
Community Share Offer

Investment Brochure

CÂR
y
MÔR

For the Love of the Sea Limited

FCA 8172

Dec 2024

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A Letter from One of Our Pioneer Members, Owen

“It seems incredible that four years have already passed since we opened our first Share Offer, where 85 incredibly generous people invested over £250,000 in Câr-Y-Môr, sparking our Community Benefit Society into life. This allowed us to deploy our first trial farms, employ our first working members and sell our first crab! Today we have 20 members in the working team and have processed over 20 tonnes of shellfish so far this year.

I can also report, as I sit writing from our dilapidated farmhouse - cum office - in Pembrokeshire, I can see Câr-Y-Môr’s new building, Sied-Y-Môr, under construction in the neighbouring field. Sied-Y-Môr or The Sea Shed will become our new home, the beating heart of our community business where shellfish and finfish will be stored, processed and sold. Thousands of litres of seaweed biostimulant will be produced and visitors young and old can learn about regenerative ocean farming and the potential of a determined community.

In four years we’ve come a long way, but the reality is we’ve still got a long way to go before we are a self-sustaining business, supporting our coastal community and fellow ocean farmers.

It’s been a challenge to be the first to attempt to farm seaweed and shellfish off the Welsh coast and I can’t lie to you, we were certainly naive to think we would master the operations of a multi-species sea farm in a few short years. We probably should have thought about how long it has taken land farmers to master growing food! However, we’re learning all the time and we’re getting there.

The good news is that the seaweed and shellfish grow incredibly well in the Welsh sea. It might be a challenge with huge tides, swells and the ever changeable Welsh weather - but with those challenges comes an abundance of nutrients and perfect growing conditions. To operate efficiently we need an experienced crew who understand the local waters available seven days a week to take advantage of working conditions when they come around. Invariably a Sunday!

To reach our full potential, to spearhead the Welsh regenerative ocean farming sector, creating jobs and harnessing the skills of locals who have lived their lives on the sea, we are reaching out to our supporters - old and new - to help us focus on three key projects over the next five years: growing our biostimulant and shellfish businesses; opening our own seaweed hatchery and operations centre, and expanding our ocean farms.

I cannot begin to tell you what a privilege it is to be part of this Câr-Y-Môr journey. The kindness, generosity, laughter and tears have been humbling, exciting and scary in equal measures!”

Diolch yn fawr, thank you,

Owen

One of 500 members of Câr-Y-Môr.





Our trial farm at Ramsey Sound

About Us



We are Câr-y-Môr, Wales' first community-owned regenerative ocean farm.



Our Mission:

We are a community dedicated to advancing and connecting regenerative ocean and land farming practices to benefit the sea, the soil and the food on our tables, for generations to come.

What We Do:

From our home in beautiful Pembrokeshire, we cultivate shellfish and seaweed on our regenerative ocean farms. We craft seaweed products to help farmers and gardeners restore soil and grow with purpose, and partner with local fisherman and gatherers to responsibly source Welsh seafood and shellfish for chefs, shops and families.

Why We Do It:

As well as enhancing ocean and soil health and producing nourishing food for our communities, we want to create rewarding careers and education opportunities for local people, empowering future generations to thrive sustainably in coastal communities. Our goal is to create a viable template for others to work with us and build on.

Our Vision:

Finding answers takes time and teamwork,
but we know where we're heading:

One interconnected,
thriving ecosystem—
from sea and soil to table —
driven by the widespread
adoption of regenerative
farming practices in coastal
and rural areas.





The Truth Is...

The work isn't easy—it's cold kitchens and fixing lines after 80mph storms, complex financing and licensing hurdles, muddy fields and never-ending product testing (and so much more).

It's a journey of learning and collaboration, where fishermen, farmers, processors, educators, researchers and community members come together to revive and innovate traditional Welsh methods that respect and restore nature.

