

# The Holywell Green Community Dream

Our vision to make life in this village even better!



- The provision of a social hub in Holywell Green
- Delivery of services and facilities that simply don't exist
- Development of a sustainable business venture
- The reduction of social isolation
- Boost community spirit



## How this story began . . .

We all remember the buoyant vibrant community pub, that graced the centre of Holywell Green for many years - ever since 1822 in fact! But like so many others, the business fell into the hands of the notorious 'Pubco' and the familiar decline quickly followed. The present owner took over in June 2011 and within months submitted planning applications to change the building into 6 flats. He hoped for a swift and easy outcome.

But he came up against us!

As a group we felt that it was wrong to lose the only pub in this village.

That would mean the loss of the only social interaction centre for the local community. But if we were to campaign against such loss we needed to gauge levels of village support.

On January 4th 2013 we held a meeting in the church hall to establish the amount of interest

local people had in this venture.

The meeting was scheduled to start at 19.00 and to our delight

92 people packed the hall when we began.

Our eventual chairman John Walsh made a passionate speech explaining why we wanted to save the pub but the reaction to this was

completely unexpected! It began when an elderly lady stood up and said in the most blunt of Yorkshire accents "It's all right you lot trying to save the pub - that's a good thing but what are you doing about the older people in the village?"

Which was quickly endorsed by another lady in the room who

shouted "Yes what are you going to do about the young people in the village? I'm a single mum with two teenagers, there's nothing for them to do!"

**"You can't even get a cup of coffee!"**

**"I've got two toddlers - there's no facilities for them"**

**"We only meet at funerals these days"**

task ahead of us than we'd ever imagined.

And how quickly we embraced it! Within a few weeks we stopped the relevant planning application, had the pub listed as the first ever Asset

**"This village is dying"**

of Community Value in Calderdale, visited other community owned pubs and received a grant of £6729. So now we had a mission

to make life even better for the people in this village - and our work began.

**And it still goes on!**

We all looked at each other . . .

We were just a steering committee - a group of local people with good intention at heart. But now we knew we had a bigger

# Our mission...

**Is straightforward! - The establishment of a vibrant social community hub for Holywell Green to address the social isolation. Data supplied by the Public Health Intelligence Team at Calderdale Council shows the following:**

Single person households (excluding pensioners)	17.90%
Lone parent households	20.80%
Lone pensioner households	10.30%
Percentage of residents over 60	24.90%
Percentage of households with no available vehicle	17.00%

We aim to provide a significant improvement in social participation across these groups, increased support for existing and new community activities, positive impact on levels of well-being and a growing, supportive well-connected community.

We listened to what local people told us is required - we will continue to listen.

We will operate a viable community owned public-house on a sustainable commercial basis.

We are a registered Community Benefit Society & will use all surplus monies to fund community services and facilities that don't exist in this village.

This means that funding will be self-generated - and the reliance on the local council will be reduced.

This boosts the opportunity for all residents to help shape the village future - to be part of a unique community concept -that 'trail-blazes' true social interaction.

**Village life will improve for all residents!**



# The Holywell Community Pub Ltd.



**Is the organisation that we set up to 'oversee' the whole of this venture.**

Obviously there's so much more to this than just saving a pub - but in itself that's not such a bad thing. Pubs have always had an important role in village life - and we'll always respect the heritage of the Holywell Inn as an important integral part of this village for so many years.

But now so much more can be done. We quickly set out to identify the social needs for local people - and just as quickly discovered how little there really is.

The overwhelming isolation factor really troubled us - but when coupled with the lack of any real social facilities we knew we had to react.

We set up a steering committee and since then have met every two weeks. A complex plan to 'rescue' the social interaction of the community was put into place.

And the work of a dedicated team began . . .

A team of ambitious volunteers who came together with a common goal to simply improve - wherever possible - life in Holywell Green. Very important!

