



Community share offer



Fordhall
Community Land Initiative

Be a part of our story
Supporting organic livelihoods together

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Introduction



Our hope is to welcome 1,000 new members to the Fordhall Community Land Initiative (FCLI).

By doing so, we will widen the FCLI's membership base and provide investment to amplify our work without putting the wonderful community asset we have at Fordhall Organic Farm at risk. We expect to launch further share offers in the future that may be specific to projects or farms as we evolve our vision - sharing the journey with you all.

By strengthening and scaling community custodianship models like Fordhall, we can encourage more ecological farming practices, safeguard local food production and secure livelihoods for more farming families, all by engaging a united community of interest. Together, as citizens and farmers with equal voice, we believe we can build resilience back into our soils and strength in nourishing food systems.

What makes us special?

Well, we are not only one of England's oldest organic farms, but we are also England's first community-owned farm.

In 2006, thousands of people from around the world came together to save this small organic farm in Shropshire. The unexpected happened when siblings Charlotte and Ben Hollins, at only 21 and 19 years of age, managed to capture the public's imagination, successfully raising £800,000 in less than six months to save their tenanted family home from industrial

development.

Today, more than 8,000 community shareholders collectively own Fordhall Organic Farm. We celebrate the farm's 20th year in community ownership in 2026. We now invite a new generation to join us to protect even more farmland and to shape the future of farming across the country.

We are a farm built from the ground-roots up and we are brimming with feelings of hope and possibility.

All this being said, our origins stem from a sadly all too familiar story in the farming world, when Fordhall Farm was under risk of development. The Hollins family, who had tenanted the farm for over four generations, were about to lose their family home, all in the name of big investors and profit margins.

Through the innovative sale of £50 community shares, people from across the UK and beyond

became community shareholders, making these 128 acres England's first community-owned farm. The Fordhall Community Land Initiative was born.

There has been great investment (both time and money) in the farm since. Today, Fordhall Organic Farm hosts a fresh food café, farm shop and butchery, glamping, meeting spaces, free farm trails, weddings and events, a Youth

Project, a Care Farm, social prescribing activities, educational visits and a volunteering programme that supports conservation across the farm. To this day, it remains a working organic farm surrounded by community spirit and heart.

piece of magic to only be in Shropshire; we want to use the knowledge and experience we have accumulated to help build the movement, safeguard more farms and connect more communities.

Fordhall has come a long way under the guidance of the community. We are a stable and resilient organisation. But, we don't want this little

It's now time to take the next step. We hope to share that journey with all of you!



Land is more than a carbon sink – it is a commons, a livelihood and the foundation of food sovereignty.



If you are interested in organic or regenerative farming, wholesome local food, conservation, community empowerment and democracy, then we are the place for you!



This share offer document provides you with all the facts you need to consider before investing. However, if you prefer a quick summary, our share offer can be summarised as follows:

'Invest in a community share and help sustain a vibrant, organic farm rooted in tradition and hope for the future'

Share Offer:

Share value: £50.

Minimum investment: £100 (2 shares).

Maximum investment: £100,000 (2,000 shares).

Unlike shares in a company, our shares are non-profit making, they cannot increase in value or pay a dividend, and they are not transferable except on death.

The first £50 share is non-withdrawable (but is transferable on death). All subsequent shares are withdrawable according to the Rules of the Society.

One member, one vote – democratic leadership.

Join 8,000+ shareholders from around the world with shared values and a passion for positive change.

Upon purchase you'll receive a welcome pack which includes a printed certificate with the shareholding details and a 12-month subscription to our quarterly newsletter 'The Grazer'.

You'll become a custodian of 128 acres of protected organic farmland at Fordhall Organic Farm – with potential for much more!

When investing in community shares you are committing to the Rules of the Society.

'Community shares are a voice for change'

Purchase online at www.fordhallfarm.com/buy-a-share

Cottage Field



Special note: Donations of any amount are also welcome and can generate 25% Gift Aid.

All investors must read our full Society Rules before purchasing community shares. These are available at www.tinyurl.com/fclisocietyrules

These rules are here to safeguard the FCLI as a community-benefit society.

For more detailed information on Community Shares, see page 20.

Financial risk

This document is important and requires your full attention. It contains information about Fordhall Community Land Initiative's open share offer. Please note, the purchase of community shares is at full risk, and investors can lose all or part of their capital invested without recourse to the Financial Ombudsman Service or right to compensation under the Financial Service Compensation Scheme.

Fordhall Community Land Initiative Limited is a charitable Community Benefit Society registered with the Financial Conduct Authority under the Co-operative and Community Benefit Societies Act 2014. Community Benefit Societies exist to serve the broader interests of their community. Any surplus income generated must be used for

the benefit of its community. Profits are never distributed to the Board or shareholders.

Registration Number IP30030R. The Society is on the FCA Mutual Public Register (Mutuals Public Register (<https://mutuals.fca.org.uk/>)).

About us

The story so far



Ben, Arthur and Charlotte Hollins

Fordhall farm is a 128-acre organic farm based in rural north Shropshire that has been farmed by the Hollins family, as tenant farmers for over 300 years.

The late Arthur Hollins inherited the tenancy from his father in 1929 at the tender age of 13. Arthur saw the damage that chemical farming was causing to the land and following the Second World War he adopted organic, permaculture-based systems. These systems are based on a strong connection to the microbial life within the vital top six inches of soil, diversity of plants in the pasture, seasonal rotations and native breeds. Arthur's pioneering pasture-based Foggage Farming system continues at Fordhall to this day, and his love of the natural world remains at the heart of the farm's approach.

Following success as one of England's first yoghurt producers, the 1990s saw a twist in the farm's circumstances. Müller Dairy became next door neighbours and the landowner saw the potential to sell Fordhall's organic landscape for

industrial development. During the 1990s, the Hollins family faced losing their family home, as the private landlord fought to evict them. Over the subsequent 10+ years, the farm and family home became dilapidated as vital funds were diverted into legal battles.

After months of negotiating and only two days before the family was due to be evicted, Arthur's youngest children, Charlotte and Ben, were granted a new short-term tenancy (18-months) in March 2004, despite being only 21 and 19 years old at the time. Arthur sadly passed away in 2005 age 89, but with continued determination, the siblings, with their mother, Connie, fought on to save their family home. By 2006, they'd gathered a wide community of volunteers and had been granted an option to buy the farm, but with less than six months to



Arthur Hollins

raise £800,000 it seemed like an insurmountable feat.

The community rallied around and a plan was created to sell £50 non-profit making community shares to raise the funds. Their plight hit the headlines and when people read about the campaign in publications such as The Daily Telegraph, The Guardian and Country Living magazing, they immediately supported the brother and sister team. The Fordhall Community Land Initiative was born, and Fordhall Organic Farm was placed into community ownership in perpetuity.

The Fordhall Community Land Initiative (FCLI) is a Community Benefit Society with charitable status. It now owns Fordhall Organic Farm (through its 8,000+ shareholders). The FCLI manages the farm as a popular community resource, whilst leasing the same land to tenant farmer, Ben Hollins.

What we do

Here is a summary of what happens at Fordhall and what you as a shareholder will be supporting:



There is even a book of the full story!

Ben has a 100-year Farm Business Tenancy and manages the land, livestock, farm shop and butchery through his own limited company.

The land remains organic to this day, and Ben continues the pasture-based Foggage Farming system pioneered by his late father, Arthur Hollins.

