



Owning
the future
together...



Share Offer



HEART OF
HASTINGS
COMMUNITY LAND TRUST

What is **Heart of Hastings CLT** all about?

Affordable spaces,
diverse communities and
fabulous neighbourhoods
through **socially driven**
investment and **long term**
co-ownership.

The Community Land Trust (CLT) has been designed to become a “people’s organisation” - owned and shaped by its shareholding members. It is properly democratic because every member has one vote, no matter how many shares they hold.

We hope that 1,000 or more people might choose to become co-owners of the CLT. The equity funds raised through the shares help the CLT to manage and make progress with the two projects in White Rock and Ore Valley.



“I love this town and
I would like to put
something back to make
it better for the future.”

Erica Smith,
local business woman

TAKING THE STING OUT OF GENTRIFICATION

White Rock, Hastings town centre

Buying property into long-term community ownership in order to cap rents, sustain affordability and protect neighbourhood character - diverse, eccentric, independent.

Seeking out the more difficult and challenging buildings and sites, those that market cannot do, or cannot do well. Working in partnership with others who share our core values.

We aim to acquire just one or two local properties to start with, part-funded by local investors through our Investors’ Collective.

Who is involved?



Rodney Buse,
Chair



Tania Charman,
Director



Maria Ludkin,
Director



Jess Steele
OBE,
Director



Suzy Tinker,
Director

"I've seen the power station go from useless relic to dangerous eyesore and then ignored waste ground. I'm excited by the possibilities that the CLT project can bring, benefiting local people."

Daniel O'Connor

The Bottom Up Development Team (BUD)

The BUD Team is growing all the time



Sam Kinch,
Organiser



Jonny Ladd,
Site Manager



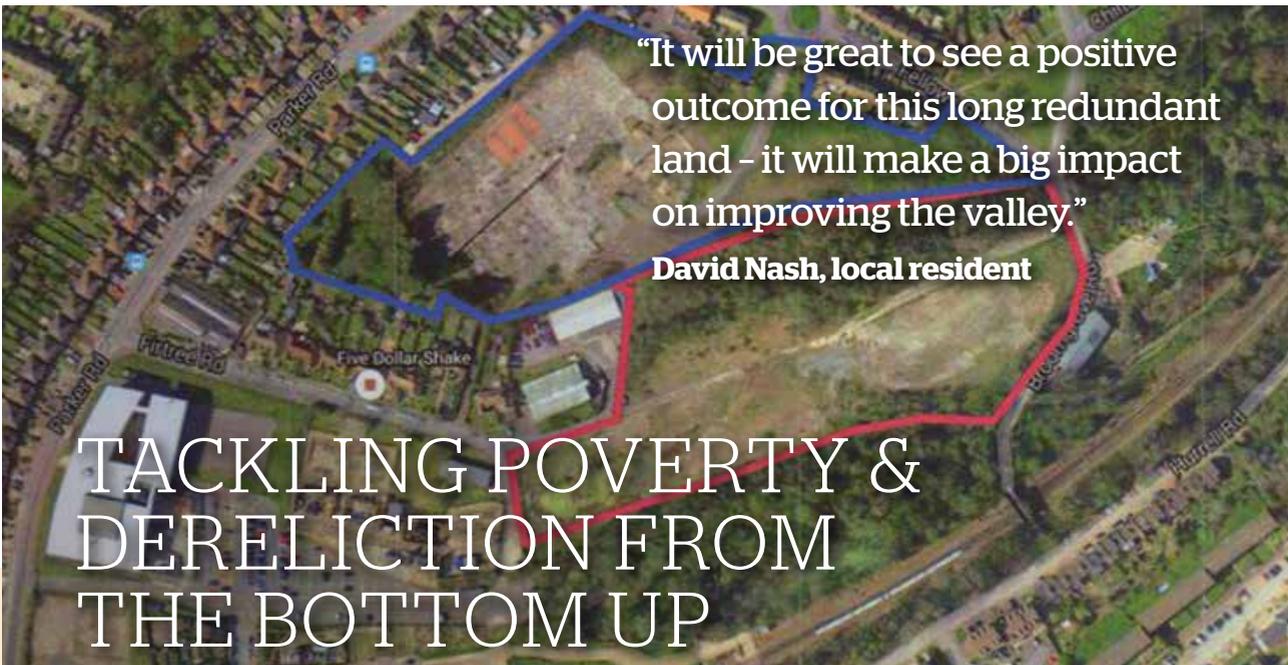
Andros Earl,
Volunteer



Darren French,
Resident &
Volunteer



Daniel O'Connor,
Lead
Volunteer



"It will be great to see a positive outcome for this long redundant land - it will make a big impact on improving the valley."

David Nash, local resident

TACKLING POVERTY & DERELICTION FROM THE BOTTOM UP

Ore Valley

Bringing land and people together at last through community self-build of a whole mini-neighbourhood on long-derelict, hoarded-off land. We aim to replicate and scale up the Organisation Workshop piloted in Luton by grassroots group Marsh Farm Outreach, trying out this proven approach to 'large-scale capacitation' in a new context and with even greater ambition. See overleaf for more details.