It takes **community, grit, humility, and action.**

The farm during Storm Darragh, Dec 2024

How It Works



It begins with our community-owned, regenerative ocean farms, located off the Pembrokeshire coast, where we cultivate seaweed and shellfish. Our sustainable farming process promotes biodiversity and requires no artificial fertilisers, pesticides or fresh water.

We partner with local fishermen and gatherers to source additional seafood, and lean into their years of experience of the Welsh coastline.



The seaweed we grow is carefully processed into natural biostimulants and fertilisers to be used as an alternative to synthetic fertilisers, promoting soil health and reducing chemical runoff into waterways.

Currently we are trialling our biostimulant, with promising results. We are exploring other agricultural uses for seaweed products, and are forging a network of regenerative farmers, growers and gardeners as we expand this area of our business.



Our thriving shellfish and seafood business sells to retail and wholesale markets in Wales and beyond. From fresh seafood for chefs and families to products for shops and events, we ensure sustainability and traceability every step of the way.

Seaweed biostimulants naturally enhance the nutrient uptake of crops by enhancing soil health, meaning food and animal products not only taste great but provide greater nutritional value.



What keeps us going...

Education, Careers & Community Impact.

While all of this is happening, we're educating thousands of school children and environment supporters about the importance of sustainability and sea-to-land ecosystems.

We also provide training and career opportunities for school leavers and local people, creating pathways to meaningful work in regenerative ocean and land farming.

We are deeply committed to working with our local community, whether we're running workshops for children, training recent school leavers, or working with fishermen and local residents to find new ocean farm plots that work for everybody.

What Makes Us Different

We are **regenerative by nature**, committed to leaving things better than we found them.

As a **Community Benefit Society**, we are owned by our members—an ever-growing network of people united by a vision to create environmental, economic and social benefits for Pembrokeshire and beyond. Our non-profit model ensures that, while we aim to make a profit, all earnings are reinvested into our business and community. None of our members or shareholders benefit beyond the agreed interest payments on investments, ensuring that every decision prioritises collective growth and impact.

We're not just a business—we are *your* community. Our continued success will drive local initiatives, create sustainable jobs and enhance biodiversity, ensuring that together we can build a thriving, interconnected ecosystem. Every investor, member or partner, whether a fisherman, farmer, or supporter from afar, becomes part of our movement for change, with equal say in decisions that shape our future.

Ultimately, Câr-Y-Môr is about togetherness—now and forever. It's about building a resilient future for coastal communities and ensuring that future generations inherit a healthier planet and stronger local economies. Your investment is not just financial; it's a commitment to collective action, shared prosperity, and a legacy of care that will last for generations.

Anyone Can Join Us

Invest

Support us to grow our business by investing in our strategic projects. Investors have an equal share in our business, ensuring we always have the best interests of the people and planet front and centre.

Read this document in its entirety to find out how to become an investor.

Become a Member

For just £1, become a member to have an equal say in our business, keep up with our news and champion our cause with your own network.

Visit our [website](#) to sign up.

Partner

We partner with fishermen, gatherers, farmers, local and national businesses, chefs, schools, aquaculture bodies, other regenerative farms and so many more!

Email admin@carymor.wales to collaborate with us.

Volunteer

Come down and help us in the kitchens, spend a couple of hours a week on computer-based activities, or use your pro-bono hours to consult on a strategic project.

Email admin@carymor.wales to chat about our volunteering opportunities.

The Community Share Offer



We're looking to raise a minimum of **£250,000** in this first phase to:

- Expand farm trials for our range of sustainably grown seaweed biostimulants and fertilisers
- Open a seaweed and shellfish hatchery in a disused lifeboat station next to our farm, and expand our community and educational facilities
- Develop and deploy larger ocean farms further offshore, and upgrade our current inshore sites to serve as nursery and test farms

Why Invest?

PERSONAL BENEFITS

Be Part of Change: Join a pioneering movement in regenerative ocean farming, making a lasting impact on the environment and local communities now and for generations to come.

Projected Returns: Earn up to a 3% return on your investment after three years (subject to project completion and approval).

