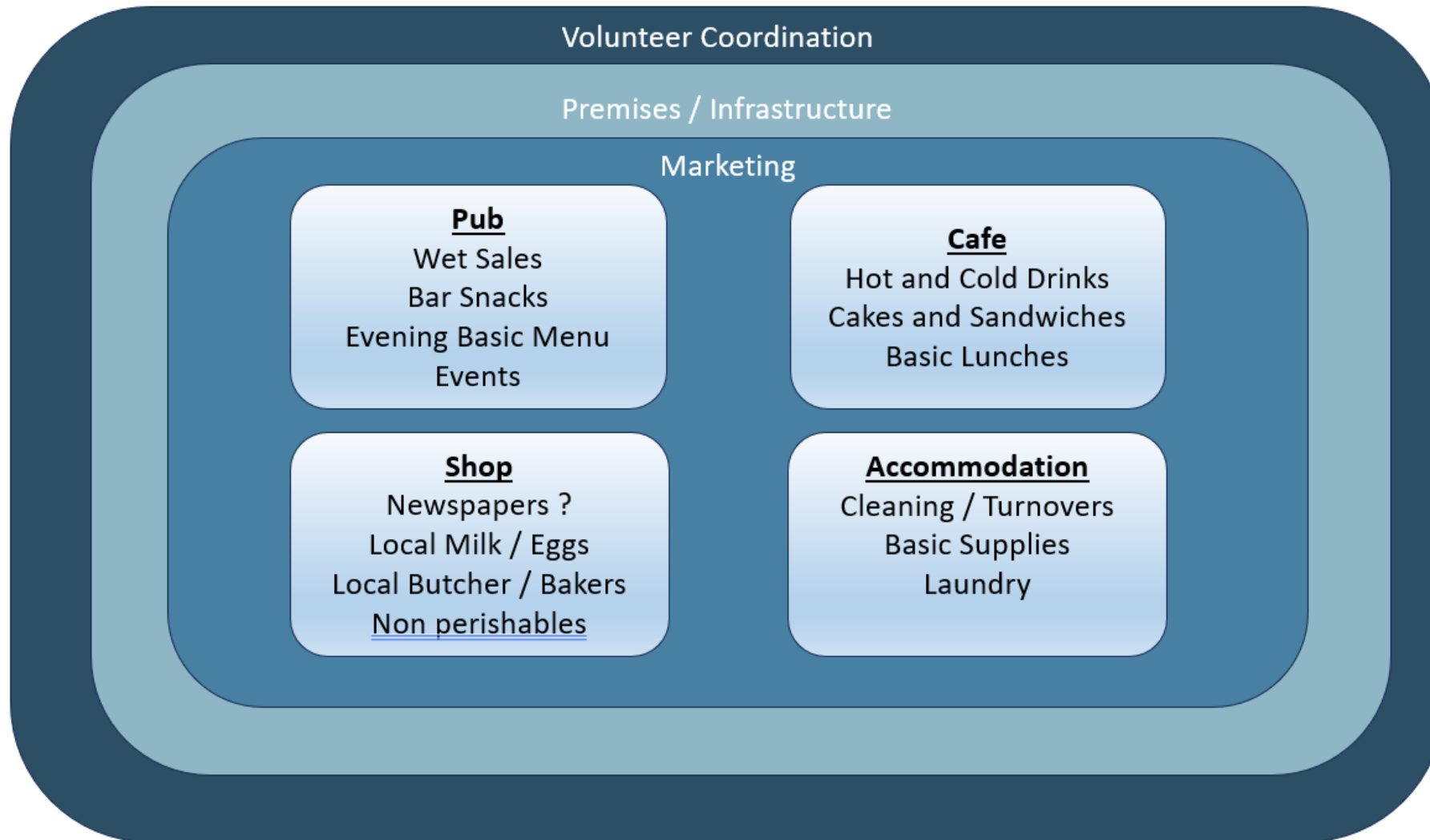
How will we Operate the Businesses

- ▶ Based on very positive survey responses we are proposing a self managing model



- ▶ We are hoping this evening will confirm that support

Operating Model



Costs to date

- ▶ Spend to date just over £3000
- ▶ Further costs including marketing of Share Sale estimated at around £1000.
- ▶ Parish Council have donated £1000
- ▶ UVA have donated £200
- ▶ Remainder has been funded by the Steering Group to date

| <i>Date:</i> | <i>Expenditure:</i> | <i>Forecast Spend:</i> |
|--------------|-------------------------------------|------------------------|
| Totals... | | 3041.00 |
| 25/05/2023 | Flyer_1: Forge as a Community Asset | 20.00 |
| 25/05/2023 | Plunkett Membership: Dave | 20.00 |
| 08/06/2023 | Public Meeting_1: W.I.Hall - Free | 0.00 |
| 21/06/2023 | Printing of Survey | 30.00 |
| 27/06/2023 | Plunkett Conference: Dave | 95.00 |
| 27/06/2023 | Plunkett Membership: Deb | 20.00 |
| 27/06/2023 | Plunkett Conference: Deb | 95.00 |
| 04/08/2023 | Flyer_2: Survey Results | 20.00 |
| 15/08/2023 | Public Meeting_2 | 24.00 |
| 07/09/2023 | Plunkett Membership_UCBS | 240.00 |
| 13/09/2023 | Plunkett Model Rules | 310.00 |
| Awaiting | Survey/Valuation MJD Hughes | 1667.00 |
| Awaiting | Marketing Budget | 500.00 |

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, architectural feel. The central area is a plain white background where the text is placed.