We aim to build 60 homes, plus workspaces, community facilities and woodland management. The development costs will be part-funded through a Neighbourhood Investment Bond.

How **YOU** can be a co-owner of the future...

MEMBERSHIP OFFER

Become a shareholder now with a minimum of just £25 of shares to have an equal say with all the other members as to how the CLT develops now and in the future.

We have been working hard on these exciting projects and now, before we go much further, we need to build the mandate and the legitimacy of a wide membership

Everyone can become a CLT shareholder

Wherever you are, whatever your interest. Whether you care about Ore Valley or White Rock, or long-term affordability, community empowerment and responsible land stewardship... become a member of the Heart of Hastings Community Land Trust to support and help shape this exciting, innovative, bottom-up process.



“This is an opportunity for our children to be involved in changing the future of where they live, providing ownership and creating a sense of belonging.”

Karen Smith - local resident and in2play play worker

As a member, you can expect:

- An acknowledgement and share certificate
- Twice-yearly newsletters by email
- Invitation to Annual General Meetings
- The right to stand, nominate and vote for the CLT directors



INVESTMENT OFFERS

IMMEDIATE OPPORTUNITY

Investors' Collective:

aiming to raise a 'war chest' to buy the first property in White Rock
£5,000-£50,000 investments
90% loan, 10% shares

The plans provide for an average minimum interest rate of 3% over the term of a 10 year loan with a choice to withdraw funds after 3 years.

We are applying to HMRC for Social Investment Tax Relief (SITR).
If we are successful, investors will receive 30% refund of their investment in their next tax return subject to personal circumstances.

FUTURE OPPORTUNITIES

Neighbourhood Investment Bond:

To raise £2 million towards the building of 60 homes at Ore Valley - launching in late 2017. Watch this space...



“This place has so much potential. I want it to be developed so it makes life richer for the community, not just to make the developers richer.” **Tania Charman, Director**

Example: Organisation Workshop at Marsh Farm in Luton

The theory is simple: a group of around 100 'excluded' people are handed the land and the 'means of production' (equipment, materials, access to expertise). The only thing missing is organisation which they must create themselves. As they do so, they not only transform the land, creating assets for their own community, but the individuals themselves are positively changed as they grow friendships, networks and enterprises.

The OW in Luton resulted in a collective enterprise called **RevoLuton** which is an umbrella for a whole set of smaller enterprises - building, catering, educational visits, bee-keeping, even an Iron Age roundhouse!

BUSINESS PLAN BASICS

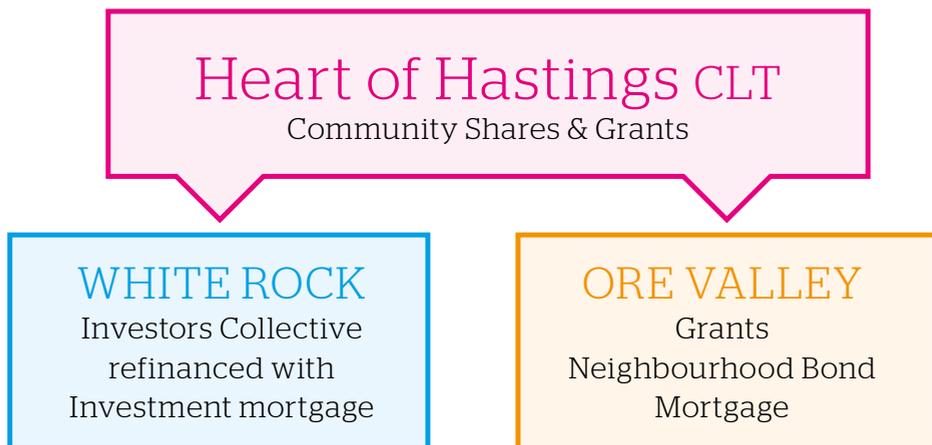
The Community Land Trust (CLT) is the umbrella for the two projects in White Rock and Ore Valley. Shareholders' money (equity) is used by the CLT to fund its core costs. The CLT is a community benefit society with an 'asset lock' which makes it a good structure for long-term community ownership.

White Rock

Here the CLT is raising finance through the Investors' Collective to buy the first property into community freehold. After three years, when the property has been renovated and let out, we will refinance with an ordinary mortgage. The financial model has been prepared by specialists Numbers for Good and shows that with the right property and the right mix of uses, we can make enough money to service a mortgage. At that point Collective Investors will be repaid or can choose to leave their money in to invest in the next property.

