

HOOK NORTON COMMUNITY LAND TRUST



COMMUNITY SHARE OFFER 2024

Offer opens:
20 Feb 2024
Offer closes:
20 May 2024

Target:
£500,000
6% annual target interest



Board members on site



Important Information About:



Community Shares

This offer is an opportunity to buy withdrawable shares in Hook Norton Community Land Trust Ltd. Community shares cannot be sold, traded, or transferred to someone else, unlike shares in a typical company, but they can be withdrawn subject to the Rules of the Society and any conditions set out in this share offer document. They are unique to co-operative and community benefit societies and are ideally suited to the needs of community businesses. Community shares are different from company shares. As a member, you get one vote regardless of how many shares you buy. Anyone over the age of 18 years can invest.

Community shares are fully at risk.

Our Rules give our Board discretionary powers to refuse or suspend withdrawals if it is financially prudent to do so. In practice, this means that limited withdrawals will be possible from 2029 onwards, on a first-come, first-served basis. The Society can only allow withdrawals if we're doing well as a business, and we need to have sufficient trading surpluses and cash available to enable it to give you your investment back.

You could lose some or all the money you subscribe. You have no right to compensation from the Financial Services Compensation Scheme, nor any right of complaint to the Financial Ombudsman Service. Please don't invest any money you can't afford to lose.

Community Shares Standard Mark

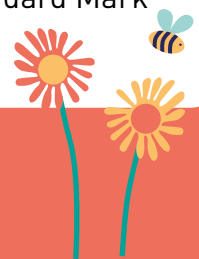


We are proud that our Share Offer has been awarded the Community Shares Standard Mark.

The Community Shares Standard Mark is awarded by Co-operatives UK to offers that meet national standards of good practice. These standards ensure that:

- **The offer document and application form are easy to understand;**
- **You are provided with all the facts you need to make an informed decision;**
- **The facts are supported by the annual accounts and/or business plan for the society;**
- **Nothing in the documents is purposely incorrect, confusing, or misleading;**
- **Societies are asked to sign a Code of Practice requiring them, among other things, to give the public a right of complaint to the Community Shares Unit.**

For more information about community shares, the Community Shares Standard Mark and the Community Shares Unit go to www.communityshares.org.uk



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Welcome

from **Cathy Ryan, Chair**
Hook Norton Community Land Trust



It's taken six years of ups and downs and sheer determination to get to this point, but I am now thrilled to invite you to invest in Hook Norton Community Land Trust's community share offer. We'd like to share with you some of the inspiring and innovative aspects of our community-led housing project, Homes for Hooky, to show how much can be achieved when communities work together with local councils, organisations, and practitioners, to build the homes that local people need and can afford to live in. Good things do happen!

The homes are under construction, and we are looking to raise £500,000 from community shares to complete this innovative project in the heart of Hook Norton, that offers a solution to the triple challenges of the housing crisis, energy crisis, and cost of living crisis. We are providing eight new energy-efficient homes for affordable rent to people with a local connection to the area, and four new sustainable homes for sale at market value. The site also contains a community building with facilities that will be shared by the wider community. By investing in our share offer, you can be part of a positive solution to the housing crisis and receive a potential return on your investment of up to 6% interest, which will be credited annually as additional share capital from the third year.

This inclusive community-led project proves that it's possible to build affordable, highly insulated homes that generate their own clean renewable energy, and that will be available to people of all income levels. It's an exciting opportunity to invest in a positive model of creating affordable, sustainable homes, based on the needs of the people who will be living in them, that could be replicated by other communities across Oxfordshire and beyond.

The total cost of the project is £3.7million, and we have received £80,000 in grant funding. The affordable rented homes are being sold under a renewable 125-year lease to **Soha Housing**, an award-winning, community-based, mutualised housing association working in and around Oxfordshire, and together with the sale of the four homes at market value, will raise a further £3.12million. HNCLT will retain the freehold of the entire site. The outstanding £500,000 needed to complete the project will be raised in this community share offer.

HNCLT approached Cherwell District Council in 2018 with a proposal to build affordable homes on a small site owned by the council, that would bring to life an abandoned and overgrown piece of land in the heart of Hook Norton. The council supported the idea and transferred the land to HNCLT at a price that not only made the whole project feasible, but enabled the homes to be affordable to local people in perpetuity. HNCLT purchased an adjoining piece of land from a local resident, to build four homes for sale at market value that will be identical in appearance to the affordable homes and will be available to purchase leasehold by people wishing to right size to a smaller home. Full planning permission was granted unanimously for the homes in 2020.

We felt that the best way to find out what people need in a home was to ask them. It sounds so obvious, but it doesn't always happen. It takes time and many meetings, but working directly with the community and discovering how they want to live, has been an invaluable and hugely enjoyable part of the process.

Hook Norton based architectural design practice, Charlie Luxton Design, transformed the needs and aspirations of the community into a site of twelve homes, designed to increase social contact and reduce isolation, by including a community building that contains a co-working space, meeting space for hire, and a self-contained bedroom that can be booked when residents' visitors and friends need to stay. The homes and facilities are built around a landscaped garden with a 'village green' feel, that contains communal food-growing beds. The parking area will be home to an electric vehicle car club, shared with the wider community, which will help reduce the need for private car ownership.

Creating valuable partnerships between the community and like-minded organisations and practitioners has been key to the progress of the project. We were delighted that Greencore Homes, an award-winning Oxfordshire based sustainable construction company, were keen to build the homes, bringing expertise on a unique construction method of closed timber frame panels, insulated with layers of wood fibre, hemp, and lime. The homes are built to Passivhaus thermal performance standards and will need very little heating. The structure of each home is targeted to achieve better than Net Zero in terms of embodied carbon.



We teamed up with local environmental group, Hook Norton Low Carbon, and SNRG, to design an innovative microgrid for the site. By linking the 68 kWp of solar PV panels on the rooftops of the new homes to an existing 50 kWp solar array on the neighbouring roof of Hook Norton Sports & Social Club, a 'pool' of renewable energy is created that will power the homes and the electric vehicles, and enable residents to purchase their power from SNRG at a rate that will be 10% lower than the energy price cap. Any surplus renewable energy generated during the day can be stored in a 100 kWh community battery, for use at peak times of demand.

This community-led housing development that began at grass-roots level, can prove that beautiful homes built to the highest sustainable standards, that generate and use their own clean renewable energy, can be affordable to people of all income levels and can become the way we all build our homes for the future.

We hope you will invest in our share offer and join us in witnessing the impact of the change the project will bring for members of our local community, moving into the affordable, innovative homes they helped to create.



Catherine Ryan

Cathy Ryan, Chair
Hook Norton Community Land Trust

Share Offer Summary

Type of investment

Withdrawable shares of **£1 nominal value per share**

Offer open date: **20 February 2024**

Offer closing date: **20 May 2024**

Minimum target to be raised: **£300,000**

Maximum target to be raised: **£500,000**

Minimum share subscription per person: **£250**

Maximum share subscription per person: **£50,000**

Maximum share subscription per organisation (which is not a society): **£100,000**

Interest rate of **up to 6%** paid annually into your capital account from year three onwards

Optional interest rates of **4%** and **0%**

Withdrawal of capital may be allowed from **year five onwards** on a first-come, first-served basis from share capital pre-determined by the Board.



