

# Green Dragon Exelby

Update – June 2018



Dec 2017  
Bid

- £195,000 + Vat
- Pub, Cottage, Car park and part of the rear land

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

El Group Land Take

Area : 43226.7 ft<sup>2</sup> (4015.89 m<sup>2</sup>)

Green  
Dragon  
(PH)

Exelby Worst Case

Compromise

Area : 5251.33 ft<sup>2</sup>  
(487.864 m<sup>2</sup>)

Area : 15600.5 ft<sup>2</sup> (1449.34 m<sup>2</sup>)

Ten Trees

End

Haven

St George's House

Little

# Scenarios

1	Bid for the whole	Not affordable as a community purchase
2	Bid for the pub, cottage, car park and rear land	Partial sale not accepted by EI
3	Bid for the whole as a joint enterprise	*New proposal*
4	Do nothing	Pub remains closed pending sale

## Joint Enterprise

- A joint approach with a developer to purchase the whole for £410,000 with 2 separate but related purchases with a development agreement
- EGD Community Pub Ltd financial input = £200,000
- Developer seeking to obtain planning permission for three or more houses
- Exact split of land to be determined by planning consent
- EGD Community Pub Ltd to be no worse off than scenario 2

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Pr  
Preview

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Pr  
Preview

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

Promap  
Preview only - not for resale

End

Haven

St George's House

Little

El Group Land Take

Area : 43226.7 ft<sup>2</sup> (4015.89 m<sup>2</sup>)

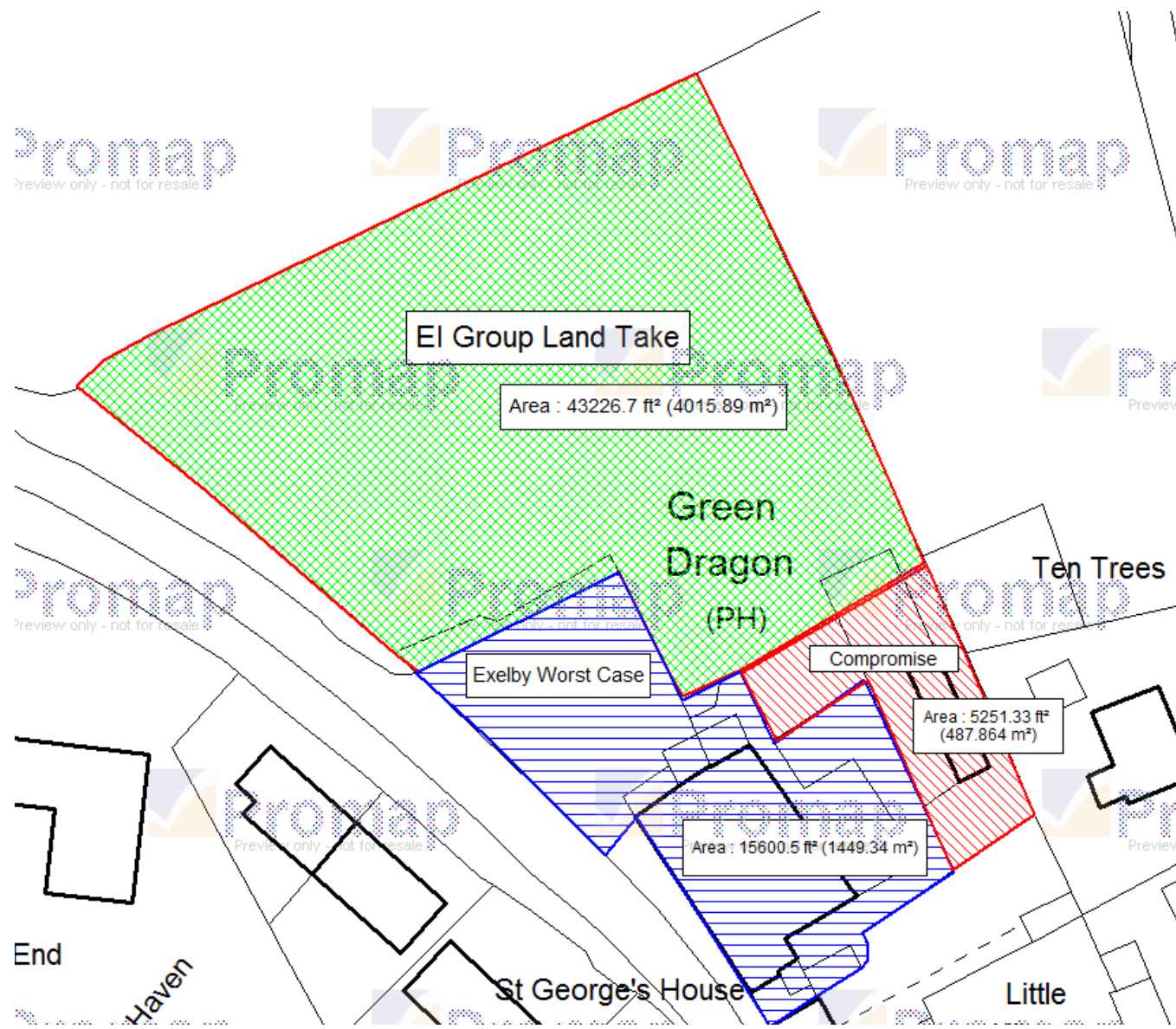
Green  
Dragon  
(PH)

