

# THE BAY HORSE MURTON— RIDES AGAIN

**BUY YOUR SHARE OF YORK'S NEWEST COMMUNITY PUB**

JOIN A COMMUNITY HUB, NOT JUST A PUB: FOOD, BEER AND FRIENDS

MEMBERS GET 4% RETURN AND A VOTE ON HOW THE PUB IS RUN

SHARE OFFER CLOSES: FRIDAY 15<sup>TH</sup> JULY, 11 PM

**DATE FOR YOUR DIARY:**  
**FAMILY & INVESTORS DAY**  
SUNDAY 19<sup>TH</sup> JUNE 2PM



Distributed by Friends Of The Bay Horse, a Community Benefit Society registered with the FCA #7336

Full share offer, business plan and society rules: <https://thebayhorse.pub/>



# THE BAY HORSE

*A 200 year-old pub in the village of Murton, the old heart of a farming community.*

Friends Of The Bay Horse was formed in January 2016 by the people of Murton in order to keep our local pub open.

We've secured more than £100,000 from the Plunkett Foundation, and we're raising the remaining £290,000 from the community. Together we'll run the pub as a community venture, reinvesting profits and paying interest to investors from the first year of operation. Without your help it may close forever.

Join us today by purchasing shares from £200, and you can own part of York's next community success story.

## What will we do to it?

**It will become a true community centre** for Murton and surrounding area - with new facilities such as a village shop and free wifi from day one.

**It will become a free house** - the pub's lower costs allow us to turn a profit after 18 months, paying 4% interest to shareholders in the mean time.

**It will be community-run** - there'll be no lease, no tenant, no other owner: We have the final say on how it's run.

**It will become a destination** - our business plan includes funding for special events, bringing back good times that the locals remember.



Richard and Kay Speight with their family (landlords from the 70s to the 90s).

## How will The Bay Horse be run?

- The governing committee will be elected from all our members.
- Every member gets one vote: on what to do with our profits, who will manage the pub, or even what beer to stock!
- We'll pay 4% on investment from the first day of trading.
- A share buy-back programme will open after 3 years.

**“WE STILL HOLD THE PUB AND VILLAGE CLOSE TO OUR HEARTS, AND ARE REALLY EXCITED TO SEE THE PROGRESS MADE BY THE MURTON COMMUNITY IN RALLYING ROUND MUM AND DAD’S PUB.”**

Becky Speight, resident of the Bay Horse 1974-1992

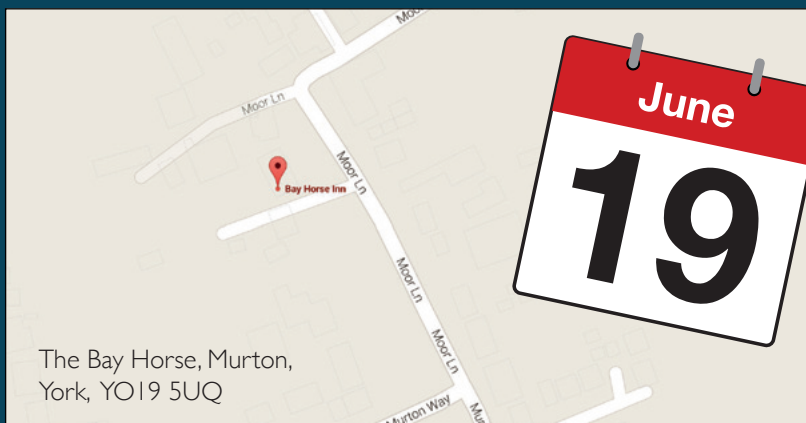


**“THE BAY HORSE BUSINESS PLAN IS FINANCIALLY CONVINCING AND IT WILL RESTORE A BEATING HEART TO THE CENTRE OF THE VILLAGE. IT ENVISIONS A WELCOMING PLACE WHERE NEIGHBOURS BUMP INTO EACH OTHER AND FRIENDSHIPS FORM. IT’S A PLAN THAT MAKES MURTON AN ATTRACTIVE PLACE TO LIVE AND WILL HELP THE COMMUNITY FLOURISH.”**

Pete Kilbane, co-founder of the successful Golden Ball pub co-operative in 2012

## FAMILY & INVESTORS DAY Sunday 19<sup>TH</sup> June

We have booked the pub for family fun on Sunday 19<sup>TH</sup> June, 2-6PM. There will be snacks, a bouncy castle for children and the Friends Of The Bay Horse Committee on hand to answer any questions you might have about investment. No RSVP required, just come along!