The cattle and sheep are 100% pasture-fed, and the pigs are naturally free-range. The FCLI is a landowner, whilst also utilising the land for community

benefit, with education and experience at its heart. The FCLI operates many projects from the site (see below) many of which are hosted in the renovated Old Dairy building and newly constructed Straw Lodge, built using low-impact ecological materials that follow the farm's organic ethos.

Phew! There is a lot going on. So many projects and partnerships all working together symbiotically, above and below soil.

Supporting livelihoods on the land

100-year tenancies with succession rights to help preserve generations of skills, knowledge and understanding of the land.

“

Ben Hollins, tenant farmer to the 8,000 strong international community said:

My 100-year tenancy gives me great security and allowed me to invest in the farm's infrastructure and soil. I have even diversified the business with my event catering trailers. I know that every tree planted and every bit of soil nurtured will benefit my life here and of my children should they wish to take on the tenancy after me.

Community-ownership and long-term security mean that even though I am a tenant,

I feel like it is my farm too.

”

Free green spaces

Farm trails open 6 days a week, historic Ringwork and Bailey site, bird hides, picnics, woodlands, pond dipping & den building.



“

We had the perfect walk here. We are very lucky to have this on our doorstep, and it is the perfect place to exercise your children!

”

Care Farm

Award winning community garden with structured programmes to support adults with learning difficulties, building life skills, wellbeing and purpose



“

I like to walk about the farm, taking in the scenery – it makes me happy.

”

Branching Out Youth Project

Supports young people (11+) who struggle in conventional education settings. We improve confidence, self-esteem and hope.



“

A 2025 Year 9 student said:
I get on better with people here.... better because we get to work together in a team and have time to talk to each other. Being outdoors, I'm happier, I like the flowers – and they do GOOD food! It takes me away from my problems.

”

Volunteering

To engage people in meaningful work that supports conservation and builds community.



“

I have an increase in self-confidence and self-esteem.
My anxiety gets better each time I volunteer at the farm.

”

Educational Experiences

Creating memories embedded in nature and farming through day visits or residential stays.



“

What an excellent tour. Very knowledgeable and links to food explicit and focused.
We will definitely book again. Our pupils learnt a lot about food to fork, food miles,
farming and animals on the farm.

”

Social Prescribing

To create and maintain inclusive connections between people and nature to improve wellbeing, leaving lasting memories and understanding.



“

I have enjoyed everything, achieving something difficult in the company of others in a similar situation.

Renew and Restore attendee for individuals with a cancer diagnosis

”



Arthur's Farm Kitchen

Providing nutritious, locally sourced food whilst supporting local producers and the farm's wider mission, reinforcing the 'field to fork' message.

“

The meat was HEAVEN - Fordhall's own, of course. I don't think I've ever tasted such good lamb... ever! We visit the farm probably three times a week ,travelling thirty miles on a round trip, but consider it is worthwhile due to the excellent food and service where everyone is so welcoming.

”

Farm Shop

Run by our tenant farmer, the shop, online shop and butchery stocks meat straight from the farm, as well as local and organic, fresh and dried produce.



Inspiring and supporting others

Sharing our learning with others, empowering people to adopt an ecosystem approach to food, land management and community ownership





Fordhall is testament to what can be achieved when community, farming and nature come together. The journey from eviction to celebration has shown that 'hope' can move mountains and the seemingly insurmountable can be achieved.

The 128 acres at Fordhall Organic Farm and all of its community activity now welcomes over 30,000 visitors per year, collectively employs over 150 local people during the summer months (tenant farmer and community landlord combined) and invests in the farm's ecology through the planting of thousands of trees, water conservation projects, and the creation of new habitats.

The FCLI is financially resilient, dynamic and deeply passionate about what it does. Its Board of Directors has set us the task of taking this great work outside of the farm gate, to ensure this little piece of magic is not just in Shropshire but is spread much wider.

Our values



We muck in

It's a team effort, so we all support each other to make it work.

Gather the flock

We encourage and support everyone from anywhere to get involved.



Plant the seed

We're always up for trying out new things, growing and sowing ideas for others to follow.

Love Mother Nature

We care deeply about respecting and protecting our natural environment and we want to share this passion.



Be a place in the sun

We want to have fun, creating memorable experiences which engage hearts and minds.

Our Vision



A new way to protect family farms,
supporting organic livelihoods together.

As we reflect on the shared successes of the last two decades, we are keen to ensure the next 20 years are just as meaningful and impactful.

The Fordhall Community Land Initiative aims to show that low-input organic farming, connected to local communities, offers a viable way of life for generations to come.

Now is the time to use our learning to support and protect more family farms across the country. As new members you will help us shape the next stage in our historic story, because we believe that farmers should not be fighting this battle alone. We believe that the general public does care and we see community-ownership as an incredible avenue to bridge this gap.

Together we will support more livelihoods on the land and more communities to thrive.



Ben Hollins and family

So, what does this wider vision actually look like?

Well, we have two strands of work over the coming years: firstly, to maintain the resilience of Fordhall Organic Farm and secondly, to protect and provide more opportunities for farming families across the country. Community-ownership, we believe, can achieve this and much more.

Maintaining resilience

As opportunities arise, we will purchase suitable farmland close to Fordhall to ensure we have a viable rental organic landscape for all our future tenant farmers.

We will purchase Cottage Field (historically part of Fordhall Farm) as soon as the opportunity becomes available.

We expect to fund these capital pieces of work through separate and specific share offers in the future.

Building a movement

We will share our learning of community-ownership, and projects such as Silvopasture and River Friendly Farming.

We will work hard to save more small family farms, protecting livelihoods, skills and indigenous knowledge of the land.

Increasing the amount of land stewarded

Long-term farm tenancies offered, enabling farmers to truly invest in the soil, with succession rights for their children.

Communities empowered to support farms to deliver not just food, but social and environmental benefits too.

Nature flourishes and there is improved food security.

Collaboration is commonplace.

Farmers are valued, practices enhance our landscape, and farms are once again recognised as pivotal parts of community life.



Put simply...

When ownership of a farm is at risk, we want to be part of finding the answers, helping to create place-based community-empowered alternatives to suit each farm.

