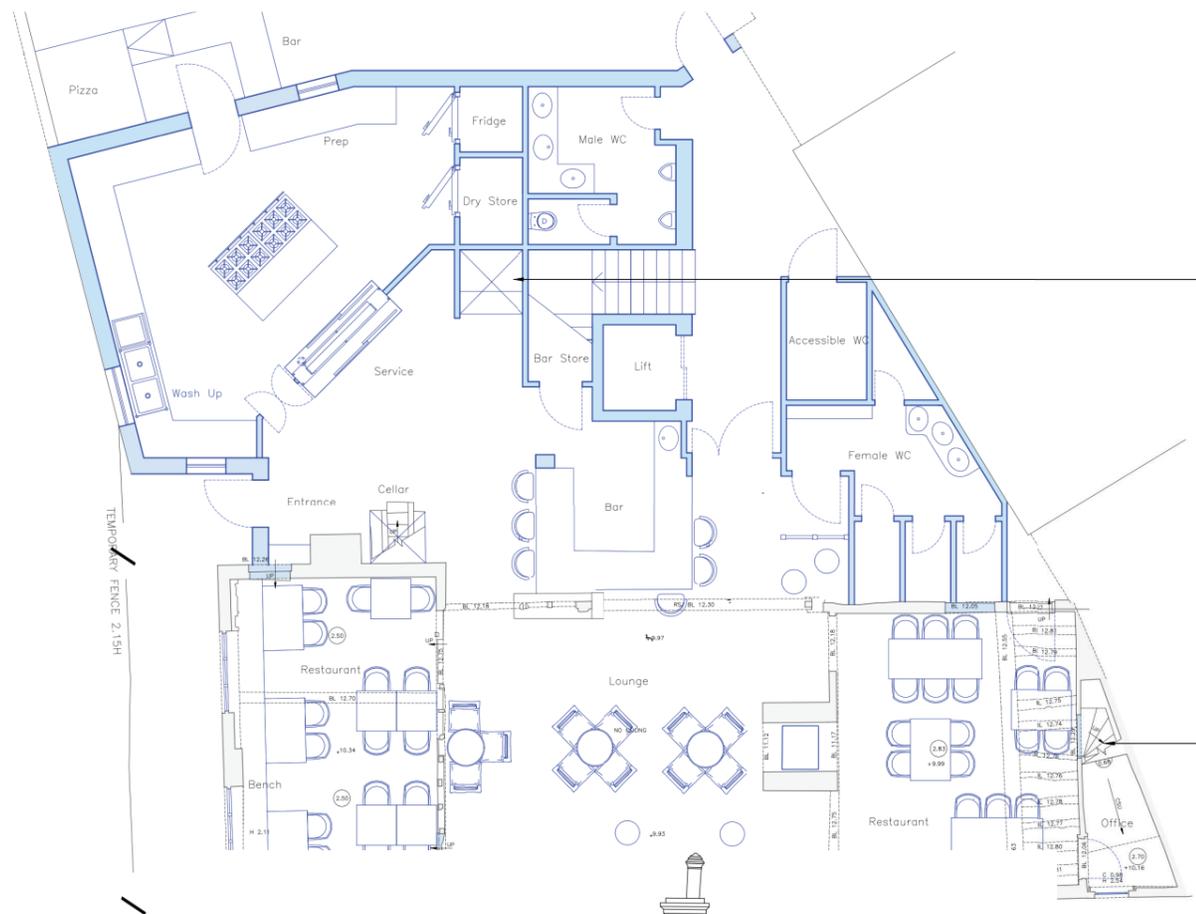


How the George will look

The ground floor will feature a bar, restaurant and theatre style kitchen with a large beer garden and pizza oven. Upstairs will be community rooms.



Dear Friend, Supporter or Shareholder

We are within reach of being able to restore Wickham Market's historic George Inn into a wonderful, welcoming, new Pub, Restaurant and Community Space. To achieve that we need to ask for your support in the form of a pledge.

We have already received £82,000 from the National Lottery Heritage Fund. We have also received £129,000 from the sale of shares. We will soon be applying to the National Lottery Heritage Fund for the remainder of their grant of just under one million pounds and it is absolutely crucial to our bid that we can show significant additional funding. If we reach the Pledge target of £200,000 it will do just that and also reinforce the enormous community support we have for this project.

A pledge is not money, it is a promise. That is all we are asking of you. Only if we receive further Lottery funding and other grants will we ask you to convert your pledge into money for which you will receive shares. You will then become a shareholder and own a part of the George.

If you are currently a shareholder, can we ask you to make a pledge of additional support? If you are not a shareholder, can we ask you to pledge your support and become one.

This is a once in a lifetime opportunity to save one of Britain's historically significant pubs (the George dates back 500 years) and to save Wickham Market's last remaining pub for generations to come.

Making a pledge is not a financial commitment. Please read the enclosed information about how important the George is. You can then make your promise online by going to www.wmgeorge.co.uk/pledge or alternatively please complete the printed pledge form enclosed and post to the address shown.

With thanks and best wishes
The George Team

Pledge online at www.wmgeorge.co.uk/pledge
or complete the enclosed pledge form



A Pledge for The George is an Investment in Wickham Market



The George will be for everyone



You can help to secure the future of The George for generations to come

How much do we need to raise in pledges?

We have already received more than £200,000 in grants and share sales and we are asking the National Lottery Heritage Fund for just under one million pounds this year.

We need to raise an additional £200,000 in pledges to help make the George happen.

What is a pledge?

A pledge is a promise. We are not asking for money at this stage.

Investing in our community

Over 120 community pubs have opened, all of them have succeeded. Our George will be a busy, bustling, commercially viable pub, restaurant and community hub, the demand and support for it is huge.

When will my pledge be called upon?

If we receive further funding from The National Lottery Heritage Fund, we will then ask you to convert your pledge into money in return for shares in The George.

Will my investment give me interest?

Yes it will, but the George needs to trade for 3 years to give it time to get established, which is what we all want. After all, it's our pub.

I want to make a pledge, what do I do now?

Simply visit our online pledge page: www.wmgeorge.co.uk/pledge
It's quick and confidential. There is no legal commitment on your part.

Unlike other pubs, Community pubs have a

100%

record of success

An annual

£500k

estimated turnover

The George will add

£100k

To the local economy

Far more than a village pub

The ancient George Inn was the last remaining pub in Wickham Market when it was badly damaged by fire in 2013.

This special building is set to be restored into a vital pub, restaurant and multi purpose community space. It will offer a welcoming place to meet and be a central hub for people of all ages to enjoy events, entertainment and activities. It will also strengthen community cohesion among the growing population of Wickham Market and as we return to a post Covid world, The George will be more important than ever.

The Historic Importance

Ironically, the fire revealed ancient timbers, evidence of construction techniques and an unknown history dating back half a century to the reign of King Henry the Eighth. It was as if the building, having witnessed 500 years of time passing through its doors, was calling out to be saved and preserved.

The Economic Importance

The economic impact The George will have on the people and businesses of Wickham Market will be immense. It will be a local food supplier and buyer. It will contribute to employment and training, particularly jobs for the under 25's. It will contribute to the supply trades and tax revenue. It will boost footfall, directly benefitting other local businesses. As the only pub, it will be popular, busy and commercially sustainable. It is estimated that it will contribute £100,000 a year to the local economy.

The National Lottery Heritage Fund

We would like to thank Lottery players everywhere for supporting important projects like the George.



2,500
local residents

1,500
homes

20%
of homes have no car,
many of our older
residents live alone

A history that
dates back
500 years