The Bay Horse, Murton,  
York, YO19 5UQ

## *A Secure Investment.*

The Bay Horse is situated in a desirable York village, but current planning restrictions will forbid further development or exclusively residential use.

If Friends Of The Bay Horse succeed in bringing new business to the pub, we will pay 4% interest to investors, reviewed annually. If we can't, we're in a position to lobby for 'change of use' to unlock the full value of this 2/3 acre property, and seek a short-term gain instead.

Whether the business succeeds or not, if we are successful in purchasing this substantial property, we believe your investment will pay off.



# The Business Case

Friends Of The Bay Horse will revitalise the pub through direct management rather than tenancy. We aim to employ an experienced live-in management couple and staff. We believe this will give us the best choice of potential manager, and ensure its long-term success.

The Bay Horse will be a 'wet led' community pub, aiming for 20% of revenue to come from food, a small but reliable menu of pub staples. We will increase the range of cask ales, while keeping a varied stock of new beers and old favourites.

Our revenue model for the first year is pessimistic, and is working on only a gradual uplift on the current turnover of £100,000. Nevertheless we'll be able to budget for:

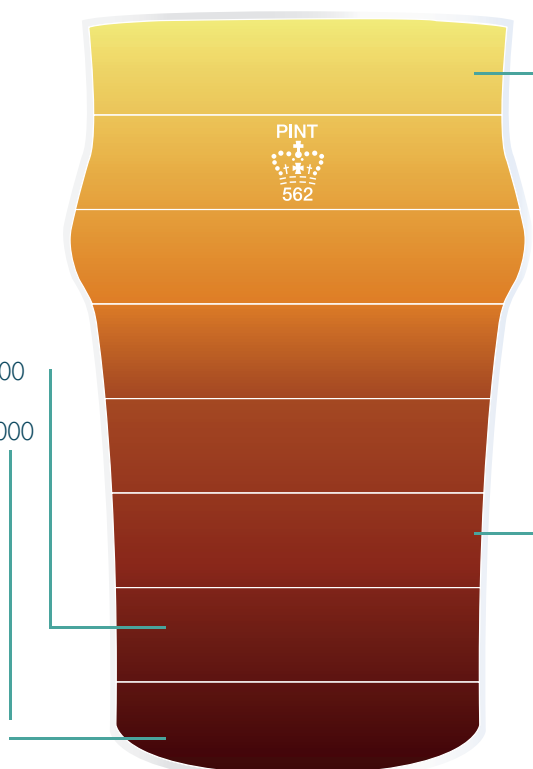
- A 4% return to investors;
- Free wireless internet for customers;
- Annual community events at Easter, Bonfire Night and Christmas; and
- A consistent marketing budget.

We'll expand the business through appeal to the hundreds of cyclists passing through Murton every week, the hundreds of customers at the auction mart, Murton Park museum, as well as an exemplary online and social media presence.

## We've got so far

Plunkett Foundation loan: £50,000

Plunkett Foundation grant: £50,000



We're therefore seeking a total of **£290,000** from the community in order to make this happen.

Our full business plan and share offer is available online at <https://thebayhorse.pub/> including P&L and Balance Sheets.

## Join today — share offer closes 15TH July 2016.

You can join Friends Of The Bay Horse in 3 ways:

1. Sign up securely online at <https://thebayhorse.pub/>

2. Complete and post this form back to us (with a cheque) at: Casa, Murton, York, YO19 5UQ

Name of shareholder(s).....

Contact address.....

.....

Contact phone.....

Contact email.....

No. of shares @ £1 each (min 200, max 100,000).....

3. Phone Matthew on 07815 690071 to ask any questions, or leave a message with the above details.

We'll post your share certificate back by the end of July. Congratulations on being part of it!