# Life in Holywell Green...

**Is fine - if you have a car, can catch a bus, pay for a taxi or don't mind walking a couple of miles up and down steep hills . . .**

Because you will need to! If you want to go to a library, or have a bar snack, see a movie, talk to your MP or just have a coffee with a friend.

But what if you're 70 and living alone, or 15 and bored or a single mum?

Because this village has all the above people living here - and we think it's time to develop a social hub to address the lack of facilities for everyone who lives in Holywell Green.

And we're not alone!

In 2011 the Government introduced the concept of 'Big

Society' - to break down the barriers that prevent local people getting things done that suit their communities. To support social enterprises and unleash entrepreneurial spirit.

The Localism Act was also introduced - giving new powers to community groups such as ours.

**This...**



**Not this...**



# The Asset of Community Value

**The Localism Act granted community groups such as ours the 'power' to nominate buildings they believed to be important as an Asset of Community Value.**

We quickly embraced this and the Holywell Inn became the first ever such listing made by Calderdale Council. That helps us immensely in our quest to buy the premises. But here we want to concentrate on the benefits such a purchase will bring to the community.

A vibrant commercial enterprise will generate significant funds - and as a society, such funds will be invested in the social enterprise side of this venture. So in essence we will form a sub committee of society members (please remember anybody over 18 is eligible to be a society member - and we now operate a monthly subscription facility to enable the purchase of shares). Their role will be to administer such funding to community services, events and facilities. The pub will be owned by the society, operated by the society and surplus business funds will be returned to the village.

Thus the whole thing becomes an iterative cycle - we've defined a problem, formulated a policy, through management action will implement such policy and then monitor, evaluate, assess and measure outcomes.

Research has shown that pubs with a community interest, trade significantly better than others. And the Holywell concept is unique - we are the resourceful community that our local council wish to promote.



## So where did we start?

**We had a look at television programmes - always a good way to measure the interests of people. And we blatantly copied them!**

So far we've held village 'Bake-offs' - Garden Produce shows, antiques valuation days, table top sales, Easter-Egg hunts, Halloween walks, a big-lunch event, various quiz nights, a major music show, Five highly successful music festivals, several live music nights and published 48 consecutive monthly newsletters. Our tea and coffee 'pop-up' café and recent 'pop-up pubs' have become celebrated in the village!

Our media profile has also grown significantly! We've done six live radio interviews, been the subject of numerous press articles including features in The Guardian and Yorkshire Post. We've been spoken about on BBC Radio 2.

We're the only pub group in the Community assets in difficult ownership project - our chairman has spoken in Westminster about the campaign - four times! - and former Prime Minister David Cameron became aware of us.

But what can we do to improve life in the village .

**That's the most important thing! And remains our number one priority.**



## The Social Impact ...

**Remember our bored 15 year old teenager, the lonely pensioner, the weary single mum?**

Well that's what we're really here for. We want to create our own 'Big-Society' in line with government policy. We want social impact. We work with a number of national organisations that offer assistance and guidance to us. These include the Plunkett Foundation, Social Investment Business, Locality UK, Camra, Pub is the Hub, DCLG, Civic Voice and Jericho Road Solutions.

Our association with such organisations is vital to the stability and success of this venture.

We aim to be an exemplar group - we realise this type of project can be repeated throughout the UK and our advice and knowledge may well be called upon by other community groups attempting similar ventures. We'll be glad to help!

But our priorities lie right on our very own doorstep. We must be an 'all-inclusive' deal. We must continue to research, discuss and engage with the whole community.

We fully understand the need to adapt where necessary - this simply has to work.

# The services & facilities

So that's what we've done so far, but with the pub trading and providing funds - this is how we see the future. We will continue with the events that have already become so popular but based on residents suggestions so much more is planned.