Exclusive Perks: Enjoy 10% off at our online and retail shop, volunteer and join open days to visit our farms and HQ.

Equal Voice: By investing, you become a member which means you have a say in key decisions—one member, one vote.

WIDER IMPACT

Support Regeneration: Help enhance biodiversity, reduce agrochemical reliance and build thriving coastal communities.

Boost Local Economies: Directly benefit Welsh rural and coastal communities through job creation, infrastructure and local spending.

Education & Innovation: Enable educational programmes and resources that inspire the next generation of ocean farmers.

Contribute to Food Security: Support UK produce staying in the UK; Help build a resilient and sustainable future for our food systems.

[Read more on our impact strategy here.](#)

Predicted return

We will pay a projected 3% return on investment. As is the nature of our rapidly growing and innovative business this will be subject to the completion of the projects outlined, a positive cashflow (excluding any grants, subsidies or donations) for at least 12 months and Board approval. We expect this to be within three to four years.

This investment is **high risk** and you should not invest an amount you cannot afford to lose.

We ask that you commit your investment for a minimum of three years.

However, if you do need to withdraw your investment we will endeavour to facilitate this - but please note that no withdrawals will be possible until and unless the society has cumulative net profits and are always subject to Board approval.

This should not be considered in terms of an ordinary business transaction but a chance to invest in a new, sustainable industry for the benefit of our planet and our future generations.



Investments are made by buying a Community Share

It is open to anyone who wants to invest in Câr-Y-Môr.

A Community Share is an equity share in a community business.

Regardless of how much you invest, you will have an equal share of the business. It's a way of investing in something meaningful for you and your community at a level which suits you.

As a shareholder, you'll also be invited to attend the annual general meeting, vote on strategic decisions, or volunteer to support our working team.



The Story So Far

The context

For decades, coastal communities have suffered as traditional work such as fishing and farming have declined, leaving seasonal work the norm. Young people, born and bred in coastal towns and villages, struggle to find rewarding, meaningful work or afford housing.



Our milestones to date

Around a kitchen table, seven passionate individuals set up Câr-Y-Môr as a Community Benefit Society to regenerate coastal communities and protect our oceans.

2019



Perseverance to gain our first marine license and the Pioneer Share Offer (which raised £250k), enabled the launch of our first ocean farms, the creation of a network of fishermen supplying crab and lobster, and the establishment of our team and customer base.

2020



Two trial farms and one, three-hectare farm in Ramsey Sound produce 40 tonnes of seaweed annually. Introduced multi-species farming model growing mussels, scallops and native oysters.

2021-22



Secured a game-changing UK government grant to construct Sied-Y-Môr, a new agricultural building that will house shellfish and seaweed processing equipment, a shop, offices, and farm facilities—expanding our capacity to scale.

2023



Developed the shellfish business with Michelin-starred chefs, new restaurant partnerships and growing direct sales; took over the reins of Pembrokeshire Beach Food Company to further our seaweed range and market reach.

2024



The team

We currently employ 20 working members, many of whom hail from Pembrokeshire and come to us straight from school or university. Our multi-generational team is committed to training, skills development and mentoring to ensure we can work together as an effective and skilled team, inspiring others to get involved in ocean farming or a community business.

We regularly seek the knowledge and experience of our own community, many of whom have worked on and around the ocean all their lives. Much like a rugby team, there are roles and jobs for all skills and backgrounds creating a real community working towards a common goal.



How We Plan to Benefit Our Communities

Our plan to **benefit our communities** (aka, our Theory of Change), developed in 2024, is a roadmap for achieving measurable impact through regenerative ocean and land farming. It connects our daily work to broader outcomes for the community, environment, and future generations, ensuring that everything we do contributes to our vision.

Impact:

Thriving coastal and rural communities working together to advance regenerative ocean and land farming practices that benefit the sea, the soil, and our tables for generations to come.

We're bringing this to life through 3 key areas:



Advancing a model where ocean farming improves livelihoods and biodiversity, reduces agrochemical reliance and integrates with sustainable land farming.