The Forge at Ulgham BRANDING

Neil Jamieson

The logo



The Imagery



Social media

- ▶ The website
- ▶ Facebook
- ▶ Instagram




The website - in development



The share issue

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Share Issue

The Forge at Ulgham will be owned by shareholders of the Ulgham Community Benefit Society (Ulgham CBS Limited). The society is registered with the Financial Conduct Authority - Company number 9157

Shares will be on offer from 13th November until 31st December 2023. We aim to raise between to buy the Forge building and land and refurbish the property. We aim to supplement this figure and any shortfalls with grants, crowdfunding and sponsorship


Please print, complete and return the form which represents your purchase from the options below or Click on Sign up now for on-line form

[SIGN UP NOW](#)



The share issue - download the forms

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Please print, complete and return the form below or Click on SIGN UP NOW for on-line form

[SIGN UP NOW](#)

Downloads

Individual Share Purchase Form 2023
(pdf)

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Corporate Share Purchase Form 2023
(pdf)

[DOWNLOAD](#)


Syndicate Share Purchase Form 2023
(pdf)

[DOWNLOAD](#)



The share issue - complete on-line

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Share Application Form (Individual)


In accordance with the Rules of the Society I wish to apply for shares in Ulgham Community Benefit Society Limited for the purpose of purchase and renovation of The Forge

to the value of:

Name


First Name Last Name

[E-mail](#) [Phone Number](#)





The History

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The History

Pubs are one of Britain's oldest and most popular social institutions and are essential in fostering and developing social relationships among residents, strengthening the level of community cohesion in villages and parishes, and positively contribute to communal well-being.

The Forge Inn, previously known as the Anvil Inn has a history of being a former blacksmith going back to 1700's. Seemingly it was common for blacksmiths to become publicans as the forge, being the only warm place in a village, was a natural place for the men to congregate in the evening, establishing the Ale House. The Anvil Inn was renamed The Forge Inn by its new owners in 1975. (History taken from 'Ulgham its story continued' by Janet Brown, Ulgham resident). The Forge Inn has been a thriving pub in the past and more recently a filming location. However, sadly it has been closed for business since....

The Forge Inn was placed on the Asset of Community Value register with Northumberland County Council (NCC) in November 2019, by the Parish Council on behalf of the residents. In September 2023 the current owner informed NCC of their intention to dispose of the asset as per the Localism Act 2011. The race is now on to save and restore The Forge Inn and guarantee for future generations a welcoming community hub for locals and visitors to enjoy.



Volunteers

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“You make a living by what you get. You make a life by what you give.”




Winston Churchill

The Forge Inn

Become a volunteer - help us save the Forge



Volunteer form - fill in on-line

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The Forge - Volunteer Sign up Form

Thank you for signing up to volunteer - please add your details and skills and we will get back to you soon.

Full Name


First Name Last Name

E-mail

example@example.com

Address


Street Address






The News

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The Forge News

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1 October 2023 | General News

Ulgham CBS gets incorporated

We are delighted that from 29th September, Ulgham Community Benefit Society Limited has now become fully incorporated with the Financial Conduct Authority and is now registered in England number 9157 as fully community b...

[Continue Reading](#)



22 September 2023 | General News

The Ulgham CBS Steering Group


We are pleased to announce that the Ulgham CBS steering group has now been formed and has had its inaugural meeting.

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- [Purchase](#)
- [Volunteers](#)





Volunteers



Volunteer Details & Suggestions



- ▶ In order to operate as planned we will need volunteers and your details
- ▶ Sessions with the Management Committee - next 20 mins
- ▶ Suggestions and feedback welcome - notes on the table



- ▶ Marketing / Website / Socials - Neil
- ▶ Volunteering questions - Lisa
- ▶ Refurbishment - Mark
- ▶ Fundraising - Paul
- ▶ Society Setup and Governance - Jen
- ▶ Finance / Share Offer - Deb
- ▶ Business Plan - Dave

And Finally !



Donations to help with early funding very gratefully received.

If you are able to help please contact any of the management committee or email:

UlghamCBS@gmail.com

Thank you for Listening.



Email - UlghamCBS@gmail.com