Extension

The Board of HNCLT may choose to extend the period of the share offer by up to four months if they believe that by doing so, they increase the chances of reaching the maximum target.



Hook Norton CLT Introduction



“Without affordable and sustainable housing, the heart will leave the village.”

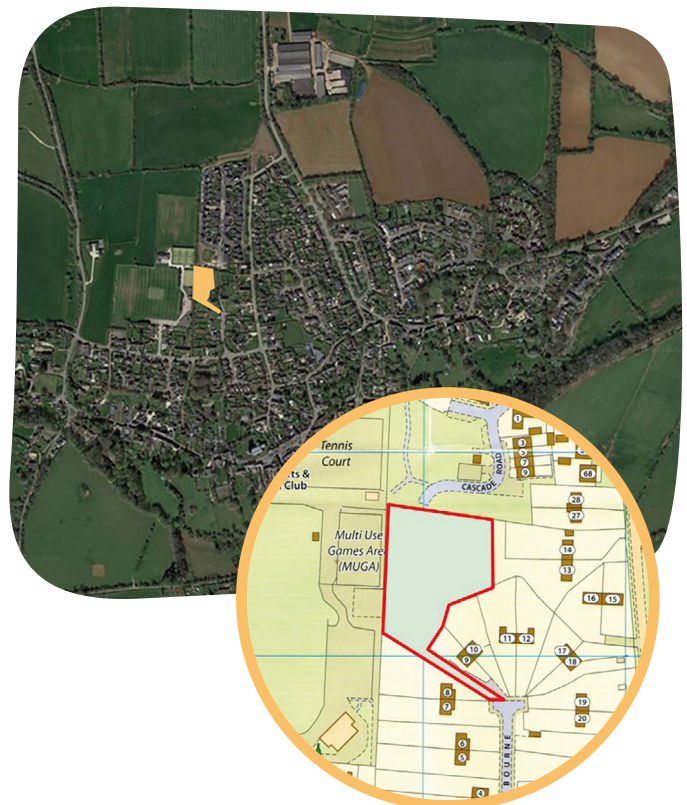
Hook Norton Community Land Trust (HNCLT) is a not-for-profit Community Benefit Society that was set up in June 2019, by the community for the community, to provide an innovative, grass-roots solution to the multiple challenges of the local housing crisis, climate emergency, and cost of living crisis.

Hook Norton is a vibrant and popular village in North Oxfordshire. It has a strong sense of community but rapidly increasing house prices, and the lack of affordable homes being built means that young people and local families cannot afford to live and work in the community where they grew up and have an established support network of family and friends.

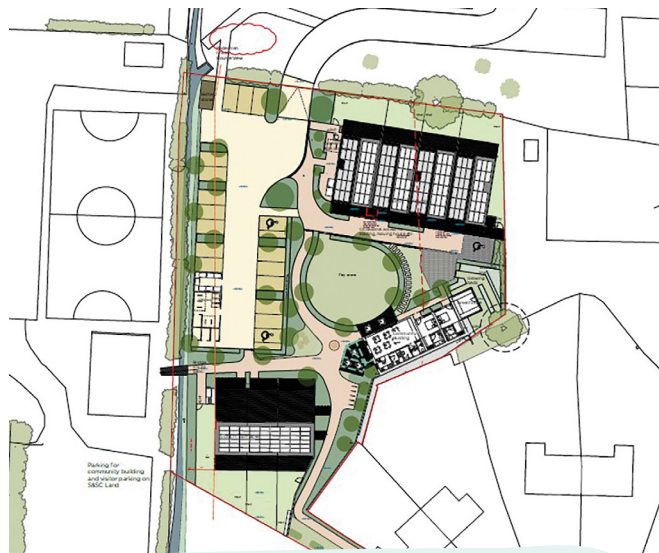
In consultation with the local community, HNCLT are delivering eight energy-efficient homes for affordable rent, which will be sold on a 125-year lease to Soha Housing, an award-winning, community-based housing association working in and around Oxfordshire. They will be let to people in housing need with a local connection to Hook Norton, and will have a positive impact on our ability to attract key workers and increase the vibrant and inclusive nature of the community. A further four identical homes will be for sale at market value to meet the wider housing needs of the community, some of whom are looking to right size to a smaller sustainable home.

“Our collaboration in Hook Norton is just the latest example of how Soha works with partners to make new homes more readily accessible to local people in housing need. In Hook Norton, many are priced out of the rental market, so we are proud to have these high quality and much needed homes in a beautiful Oxfordshire village added to our stock of homes to manage and maintain”

Marc Gregory - Soha Development Manager



The homes are designed to increase community spirit and social contact, by the inclusion of a community building, with facilities that can be shared with the whole village. The building contains a self-contained bedroom where visitors can stay, a meeting room for hire, and an open-plan co-working space. The homes and facilities are built around a landscaped garden with a 'village green' feel, that contains communal food-growing beds. The parking area will be home to an electric vehicle car club, shared with the wider community, that will enable residents to have access to transport without the need for private car ownership.



“At HNCLT, we believe that everyone, regardless of their income level, should be able to live in a warm, light home that they can afford to run.”

Cathy Ryan, Chair, Hook Norton Community Land Trust

According to the Oxfordshire Joint Strategic Needs Assessment 2022, two-thirds of households experiencing fuel poverty in Oxfordshire live in rural areas, yet many new housing developments are still built without sustainable measures. The homes at Bourne Green are built to the highest energy-efficient standards. They are highly insulated and will require very little heating, enabling the residents to benefit from a warm home that will make the rising cost of energy easier to manage.

The homes generate their own clean renewable energy from a 68 kWp array of solar PV panels, which link to the 50 kWp solar PV panels on the roof of the neighbouring Sports & Social Club, creating a microgrid of renewable energy that can be stored in a 100 kWh community battery. The residents will benefit from discounted electricity prices, and the microgrid will enable them to be more resilient to spikes in the cost of energy.



Ecosunpower installing solar PV panels on the south terrace

PV array on the Sports & Social Club roof

Case study: Rachel works in the community but can't afford to live here independently.

Rachel's story

“When it comes to housing, it feels like no one is coming to save us”



Rachel has lived in her parent's home in Hook Norton for six years. Read her personal account of how the creation of affordable, sustainable housing brings hope to her aspirations to live in the community she loves, in a home she can afford.

“Some of you may have seen a recent news article about a 24-year-old woman with a decent job and a £50,000 deposit who couldn't get a mortgage. She didn't meet the threshold requirements to borrow £200,000. I've also seen a meme going around on Instagram recently that always catches my attention: 'In Monopoly, when no one can afford to live on the board anymore, that's when the game is over, and you have to start again.'”

“I spent seven years renting in Banbury, saving some but not much, and when my landlord decided to sell the property with me as a sitting tenant, he was genuinely surprised that I didn't have the deposit to buy it myself. Then my new landlord immediately put the rent up.”

“It's probably become apparent to many of us that the net that should catch us when things don't work out is full of holes. The welfare state, the NHS, social housing,

mental health services. They exist, but these systems are not robust. And when it comes to housing, it feels like no one is coming to save us.”

