



Wigginton Community Shop: Why we need it and how you can invest and make it happen

'So much more than a shop'

The Wigginton Village Shop (AKA Wigginton Shop and Wigginton Community Shop) will be a place to have a natter, a cup of tea with friends, and make new ones; as well as a place to shop for staples and quality local produce. It will be at the heart of our community and will add to our village's social scene and amenities alongside The Greyhound pub, the Baptist Church, St Bart's church, the community cafes and other community groups and organisations.

'This shop isn't trying to be a supermarket'

There hasn't been a shop in Wigginton or its neighbouring villages for some time, and unlike supermarkets such as Tesco, the shop will be run by volunteers from the community, for the benefit of our local communities. This substantially lowers operating costs which makes it a viable business. We will be helping the environment by buying local, and benefiting our local economy by helping small producers in the Chilterns to thrive. Added to this, the main purpose of the shop will be to invest any profits into community projects, after it has ensured the shop is trading sustainably.

It will have a cafe space to sit down and socialise, a staples area that will allow you to pick up that forgotten pint of milk or loaf of bread, as well as a large local produce area so we can promote the wonderful products from across the Chilterns. The shop will also offer services such as dry cleaning, shoe repairs, a parcel pick up/drop off point, plus a local delivery service to those who find it difficult to get out of their home.

So you see, we don't need to compete with Tesco, because our shop will offer so much more, including a friendly and helpful service. Incidentally, if you want a particular service or product, we will do our utmost to supply it, and always with a big smile to welcome you!

'This is a once in a generation opportunity'

Across the UK there are around 364 community run village shops serving thousands of local people. This is Wigginton's 'once in a generation opportunity' to open our own community run village shop. **We can't do this without you.**

Please come along to **Wigginton Village Hall on Saturday 3rd February 10-12pm and Sunday 4th February 2-4pm** to the Public Exhibition and share offer launch, to see the plans and learn more about the shop and meet some fabulous local producers.

We need to raise a minimum of £68,000 from our local community. We believe we can achieve this because at the end of last year, we asked just 4% of the 620 households in our village and some in neighbouring villages, what they would be prepared to invest and received £30,000 worth of pledges. This is fantastic, but we must not be complacent. Please don't leave it to others, as the more we raise above and beyond our minimum target, the less we need to borrow in loans.

This is a once in a lifetime opportunity for each of us to play our part in establishing a community shop and create a lasting legacy for generations to come.



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HOW TO INVEST

To invest in our Village Shop and become a member of Wigginton Community Shop Limited, you need to make a minimum investment of £250 (25 shares at £10 each). You can buy as many shares as you want above and beyond this threshold and will entitle you to one voting right at the AGM.

There are 2 ways to invest

- **Online:** from the 1st February our page www.crowdfunder.co.uk/wigginton-village-shop will be live and ready to take your pledges to buy shares. You will need to fill in a few details including your payment details. This is our preferred method as we are able to loan up to the same amount that is raised from the community (known as a match fund). If you would like help using the Crowdfunder site, please contact one of the shop team on **07858 583833**.
- **Offline:** please request a payment form and complete a cheque made payable to Wigginton Community Shop Ltd and use the contact details below to get in touch so that one of the shop team can send a form and collect it.

SOME FREQUENTLY ASKED QUESTIONS AND ANSWERS

How much money does the shop need to raise to open? A total of £179,000, made up of a minimum of £68,000 from local investors, a maximum of £68,000 from the Big Society Capital via their match fund loan, and £43,000 from grants and funds we have identified.

Can I get tax relief on my investment in the shop? This share offer is eligible for Social Investment Tax Relief (SITR). Under the scheme, investors may be able to claim 30% tax relief (income tax or capital gains) on their share purchase, providing they have paid sufficient tax to cover the amount being reclaimed. After we've been trading for 4 months, we will write to HMRC and get a tax certificate which we will send to you. Please note, the amount of tax relief, if any, is decided following your application to HMRC and cannot be guaranteed by Wigginton Community Shop Ltd.

What will you do with any profits from the shop? Once the shop is trading, any profits will first be used to ensure the shop can trade sustainably. After this, at the discretion of the Management Committee, we can channel funds into community projects and may also pay interest on members' shares and/or refund the share capital.

What if we don't reach the £68,000 target? If we don't meet our target, your money will be returned to you within 7 days of the offer not being successful. This is currently set as the 28th February but can be extended for a further six weeks.

What if the shop fails? If the shop became insolvent then it would have to close. All those who have invested/donated will receive money back **from any remaining funds**. We will be leasing the land for the shop from Wigginton Parish Council. The land and the shop building will remain in the ownership of the Parish Council. The Parish Council can either take over the building or ask us to reinstate the land to its former state.

THANK YOU FOR READING. For more information please read the Wigginton Village Shop Share Prospectus and Business Plan which can be found at www.wiggintonshop.org.uk or email: info@wiggintonshop.org.uk, or speak to one of the team on 07858 583833