

## Promoting your community or social share issue

When issuing IPS withdrawable shares, there is normally an exemption from regulation available. However, to be confident of staying within the law, we always recommend:

- Make sure that your offer document and other materials have been independently checked to ensure that they are not misleading or inaccurate in any way.
- Limit your share issue to one of the following recognised types:
  - Membership – aimed at your community of interest for the purpose of increasing membership and participation. No detailed offer is necessary, but minimum investments should be low.
  - Pioneer - raising an approximate amount of funding from close supporters or experienced investors for the purpose of developing a business idea. Returns may be uncertain, and risks should be fully acknowledged.
  - Time bound – raise funds to a fixed target, and return funds if the target is not met. A detailed offer document provides evidence showing a high likelihood of predictable returns. This can be directed to the general public.
- If you are hoping to secure EIS tax relief for investors, secure advance assurance first.

For more information, see [www.communityshares.org.uk](http://www.communityshares.org.uk).

## The SCS Mailing List

If you are raising investment according to these guidelines, you may wish to make use of the mailing list held by Somerset Co-operative Services CIC. Based on records published by Companies House, but refined through regular communication, the list is made up of people who have previously invested in social enterprises.

You can see in this table (right) the breakdown of entries from around the UK and by interest, size of previous investments and number of previous investments. We are happy to fine tune a list that meets your requirements.

We charge a fixed rate of 9p per entry (or 18p for entries including email addresses). You must comply with the following conditions:

- You must schedule your mailshot two weeks in advance, so that we can ensure that there is a week between uses and no more than three uses in each quarter.
- Envelopes must carry a return address so that undelivered mail is returned – we must be notified of all returns.
- You must also invite recipients to change their mailing preferences at [www.somerset.coop/mailingpreferences](http://www.somerset.coop/mailingpreferences), or through any reply slip or card you may include.
- The content of your mailing, and any associated offer document, must have been viewed and approved by us beforehand.

For more information, contact [services@somerset.coop](mailto:services@somerset.coop) or call 0300 456 2265.

<b>S West</b>	<b>1353</b>
<b>S East</b>	<b>2258</b>
<b>London</b>	<b>1163</b>
<b>Wales</b>	<b>546</b>
<b>W Midlands</b>	<b>706</b>
<b>E Midlands</b>	<b>410</b>
<b>East of England</b>	<b>767</b>
<b>N West</b>	<b>802</b>
<b>Yorkshire</b>	<b>765</b>
<b>N East</b>	<b>324</b>
<b>Scotland</b>	<b>524</b>
<b>N Ireland</b>	<b>57</b>
<b>International</b>	<b>358</b>
<b>Total entries</b>	<b>10033</b>
<b>Emails</b>	<b>46</b>
<b>Interest in energy</b>	<b>4255</b>
<b>Interest in property</b>	<b>1090</b>
<b>Interest in co-ops</b>	<b>444</b>
<b>Interest in poverty</b>	<b>4455</b>
<b>Local interest only</b>	<b>47</b>
<b>More than £750</b>	<b>2487</b>
<b>More than £3000</b>	<b>572</b>
<b>Multiple investments</b>	<b>354</b>

### Somerset Co-operative Services CIC

A Community Interest Company no. 6018662

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**Web** [www.somerset.coop](http://www.somerset.coop)  
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Members of