“I've lived in this village for six years now, and I've seen the options that are unavailable to me. I watch every new development being built with a sense of dismay, and a strong understanding of the choices I would have to make to have access to what's on offer. I also refuse to give in to the nagging suspicion that I don't deserve to stay here because I haven't sacrificed my ideals or tried hard enough.

“But what happens when you design and build a small pocket of inclusive housing where no one is left behind? And what happens when that template for engagement and fundraising is picked up by other villages sick of seeing the mono-aesthetic of large developers change the identity of their community?”

“I've been peripherally involved with this project for the past five years and witnessed inclusivity and community put at the heart of the development. I may not end up living in one of these houses, but I am so happy that I have been able to watch this unfold.”

Positive Impacts

Social Impact

How many people will be housed?

We are building eight homes for affordable rent, consisting of:

- **2 x one-bedroom houses** that could benefit two single people.
- **2 x three-bedroom houses** that could benefit two families, with a total of up to four adults and between four and eight children.
- **4 x two-bedroom apartments** that could house four families, with a total of up to eight adults and between four and eight children.



We are also building **4 x two-bedroom apartments for sale** at market value, that could house four families, couples, or single people.

Reduced electricity bills

Residents will be encouraged to purchase their electricity from SNRG and benefit from a reduction in electricity price of 10% less than the energy price cap.



Electric vehicle car club

- The on-site shared car club has six electric vehicles for hire.
- The car club has 99 active members, 71 of whom live in Hook Norton.
- Over the past 12 months, the vehicles have been used to drive a total of 50,707 miles.



Community building

- **Co-working space** – ‘Hooky Hub’ has 18 members with an average of 67 bookings per month.
- **Therapy Room available for hire** - our Communal Space Survey in 2022 showed that out of the 194 respondents, 93% supported the idea of a Therapy Room, with 23 different uses suggested for the room.



Communal outdoor spaces

Shared outdoor areas, including growing areas, to encourage social contact and enhance community spirit.



Environmental Impact

Renewable energy generation

The total annual solar PV generation is estimated to be 114 MWh.

The new homes have 68 kWp of solar PV panels which will be added to the existing 50 kWp solar array on nearby Hook Norton Sports and Social Club, which generates at least 48 MWh each year. That would be the equivalent of 25.7 tonnes CO₂ savings.



Airtightness

The South Terrace air tightness tests have resulted in an average score of 0.41 air changes per hour (ACH), compared to 0.6 ACH, or less, required by the PHPP (Passivhaus Planning Package) model.



Our Community Share Offer



Here we describe the offer – what it is and how it works – and explain the impact that you will have on the lives of people like Rachel.

Hook Norton Community Land Trust (HNCLT) is the trading name of Hook Norton Community Land Trust Limited, a Community Benefit Society registered on 24 June 2019 with the Financial Conduct Authority (registration number 8145) under the Co-operative and Community Benefit Societies Act 2014. The Society has also been registered as a charity with HMRC. The registered address is **The Brewery, Brewery Lane, Hook Norton, OX15 5NY**.

Community benefit societies are obliged by law to conduct business for the benefit of the community, and all profits must be used for this purpose.

We are now undertaking our first community share offer to raise capital to go towards the total financing of Bourne Green, our first community-led project of twelve homes, eight of which are for affordable rent, that will be available to people in housing need with a local connection to the area. The homes will be complemented by a community building with exciting facilities that can be shared with the whole village.

By supporting this share offer, you will be investing in a project that enables well-designed, sustainable homes to be available to people of all income levels.

By subscribing for shares issued by HNCLT in this share offer, you will help us to deliver this project, and you will also become a Member of the Society. Our rules and other supporting documents are available on our website:

www.hooknortonclt.org.uk

We are running this share offer through the **Ethex** website. Ethex is a not-for-profit organisation, based in Oxford, that creates a platform for positive investment in social transformation. Ethex will hold the funding until the share offer successfully achieves at least its minimum target of £300,000, when they will pass the money to us. Should the minimum target not be reached by this date, HNCLT plans to extend the share offer for a further period to 20 July 2024. If the offer does not reach its minimum target figure by this extended date, payments will be refunded.

Potential investors should read the **HNCLT Business Plan**, which has been made available with this community share offer document. The business plan provides full details of the financial position of the Society, and the projected accounts for the next four years. It also provides a list of the key risks to the delivery of the project and a successful outcome.

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Community consultation event 2019

Payment of Interest

Community Benefit Societies are required to set a maximum rate of interest, which should be the lowest rate sufficient to obtain and retain the necessary funds from members. The HNCLT Board is keen to minimise the ongoing cost of paying interest, so we are providing investors with the option of earning 0%, 4%, or 6% interest per annum. Interest will be calculated annually on the balance at the calculation date, and rounded down to the nearest penny. Interest will not be paid until the third year. Interest will be paid into the investor's share capital account on an annual basis from 2027 onwards (where it will compound), and requests for the withdrawal of interest and/or capital can be made from 2029 as indicated under 'Return of Capital'. If shares are withdrawn before the annual calculation date, there will be no interest added for the partial year.

While we have assumed a rate of interest of 6% in the business plan (which shows how this will be affordable), we believe that some investors will be keen to invest to support the project but will be happy with a lower rate of interest. We hope to attract as much money as possible at the lower rates of interest.

The Board will decide what the interest rate will be each year, which will never be higher than the rate each investor chose at the point of investment. However, these rates are not guaranteed, and should the Board consider it prudent, they could declare a lower interest rate that year. Clearly, this would not affect those who have agreed to have 0% interest, but the rates of 4% and 6% could be reduced, even to zero, at the Board's discretion.

Return of Capital

From 2029 and each year thereafter, the Board will decide whether they can afford to allow shares to be withdrawn and if so, to what extent. If withdrawals are to be allowed in any given year, the Board will advise members of how much is available, and how to make a withdrawal request. All withdrawal requests will need to be made to hello@hooknortonclt.org.uk, and will be funded on a first-received, first-paid-out basis.

Our projections indicate we should be able to support an annual return of 1–2% of total share capital to investors each year (£4,000–£8,000); this might be more if our income from the community spaces is greater than our conservative projections.

Both decisions are based on the Board's estimation of the financial health of the Society, considering its financial history and future needs.

We can also allow withdrawals if new funds are invested into the Society, either by existing members increasing their investment or by new members. We may undertake future share offers for future developments, or move to an open share issue, but there are no plans for either at present.

On dissolution of the Society, under the Rules, there is no distribution of any remaining assets to members. Instead, any funds remaining must be transferred to another charitable body with objectives similar to those of the CLT.

Any new shareholders will become Members of the Society, with democratic rights and the power to stand for and elect the Board of Directors. All members, individuals and organisations, have one vote, regardless of the size of their shareholding in the Society.

An illustration featuring a white house with a blue roof and windows, and two stylized trees (one green, one dark green) on a red ground. Light blue clouds are in the background.

Benefits of Investing

- Automatic membership of Hook Norton Community Land Trust.
- Up to 6% interest on share capital paid into their capital account from year three onwards and can be withdrawn in the future as funds are available.
- A right to vote on all issues discussed at the Society's AGM.
- A right to vote for the Board of Directors and the chance to stand for the Board.
- The opportunity to get their original capital returned on a first-come, first-served basis if share capital is available for withdrawal from 2029.