Growing, sourcing and championing nutritious, Welsh produce, nurturing a local and traceable supply chain that keeps value in Wales and increases local food sovereignty.

Creating year-round, fulfilling careers, education and career pathways that are fit for a green future while supporting the systems that make this industry possible.



01 Regenerative Ocean and Land Farming

Restoring the connection between land and sea



We believe that always remembering the land and the sea are interconnected ensures nature and the environment are put first.

The nutrients from the sea have nurtured our soil and crops for generations. However, with the onset of more intensive farming and the emergence of the agro-chemical industry, this coastal tradition was all but lost—replaced with the steroid-like, quick wins of synthetic fertilisers. But quick wins come at a cost, and our soil has become depleted of its natural biodiversity that supports plant growth and the ability to withstand drought and floods. Agricultural run-off into our waterways is a serious problem and is exacerbated by the poor soil structure which fails to absorb water efficiently.

Using seaweed to create biostimulants is not a new idea and has been studied for several years with excellent results around the world. Using sustainably grown, local seaweed—processed into biostimulant three miles from the ocean farm—means we can provide a low cost, easy-access product for Welsh and UK farmers. Helping them reduce their reliance on synthetic fertilisers, restore their soil and reduce their costs. All while making the transition to net zero.

We need to work with nature and replicate how nature works to successfully produce our food. Nature loves biodiversity and growing multiple crops together encourages this to return. Recent early-stage farm trials of our seaweed biostimulant produced an:

- **Increased yield of 18% on pasture land with red clover (a feed for beef cattle).**
- **Up to a 24% increase in organic potato crop.**

[Click here for more information on our trials.](#)



02 Food

Putting Welsh seafood back on British plates



It's no secret that the UK **exports** the vast majority of the shellfish caught in our waters.

Our love and knowledge of our locally available shellfish has dwindled, often reduced to a crab sandwich while on holiday by the sea. Locally caught seafood should be a sustainable meal choice, yet it's rare to see UK shellfish available in our supermarkets and the fishmonger is an even rarer site on our high streets.

Câr-Y-Môr is challenging this trend. Working directly with local fishermen and gatherers and delivering across Wales and England, we're committed to bringing fresh Welsh shellfish back to the British plate.

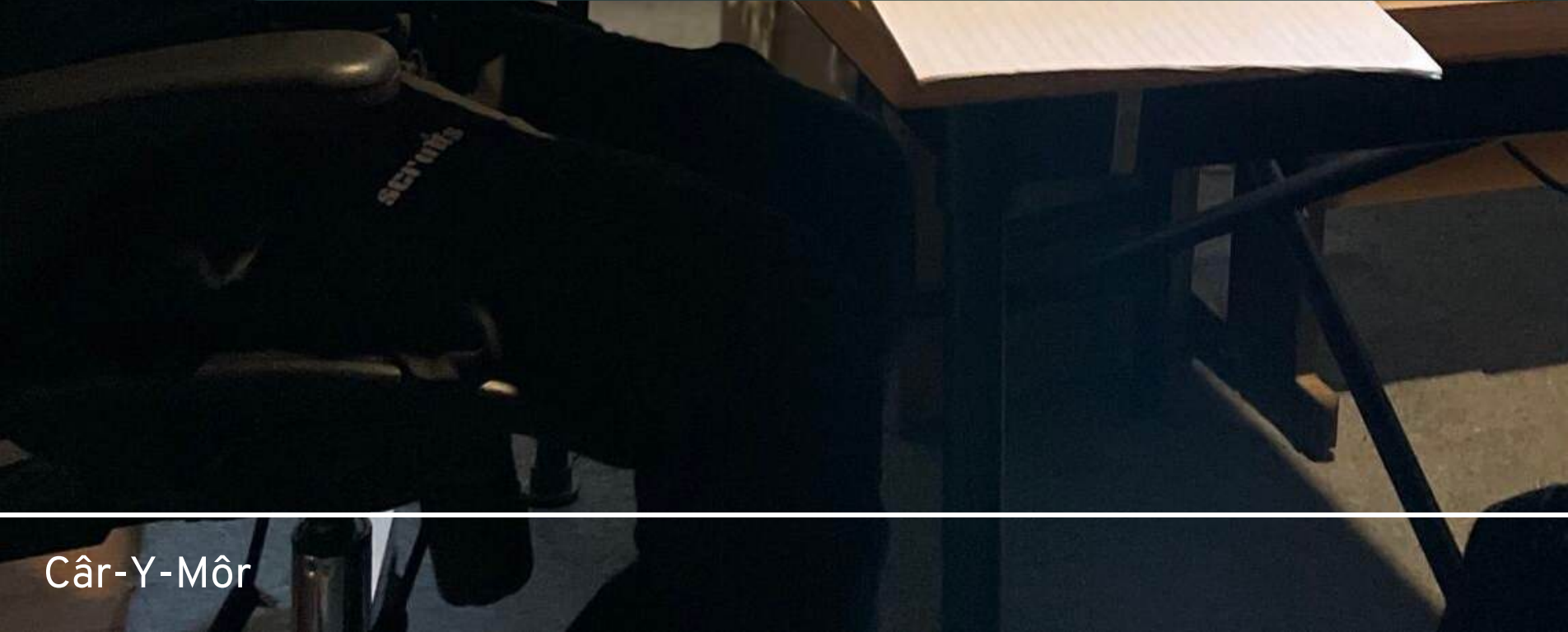
Since 2021, our seafood sales have tripled.

