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Community  
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# Lessons from OCLT's Crofts Court Share Offer 2023



# Crofts Court... a bit of background

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# Crofts Court... the building

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# Crofts Court... the tenants

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# The Share Offer... overall results

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## Share Offer headlines:

**£583K raised**

**200 investors ranging from £250 to  
£50K**

**Average investment : £2758**

**150 new members: OCLT doubled its  
membership**

# Having a good team...

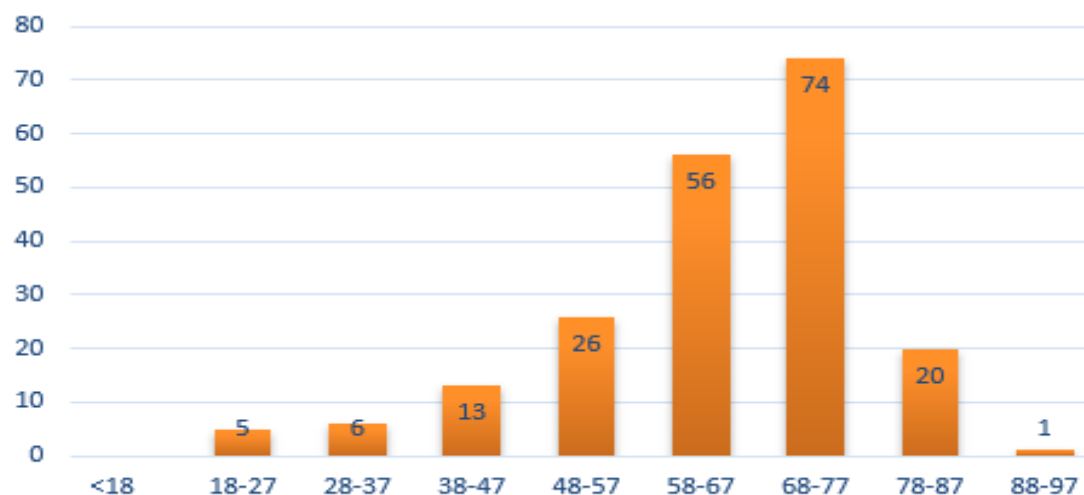
A great team led by Mark and supported by Marc Collett and Peg Alexander and Diane Montrose... and all the Directors



# Investment data – age ranges

**<18:** 0%  
**18-27:** 2.5%  
**28-37:** 3%  
**38-47:** 6%  
**48-57:** 13%  
**58-67:** 28%  
**68-77:** 37%  
**78-87:** 10%  
**88+:** 0.5%

*Note: age not given for one investor*



# Analytics – video views

Your embedded video on your offer page saw:

- 22% of users start the video
- 17% watched 25%
- 15% watched 50%
- 14% watched 75%
- 9% watched until the end

Oxfordshire CLT (OCLT) are Community Land Trust

5 shared flats + 25 flats

FUTURE OXFORDSHIRE

Oxfordshire Community Land Trust

Affordable Homes - Community Shares

117% raised

Overfunding

3% Forecast return

195 Investors

0 Hours left

£583,500 Raised so far

Oxfordshire CLT Limited (OCLT) is championing community-led housing as a solution to the growing affordable housing crisis in Oxfordshire.

Match funded

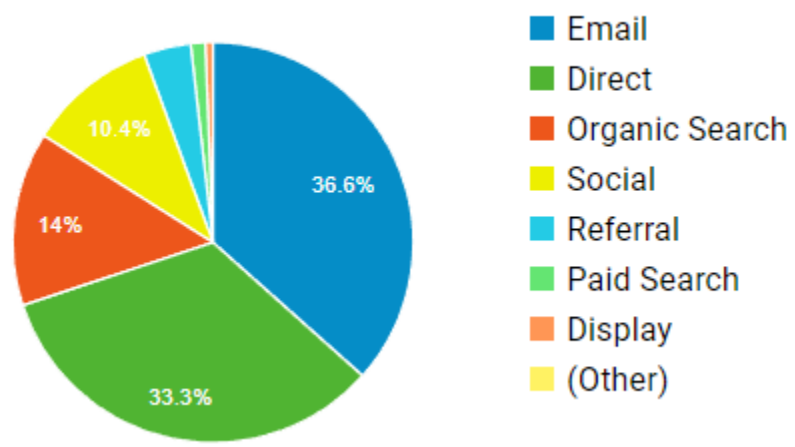
Homes for all

Funded

Min investment: £250



# Analytics– acquisition



Email was the main driver of traffic with organic search and direct traffic the next most popular. It suggests that the majority of traffic was returning users already familiar with the site rather than new users brought in from external promotions (looking at Analytics this is backed up by 55% of your traffic coming from existing Ethex users)

# Getting media coverage

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BBC South video aired in September 22 and July 23



# Events...

Trinity Event - key note speaker Baroness Jan Royall (Principal of Somerville College, Chair of the Conference of Colleges and Co-Chair of the Oxford Inclusive Economy Partnership), other speakers included Craig Dransfield of Soha and Chris Ferguson of Trinity College.



## Next time...

- Differences in requirements between Ethex and Standard Mark
- FCA banner and hurdles to become investor
- Better website, more events, more short/funny videos
- Be prepared for very uneven activity
- Only 10% of traffic was converted and of this over 50% Oxon based

## We've got clearer about our messages...

- Become a member for £1
- Become a supporter member for as little as £5 per month
- Leave a legacy to OCLT
- Sell your house to OCLT off-market

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