Exelby Worst Case

Compromise

Area : 5251.33 ft<sup>2</sup>  
(487.864 m<sup>2</sup>)

Area : 15600.5 ft<sup>2</sup> (1449.34 m<sup>2</sup>)



# Joint Enterprise

- Exchange of contracts binds us into an agreement
- Need to launch share offer and make grant/loan applications to have confidence to exchange contracts
- Purchase of pub Sept/Oct if funds raised
- Share funds secure

## The bid and likely costs

The pub, cottage and part land  
200,000

Legal fees to purchase  
5,000

Estimated costs of refurbishments  
190,000

Total  
£ 395,000





Where is the  
money  
coming from?

Share offer	295,000
Grant	50,000
Loan	50,000
Total	£395,000



## Proposed scheme

- Launch the share offer and obtain grants/loans
- Purchase the pub and cottage
- Refurbishments and improvements
- Seek a tenant to operate the pub independently
- Establish a shop and cafe

To see the pub thrive as a go to eating and drinking venue,  
a hub for community activities and  
a place to socialise

# Business Model

Shareholder ownership of the asset through Exelby Green Dragon Community Pub Ltd

Rent the pub and cottage to suitable tenants

EGDGP Ltd receives income to:

- Meet expenditure
- Pay shareholder interest

Pub operation separate and independent

Operation of shop and café to be determined

# Exelby Green Dragon Community Pub Ltd

- A community benefit society registered with the Financial Conduct Authority
- Run for the benefit of the community
- Board of 3 to 9 Directors
- Directors receive no benefits
- Reports to Members
- Asset lock – any surplus from a sale protected
- Access to grant and loan finance

# Business plan for EGDCP Ltd

- Responds to community consultation
- Asset of community value listing
- What we are trying to achieve
- Refurbishments and improvements
- Ownership model and appointing a tenant
- Funding and financial projections

Full business plan at [www.exelbygreendragonpub.co.uk](http://www.exelbygreendragonpub.co.uk)