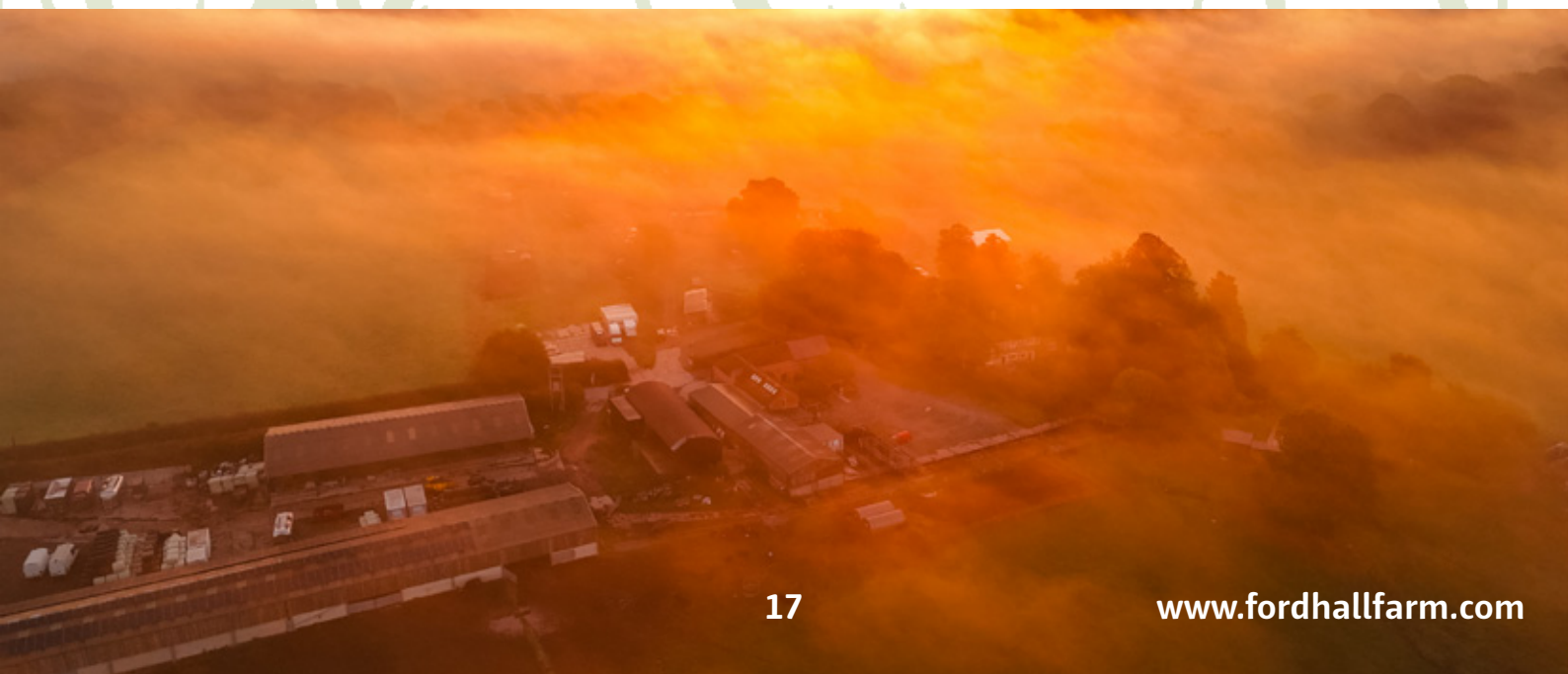
We want to avoid more farms falling into the hands of private investors and overseas pension funds. We want our soil, our farms and our farming families to be protected and supported for generations to come by the people who care about them most.

It is a bold ambition.

We believe if we work together, we can make this possible.

“ Failure to take the initiative and help small farmers withstand the pressures of inheritance tax, soaring land values and lack of long-term tenancies will lead to the elimination of small, sustainable farms, leaving food production and nature in the hands of agribusiness and a handful of powerful landowners and corporations. Someone has to lead this battle, and if not Fordhall, then who? ”

Fordhall shareholder



The need

Across the UK, farming is facing a growing succession crisis. Farmers are reaching retirement age without clear or accessible pathways to safeguard their land for future generations.

When solutions cannot be found, land is often sold on the open market, sometimes taken out of farming altogether. At best, short-term tenancies are offered to farmers when landowners seek to protect the value of their asset.

The average tenancy in England is now less than seven years, providing little or no incentive for tenant farmers to invest in the soil or natural capital, risking the loss of agroecological farms, whilst encouraging short-term thinking and quick financial gains.

Within our collective networks, agroecological farmers and landowners are increasingly concerned about these challenges and are actively exploring alternative routes for land transfer, including the financial and legal mechanisms that could support them. In particular, there is strong interest in models of common or community-ownership that can preserve land long-term for farming. However, there remain gaps in clear, accessible infrastructure and guidance on how to make such transitions viable in practice.

Simultaneously, our communities have become increasingly disconnected from the food system. Within this there is hope. There is a growing movement to eat wholesome fresh food, to follow the seasons and to support an agroecological approach to farming. With this interest from the public comes an opportunity to bridge the gap and solve many problems with some old yet modern solutions, which re-root our communities to our food system and the land through community-ownership. Offering long-term or lifetime security for tenant farmers and a sustainable food system for our communities.

Until now, FCLI's primary way of supporting the community-ownership movement has been through consultancy/mentoring and hands-on guidance for land-based organisations at various stages of becoming community-owned. Drawing on our experience of community engagement and empowerment, together with a deep understanding of the challenges faced by farms going down this pathway, FCLI is well-placed to support the movement with an ambitious and unique approach.



What our members say:

The Board of the FCLI and our members have been discussing the concept of 'more farms' more broadly. We consulted with our existing members in 2025 and their mandate was clear:

80%

of respondents were in favour of FCLI supporting more farms into community-ownership and possibly even under the FCLI umbrella.

19%

responded maybe, as long as the circumstances are right.

97%

of our members are wanting these farms to be organic or to be turned organic once in community-ownership.

99%

of respondents voiced livelihoods on the land and long-term tenancies as vital or very important to future opportunities.

97%

said it was important or vital that a place-based approach to governance is incorporated, ensuring the local communities have a voice in each farm.

85%

responded positively to FCLI investing time and resource to investigate the option of us taking on more farms.

In addition to this wide support, members shared thoughtful concerns, including the importance of not putting FCLI at financial risk, ensuring our current work is not diluted and maintaining sufficient operational capacity to manage any future farms' support effectively.

So, whilst we seek to expand our reach and build our impact, we will not place the magic we have at Fordhall at risk in the process. This open share offer supports the approach our members are seeking and provides us with the capacity to better understand how we can support more farms in the most sustainable way.

Keeping our own resilience under review

We must continue to review the resilience of our tenant farmer, Ben Hollins, as we seek to also support others. We acknowledge that Ben has now outgrown the 128 acres in community-ownership at Fordhall Organic Farm.

His entrepreneurism has led him to seek additional organic farmland locally. Most fields are on short-term leases and often end when a more profitable tenant crosses the landowner's path, leaving Ben to start the search again, often investing in the soil and its organic status on each new patch, only to be moved on to start again five years later.

If the opportunity arises, the FCLI is keen to purchase additional farmland close to Fordhall Organic Farm. Cottage Field is a priority for the FCLI. This 12-acre field was historically part of the Fordhall farmstead, but was not included in the community purchase in 2006. Cottage Field has been farmed organically since the 1940s and contains the same species-rich diversity as the rest of the farm. That being said, the FCLI will seriously consider any suitable land close to Fordhall to ensure we can continue to offer our tenant farmer a viable farmstead now and in the future.



Our charitable objects support the development of this work: 

To advance education and provide facilities for recreation and other leisure time occupation in the interests of social welfare for the inhabitants of Market Drayton and the wider community, in organic farming methods, conservation, biodiversity, health, access, country life, heritage, wildlife and related subjects with the object of improving the conditions of life for the said inhabitants.

To promote and ensure farmland and associated buildings are managed sustainably for community and environmental benefit with the appropriate management for access, and to research sustainable farming and land management through community land trusteeship, the provision of affordable long-term farm tenancies following organic principles, public involvement and other methods, thus providing nutritious food for the health and wellbeing of people whilst caring for the planet.



Our structure

Registered as a charitable Community Benefit Society, the Fordhall Community Land Initiative Ltd (FCLI) is run by 8,000+ non-profit making community shareholders – collectively this Society and our growing member base have owned Fordhall Organic Farm since 2006.

FCLI is registered under the Co-operative and Community Benefit Societies Act 2014 and is regulated by the Financial Conduct Authority (FCA).