Our Story

Creating affordable homes for local people in Hook Norton



Charlie Luxton talks through design options at a community consultation

Hook Norton Community-led Housing Project began life as an initiative by Hook Norton Low Carbon (HNLC), a Community Benefit Society formed in 2009. In 2010, HNLC was awarded grant funding from the Low Carbon Communities Challenge to encourage the community to invest in renewable energy measures. When HNLC asked the community how they would like to see the funding used, the response was an overwhelming need to take control of its own housing provision and provide affordable, energy-efficient homes that would have a positive impact on the environment.

Community Engagement and Consultation

With sustainability and renewable energy features at the core of the project, **Low Carbon Hub**, Oxford, provided grant funding of £104,000 via the **OxFutures** programme to carry out community engagement and develop a feasibility study. Hook Norton CLT was formed in 2019 as a Community Benefit Society with charitable status, to lead the development of the project.

To find out directly what people in Hook Norton thought about the need for affordable and sustainable housing, we interviewed members of the community in the street and made a short film of their responses. Overwhelming concern was expressed about the negative impact the lack of affordable homes for young and older people would have on the village. People felt that the village was becoming an area of second homes, with young people forced to leave to find somewhere they could afford to live.

As one resident commented:

“If you want a community to grow, you need to keep young people here.”

The video can be viewed here:

www.hooknortonclt.org.uk/video-gallery

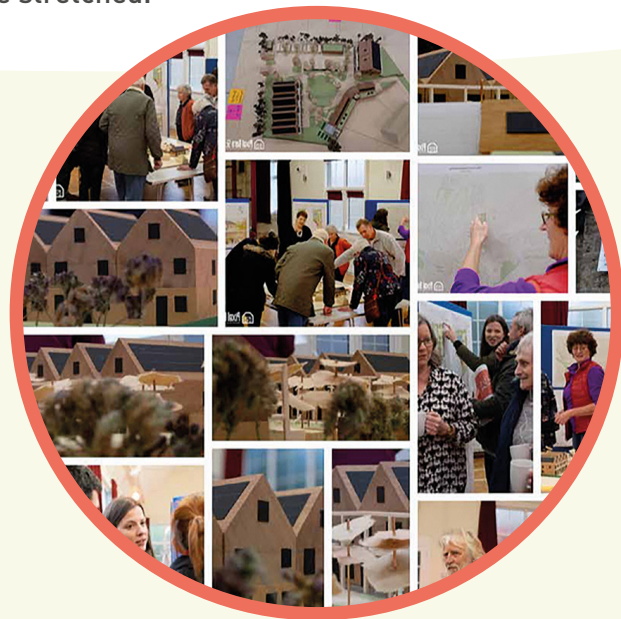
We teamed up with independent consultants, Lemon Drizzle, who helped us to produce a community-wide survey in March 2018. The survey had a high return rate, with 500 returned out of a village of 1,100 homes. The full report can be found here: www.hooknortonclt.org.uk

The survey showed wide support for the project:

- 74% of respondents felt that the current housing situation in the village needed addressing.
- 26% felt that the present housing mix was adequate, and the village had already reached capacity, and the existing infrastructure would be stretched.

We discovered that what people really wanted was a different way of living with a development that could be designed to encourage social contact and enhance community spirit.

A shared vision emerged of different age groups living side by side with access to communal gardens and allotments that could enable neighbours to support each other and decrease isolation. The idea of a community building took shape as a community hub where people could meet and share activities with each other and the wider community.



The community felt strongly that sustainability should be at the core of the development and the project includes all of the following resources:

- 68 kWp solar photovoltaic panels on the roofs of both terraces.
- 100 kWh community battery to store surplus renewable energy.
- Microgrid, providing a system to share locally generated renewable energy from the 50 kWp solar PV array on the roof of the nearby Sports & Social Club.
- Mechanical ventilation with heat recovery (MVHR).
- Low-embodied energy and CO₂ materials.
- Shared growing spaces and a community greenhouse.
- Electric vehicle charging points.
- A shared car club with six electric vehicles.
- Environmentally friendly landscaping with native plants to encourage bio-diversity.
- A community building with a self-contained spare bedroom, meeting room, and co-working space to share with the wider community.



Obtaining planning permission

HNLC identified a potential site on an unused piece of land in the centre of the village that had become neglected, and approached Cherwell District Council, who owned the site. They were keen to support the project and work with the community to develop affordable and sustainable homes for those local people in housing need.

Cherwell DC then agreed to transfer ownership to HNCLT for the Bourne Green project at a cost that would enable the homes to be affordable in perpetuity.

After the two years of community consultation, we submitted a full planning application in early 2020 to Cherwell District Council Planning Department. Planning permission was unanimously granted in May 2020 to build eight affordable rented homes, and four additional homes that will be sold at close to market value, together with a community building.



First on-site meeting for HNCLT and Greencore Homes

Hugo Brown, former Ward Councillor for Deddington, Cherwell District Council, had this to say:

“I was delighted to be able to speak in support of this application at Planning Committee and even more delighted that every single member of the Committee endorsed it. This small development of 12 homes, of which eight are affordable (almost twice the standard requirement), is an exemplar of great design, sympathetic to its host community and, most importantly, it directly answers a local need in allowing those with a genuine connection to Hook Norton to remain living in their village when otherwise it might have proved difficult for them to do so.

“All developments attract comment, but that so few objections were received for this one is testament to the care and consideration that HNCLT took to engage with villagers and to develop a new community of lasting value to Hook Norton and to those residents lucky enough to call it home.”

Developing the communities' vision for Bourne Green

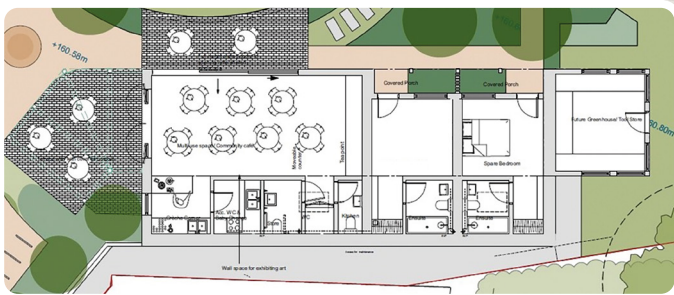
By contributing together and talking through collective hopes and fears, we gradually built a vision of affordable homes and shared community facilities that would work for everyone. That consultation has informed every step of the design, from materials to visual impact, through to room layouts and sizes.

Hook Norton has a tightly packed core where houses sit shoulder-to-shoulder, creating fascinating streetscapes with a web of cut-throughs and canyons of stone pierced with windows all topped by a jumble of roofs.

Our development draws upon the very best of Hook Norton and re-imagines it for the 21st century. It has been achieved not by imitating, but by learning from and re-imagining the existing village character to provide a template for what its future housing could be.

As the project has developed, so have the uses for the community building, which will have three spaces for public use.