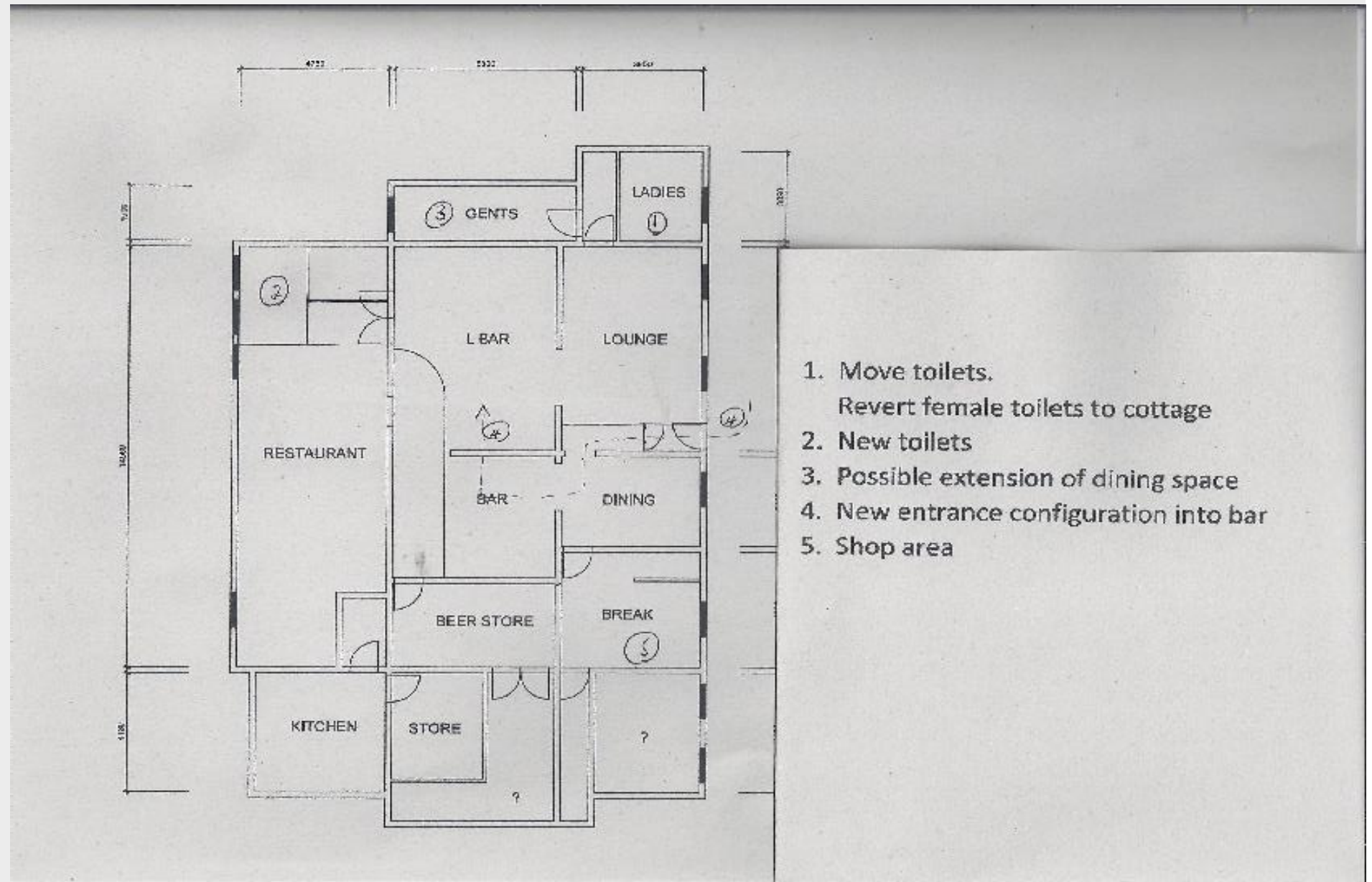
# Repairs and Improvements

- Essential repairs to the structure and outside areas
  - Thorough tidying, spring clean and redecoration
  - Refurbish kitchen
  - Refurbish upstairs accommodation
  - Refurbish cottage
  - Relocate toilets
- 

- Establish shop/café
  - Longer term asset repairs
- 

- Outdoor space development

# Possible pub layout



## Pub tenant

- 5 year protected tenancy with accommodation
- Full repairing lease
- Tenant responsible for all outgoings and staffing to run the pub
- Tenant responsible for running the pub independently incl. opening times and food and drink offering
- Incentivised through stepped rent approach

Above all someone with the right attitude and aptitude to run a community owned village pub and align with community feedback



# Share offer prospectus

- Plans for the pub
- Reinvigorating the pub
- Terms and conditions of the share offer
- Financial projections and rate of return
- Risks
- Frequently asked questions

Share prospectus including a mini prospectus and frequently asked questions  
at [www.greendragonpub.co.uk](http://www.greendragonpub.co.uk)

# Share offer Terms and conditions

- Investments in multiples of £500 up to a maximum of £100,000 in EGDGP Ltd
- May alter upper limit to accommodate smaller and larger investors
- Open to anyone over 16
- Individuals, organisations and companies
- Shares will not increase in value or be traded
- Future share offers a possibility to raise more capital

# Share offer Terms and conditions

- Interest payments on shares as projected in financial plans:
  - 1% year 1,
  - 2% year 2,
  - 3% year 3
- Shares withdrawable after first 3 years but may be refused/delayed if endangers the business
- Shares not transferable (except death and bankruptcy)
- New investors waiting list when target achieved

# Shareholder involvement

- AGMs and EGMs
- As Board Members
- Organising and supporting community events
- Volunteering
- Providing feedback to the tenant and Directors
- Ambassadors for the pub

Having a pint and a meal in a pub you own  
in good company and a friendly atmosphere

# Share offer launch

- As soon as it can be organised

# Next steps



01

Launch share  
offer

02

Share offer  
open for 2  
months

03

Purchase  
concluded

04

Refurbishment  
programme  
and appoint  
tenant

# Help needed

- Spreading the word
- Share purchase
- Volunteers
- Recruiting a tenant
- Directors



Find out more  
and up to date  
information

[www.exelbygreendragonpub.co.uk](http://www.exelbygreendragonpub.co.uk)

Twitter:- @egdg2017

Facebook:- Exelby Green Dragon Group





Thank you

- *That's all folks!*