We hold charitable status with HMRC allowing us to operate as an Exempt Charity – so we qualify for all Tax and Gift Aid benefits.

Managed by Charlotte Hollins as the General Manager, the FCLI collects rent from tenant farmer Ben Hollins, who manages the farm shop, butchery, organic land, livestock and Foggage Farming system in the sustainable fashion pioneered by his late father and organic pioneer, Arthur Hollins.

Membership is open to anyone over 16 who supports our aims and objectives.

Each member has one vote at our AGM, regardless of their shareholding.


The volunteer Board of up to 14 Directors lead the strategic direction of the Society and manage governance, whilst also supporting the management team that runs the organisation on a day-to-day basis.

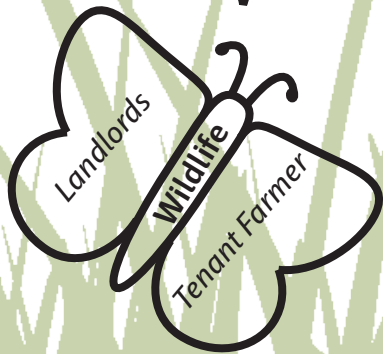
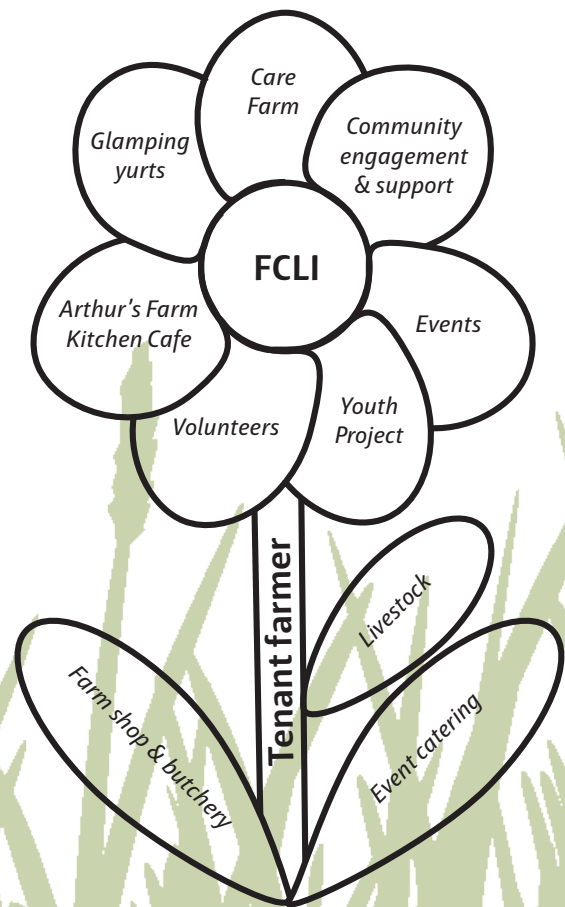
The Board is elected from the membership on a periodic basis according to our Rules*.

Secure seats on the Board exist for a representative from Shropshire Wildlife Trust, Fordhall tenant farmer and a representative from any tenant on other land owned by FCLI outside of Fordhall Organic Farm. This ensures we have the voice of wildlife, community and farmers, all guiding our future alongside that of our wider membership.

*Updates to our rules: in April 2025, we updated our Society Rules to bring them up-to-date with the latest FCA guidance. This was voted on by our membership at our 2025 AGM. The new Rules add clarity to our minimum share value, allows us to better manage untraced members and generally makes our Society a little easier to run. Full details on the amendments can be found on our website www.fordhallfarm.com/buy-a-share under 'important bits'



This graphic shows beautifully how the wider Fordhall family work together to make Fordhall the 'Place in the Sun' it is today: 



Our organic heritage and Arthur Hollins' philosophies are the roots of our foundation.

Who we are

Let us introduce you to our current Board of Directors:



Jack Tavernor. FCLI Chairperson. Estate Manager, Powis Castle Estate.

I am a rural practice Chartered Surveyor, grew up near to Fordhall and worked on many of the local farms during school and university holidays. I'm the Estate Manager for the Powis Castle Estate on the Shropshire/Powys border and I'm also CEO of Ludlow Castle. I have volunteered at Fordhall for over 20 years and have been a Board Member from the very beginning of the FCLI. Board member since 2005.



Dominic Pinto. FCLI Vice-chair. Skipper, Pirate Castle, London.

I have been 'hooked' on Fordhall since my first visit about 15 years ago. I now serve as a member of the Board, continuing as a regular working weekend and working Friday active volunteer. I'm providing hands-on and practical experience for what happens on the farm, as well as bringing my business, marketing, financial small-holding and fundraising experience to bear on our plans, strategies, partnerships and more. Director since 2022.



Paul Austin. Treasurer. Retired Business Manager.

With a Master's Degree in Business Management and HND in Hospitality, I worked for Lloyds Banking Group for 25 years, where I covered many roles and gained experience in finance, risk management, budgetary control and project management. My final role was Regional Manager which I held for eight years. I now have two organic allotments in Market Drayton and am Secretary of the local Allotment Association. Director since 2022.



Ben Hollins, Tenant Farmer Fordhall Organic Farm.

Having grown up at Fordhall, I now manage the organic land and livestock at Fordhall Organic Farm and am keen to promote the business as sustainable and educational. I love working on the farm and assisting the FCLI with its future development. Director since 2005.



John Hughes, our representative on behalf of Shropshire Wildlife Trust.

Now retired, I am the Development Manager at Shropshire Wildlife Trust, which has a number of reserves in the county and does a huge amount of work in education and promoting the value of green space. I am particularly interested in creating examples of farming in partnership with wildlife and biodiversity. Director since 2005.



Sian Gatenby. Coach, leader, carer, activist.

I am the Founder and Director of We Can Change the World, a sustainability education and consultancy organisation; I am the Co-Founder and Director of the creative liberation collective, Nuin; I am an Advisory Board Member supporting the strategic vision and innovation agenda of executive search and leadership development organisation, The Good Board; and I am a coach, musician, artist and philosopher. It is a true honour to be on the Board of Directors at Fordhall. With such a strength and passion in its community, it is a privilege to add my skills, and love, to the mix. Director since 2024.



Sarasue McAllister-Lovatt. Psychotherapist and counsellor.

I am a trained psychotherapist, counsellor and businesswoman who is used to adapting quickly and efficiently to different environments in years of contract work. I have been a keen plantswoman all my life with a special interest in sustainable farming, edible landscapes, permaculture and forest gardening. I have been following Fordhall's progress since its inception, and I chose to deepen my relationship with the Fordhall community and share my years of varied experience by joining the Board. Director since 2024.



Edward Marvin. Retired Army Officer.

I have always felt a natural affinity to farming and farming business having been brought up in a small farming community in north Herefordshire. I was therefore intrigued and excited when I first learned about Fordhall Organic Farm in that extraordinary newspaper appeal nearly 20 years ago. My family immediately invested in shares for ourselves and since then we have taken an active interest in the farm and its many amazing aspects. I believe that my military background has given me a huge amount of training in project planning, risk management and decision making that would enhance any business. Director since 2025.



Tim Reeves. Smallholder and retired land-based teacher.