## Social Events

Coffee Shop  
Afternoon teas  
Local Craft beers  
Bistro  
Quiz nights  
Live Music  
Pub Food  
Cabaret Nights  
International food nights  
Annual Beer Festival  
Annual Music Festival  
Annual Bake-Off  
Antiques Valuation day  
Table Top Sale  
Annual Garden Show  
Easter Egg Hunt  
Halloween Walk  
Comedy Club  
Murder Mystery Night  
Brass Band nights

## Local Services

Police Drop-in Centre  
First Aid Courses  
Fire Safety seminar  
Meeting Room  
Farmers Market  
Carol Concert  
Christmas Market  
Craft Fairs  
Free Wi-Fi  
Sloppy Slippers  
Health talks  
Benefits advice  
Energy saving advice  
MP Surgery  
Councillor's surgery  
Monthly newsletter  
Laptop hire  
Function room for parties  
Christmas savings club  
Stop Smoking club

## Community Facilities

Mother & Toddler Group  
Lunch Club  
Pensioner Club  
Keep-Fit Club  
Book Club  
Author talks  
Library  
Film Club  
Language Classes  
Knitting Club  
Golf Society  
Football team  
IT Classes  
Wine Club  
Photography Club  
Ramblers Club  
Baking Club  
Gardening Club  
Youth Club  
Recording Studio

All the above can be implemented as soon as the pub and function room are open.

At that point we will also be in a position to offer full time jobs to at least three people and create a number of part time positions.

Our longer term strategy is to look at providing student bursaries, publishing a monthly village newspaper and creating a village orchard and allotment spaces. Thus creating even more part time and voluntary employment opportunities.

Our track record of organising community events has been praised by many organisations - and we now work closely with both the local church and Brooksbank School in Elland.

Our first year trading figures indicated that our commercial expertise is also credible.

**From an income of £38,567 we made a net profit of £11,115 - and that's without the pub!**

So our objectives are clear.

But we must measure, evaluate and assess the impact we have on our beneficiary's lives.

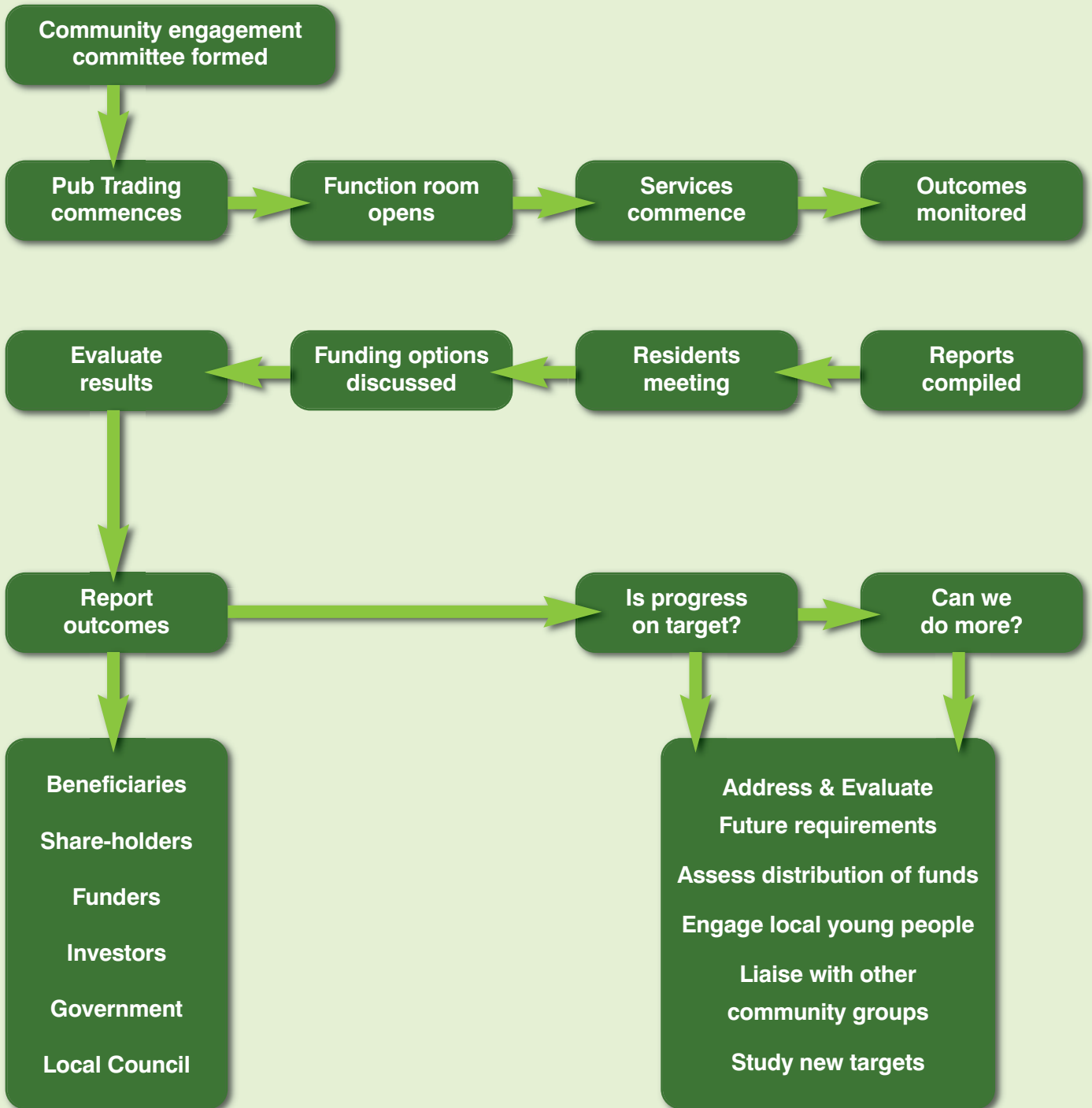
We must have indicators to display how the process of our mission to Holywell Green is performing.