November 2019 Community Consultation Event



The survey showed wide support for the project:

- **A larger work and meeting space** (44.0 m²), which can be used as a co-working space during the day and as a meeting room in the evenings.
- **A self-contained guest bedroom** that will be made available to the residents of the 12 homes in the first instance. Rather than living in larger homes with bedrooms empty for most of the year, residents preferred to live in smaller homes and have friends and family stay in the overflow bedroom when needed. The bedroom will also be made available to the local community to ensure it is well utilised.
- **A self-contained room for professional services** that can be hired by organisations in the community, such as local therapists, social-workers or other advisory professionals.

Community-led design

Following an open tendering process, the Board of HNCLT selected local practice, Charlie Luxton Design, as the project Architectural Design team. They presented the most imaginative and sustainable solution and embraced the idea of working with the local community. Through a series of creative workshops, the community and the designers collaborated on ideas that informed the design of the homes and the layout of the site.



Artist's impression of the south terrace



Artist's impression of the north terrace

The homes combine design and environmental merit and will be built to target Passivhaus thermal performance standards. By achieving a high level of airtightness, they will ensure maximum comfort, with low running costs and reduced carbon emissions. The South Terrace air tightness tests have resulted in an average score of 0.41 air changes per hour (ACH),

compared to 0.6 ACH, or less, required by the PHPP (Passivhaus Planning Package) model. The houses are positioned on the site to make the most of renewable energy features, such as solar photovoltaic panels with an extensive array on each roof. The homes are being monitored over the next year to collect data to accurately measure energy usage and indoor air quality.

Sustainable construction

Hook Norton CLT is delighted to work in partnership with Greencore Homes to construct the development at Bourne Green. Greencore Homes is an award-winning Oxfordshire-based sustainable construction company that has developed the concept of 'climate-positive' homes.

Their homes are designed and built to Passivhaus thermal performance standards, which means that they are so well insulated and ventilated that they retain heat from the sun and the activities of their occupants (such as cooking), requiring very little additional heating or cooling. Each home is powered by electricity rather than oil, which is the main alternative in this off-gas-grid village.

This means that heating is powered by energy generated by the solar PV panels installed on the roofs of the homes, which link to the existing solar installation on the nearby Sports and Social Club.

The structure of each home is expected to be better than net zero embodied carbon, with no offsetting required. The use of timber frames, where the trees have grown by taking CO₂ out of the atmosphere and 'locking that in' means that the carbon dioxide extracted from the atmosphere is tied in directly into the structure of the building for generations, rather than traditional building techniques, which consume large amounts of energy in their construction.



Even in the most modern housing developments fitted with solar panels, the challenge is to balance when homes most need their energy, in the morning and early evening, with the times when the PV panels produce their greatest output, which is usually in the middle of the day. A microgrid (see below), with its community-scale battery, provides the solution by storing energy generated from the roofs at midday, for use in the early evening peak time of demand.

The homes are constructed of closed timber frame panels, insulated with layers of wood fibre, hemp, and lime. They are expected to perform better than net zero embodied carbon, with no offsetting required because the timber frame and insulation materials lock carbon into the structure of the building.



Steve making the first insulated panel at Greencore's Bicester factory

Generating and storing renewable energy through an onsite 'microgrid'

A microgrid is a self-contained, energy production and distribution network, that allows communities to generate their own renewable electricity locally, and use it when they need it most. When combined with a community battery, any surplus generated energy can be stored for use at peak times.

We are working in partnership with another local community energy group, **Hook Norton Low Carbon (HNLC)**, who have coordinated a joint investment with specialist technology company **SNRG**. Under this collaboration they will jointly fund the £200,000 of capital costs that will deliver 162 photovoltaic panels to form part of the roofs to add to the existing 156 panels that HNLC installed on the sports pavilion next door.

The 318 panels will be linked with a community-scale 100 kWh battery, connected through the smart controls of a microgrid, to deliver low-cost renewable energy to the development. While microgrids are increasingly seen as an answer for new industrial business units and a small number of large housing developments, this project is unique in the UK to address the energy needs of a housing development of fewer than 30 homes.

This is truly innovative, and it has the capability to become an exemplar as to how best to deliver a sustainable development for Community Land Trusts from now on. The capital investment for the renewable energy is being provided by SNRG and Hook Norton Low Carbon. Both companies will own the renewable energy infrastructure and be responsible for its ongoing maintenance.

The residents on the development will not only be using green renewable energy but will be able to purchase their power from SNRG at a rate that will be 10% lower than the energy price cap. They will also be powered independently of the national grid for around six months of each year.

The overall outcome for the project will be an exemplar decentralised system of locally generated energy allowing the community to be more energy independent and environmentally friendly.

In addition, some of the existing fleet of six electric vehicles made available to the community via the Hooky Car Club run by HNLC, will be located on site providing ready access to clean green transport for the residents of the homes as well as the wider community.

Project funding and finance



The total cost of the project is in the region of £3,700,000. This includes the cost of the land, architect's fees, planning fees, project management, various specialist consultants, legal fees, and construction costs.

We will receive around £3,100,000 from the sale of leaseholds on the completed homes, and we have already received a further £100,000 from grants and donations. This leaves us around £500,000 short of the amount we need to finish the project. We are therefore seeking to raise £500,000 from a community share raise to enable us to finish the project as soon as possible.

We have set a minimum target of £300,000, and the Board of HNCLT may choose to extend the period of the share offer by up to four months if they believe that by doing so, they increase the chances of reaching the maximum target of £500,000.

HNCLT has a loan in place up to October 31st 2024, and it has been agreed by OAL that the loan facility can be used to finance the £100,000 - £200,000 shortfall should the maximum share raise fail to be met. This gives sufficient time to raise the final £100,000 - £200,000 should it be needed, through a second targeted donations campaign. OAL has further indicated that they would be amenable to extend the current longstop date past the 31st October 2024 should it become clear that the donations pipeline is strong but that the final raising of capital has not been completed by 31st October 2024.



The north terrace under construction

A summary of the financing of the project is shown in the table below.

Income and expenditure for HNCLT housing		
Income	Assumed minimum share raise of £300,000	Assumed maximum share raise of £500,000
Sale of affordable homes to Soha Housing per contract negotiations	£2,100,000	£2,100,000
Sale of open market homes assessed by external estate agent	£1,000,000	£1,000,000
Other grants and donations already received	£100,000	£100,000
Additional grants and donations	£200,000	-
Community share raise	£300,000	£500,000
Total	£3,700,000	£3,700,000
Expenditure		
Design and build contract and other construction related costs, including pre-planning expenditure.	£3,700,000	£3,700,000

Our financial projections – available in the Business Plan – are considered to be conservative by the Directors and understate what we believe is a reasonable base case for average revenue in each year.

They demonstrate that we are able to generate a healthy cash surplus of c.£30,000 year-on-year, but because of non-cash costs of interest payments (of up to 6% to investors each year) and depreciation, our surplus is in the region of £5,000 per year.

That, in turn, restricts the amount of capital we can return to investors under FCA guidance. This rate of withdrawal is likely to be in the region of 1–2% per year, but could be higher if our surpluses are higher, or if we undertook to allow permanent investment in the Society by new investors, which would enable existing capital to be withdrawn.



How HNCLT is managed and governed

Hook Norton Community Land Trust is a member of the National Community Land Trust Network.