I began my career in agriculture, progressing into a variety of teaching roles. During my first ten years of teaching at Reaseheath Agricultural College, I taught dairy husbandry and business management. I took early retirement in 2018, and we currently live on a small farm running a pedigree flock of Shropshire sheep on a grass-based farming system. I have always had an interest in sustainable farming, and I believe that Fordhall Organic Farm is an excellent showcase to demonstrate how we can live in parallel with nature and demonstrate a sustainable farming system. Director since 2022.



Sue Walker. Retired business owner.

At FCLI's inception I purchased shares. I did not want to see what had been started by Ben and Charlotte's parents go for nothing. My husband and I ran a sustainable business together, Ecosac, supplying compostable bags and sacks made from corn starch. These are still in use in the Farm Shop today. I think my experience gives me a very broad spectrum for Fordhall to select my best services. I have also been regularly volunteering in the Fordhall office, which has increased my understanding of the organisation considerably. Director since 2024.



Bill McAllister-Lovatt. Director. Self employed.

I am a pragmatic and personable business leader, who drives and inspires natural change, inspired by balanced ecosystems. I believe I have the skills and knowledge to continue to support Fordhall’s move into greater opportunities and possibilities; given that the land is one of the most important factors in our health and well-being, and the link to the work that I am currently engaged in, utilising sense of place and well-being. I believe that it’s time to expand awareness to present and future generations to understand and develop capabilities for sustainability. I have been a shareholder since the start of the Fordhall campaign and visit the farm regularly to see the marvellous work that is being carried out. Director since 2023.



Charlotte Hollins. General Manager and Society Secretary.

I have worked for the FCLI ever since its inception in 2005. I founded the Society alongside many volunteers and wonderful supporters and have managed it ever since. I have overseen the construction of the farm’s eco-builds including the Straw Lodge and the renovation of the Old Dairy into a farm shop, café and offices. As an experienced fundraiser, community engager, community shares practitioner and a farmer’s daughter, I am well-placed to lead the FCLI on the next step of its journey.

Membership benefits

Fordhall Community Land Initiative started with over 8,000 not-for-profit shareholders in 2006, with members coming from all corners of the globe, and we are proud to have the majority of these members still with us today.

Our share offer has remained open; however, now in our 20th year of community-ownership with a refreshed vision for the future ambitions of Fordhall, a new open share offer is being launched.

We are keen to maintain our level of members and especially keen to ensure the voice of our members continues to reflect society today. We therefore welcome members from all walks of life and all ages to help shape our future.

Year Ending	Total at start	Added	Ceased	Members at end of year
31.12.20	8286	46	77	8255
31.12.21	8255	66	61	8260
31.12.22	8260	59	93	8226
31.12.23	8226	49	108	8167
31.12.24	8167	72	138	8101
31.12.25	8101	89	78	8112

There is no financial reward in being a shareholder with Fordhall Community Land Initiative, but you are supporting a vision for a better future.

We actively communicate to our members and adjust our path accordingly via:



Annual General Meetings. Each member has one vote irrespective of the size of their shareholding. This keeps our Society 100% democratic. Consultation as well as reports happen at each AGM.

Members are welcome to stand as a Board member if they wish.

Annual Reviews provide you with a detailed update on our progress and our plans ahead.

Periodic surveys ensure we are regularly asking you what is important and what we might be missing – we always want to hear from you!

A quarterly newsletter 'The Grazer' is issued to all members in their first year of membership, and is available after that if you donate over the minimum threshold that year.

Annual Supporters' BBQ to gather socially with our team and fellow members. There are behind-the-scenes farm tours, and you can enjoy our delicious food too!

Plus, we are free to visit and open throughout the year, so you can always pop on your boots and come to see what 'your' farm is up to.

"I'm amazed how much you have achieved and so pleased with how much the farm is open to the public and with so many opportunities to visit and participate. I feel very proud that my small contribution helped to make that possible."



Community share offer

What are community shares?

Community shares are a type of share used by registered co-operatives and Community Benefit Societies. They are non-transferable, withdrawable shares.

Community shares are a powerful tool for communities to take ownership and control of the things that really matter to them. All profits made must go back into benefiting the community and supporting the charitable Objects of the Society.

Community shares at Fordhall Community Land Initiative are non-profit shares, they do not return a financial dividend or pay interest. Instead, your return is being part of an incredible movement to support Fordhall Organic Farm and others, as we work together to build more sustainable and secure food systems.

For more information and case studies around community shares, visit the website of the Community Shares Unit: www.communityshares.org.uk

Please note the offer to invest in Community Shares is unregulated – there is a risk of losing some or all of the money invested, with no rights to statutory compensation or complaint.



Who can buy Fordhall shares?

Everyone is welcome to be a shareholder – we encourage a diverse and inclusive membership to reflect our ever-changing community.

Individuals

can purchase shares for self-investment or as a gift.

Under 16?

Shares can be purchased as gifts for children; however, these must be held on their behalf by a nominated adult until their 16th birthday.

Organisations and businesses

can also purchase community shares. A representative of that organisation will need to become a nominee member on behalf of their organisation. If the organisation is legally incorporated, the shareholding remains the property of the organisation/business and any withdrawal would be paid to the organisation or business.

Non-incorporated groups

e.g. a small sports club or a social interest group can purchase shares. These would be the legal property of the named individual who completes the form and any withdrawal would go to the named individual at the time, and it would be a matter for the organisation and the named individual to resolve how this is handled by them.

Informal groups of people

may collectively raise funds to buy shares, but as with non-incorporated groups, you'll have to nominate a member of your group to be the named shareholder in our share register. This person has full control over the shareholding.

All prospective members should regard shares as a long-term investment. They provide lifelong membership.

All members should respect the values of FCLI and commit to helping uphold these in all we do.

How will my share capital be used?

Share capital provides funds to further the work of the Society. Your investment will help:

Protect 128 acres of farmland at Fordhall Organic Farm.

Support long-term livelihoods on the land at Fordhall and elsewhere as our work expands.

Support community engagement on organic farms.

Strengthen Fordhall's voice in the national community-ownership movement with specific aims to support more agroecological farms into community-ownership.

Purchase suitable land for organic farming close to Fordhall Organic Farm in Shropshire.



How do I invest?

Shares are payable in full at the point of application (if you would like to purchase shares in instalments, please contact our office and we can make arrangements with you).

Share purchases can be made in several ways:

Via our website:
www.fordhallfarm.com/buy-a-share

Over the telephone:
01630 638696

By post:
Complete the form on page 31 of this document and mail it to us

In person:
Pop into the farm and say hello!



With the important bits read and understood, the rest is about sharing a journey for a new future together, by sharing ideas and aspirations as we work together to build a movement that safeguards organic farms, livelihoods and reconnects our communities to the food that nourishes us.

Being a shareholder in the Fordhall Community Land Initiative is more than simply a vote at an AGM or a certificate on the wall – it is about taking small steps that when taken together create meaningful change for people, planet and soil.

We look forward to hearing from you!





Fordhall Farm
Market Drayton
Shropshire, TF9 3PS
Telephone : +44(O)1630 63 86 96
project@fordhallfarm.com www.fordhallfarm.com

Share Application Form

Please note each individual shareholding can only be issued in one individual's name

Title: Forename:

Surname:

Address:

.....

Postcode: Telephone number:

Email:

What is your motivation for buying a share?

.....

I confirm that I have read and accept the Society rules. These can be found on our website
www.fordhallfarm.com/manage-membership

I would like to buy shares at £50 each (minimum shareholding is 2 shares) I understand there is an additional £2.50 administration fee at the point of purchase (per transaction not per share).