We need to be practical and consistent but responsive to change where necessary.

We must communicate our impact with clarity - to local residents our funders and associated groups.

# The impact & measurement chart.

So how do we know if we've got it right? How do we measure the impact our activities and events are having on people's lives? Are we correctly recognising the needs of local people? Is there true value in our work?



The Holywell Inn traded for 189 years - until a property developer decided that all social interaction in the village should cease.

If we don't succeed with this venture - all the benefits outlined in this document will never take place in Holywell Green.

Our bored 15 year old, will look to move on. Our lonely pensioner will grow in isolation and rely more and more on his TV set.

That after funeral get together - about the only time

local people meet these days - will still have to be held out of the village - as will the 21st birthday party or New Years Eve 'bash'.

Friendships won't develop any more and community spirit will never prosper.

Holywell Green will become a commuting village - the one identifying factor, The Holywell Inn, will simply become a bus stop and a fading memory of happier days.

We are not prepared to let that happen!

## Some Facts & Figures

- The Public House began trading as 'The Waggon & Horses' in 1822
- It is the only public house & social facility in Holywell Green
- It was a highly successful business until recent years
- There's been no investment or maintenance on the premises
- The Present owner closed it on December 31st 2011
- He has submitted 7 different planning applications and a planning appeal. All were comprehensively dismissed!
- We have twice agreed to buy the property only for the owner to withdraw his 'offer'
- It needs over £150,000 spending on it before reopening
- We were awarded £100,000 (£50,000 grant/£50,000 loan) from the Plunkett Foundation 'More Than A Pub' scheme but these funds were never received as Calderdale Council failed to carry out the compulsory purchase on time
- Our campaign group is recognised as the most prolific in the UK
- An immense amount of voluntary work has been undertaken
- We have national support for this campaign
- The venture will create a number of employment opportunities
- This is a campaign to protect the social cohesion of the village forever
- We want to provide an answer to help stem the loss of British pub
- We are currently assisting five other pub groups attempting similar campaigns
- The Plough at Fadmoor, The Travellers Rest at Skeeby, The Henry Jenkins at Kirkby Malzeard, The Greys Inn Brighton and The Iron Duke Great Yarmouth
- We want to demonstrate a method of building stronger communities
- Our committee has some 20 members
- We are all complete volunteers and all live locally

# The Next Steps

We now offer shares in the society and these are payable by monthly subscription.

