

Appendix 1

A. Marketing and Promotion Strategy

This document aims to cover activity across five main areas:

1. **Formation of Cross Guns Community Benefit Society (CGCBS) Limited:** tell people about the new society and why it has been formed, its objectives and as a vehicle for longer term community benefit
2. **Community Share Offer:** explain why and what, and how people can be involved. Maintain interest.
3. **Other fundraising opportunities:** raise the profile of the project and secure additional funds.
4. **Property purchase and commissioning:** celebrate when funds are secured to purchase and refurbish the property and regularly report on progress; celebrate commissioning.
5. **Community development:** ongoing opportunity to determine how the proceeds from the project will be reinvested into the pub and for other community services.

B. Planned Activities

I. Formation of Cross Guns Community Benefit Society (CGCBS)

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Press articles: (i) Shropshire Star (ii) Borders and Counties Advertiser (iii) BBC Online coverage on local news websites such as Pant Today Articles in Parish magazine	i) Explain the process, reason, and objectives of the new society ii) How the society will operate: governance, membership and share offer, and our action plan to achieve our purpose. iii) How you can become a member of Cross Guns CBS and the share offer iv) Celebrate its launch	The residents of Pant Wider community who may be interested in the share offer	January – March 2026	Co-operatives UK Model Rules agreed by CGCBS Board New society registered (No. 9714)	Sean Bish and Boyd Breen
Liaison with community influencers	To ensure local politicians, community activists and decision makers are aware of our campaign	Lord Lieutenant, MP, County Councillor, Parish Councillors, CAMRA	Ongoing – from October 2025	CGCBS Board approval	Sean Bish with support from CGSBS Board

<p>Dedicated website: Crossguns.org.uk and branding</p>	<p>i) To encourage and inform all those interested in becoming a shareholder ii) To maximise publicity and promotional opportunities iii) To provide a resource for anyone who would like to know more about the project</p>	<p>Community of Pant All potential shareholders Public</p>	<p>Ongoing – from October 2025</p>	<p>Availability of web designer, photos and written content</p>	<p>Boyd Breen</p>
<p>Facebook updates</p>	<p>Maintain profile and extend awareness of the offer across social media</p>	<p>We have over 355 group members following the “Friends of Cross Guns Pant” Facebook group</p>	<p>Ongoing – from October 2025</p>	<p>Board approval</p>	<p>Boyd Breen with support from CGCBS Board</p>

2. Community Share Offer

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Further press releases	Maintain profile and extend awareness of the campaign to purchase the pub and the share offer	Local community and the neighbouring villages	Monthly from January 2026	CGCBS Board approval	Sean Bish and Boyd Breen
Flyer/leaflet drop and banners	Maintain profile and extend awareness of the offer to those who do not have internet access in Pant	Community of Pant	January – March 2026	Printing materials; availability of volunteers to distribute leaflets	CGCBS Board
Dedicated website: Crossguns.org.uk	To explain and promote the community share offer in order to encourage people to buy shares	Local, regional, national and international	Weekly from January 2026	Board approval	Boyd Breen
Facebook	Maintain profile and extend awareness of the offer across social media	“Friends of Cross Guns Pant” Facebook group and wider community	Weekly from January 2026	CGCBS Board approval	Boyd Breen with support from CGCBS Board
Community Share Offer document	To explain and promote the community share offer in order to encourage people to buy shares	Local households/residents Everyone else who might be interested in supporting a community project	March 2026	Business plan and financial modelling approval. Standard Mark approval. Design and printing costs	Sean Bish (with approval of CGCBS Board). Advice and support from Dave Hollings

Launch event	To maximise the awareness of the share offer, to enhance interest (and understanding) in the community share offer	Local households and the wider community	20 th March 2026	Date identified around the availability of key speaker e.g. Dave Hollings; availability of venue	CGCBS Board
Crowdfunder	To professionally promote and market our community share offer; to give potential shareholders reassurance that their money is held securely; to provide regular updates on the campaign progress; to provide a visual indicator of progress	The whole community; to the wider audience local, regional, national and international	20 th March – 19 th April 2026	Completion of share offer; the development of project plan; production of media images (videos and stills)	CGCBS Board
Handling questions	People will have all sorts of questions ranging from the straightforward to the highly technical to the downright peculiar	Immediately the person asking the question. But if convincing answers cannot be given, this can get out into the community and undermine confidence	Ongoing from February – April 2026	Straightforward – members of CGCBS committee. Technical – Dave Hollings; Plunkett Foundation; Co-operatives UK	CGCBS Board; community-owned pubs peer group
Maintaining momentum	To build confidence in the community that this is going to happen. To encourage those who hang back to come forward	The whole community	February – April 2026	Announce any achievements or targets reached, showing how investment is growing	CGCBS Board

3. Other fundraising opportunities

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Fundraising events e.g. auctions, charity events, quizzes	To raise the profile of project and to raise additional funds for the project.	Pant community and members of the wider local community	Ongoing – since December 2025	CGCBS committee approval and local organisation	CGCBS Board
Provide information to parents from the primary school located in the village	To raise the profile of the community share offer and to identify other opportunities to raise additional funds for the project	Parents of local school children	March 2026	Permission of school governors: participation of parents	CGCBS Board
Provide information to members of Llanymynech Golf Club	To raise the profile of the community share offer and to identify other opportunities to raise additional funds for the project	Members of Llanymynech Golf Club	March 2026	Permission of Golf Club officers: participation of members	CGCBS Board

4. Property purchase and commissioning

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in local press and on social media	Positive message for investors, lenders and local community who will benefit from community run pub.	Residents of Pant; media; shareholders; other funders	When sufficient finance is available and the offer has been excepted	CGCBS Board approval	Boyd Breen and Sean Bish
Event to celebrate trading	To celebrate and thank those who supported the project and to share success with the Pant community	Residents of Pant; media shareholders; volunteers; other funders; contractors	May or June 2026	Project is completed and commissioned by deadline	CGCBS Board

5. Community development

Activity	Purpose(s)	Audience	When	Dependencies	Lead
Articles in local press and on social media	Keep local people informed and motivated to ensure that the project is sustainable in the longer term	Residents of Pant; shareholders	Regularly from commencement of trading	CGCBS Board approval	CGCBS Board
Community impact assessment	To establish if the CGCBS vision, purpose and objectives have been met: to measure the impact upon the local community; to gauge if positive outcomes have been achieved	Residents of Pant; shareholders	Approx three months after commencement of trading	Sufficient funds are raised; offer to purchase accepted; trading commenced	CGCBS Board

C. Timeline for Marketing and Promotion Plan

2026	J	F	M	A	M	J	J	A	S	O	N	D
1. Formation of Cross Guns Community Benefit Society												
Press articles												
Community influencers												
Website for CGCBS												
Facebook												
2. Community Share Offer												
Press releases												
Flyer / leaflets & banner												
Website												
Facebook												
Share offer document												
Launch event												
Crowdfunding												
Handling questions												

2026	J	F	M	A	M	J	J	A	S	O	N	D
3. Other fundraising opportunities												
Fundraising events												
Reaching parents from the village primary school												
Reaching members of Llanymynech Golf Club												
4. Property purchase and commissioning												
Articles in local press and on social media												
Commissioning celebration event												
5. Community development												
Articles in local press and on social media												
Community impact assessment												