I would like to make a donation of £

Total Payment Made £ Payment Method:

Signature of purchaser Date

Payment can be made via Card/Cash/cheque at a payment point on site, over the phone by contacting the office, via Cheque sent through the post or via our website

.....

giftaid it I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. To enable Fordhall Community Land Initiative to reclaim tax on any donations you make or have made over the four years prior to this year, Please tick YES/NO.

Print name (of tax payer)

Signature Date

*Remember your shares **legally form part of your estate** and should you own **more** than one share we request you consider including your wishes in your will. Alternatively, simply make your instructions known on the form on the reverse, return it to us and we can action your wishes.*

Cheques:

Please make cheques payable to: Fordhall Community Land Initiative. Please make sure you write your name as it appears on your application form on the reverse side of your cheque.

Internet banking:

Acct. no 67237612
Sort code: 08-92-99

Use reference: the initial of your first name plus the first three letters of your surname plus your postcode e.g. Bill Smith of TF9 3PS the reference would be BSMITF93PS.

Cash:

Payments for shares can be made in cash, but we advise only doing so if you visit us in person as we cannot guarantee or honour shares for any funds which go missing in the post.

If your application is refused, the Society will reimburse the full amount or any balance owing within one calendar month of the date of application.

Share certificates

Successful applicants will have their share certificates issued to them within one month of the date of their application. No application or certificate will be processed or issued without the funds having been cleared first.

Data Protection and money laundering

The data provided by you on this form will be stored within a computerised database.

This data will be used only for the Society's purposes and will not be disclosed to any third party other than required by any statutory duty. All data will be stored in compliance with current Data Protection legislation. The Society may at its absolute discretion require verification of the identity of any person seeking to invest. If you have any questions, please contact the Society on
01630 638696 / project@fordhallfarm.com

SHARE INSTRUCTION FORM

The Legacy of your land ownership

Your FCLI shares are life-long, meaning you will part-own Fordhall for as long as you are with us. Your involvement and support, however, does not stop there. It is just as important to decide what happens to your share(s) when your body returns to the land. You can advise us of your wishes by completing this form. Note the first share is non-refundable, so you should only complete this form if you own two or more shares.

Return the completed form to:

FREEPOST RTBK-VSTY-JAZY, FCLI, Fordhall Organic Farm,
Tern Hill Road, Market Drayton, Shropshire, TF9 3PS.
We recommend you retain a copy with your share paperwork.



OR complete online:
www.fordhallfarm.com/shareinstruction

Fordhall Community Land Initiative Limited

Registered in England and Wales as a
Charitable Community Benefit Society Registration number: IP30030R
Recognised as Exempt charity reference: XR91116
VAT registration number: 934 7449 93 Tel: 01630 638696

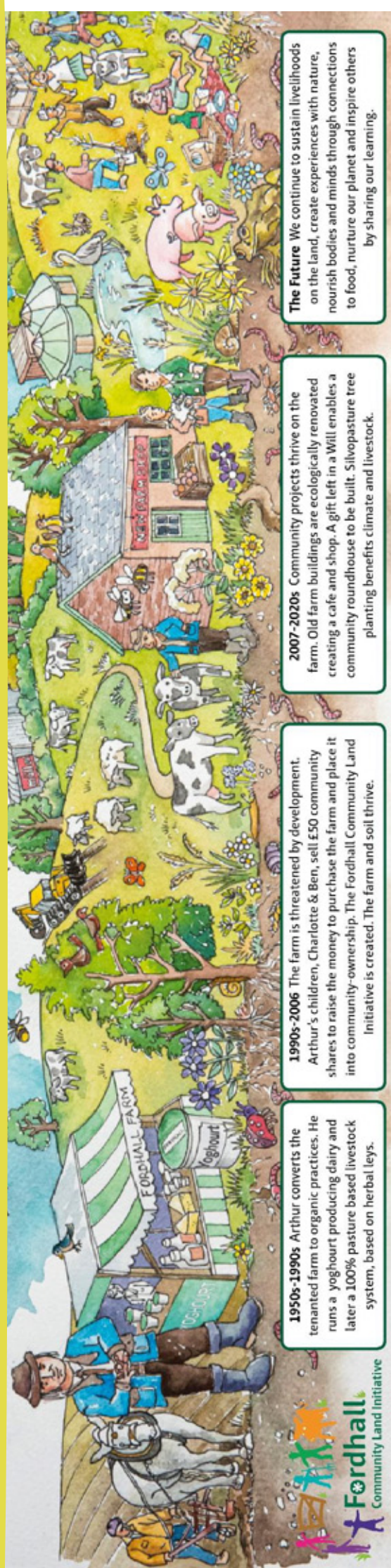
I, (insert your full name)
of (first line of address and postcode)
am a shareholder in the Society named as Fordhall Community Land Initiative Ltd (FCLI)

My Estate includes (insert number of shares - minimum of 2 shares required) shareholdings, where each shareholding holds a value of £50. I purchased or was gifted these shares not as an investment for personal gain but to support the work of this worthwhile charitable organisation. I would like to express the wish that, on my death, my shareholding in FCLI be:

- donated back to the Fordhall Community Land Initiative Limited in full
- repaid to my Estate
- I understand that there is an optional administration charge of £10 for this. I am happy for you to deduct a £10 administration fee. Yes No
- re-issued to the beneficiary named below who has expressed an interest in the continuing to support of FCLI.

Full name of beneficiary
Address of beneficiary (first line of address)
Postcode Telephone no. Email
Signature of shareholder Date

We ask all shareholders to complete this form as part of their application. This lets us know upon your death what you would like to happen to your shares. As being a shareholder is a financial investment, we would suggest sharing your wishes in a Will or with your Solicitor.



1950s-1990s Arthur converts the tenanted farm to organic practices. He runs a yoghourt producing dairy and later a 100% pasture based livestock system, based on herbal leys.

1990s-2006 The farm is threatened by development. Arthur's children, Charlotte & Ben, sell £50 community shares to raise the money to purchase the farm and place it into community-ownership. The Fordhall Community Land Initiative is created. The farm and soil thrive.

2007-2020s Community projects thrive on the farm. Old farm buildings are ecologically renovated creating a cafe and shop. A gift left in a Will enables a community roundhouse to be built. Silvopasture tree planting benefits climate and livestock.

The Future We continue to sustain livelihoods on the land, create experiences with nature, nourish bodies and minds through connections to food, nurture our planet and inspire others by sharing our learning.

Frequently asked questions

Q. Are my shares at risk?

A. Like many investments, community shares are at risk; you could lose some or all of the money you invest. Unlike deposits with high street banks, community shares are unregulated and 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, then you may wish to seek independent financial advice before doing so. As the Society confers limited liability, the most you could lose due to business failure would be your original investment.

Q. Can I get my investment back?

A. There is no financial benefit to community shares in the Fordhall Community Land Initiative (FCLI) – this is an altruistic investment in the future, protecting precious organic farmland in perpetuity. Your investment will not go up in value. The shares cannot be sold and are not transferable (except as allowed by the Rules of the Society upon your death). The only way to recover the value of the shares purchased is to give formal written notice of withdrawal to the Society (note the first share is always non-withdrawable). There is a 12-month time period for withdrawals, however the Society can at their discretion process earlier. The Board can, in exceptional circumstances, choose to suspend withdrawals for a specific time period deemed it to be in the best interests of the Society.