Each share costs £25.00 per month over a period of four years. This offer is currently limited to 100 shares in total and whilst there is no limit to the amount any individual can hold - we will operate on a strict one-member one-vote basis.

The idea is to raise cash progressively towards the purchase of the public house.

All funds are protected by FCA regulation and each share holder has the right to stand for election as an officer of the society.

Once the business is established and self-financing the intention is to pay share-holders compensation of up to 2% above the Co-Operative bank base rate.

We must also strive to negotiate an appropriate financial situation with the owner to bring about the purchase of the Holywell Inn.

To that end we're privileged to have leading barrister Scott Stemp of No.5 Chambers in London working with us.

Scott is a leading UK authority on planning and local government issues. His guidance has been invaluable for our group and it's very reassuring to know he's involved.

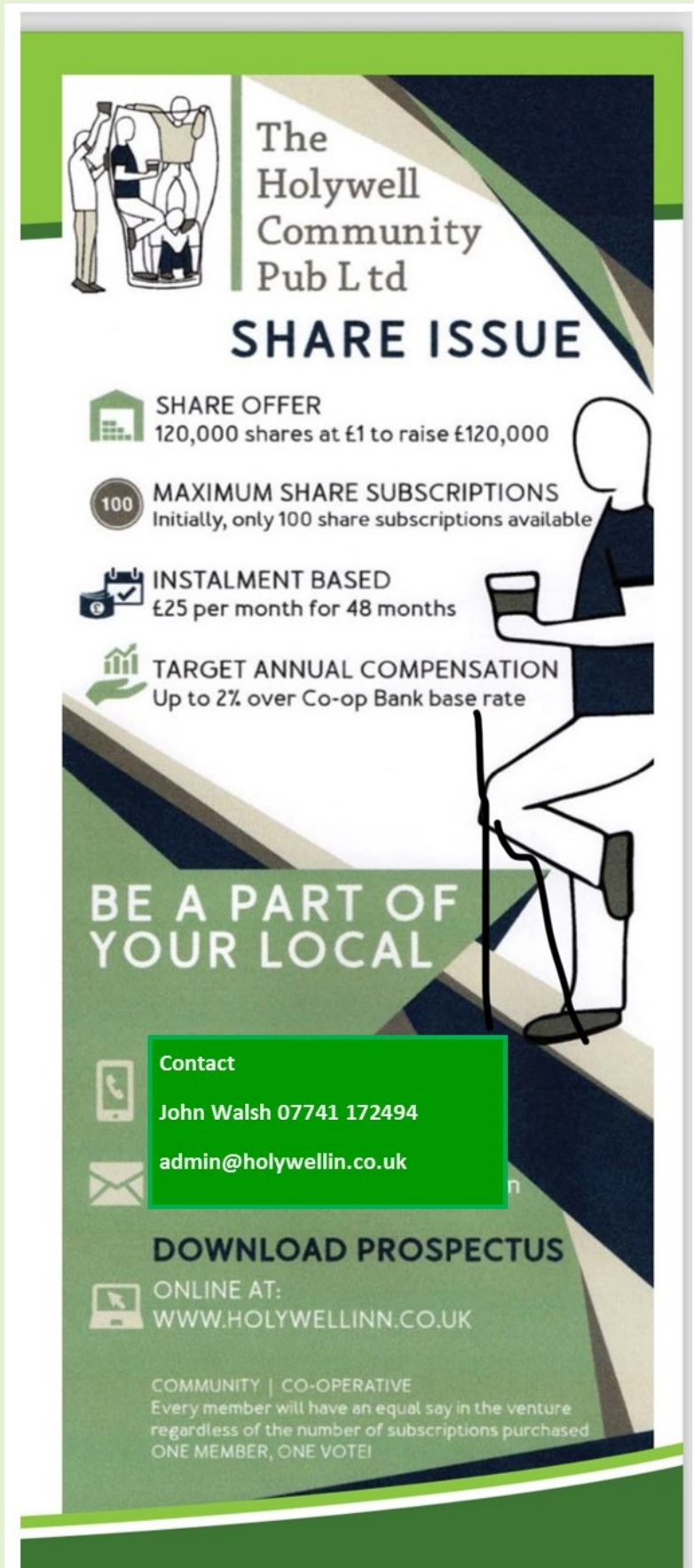
We actively seek grants and apply for finance wherever possible, and are once again in discussions with the council about the compulsory purchase