We currently have over 64 members. We actively involve our members through regular newsletters and volunteering opportunities. Members recently helped carry out further survey works to help inform what we should provide in the community building, and it is our intention to involve the membership in finishing tasks when we take completion of the scheme (for instance, help with the planting of trees and shrubs). We will encourage all new residents to become members of the Trust and to join the Board. We have begun set up a management company to maintain the areas of open space and community building, which will be run by residents, and HNCLT.

After we formed, Cherwell Community Land Trust (CCLT) transferred its undertakings and a small level of reserves (£24,000) as they felt that HNCLT provided the clearest example of meeting the CCLT aims of encouraging a greater level of community-led housing in the district. CCLT had originally been enabled by Cherwell District Council but was subsequently dissolved with the agreement it would be folded into HNCLT.

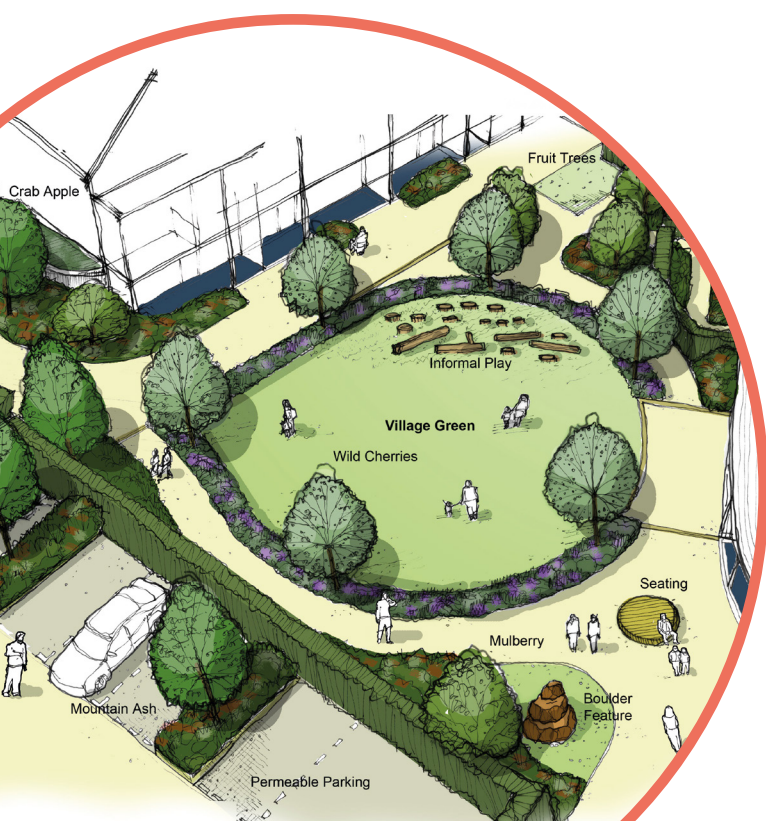
Governance

Members elect the directors, who then exercise all powers of the Society other than those reserved for members in the Society's rules or in the law, such as appointing auditors and electing directors. Members also receive the annual accounts and a report of what's been done by the Board every year at the AGM.

Directors serve for three-year terms, with elections held for their position at the AGM at the end of the three-year period. Directors are eligible to stand, as are any members who the Board feel meet the criteria they have set out for nominations.

The Board can operate with between 5 and 12 members in total, of whom more than half must always be elected by members. There are currently eight elected directors and 1 co-optee – the latter can't take part in decisions directly affecting members, nor can they vote for the CLT's officers. You can read more about our governance on our website: www.hooknortonclt.org.uk

In the future, the Society's members will be critical to maintaining HNCLT as a thriving entity. They will be the recruitment base for future iterations of the Board of Directors and thus managing the development at Bourne Green, and then looking for new opportunities to provide additional affordable housing. They also have a vital role in creating the 'buzz' about the community space, ensuring that the spaces are used as much as possible, by communicating the importance that the spaces being patronised plays in the ongoing financial health of the Society (and thus our ability to eventually undertake further developments).





Board members at the Start on Site Celebration in July 2023

HNCLT is governed by its members under our Rules, and they elect a Board of Directors who make day-to-day decisions. The directors have expertise in finance, marketing, architecture, affordable housing and community engagement, so that they are collectively able to support all of the activities of the Society.

Under our rules, we can co-opt others on to the Board to augment our skills and experience. We believe that our membership will continue to be able to provide the core skills required for ongoing operation of the Society, and we would not in any case co-opt more Directors such as to make elected members a minority on the Board as a whole.

We do not have any employees although we have been engaging various external parties to provide administrative and other support to the Society. Our intention is to keep the running costs of the Society as low as possible. As a result, the Board takes all of the day-to-day decisions and is responsible for setting the strategy, agreeing the business plan, and for implementation. The Board

is therefore actively engaged in monitoring the construction activity and making decisions about materials and supplies. We use external lawyers, accountants, architects, administrators, and other advisers as and when we need their help. This means we have no ongoing employment commitments.

The project to actually build the Bourne Green development is managed by an agent paid by the Society and the Board keeps on top of progress via active liaison by Cathy Ryan in her role as Chair, and any issues are raised with the rest of the Board as appropriate.

The Board monitors conflicts of interest and these are managed carefully on an ongoing basis; the only significant conflict reported is that Tim Lunel is a director of Hook Norton Low Carbon, which is responsible for the provision of the renewable energy element of the project. As this element contributes to the sustainability and financial success of the development the conflict of interest is quite low.

Our team

Cathy Ryan (Chair) lives in Hook Norton and works as Community Engagement Manager at Low Carbon Hub, Oxford, supporting over 40 low carbon community groups across Oxfordshire. She led the community engagement on the HNCLT housing project. She is motivated by the inequality in the housing crisis and how it disproportionately affects young people and families on low incomes. She worked for many years as a theatre designer, involved in diverse projects from community operas with inner city primary school children to designing forum theatre productions with groups of people experiencing homelessness in London.



Fiona Brown (Vice chair) works as the Communities Lead at Collaborative Housing providing front-line support to community-led housing groups across the Thames Valley. She has over 35 years' experience in the development and management of affordable housing working within housing associations and local authorities. She is an accredited CLH Advisor through the Institute of Housing and lives in Chipping Norton.



Charlie Luxton (Secretary) lives in, and owns an architectural design practice in Hook Norton. He became a Director of the project once he had completed the design contract as he had been so heavily involved in the community engagement and design work and was passionate about seeing it through. As well as running his design practice, Charlie writes and presents a number of television programmes on buildings and design and gives talks on all aspects of the built environment and sustainability.



Tim Lunel moved to the village in 1994 and at that time people working at the primary school, The Brewery and the many trades needed by the village were all just about able to buy or rent a home in the community. This is no longer the case. Tim wanted to help form HNCLT to build 12 Passivhaus affordable homes as a template demonstrating the possibilities to build sustainably and in a way that benefits local communities. He is an experienced Chair, Non-Executive and Managing Director with a demonstrated history of working in the environmental sector and holds an MBA from London Business School.