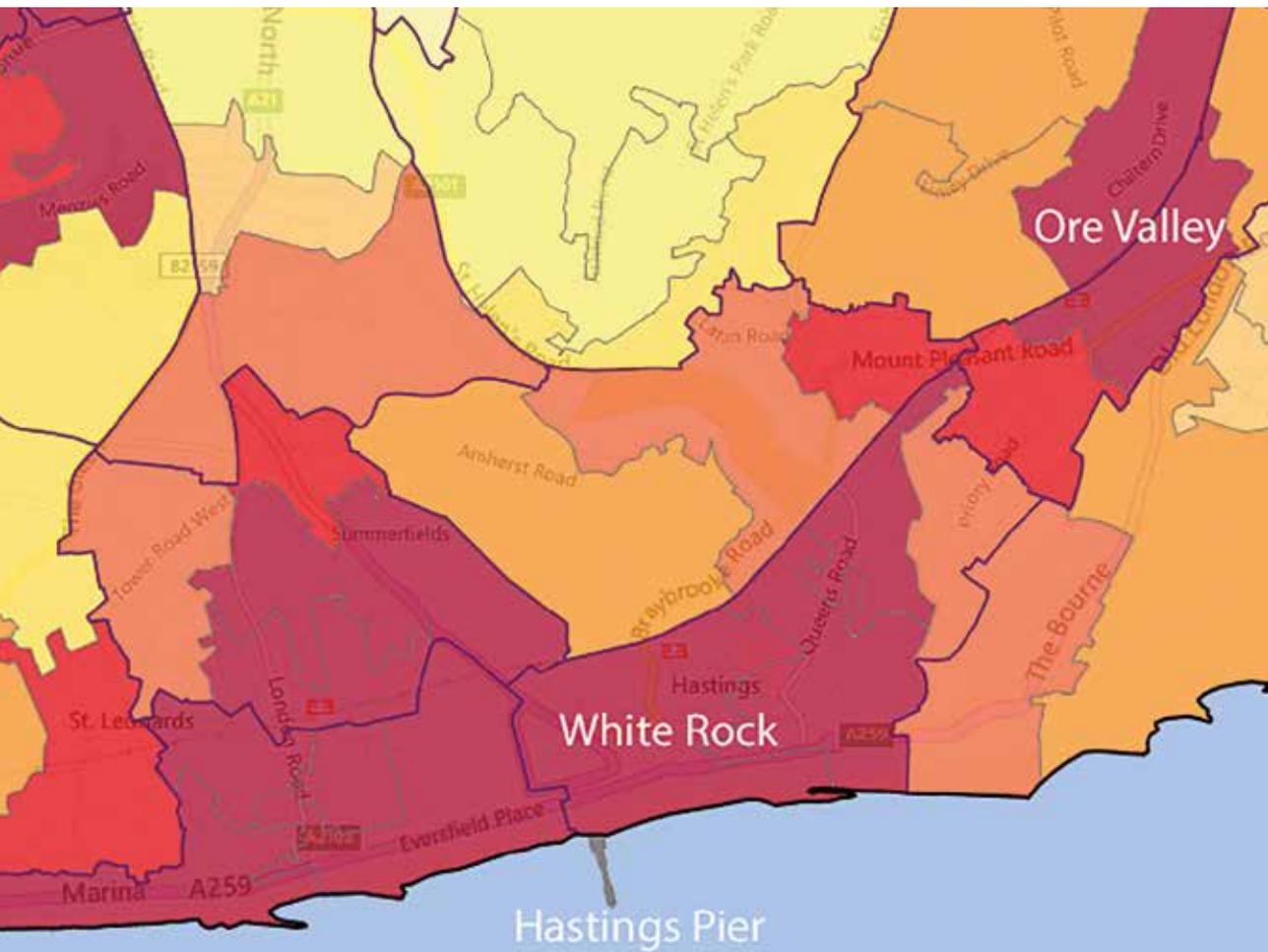
Ore Valley

Here the CLT is supporting an ambitious community build of housing and other facilities. Early stages of bottom up development and the Organisation Workshop are primarily funded through grants and we've already had support from Power to Change and Big Local North East Hastings. The site build-out will be financed through social investment - a Neighbourhood Investment Bond alongside more traditional lending on the basis of the future rental, sales and shared ownership income.



In both cases our mission is to create and protect genuinely affordable housing and workspaces in perpetuity. We do this by checking that our rents or the mortgage cost on any shared ownership or sale houses are around 1/3 of weekly earnings for our target group (which is the 30-50th percentile of Hastings earnings, i.e. those earning £13-19k pa).

The Heart of Hastings CLT focuses its work on the areas of Hastings with the highest levels of deprivation - shown in the darkest red on the map below. These are the areas with the most to gain from bottom up development and long-term community ownership.



Post this slip or hand-deliver it to:

Heart of Hastings CLT
c/o Rock House
49-51 Cambridge Road
Hastings
TN34 1DT



“Great teamwork is what communities thrive on.”

Suzy Tinker, Director and White Rock resident

OUR FUNDERS



PHOTO © BRIAN RYBOLT

Contact: info@heartofhastings.org.uk

Heart of Hastings

Rock House, 49-51 Cambridge Road, Hastings TN34 1DT

www.heartofhastings.org.uk

JOIN OUR MAILING LIST

NAME
ADDRESS
POSTCODE
EMAIL
PHONE

Preferred method of contact: email text post

INVEST NOW! Apply online through www.heartofhastings.org.uk

I would like to purchase membership shares (minimum of 1 share @ £25)

- Cheque - made payable to: Heart of Hastings CLT
- Bank transfer - include your name as the reference

BACS details: Sort code 40-23-18 Acc N^o 32341336

I'm interested in joining the Investors' Collective -

please send me more information