Wimbledon's Oldest Freehouse
THE TRAFALGAR

SAVE THE TRAF

CABO TRAFALGAR
COMMUNITY BENEFIT SOCIETY

THE FUTURE OF THE TRAFALGAR FREEHOUSE STARTS WITH US - SECURING THIS SPACE FOR THE COMMUNITY IS AT THE HEART OF EVERYTHING WE DO.

SEP/OCT 26
ISSUE no.3

MERCH DROP COMING SOON!

SAVE THE TRAF NEWSLETTER

Welcome to the September/October edition of our newsletter that we are publishing to keep you up-to-date with the campaign.

This edition provides an update since the community share offer opened at the start of September.

PROGRESS SO FAR - 76% AND COUNTING!!



We were thrilled to welcome almost 140 people to our community meeting, where members of the Community Benefit Society Committee and Oli set out how people could invest in the CBS. Thank you to our host, Peter Fellows, from the Lost Pint Project and everyone who came, we were delighted to celebrate reaching this important milestone with you.

Just over two weeks in, we were absolutely thrilled to hit our first target of £250,000. This was the minimum we really needed to raise through the share offer to have any hope in purchasing the freehold.

Raising that amount of money, in that short a time, is a huge testament to how powerful our community is, and how much The Traf is valued.

We have now added a stretch target on Crowdfunder - £530,000. That's our maximum figure that we need to raise - and we're already 76% of the way there. Every £1 that we manage to raise through community shares is one less £1 of debt that we will need to take on. That will make a huge difference to what we are able to do once we have acquired the pub, with less money going towards repayment of loans and more money available to reinvest.

We also want to make sure that everyone who wants to become part of the Community Benefit Society, can! So if you haven't invested yet, our share offer still remains open until 17 November 2026.

The Crowdfunder is available here:
https://www.crowdfunder.co.uk/p/save-the-traf
The Share Offer Document and Business Plan documents are available here. These have been awarded the Community Shares Standard Mark by Cooperatives UK, meaning they meet national best practice for community shares offers:
https://savethetraf.co.uk/share-offer-details/

FREQUENTLY ASKED QUESTIONS

Below are some questions we have been asked that others might have. If the answers still don't make sense, please do send us an email.

Why a Community Benefit Society?
A Community Benefit Society has been chosen primarily for its democratic focus. The defining feature a CBS has over other company (or company-like) structures is that no matter how many shares an investor owns, they will only get one vote. One member, one vote.

What does an investor get when they become a member of the CBS?
The main thing becoming a member of the CBS gives an investor is ensuring they have a voice and a vote on how the freehold of the pub is managed. All members have the option to stand to become part of the management committee as voted on by the members. Further, all members will get their name on a plaque in the pub memorialising their contribution as well as a free drink on their birthday.
There are additional "bonuses" available if an investor contributes more. Please check the Share Offer documents here and/or on the Crowdfunder page for more details.

Say you are successful in purchasing The Trafalgar, would you make any changes?
Currently, we are very happy with how day to day the pub is being run overall. We hope you agree too!
We are in constant discussions with Oli as the pub's landlord about various different community projects that we can start to bring into the Traf. Being a member of the CBS, you will have a direct say in what these can be and float different options in our meetings as well. A community pub whose future as a community hub is shaped by you.

What else can people do to get involved?
During our current fundraise period, the initial focus for us was getting to that first £250,000 target. Now that we are beyond that, it is important we keep going as every £1 more in shares means the CBS needs to take on less debt in raising the £530,000 total needed.
Any way that you can spread the news is invaluable. Send our Share Offer page to your friends, invite them down to the pub, send them the Share Offer document directly, anything like that!
Once we have (hopefully!) successfully completed our fundraise, a gap in skills we are currently missing is ***accountancy***. If you are an accountant, or have experience in managing finances in an organisation like ours, we would love to hear from you.

Who can buy shares? Can partners buy them together?
The only requirement for purchasing shares for individuals is that the applicant is over 18. There are no geographic limitations.
Each applicant needs to be a singular real person, or a company/institute (clubs or associations can also invest via a nominee). This means, unfortunately, that couples cannot be added together as members of the CBS. You can buy an investment as a gift for someone else, however.
While there can only officially be one person listed as a CBS member per investment, we can change the wording on the plaque to something else if you would like. We have examples of "Family X" and using two people's names so far.

What are the options for supporting Save the Traf if I don't have the full £250?
If you would like to contribute towards our fund raise but are unable or don't want to invest the minimum amount, we are happy to take donations. There are a few options available:

- The cash box at the bar at the Traf.
- A bank transfer to Cabo Trafalgar directly (bank details can be found below).
- An online donation using Zeffy. Find more details on this post.
- A cheque is possible, though is not our first preference. If you would like to donate via cheque, please contact us for guidance.

Our bank details are:
Sort: 08-92-99
Account number: 67501157
Name: Cabo Trafalgar Limited

THE TIMES

London's best summer pubs, as chosen by Times reporters

Hidden gardens, live music or just a pint on a packed Soho pavement: the London team share their favourite watering holes

MyLondon

Locals raise £300k to stop beloved Wimbledon pub from being demolished

"Lovely little battle cruiser with a great crowd of customers and a superb, ever changing, line up of beers and ales. Staff are fantastic and enthusiastic. What a great social hub 👍👍"

May the Trafalgar long continue.

THE STANDARD

South London pub could be community-owned by Christmas Day

THE MORNING ADVERTISER

Community ownership 'only way' to protect city pub

FIND OUT MORE

Our website is your one-stop shop for everything you need to know about the campaign: www.savethetraf.co.uk. You can also follow us on Facebook and Instagram.

Please get in touch

If you have any questions or would like to get in touch, the best thing to do is to send us an email savethetraf@gmail.com. We can either answer there or then for arrange to meet with you over a pint.

And finally…what's on at The Traf

Parish Ale 2026 - St John the Divine Beer Festival - 30 October
Any money raised will be going to support the "Save the Traf" campaign! The festival will be open from 5pm to 10pm and tickets can be purchased here:
https://www.peoplesfundraising.com/event/parish-ale-2026

Traf Quiz! - 4 November
November Beer Festival - 13 and 14 November
Thank you again for your support so far. We have been blown away by the momentum behind securing a positive future for The Trafalgar, and we'll keep you updated as things progress.

See you in The Traf!
The Save the Traf Committee

COMING SOON

BEERMATS WILL BE AVIALABLE TO BUY THRU THE SHOP,
AS WELL AS THE OPTION TO PRE ORDER HOODIES, TEES, TOTES.

All profit goes towards the cost of buying the Traf.











