

Fran Ryan began her presentation by saying how wonderful it is that HNCLT have managed to deliver so many of their original ideals.

Fran used presentation slides to talk through OCLT's Croft Court project. Those slides can be viewed [here](#), and the following points were noted during her presentation:

- OCLT didn't manage to reach passivhaus standards for their flats, and they weren't community designed in the way that the HNCLT project has been. They have however retained the freehold of the land, ensuring that they are permanently affordable.
- Fran stressed that finding land is the hardest part of providing affordable community housing and their process took a lot longer than the HNCLT one has, having secured their land in 2011, with people moving into the homes this July – 12 years later.
- OCLT had a £500,000 loan from Ecology for their £2m project, and used Lifebuild for the construction of the homes.
- Soha are managing the homes, but they hope to set up a housing co-op to take that over.
- OCLT set out to raise £500k, and managed to raise £583k. Their launch date was delayed, and their Share Raise ended up falling in the Christmas/New Year period which isn't ideal. It was extended to April 2023.
- They had 200 investors, with investments ranging from £250 to £50k.
- Fran noted that there are a lot of investors wanting to support this sort of project.
- OCLT doubled its membership during this period from 150 members to just over 300 now.
- Fran stressed the need for a good team with a variety of skills, and the importance of a good website with all the investment information in place ahead of the Share Offer Launch.
- OCLT used Ethex to promote their Share Offer, and Fran noted the frequent warnings on their investment pages that your money could be lost – a requirement of the FCA. Other CLT's using the Ethex platform have shared their concern about this as well as the difficult process of answering questions in order to actually invest. Only 10% of traffic was converted to investments and over 50% of that was 'Oxon based'.
- Some CLT's who haven't been approved by Ethex have chosen to use Crowd Funder as there are few obstacles for investors. The downside is that they can't tap into the huge network of investors that Ethex have on their system.
- The majority of OCLT's investors (37%) fall into the 68-77yr old bracket, with the vast majority being over 50yrs old.
- Fran noted the importance of a short, snappy, quirky, humorous video for the Ethex platform. The Ethex analytics showed that only 9% of those who started watching their 3-minute video actually watched it to the end.
- The majority of OCLT investors came from Ethex's pool of investors.
- OCLT managed to get some BBC South coverage and used some of that footage for their Ethex platform video. They held events to promote the Share Raise, including some in the Oxford University colleges. They used Oxford GreenPrint to produce fliers and bookmarks advertising the Share Raise and OCLT membership.
- Fran noted the different requirements between Ethex and the Standards Mark.
- OCLT board members were concerned and stressed by the uneven investment activity, with some days going by with no investment at all.
- OCLT have several options for people to contribute financially now, which brings in a regular income of £250pm:
 - Membership for £1
 - Supporter donations of £5 (or more) per month
 - Leaving a legacy to OCLT in wills
 - Selling your house (or part of it) to OCLT off market, which could provide inheritance tax relief.

Cathy thanked Fran for her inspiring presentation.