



The Craufurd Arms

<https://www.craufurdarms.com/>



SITR



Challenge

The aim was to bring the Craufurd Arms into community ownership and transform it into a thriving, viable and sustainable local pub, owned by local shareholders and run for the benefit of the community. To involve as many people passionate about preserving pubs to ensure this community asset was saved for generations to come.

Revenue Model

Supporters incorporated as a Community Benefit Society and raised funds to purchase the pub and provide start-up capital for the business.

Impact

Ownership is retained within the community and remains a part of the way of life and heritage of North Maidenhead..

Key Statistics

- Duration:** 4 years
- Cost of capital:** 3%
- Turnover:** £317,000
- Investment:** £323,625 through SITR
- Product type:** SITR; Crowdfunder



Good Finance