Andrew Bowen moved to Hook Norton in 1980 where he served as Head Teacher of the local primary school, which was housed in the old prefabricated rural secondary school building. Over the next few years, he was heavily involved in ensuring that the replacement school building was built to serve the whole community. During this time, he became aware of how important it was to ensure that the village had affordable houses to prevent further loss of indigenous village families and joined HNCLT to support this aim.





Richard Brown has lived in Oxfordshire for most his life. He moved to Hook Norton in 2021, was married there, and his youngest child attends the village nursery. He has a background in the operational management of complex, public-facing buildings and has worked for a variety of outsourcing companies. He currently manages the facility operations for a prominent University. He joined the HNCLT board in 2023 to use his experiences to support local initiatives, and to be more involved in the village and assist in the running of long-lasting community-led facilities.



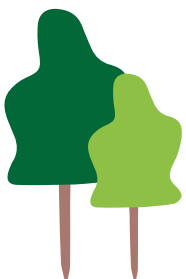
Max Fontana-Revel moved to the area two years ago, and has a background as a Business Executive across sectors including design, manufacturing, e-commerce, IT, investment and blockchain. Max noticed that Hook Norton is a leading light in the area, in providing community projects and services to locals, and would like to do what he can to encourage this. He was keen to join the HNCLT Board to aid these local projects, alongside learning more about the community.



Annabel Shawcross moved to Hook Norton five years ago but lived just outside the village for 16 years. Her three children went to both playgroup and the primary school and Annabel is an active member of many village groups. Annabel runs her own online gift business but before moving to Oxfordshire was New Media Communications Manager at the NSPCC, specialising in young people-facing communications, so has first-hand knowledge of the issues facing young people trying to find their way in the world, housing being a prime concern.



Anne Tutt (co-opted, non-voting) has lived in Hook Norton for more than 20 years. She is passionate about supporting the community and ensuring the village has sustainable, affordable housing for the future. Anne has extensive finance and governance skills. She is a qualified Chartered Accountant with more than 30 years' experience of board membership as both an Executive and Non-executive Director. She is a member of Council at Swansea University and a trustee / advisor to three charities. Until recently, she was Vice Chair of Oxford University Hospitals, which runs the Churchill, Horton and John Radcliffe hospitals and the Nuffield Orthopaedic Centre.



Partnerships

Charlie Luxton Design - architectural design

Charlie Luxton Design

Charlie Luxton Design (CLD) creates architecture for the 21st century: designs that respond to local materials, traditions and climate. We have extensive experience in designing and delivering sustainable buildings. For us this means more than building energy efficient schemes with a low carbon footprint. We believe that true sustainability means creating buildings that are loved, and that only places that are valued in this way will last. Our aim is always to create buildings that look beautiful, age gracefully, and don't cost the earth to construct or maintain.

Greencore Homes



Greencore Homes are passionate about providing sustainable, long term economic, societal and environmental value, and aim to be a catalyst for positive change. The company was set up in 2013, and is now majority owned and funded by M&G – an international savings and investments company.

Our purpose is to accelerate the global transition to low carbon living. Our vision is to lead the housebuilding industry in the delivery of Climate Positive homes, and our mission is to scale up our business across the country and deliver over 10,000 new Climate Positive homes by 2035.

Soha Housing



Soha Housing is a community-based company with a local approach and one of the very few housing associations in the country which is mutually owned by residents and staff. It recognised that working alongside Hook Norton Community Land Trust and Greencore Construction would enable it to deliver on its pledge to create more affordable homes while seeking out opportunities to build to net zero carbon.

Cherwell District Council



"As a district council committed to delivering affordable housing, we strongly support community-led housing initiatives. This approach supports our ambition to bring forward more environmentally friendly homes, reflects local need, and will deliver much needed, high quality housing in a rural part of our district".

Cllr John Donaldson, Cherwell District Council's lead member for housing

SNRG were formed in 2018, and are working hard to help communities with the net zero transition problems. With the government's target to build an additional 8.4 million homes by 2050, it will be very hard to hit net zero by 2050.

We design, fund, build and operate the next generation all-electric solution. It's a synergy of locally integrated electrical distribution, renewable generation, smart storage, heating, cooling and EV charging solutions. By maximising the onsite consumption of locally generated renewable energy, a SNRG SmartGrid can meaningfully reduce cost, carbon and complexity.

Hook Norton Low Carbon



Hook Norton Low Carbon Ltd (HNLC) is a Mutual Society that was formed in 2009 for the benefit of the local community and the environment. Our purpose is to improve the energy efficiency and reduce the carbon footprint of the community by promoting the implementation of carbon reduction and renewable energy initiatives.

HNLC identified a potential site on an unused piece of land in the centre of the village that had become neglected, and approached Cherwell District Council who owned the site. Funding to carry out community engagement and a feasibility study was provided by The Low Carbon Hub in Oxford, via the OxFutures programme in 2018. Members of the HNLC board set up Hook Norton Community Land Trust, to develop the project.

We are pleased to continue our involvement with the Homes for Hooky project through the joint funding, design and development of the Bourne Green Microgrid alongside SNRG.

The Low Carbon Hub



The Low Carbon Hub is a social enterprise that's out to prove we can meet our energy needs in a way that's good for people and the planet. We do this by developing community-owned renewable energy across Oxfordshire for the benefit of local economies and communities. To us, community energy needs to be a fundamental part of the national energy transition. This means creating projects owned or controlled by communities, which aim to reduce energy demand or to supply renewable energy to power local buildings.

"We were so pleased to be able to support the Hook Norton community-led housing project early on. Their aim to develop affordable and low impact housing with a smart microgrid and renewables at its core is a great example of what we hope to see more of in the future."

Dr Barbara Hammond, CEO Low Carbon Hub

Collaborative Housing



Collaborative Housing is the community-led housing hub for Oxfordshire and the wider Thames Valley Region. The hub provided technical consultants to help with funding and steering the project through the planning and financing stages and into the partnership with Soha housing.

Working with community groups across the region, we know how hard it is to get projects like this off the ground. Hook Norton have achieved huge success as a village-based group showing great tenacity and courage. They are now an exemplar for delivering community led housing in Oxfordshire and we are hearing from other villages who want to emulate their ambition and success.

Share issue FAQs

How can I invest?

We are running this share offer through the Ethex website - www.ethex.org.uk/invest/hooknortonclt. In order to invest in our share offer, you will need to register on the Ethex website www.ethex.org.uk/register. As part of the registration process, you will need to complete a Risk Appropriateness Test to ensure that you understand the risks related to Community Shares Investments.

Ethex will hold the funding until the share offer either successfully achieves at least its minimum target of £300,000, when they will then pass the money to us. Should the minimum target not be reached by this date, HNCLT plans to extend the share offer for a further period to 20 July 2024. If the offer does not reach its minimum target figure by this extended date, Ethex will refund all payments made by investors.

All monies invested through the Ethex platform will be held by Ethex's platform provider, **ShareIn**, in a separate account. Once we reach our maximum target of £500,000, the share offer will be closed, and no further investment will be accepted.

What is the minimum and maximum investment?

The minimum investment per person is £250 and the maximum allowed in this share issue is £50,000. Institutions are able to invest up to £100,000.

Who can invest?