Q. What if the Society fails?

A. If the Society runs into financial difficulty, it is possible that not all of the original investment could be repaid to members. We believe there is no serious prospect of insolvency. The Fordhall Community Land Initiative has been successfully trading for 20 years and has a healthy balance sheet in excess of £1.5m. In the unlikely event of insolvency, the Society would follow the process as noted within our Rules.

Q. Can my investment be Gift Aid-ed?

A. We do have charitable status with HMRC. Gift Aid can only be claimed on donations as investments (community shares) are not eligible for Gift Aid. Anyone donating, but not purchasing a share, will not become a member of the Society or qualify for any of the voting rights associated with membership. Anyone who would rather have their money treated as a donation can do so by making a direct donation on our website – www.fordhallfarm.com/donate

Q. If you take on more farms, will I part-own these as well?

A. Yes, you will be a part-owner of all assets now and in the future of the Fordhall Community Land Initiative.

Q. Am I entitled to any discounts or financial rewards?

A. No, member discounts are not available. Any discounts or special offers onsite will be available to the wider community and will not be specific to members. We will keep you up-to-date with progress, events and activities at the farm, so quite often you will be the first to know! It is also important to note that the Farm Shop (Fordhall Farm Limited) and Fordhall Event Catering Limited are separate businesses to the Fordhall Community Land Initiative and are run as limited companies by our tenant farmer, Ben Hollins. Whilst we all adhere to the Fordhall brand values, these companies work independently to each other.

Q. How is the rent set for tenant farmer?

A. We ensure all rents to our tenant farmer(s) are affordable and reflective of any restrictions we impose on the tenant. This may relate to public access, conservation techniques or other restrictions that impact on the tenants' daily operations. Rent is reviewed and set by the Board of Directors every five years.

Q. What happens when the tenant farmer dies or leaves?

A. Our Farm Business Tenancy agreements are currently set to 100 years with succession rights for the tenants' children to inherit. This is conditional on them demonstrating themselves to be good land stewards and able to uphold the requirements of the tenancy agreement, such as its organic status. If a tenancy is not passed to family members the Society will seek new tenants.

Q. Why is the tenant offered a 100-year tenancy?

A. We believe it is important to offer a lifetime tenancy to encourage our tenants to invest in the soil, biodiversity and infrastructure of the site. We hope they see the farm as their own and invest their heart into it, with a view of creating their own legacy for their children and others.

Q. Tell me more about Cottage Field and its significance?

A. For more information see www.fordhallfarm.com/cottage-field

Q. Can I visit the farm?

A. Yes, we are free to visit and open to the public and members:
Tue-Sat: 9:30am-5pm
(Arthur's Farm Kitchen: 10am-4pm)
Sun and Bank Holidays (whole site): 10am-4pm
Site closed between Christmas and New Year

Q. How else can I support FCLI?

A. We accept financial support through donations (www.fordhallfarm.com/donate) and legacies (www.fordhallfarm.com/leavealegacy). Donations can be one-off or we can set up a Direct Debit at tinyurl.com/fcliddform for regular support. We treat all donations as 'unrestricted' e.g. we spend as we see fit to support the aims of the Society, or you can 'restrict' your donations to specifically support an appeal or area of our work (e.g. Silvopasture tree planting, River Friendly Farming, etc). We are also registered to accept CAF donations. Being involved with Fordhall is not just financial; volunteering is also a key part of the farm. Find out more about giving your time and skills at www.fordhallfarm.com/volunteer.

Appendix

Financial policy and record

Our share offer is focused on increasing our supporter base to further strengthen our future plans, amplify our influence and to share the next exciting chapter of the Fordhall story.

There is a financial impact in achieving our vision over the next 20 years (and more!), which this open share offer will support.

We want to ensure that our membership stays strong and varied. Continually bringing in new members ensures our voice is reflective of today's society and what matters most to our community.

Although our community shares are non-profit making, it's important to know your investment is safe and being used wisely. FCLI has 20 years of financial records to demonstrate the strength and resilience of the Society, with annual external audits. Our full historic records are available on the FCA Society Register <https://mutuals.fca.org.uk/>

Income is gained through the following key channels: 



There is a stringent Finance Policy in place, overseen by the Board, which aims to safeguard the FCLI's financial assets, whilst ensuring suitable decisions on financial risk are taken by the management staff and FCLI Board, ensuring FCLI has suitable reserves for reinvestment and that these investments further our charitable objects and ensure the Society has a secure and impactful future.

The Board's policy states that the Society aims to have a minimum of six months' running costs in reserves and a maximum of 12 months' running costs. As at 31st December 2005, the Society had in excess of seven months' running costs in unrestricted cash reserves.

General running of the FCLI remains stable, with activities breaking even or making a modest surplus. Over recent years, the Board has been investing its cash reserves into community and environmental projects onsite, resulting in planned deficits. After 2026, the Society will have completed its period of large capital investment onsite, although it will continue with ongoing maintenance and repairs.

The purpose of this share offer is not to continue existing work of the Society, but to build capacity to extend its influence. This is built not just financially, but also through new members, ideas and the skills that come into the FCLI family.

Current position - profit and loss

The FCLI Board has approved a positive budget for 2026.

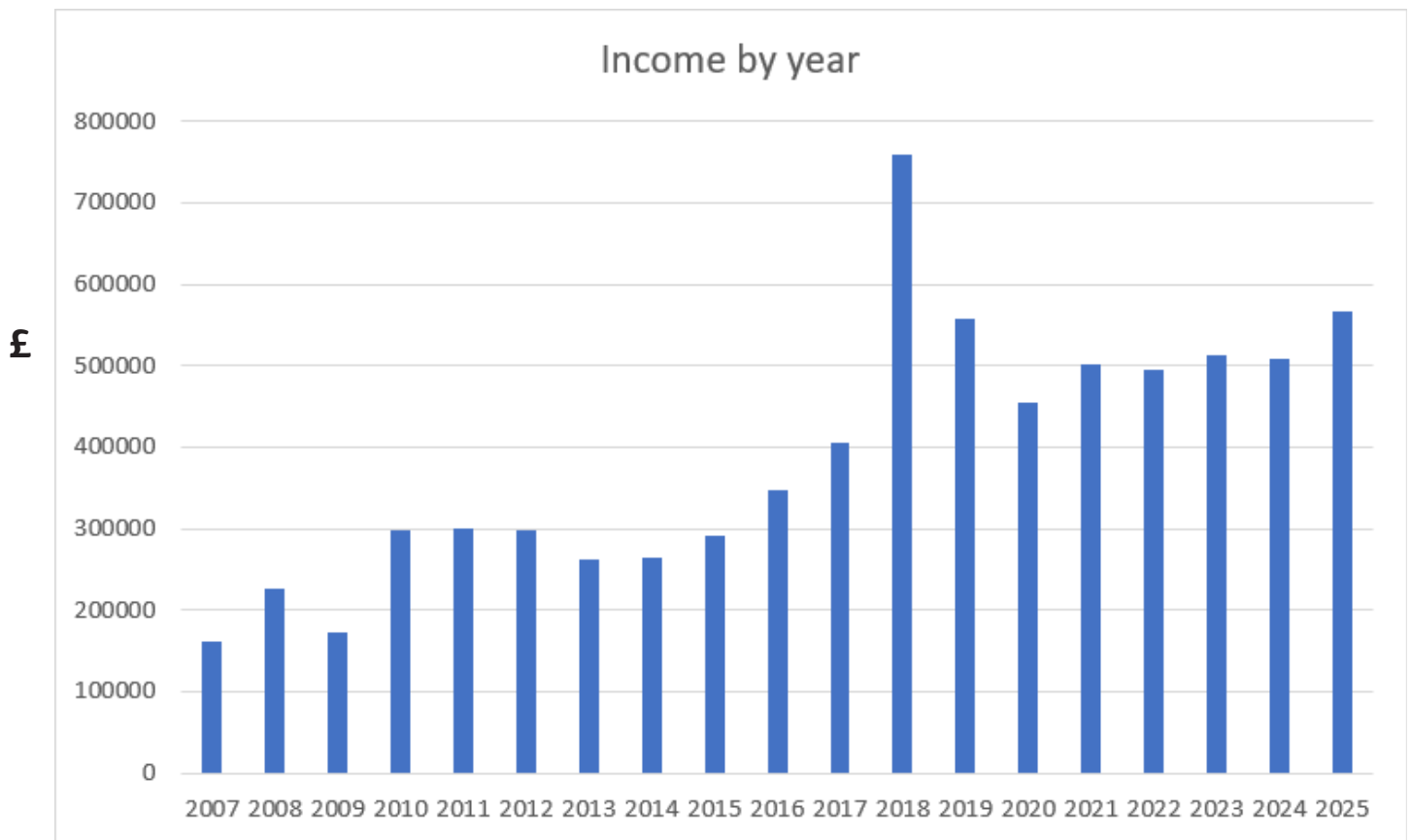
It is investing in business development opportunities to maximise the use of the Straw Lodge and meeting room onsite. Trading income is set to increase with the largest benefit expected to be seen in 2027.