Calderdale Council fully support us, as demonstrated by the cabinet decision on October 1st 2018 to carry out a compulsory purchase

We must always consider the powers available to the local council to help us. Calderdale are a very progressive authority and make no secret of their desire to implement 'Resourceful Communities' and assist in the setting up of such bodies.




We are in dialogue with the Neighbourhoods and Communities team and have had a number of meetings with them.

Assurance from senior officials has been given that the council will do everything in their power.



**The Holywell Community Pub Ltd**

## SHARE ISSUE

-  **SHARE OFFER**  
120,000 shares at £1 to raise £120,000
-  **MAXIMUM SHARE SUBSCRIPTIONS**  
Initially, only 100 share subscriptions available
-  **INSTALMENT BASED**  
£25 per month for 48 months
-  **TARGET ANNUAL COMPENSATION**  
Up to 2% over Co-op Bank base rate

**BE A PART OF YOUR LOCAL**

**Contact**  
John Walsh 07741 172494  
admin@holywellin.co.uk

**DOWNLOAD PROSPECTUS**

ONLINE AT:  
[WWW.HOLYWELLINN.CO.UK](http://WWW.HOLYWELLINN.CO.UK)

COMMUNITY | CO-OPERATIVE  
Every member will have an equal say in the venture regardless of the number of subscriptions purchased  
**ONE MEMBER, ONE VOTE!**

# Social, Economic and Environmental benefit



Once operating the pub business a sub-committee will implement all the social facilities and services we aim to provide. The design of the building is to include a function room and a separate community space; the latter operating as a cafe and tearoom by day, and a bistro facility in the evening.

We aim to continue hosting our highly successful community events but with the advantage of having our own premises to do so. We also intend to provide a daytime coffee shop and tearoom (much requested by local people), promote local craft breweries through monthly beer festivals, host weekly quiz and live music nights, host cookery classes with international food nights as part of this, and organise an international annual music festival (we did our first one which was received with critical acclaim in 2015).

In addition we aim to hold regular health and benefits advice talks, provide space for both local councillors and MP surgeries, publish a monthly village newspaper, provide low cost laptop hire, organise exercise classes, a stop smoking campaign and a Christmas savings

club. Again all these services have been requested from residents from in the village. We carry out research at every community event we host.

Funded from the economic sustainability of the pub venture will be a mother and toddler group, pensioners lunch and travel club, a book club with visits from authors, a library, a film club, language classes, knitting club, a golf society, wine tasting group, a ramblers club, photography club, youth club with recording studio (we have numerous offers of help with this already), IT classes and a gardening club with a 'Holywell Green in bloom' aspect.

This list of activities has come about through our research and we expect many more suggestions to be implemented over time. This is a venture for everybody, forever. The prime purpose of this campaign has been to generate economic and social value by implementing a sustainable business model that reinvests profit to the benefit of local people. Once in operation the venture will be totally self financing.

**This is the current situation with the Holywell Inn. There's an enormous amount of weed growth and the building is a complete blight on the village centre.**

**By renovating and reopening the Holywell Inn as a community hub, there is an immediate**

**impact on the environment; the aesthetics of the centre of the village will be transformed.**

**The warm welcoming traditional Yorkshire Inn as seen in the artist impressions above will once again become the social and geographic centre of the village.**