Anyone over the age of 18 years can invest (and only people aged 18 or above can serve as directors). Investors from outside of the EEA can invest, but will be required to complete additional checks as part of the registration process, and if you are a resident or citizen of either Canada or the United States of America, you cannot invest via the Ethex website.

Can I invest on behalf of my children or grandchildren?

Yes, this is a great way of introducing them to ethical investing at an early age. Investments can be held on behalf of those younger until they turn 18.

Can organisations, businesses and groups invest?

Yes. Incorporated organisations will hold shares in their name, but may nominate an individual to act as their representative, who will receive society notices and invitations to meetings. Investment by unincorporated groups will be registered in the name of their nominee or nominees.

What if the society isn't financially successful enough to survive?

If we were to become insolvent, the ability of investors to recoup the funds they have invested would depend on firstly the value we (or the appointed insolvency practitioners) could get for the assets of the Society and secondly, the value of our debts at that point. In the event of our insolvency or orderly winding-up, the proceeds from the sale of those assets and our cash would firstly pay off all our creditors, and if there were any funds left at that point, would be used to pay back shareholders as much of their investment as they have outstanding as possible, on a pro-rata basis.

As we are a society that is also a charity, any funds left after paying lenders and investors will be transferred to another charitable body with objectives similar to those of the CLT.



What happens if I don't get all my investment back?

Although we are registered as a society with the Financial Conduct Authority (FCA), the sale of withdrawable shares in the Society is not regulated by the FCA. Like many investments, these community shares are at risk, and you could lose some or all of the money you invest.

Community shares are not covered by the Financial Services Compensation Scheme, nor is there any right of complaint to the Financial Ombudsman Service. If you are considering investing a significant amount, you may wish to seek independent financial advice before doing so.

Can my investment be Gift Aided?

Although we are recognised as a charity by HMRC, Gift Aid is only available on donations, not investments. If you want to make a donation rather than an investment, you can do so on our Donations page and we will then be able to claim Gift Aid on it to increase its value to us.

Can I sell my shares?

No. This investment is in withdrawable share capital, which cannot be sold to anyone else, and may only be transferred to someone else in specific circumstances as indicated below.

Under what circumstances could I transfer my shares?

- If you are an individual member, you can tell us in advance who you wish to transfer your shares to upon your death, and we can transfer the first £5,000 of your investment to them and they will exercise all of the rights of membership, including interest on shares, voting rights and so on. Your nominee will still need to go through the Ethex on-boarding process.
- If you don't name a nominee, then we will transfer them to someone with a grant of probate under your will. The same is the case for any sums invested above the first £5,000. People receiving shares via probate can apply to withdraw the shares (which the board may or may not allow) but cannot participate in the society's governance, nor receive interest.
- For the first £5,000 of share investment held and where there was no nominee, and where there are no executors (or personal representatives), we can transfer the shares to someone we believe has the legal right to them, and this person can exercise all of the rights of membership, including interest on shares, voting rights and so on.
- If you are a joint-member, then unless you have left contrary instructions, we will remove you as a holder of the shares, leaving the remaining joint-members as the owners.
- If you are an unincorporated organisation, you may nominate new people to act as the nominee or nominees for your shares.
- Finally, if you are declared bankrupt or we receive notice that you have been certified as being mentally incapable of exercising the rights of membership, the shares will be transferred to your trustee or guardian; they can apply to withdraw the shares (which the board may or may not allow), but cannot participate in the society's governance, nor receive interest.

NB: transfers of shares in the society are not eligible for Inheritance Tax business relief.



Can shares increase in value?

Shares cannot rise in value, so there will never be a capital gain. They may be reduced in value if our auditors instruct us to do so because they believe that the value of our assets has fallen.

Will I get a share certificate?

Everyone who invests will receive a community share certificate. As society share capital works differently to a company, these certificates are not valid proofs of investment.

The society's share register is the definitive document detailing your investment in the Society. We will send you a statement of your share capital when we acknowledge your investment and whenever interest is added, and you can check the register to inspect your own entry.

What will HNCLT do with my personal details and data?

Your personal details as submitted on the HNCLT application form will be held by the Society and used in accordance with the provisions of the rules and of the 2014 Co-operative and Community Benefit Societies Act. Our Privacy policy can be found here: www.hooknortonclt.org.uk/governance.

Only members can inspect the members' register and view members' names and addresses (but not how much they have invested), but the Society will not share, sell or provide details to any other individual or organisation and will ensure compliance with the GDPR regulation in accordance with its responsibility as a data controller.

What will Ethex do with my personal details and data?

Any information provided to Ethex in the course of registering to use their site will be retained by Ethex who will act as Data Controller until such time as you cancel your account with their site. Their policy can be found here: www.ethex.org.uk/legal/privacy. Ethex may also require additional documents to be provided as part of their anti-money laundering processes.



Members of HNCLT, partners and supporters celebrate at the start on site event, 2023

Key risks

Risk description	Mitigation	Risk Assessment
Failure to get Soha Contract signed	We are actively engaged through our solicitors to get the contract signed as quickly as possible.	Very Low
Failure to secure expected funds from the Market Value Homes	We will appoint agents to market the homes and seek to achieve the best values we can.	Medium
Failure to sell the Market Value Homes, resulting in increased loan interest costs	We will bring the properties to market ahead of practical completion to ensure they are sold quickly. We anticipate that the demand in the local market will be strong, and we expect any delay in sales to be relatively minor.	Medium
Insolvency of Greencore Homes, our construction company	We looked carefully at Greencore's accounts and took into account the fact that they had recently received a significant capital injection.	Low
Unexpected costs associated with the project	We have sought to thoroughly plan the project and identify all of the likely costs, and have a fixed cost contract with Greencore.	Low
Extended project duration leading to increased finance costs	We have negotiated specific financial remedies in the contract with Greencore Homes that would protect HNCLT from the additional interest costs.	Low
Failure to raise the £300,000 minimum through the Community Share Raise	We have a small team focused on marketing the community share raise, and we have also considered the potential of alternative funding through securitisation of the income from ground rents, along with additional grants and donations. We are working with Ehex to raise the maximum target of £500,000 and may choose to extend the period of the share offer by two months in order to reach that target. We have also agreed to an extension period for our current OAL loan should that become necessary.	Medium
Failure to raise any Share Raise shortfall through grants and donations	We have identified a list of potential donors and grant making bodies and we will actively engage with these to ensure we meet our target.	Medium
Failure to generate sufficient funds from the Community Building to support the business plan	We have taken a relatively prudent assessment of the likely level of income, and we will be working hard to exceed this amount.	Low
Higher than expected ongoing expenses	The HNCLT Board will set budgets in line with the business plan and be rigorous in only approving essential expenditure.	Low



Contact us

To find out more about **Hook Norton Community Land Trust** and this community share offer, please get in touch:



Homes for Hooky

The Brewery, Brewery Lane, Hook Norton, Oxfordshire OX15 5NY

www.hooknortonclt.org.uk

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hello@hooknortonclt.org.uk

[hook-norton-community-land-trust](https://www.facebook.com/hooknortonclt)

[hooknortonclt](https://www.facebook.com/hooknortonclt)

[hooknortoncommunitylandtrust](https://www.youtube.com/channel/UC...)

