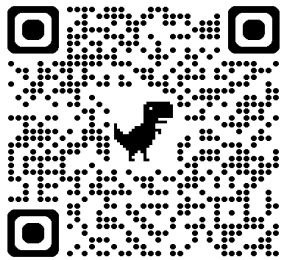




Please visit the SCBS Website



[www.semington-cbs.co.uk](http://www.semington-cbs.co.uk)

# YOUR PLEDGE



**SAVE SEMINGTON'S  
SOMERSET ARMS**



We need your help!

Thank you so much for your support today. This is the last chance we have to save the Somerset Arms for our village. With your help the community can own, renovate and re-open the pub, better than ever. It can once more be at the centre of our community, enjoyed by all, long into the future.

The success of this community purchase is reliant on spreading the word to as many people as possible. Anyone will be able to own shares, not just people living in the village. Please let your family, friends, Facebook and social media contacts know about our campaign here in Semington.

We also need as much help as possible to save the pub, if you would like to volunteer please get in touch through our website. We would be so pleased to hear from you. We need all kinds of support such as campaigning and leaflet drops. We also need specialised help, so if you have a particular skill set please get in touch, we really need you all!

Let's save the Somerset Arms - together, as a community.

## MY PLEDGE

NAME \_\_\_\_\_

PHONE\* \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS\* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(\* *Optional information*)

**Shares will be £1 each, with a minimum amount of £250 unless you are 16-18, when the minimum is £100**

**I PLEDGE TO BUY SHARES  
WORTH**

**£** \_\_\_\_\_

## What do I do with my Pledge?

You can either:

- Complete the online pledge form on our website
- Complete the form below and send a picture of it to [info@semington-cbs.co.uk](mailto:info@semington-cbs.co.uk)
- Email the details below to us at [info@semington-cbs.co.uk](mailto:info@semington-cbs.co.uk)
- Return it by post to:  
Bridge House,  
Canal Bridge,  
Semington  
BA14 6JT

This is non-binding and we are not asking for any money at this stage.

Thank you for helping  
to save the

# Somerset Arms

## The Somerset Arms Semington, Wiltshire

# Pledge to Save Our Pub

### What is the current position?



The Somerset Arms closed in 2023 and the current owners, the Wellington Pub Company, sought a new tenant. They were unsuccessful in finding someone to lease the pub and it was put up for sale. It remains unsold and is on the market for £395,000 plus VAT.

### **Why is the pub important?**

The Somerset Arms has a long history in the centre of the village, dating back to at least the mid 18<sup>th</sup> century, and possibly as far back as the 1600s. It is not only a central landmark but a crucial social hub - the '*beating heart*' of our village. It has been a valuable meeting place for everyone to enjoy and central to many events, from village fetes and festivals to the popular pub quiz. It was where groups, friends and family could meet, enjoy a drink and perhaps an evening meal or Sunday lunch. As the village expands, it is imperative to forge every opportunity to bring our community together. The Somerset Arms is central to this aim.

- ***The Somerset Arms is the only pub in the village***
- ***This is the last chance for us to stand together as a community***
- ***You – We...can do something about it NOW***
- ***We can create a superb community hub in the village for everyone to access and enjoy***
- ***Your action now creates a legacy for the future***

The Business Plan will be available as part of the share offer. This will ensure that every member has a clear and shared understanding of everything we are trying to do together. The Business Plan will explain the structure of the Society, what we want to do with the pub, how much we need to raise and spend, and what our plans are for the renovation and subsequent running of the pub.

### **Tax benefits**

We are not tax experts, but it is our current understanding that there are unlikely to be any tax benefits associated with purchasing shares. However, you should seek your own advice on this.

### **I would like to do more, how can I help?**

You can help by spreading the message and letting everyone know about the share pledge. If you want to volunteer with leaflet drops, help at our events and later with renovation, then please get in touch at [info@semington-cbs.co.uk](mailto:info@semington-cbs.co.uk)

### **I have some questions**

If you have any questions, please don't hesitate to contact us at:

[info@semington-cbs.co.uk](mailto:info@semington-cbs.co.uk) and we will try to help.