Through offering onsite experiences to adult groups, hosting birthday parties, weddings and corporate days, the FCLI intends to build upon its strong trading history during its 20th year to increase trading by 14%.



	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Actual 2024	Actual 2025	Budget 2026	Forecast 2027
Core								
Income (rent, grants, consultancy)	£79,215	£78,100	42,322	48,998	60,568	71,992	74,000	77,700
Income (cash donations + GA)	£36,480	£43,801	46,419	44,248	52,064	46,246	55,000	53,398
Expenditure (salaries, admin, legal)	£140,240	£139,552	164,960	167,061	178,609	183,207	189,326	182,045
	-£24,545	-£17,650	-76,220	-£73,815	-£65,977	-£64,968	-£60,326	-£50,947
Arthur's Farm Kitchen								
Income	£108,345	£137,347	172,649	175,993	166,093	170,130	200,255	216,275
Expenditure	£96,602	£128,503	160,244	170,136	168,080	177,219	190,992	200,542
	£11,744	£8,843	12,405	£5,857	-£1,987	-£7,089	£9,263	£15,734
Straw Lodge Direct Business								
Income	£15,120	£11,201	19,852	21,895	25,997	23,183	37,523	40,525
Expenditure	£3,945	£4,794	11,470	7,337	8,180	12,760	29,193	27,734
	£11,175	£6,406	8,382	£14,558	£17,817	£10,423	£8,330	£12,791
Community activities/events & courses								
Income	£22,531	£36,934	26,475	15,416	27,339	42,258	66,667	70,000
Expenditure	£18,879	£22,538	22,509	16,147	31,561	28,977	59,345	62,312
	£3,652	£14,396	3,967	-731	-4,222	13,280	7,322	£7,688
Yurts								
Income	£9,304	£15,455	11,117	11,945	10,379	15,171	14,524	15,250
Expenditure	£6,048	£6,679	6,865	6,793	6,155	7,799	9,527	10,003
	£3,256	£8,776	4,252	5,152	4,224	7,373	4,997	£5,247
Legacy								
Income	£0	£0	21,302	130,151	776	1,000	2,500	5000
Expenditure	£182	£235	227	4,924	883	620	1,200	1000
	-£182	-£235	21,075	125,227	-107	380	1,300	£4,000
Education, Care Farming & Youth								
Income	£110,172	£144,114	148,710	163,501	167,969	168,193	209,787	220,277
Expenditure	£81,828	£91,672	104,261	111,805	114,609	126,710	168,218	176,629
	£28,344	£52,442	44,449	51,696	53,361	41,483	41,569	£43,648
Trading profit/loss	£33,444	£72,978	£18,309	£127,944	£3,109	£881	£12,454	£38,161
Share Capital								
Income	£6,500	£5,200	25,200	3,200	3,800	7,200	25,000	75,000
Expenditure (shares withdrawn)	£650	£3,850	7,700	5,200	2,200	1,750	2,000	2,000
Share capital movements	£5,850	£1,350	17,500	-2,000	1,600	5,450	23,000	£73,000

Historic finance



Gross profit as a percentage of income, demonstrated the steady break-even basis of the Society.

The graphs overleaf give an overview of turnover of the Society over the past 20 years. The spike in 2018 related to a fundraising campaign and grant aid received and ring-fenced for the construction of the Straw Lodge in 2019.

Note: The deficit in 2013 followed heavy investment in the renovation of the Old Dairy building, creating the café, meeting space and shop/butchery you see today (farm shop and

butchery are rented to the tenant farmer). The first year of operating saw an operational deficit as the business established. The Society used its cash reserves to cover this deficit.

From 2022 onwards there has been a strong focus on impact and investment of our reserves. Examples of our investment over these periods include:

Silvopasture

Planted over 4,000 trees and fencing at Fordhall for the benefit of livestock, soil and climate.



River-Friendly Farming

Investment began in 2025. A project to slow the flow of the River Tern, store more water onsite and provide places for wildlife, livestock and people to all enjoy the benefits of a healthy water ecosystem.



Work continues on both of these projects throughout 2026 and 2027. Conservation projects also receive match funding from the tenant farmer.

Throughout the period, the Society has demonstrated a trend towards increasing its trading income and reducing its reliance on grant aid.

	% Trading Income	% Grants & Donations
2021	54%	46%
2022	73%	27%
2023	78%	22%
2024	79%	21%
2025	77%	23%

Full copies of our accounts and Directors' reports are available by emailing project@fordhallfarm.com or downloading them from the FCA Mutuals Register <https://mutuals.fca.org.uk/>

Further information

For more information on Fordhall Community Land Initiative, please visit www.fordhallfarm.com

Documents available to download: 

Annual audited accounts 2025 (earlier years on request):
<https://mutuals.fca.org.uk>

Society rules:
<https://tinyurl.com/fclisocietyrules>

Our latest Annual Reports and Surveys:
www.fordhallfarm.com/our-impact

Leaflet on 'Who we are and what we do':
<https://tinyurl.com/fcliwhoweare>

Read our latest blogs:
www.fordhallfarm.com/news

Contact details and opening times

For any other information requests, please contact the Society at:

Fordhall Community Land Initiative Ltd, Fordhall Organic Farm, Tern Hill Road, Market Drayton, TF9 3PS

Email: project@fordhallfarm.com

Got a question? Give us a call – 01630 638696

We are free to visit and open to the public:

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(Arthur's Farm Kitchen: 10am-4pm)

Sun and Bank Holidays (whole site): 10am-4pm

Site closed between Christmas and New Year



Fordhall Community Land Initiative is registered as a Charitable Community Benefit Society Reference: IP30030R. Registered as an Exempt Charity with Inland Revenue reference: XR91116.