You can also look at our website which contains more information:

[www.semington-cbs.co.uk](http://www.semington-cbs.co.uk)

- *If the share offer is unsuccessful in raising the capital required to buy the pub, we will be unable to proceed and we anticipate your money will be returned minus costs incurred*
- *You have to be 16 or older to invest*
- *The share offer will be externally assessed through the Community Shares Standard Mark.*

### **So why should I bother to invest?**

These shares are about making a real and lasting change in the village. They are about pride in our village and bringing our community together. By investing, you will be ensuring the pub is safeguarded for the future and not lost forever. You will be a co-owner with a voice in how the pub is run and will be recognised for your contribution. You will have contributed to saving a vital community asset and all the activities and events vital to our community. Perhaps most importantly, you will have somewhere to use and enjoy, knowing you stood up when it counted, and helped make a difference.

### **So, what do I do now?**

Each share will cost £1. You will be able to invest any amount from a minimum of £250 up to a maximum of £50,000. Every shareholder will have 1 vote, irrespective of how many shares they own. However, if you are between 16 and 18 you will be able to invest a minimum of £100. You will also be able to buy shares for other people as gifts and businesses will be able to invest. Every shareholder will become a member of our Society.

The process of raising money will be called the **SHARE OFFER**.

### **Who is 'we'?**

Following several public meetings in the village hall and a village survey, it is clear there is a real appetite to save the Somerset Arms, with many people offering skills and talents to help. A small group of villagers formed the Semington Pub Action Group (SPAG) and subsequently formed the Semington Community Benefit Society (the Society). The Society will be the platform for the community share offer and pub ownership.

### **What is the plan going forward?**

The Society now enables us to buy our pub through a combination of community shares and some grant funding. Learning from other successful community pubs, we will use shares, grants and donations to secure the purchase, renovation and re-opening of the pub.

**So...this is an invitation for you to show your genuine interest in buying shares and becoming a proud co-owner of our village pub.**

### **When will all this happen?**

We have been preparing the necessary structures needed to manage the money raised for the project. The Society is now a registered legal entity regulated by The Financial Conduct Authority (FCA), and we have opened bank accounts to manage the finance. We continue to work on business planning, surveys, valuations, communications, our website, grant applications etc. It's a long list, but we have now completed the important documents necessary to move onto the next step. A summarised version of the Business Plan is available on our website [www.semington-cbs.co.uk](http://www.semington-cbs.co.uk)

Now we need to gauge the community's interest in investing. This is the **PLEDGE STAGE**.

This will be followed by the **SHARE OFFER** to actually raise the money for the pub purchase. That is likely to be in summer, and we will only have a few weeks to raise the necessary money. We are undertaking the pledge stage first so that we know where we stand.

Once the pub has been purchased, we will set about the practical work of clearing it and undertaking renovation work. This will also take capital, and many volunteers. It will be quite a lengthy period before the pub will be ready to trade with a new tenant appointed by the Society.

### **What will The Semington Arms offer?**

The village survey was really helpful in allowing people to express their views. We used this information to draw up a plan about what the pub should offer. Top of the list, it will be a welcoming place for local people to meet and enjoy all the benefits of a pub, restaurant and venue central to key village events. We are still looking carefully at facilities, but it is likely it will have a private meeting room, games and dining rooms, letting rooms, and of course, the pub garden. It will also host local teams, as well as offering teas and coffee so that people can meet and chat throughout the day.

### **What do you want me to do?**

The first step is to buy the pub, but like every property purchase there is a negotiation between the buyer and the seller. We need to be confident of the amount of money we can raise so that we can undertake a credible negotiation. This is why we are asking you to seriously

consider how much you would be prepared to commit to the purchase of shares - this is your **PLEDGE**.

So, we are asking you a simple question:

### **HOW MANY SHARES WILL YOU BE PREPARED TO BUY?**

Whilst the pledge is not binding in any way, we need an honest indication from you so that we can enter into the negotiations with confidence. Access to your pledge information will be limited to a few members of the management committee of our Society. The Pledge Stage will run for 6 weeks from April 22<sup>nd</sup> to June 3<sup>rd</sup> 2026.

### **What is a 'share'?**

Most people buy shares as an investment because they hope that the share price will increase, or that they will receive regular dividends. These shares will be different:

- *They cannot be sold, other than back to the Society (we hope people will not do this as it reduces available capital, but sometimes peoples' circumstances change and they may have to sell them back)*
- *They will have an initial 'lock in' period of 3 years, other than in exceptional circumstances (this is to ensure we can rely on initial capital to meet the objectives of the Society)*
- *They will not increase in value*
- *They will not attract regular dividends although, when the pub is successfully trading, there may be a modest 'interest' return*