We may only make a modest difference, but we believe if more shellfish stays in the UK, then more people will eat it, meaning more people will demand this sustainable food in the future. This can only be a good thing for our diets, carbon footprint and food security.



03 Education and Jobs

Supporting coastal communities and the next generation



“Cynefin” is a Welsh term that means:

‘The place where we feel we belong, where the people and landscape around us are familiar, and the sights and sounds are reassuringly recognisable.’

This concept is central to our philosophy—not just in Pembrokeshire but across the coastal towns and villages of the UK—where traditional industries have been replaced by tourism, impacting local economies and the prospects of those who live there.

As a Community Benefit Society, we chose to embed ‘community’ in our values, not just as a gesture of goodwill but to build a business rooted in local employment, education and income that cannot be bought out or taken over.

Education is woven into every aspect of our work.

In 2024 alone, our school programmes reached over 1,000 children, inspiring the next generation with hands-on learning about regenerative ocean farming.

We deliver workshops for the wider community and provide on-site training for team members and volunteers, strengthening local skills and employment opportunities.

How can we reconnect the land and sea if we don’t provide the skills needed to do so? Our education and outreach efforts aim to ensure that everyone, from children to community members, has the tools and knowledge to contribute to a thriving, sustainable future.

How We'll Measure Success

To ensure transparency and accountability, we'll track progress through the following indicators:

- **Environmental:** Increased biodiversity around farms, tonnes of seaweed and shellfish produced sustainably and reductions in agrochemical use.
- **Economic:** Units sold, number of customers, jobs created, apprenticeships delivered and the proportion of revenue reinvested into the local community.
- **Social:** Levels of engagement in education programmes, partnerships developed and participation in community activities.

What's outlined above is our starting point, and we'll continue to improve these measures as we grow to ensure they reflect our full impact.



In Detail: Our Priority Projects for 2025

The next step for Câr-Y-Môr

Is to expand our ocean farming operations, boosting shellfish and seaweed production to meet the growing demand from farmers and consumers as Wales and the UK work towards net zero and nature recovery objectives. We aim to achieve this in partnership with our community, selecting sites that align with the needs of residents, fishermen and other ocean users.

Farming the ocean is expensive and time consuming, scale is required to make this a sustainable business model which delivers benefits to our coastal economy, community and environment. By the end of next year we aim to have nine hectares of ocean farm in the water.

To do these things, we need to invest in three key areas in 2025:

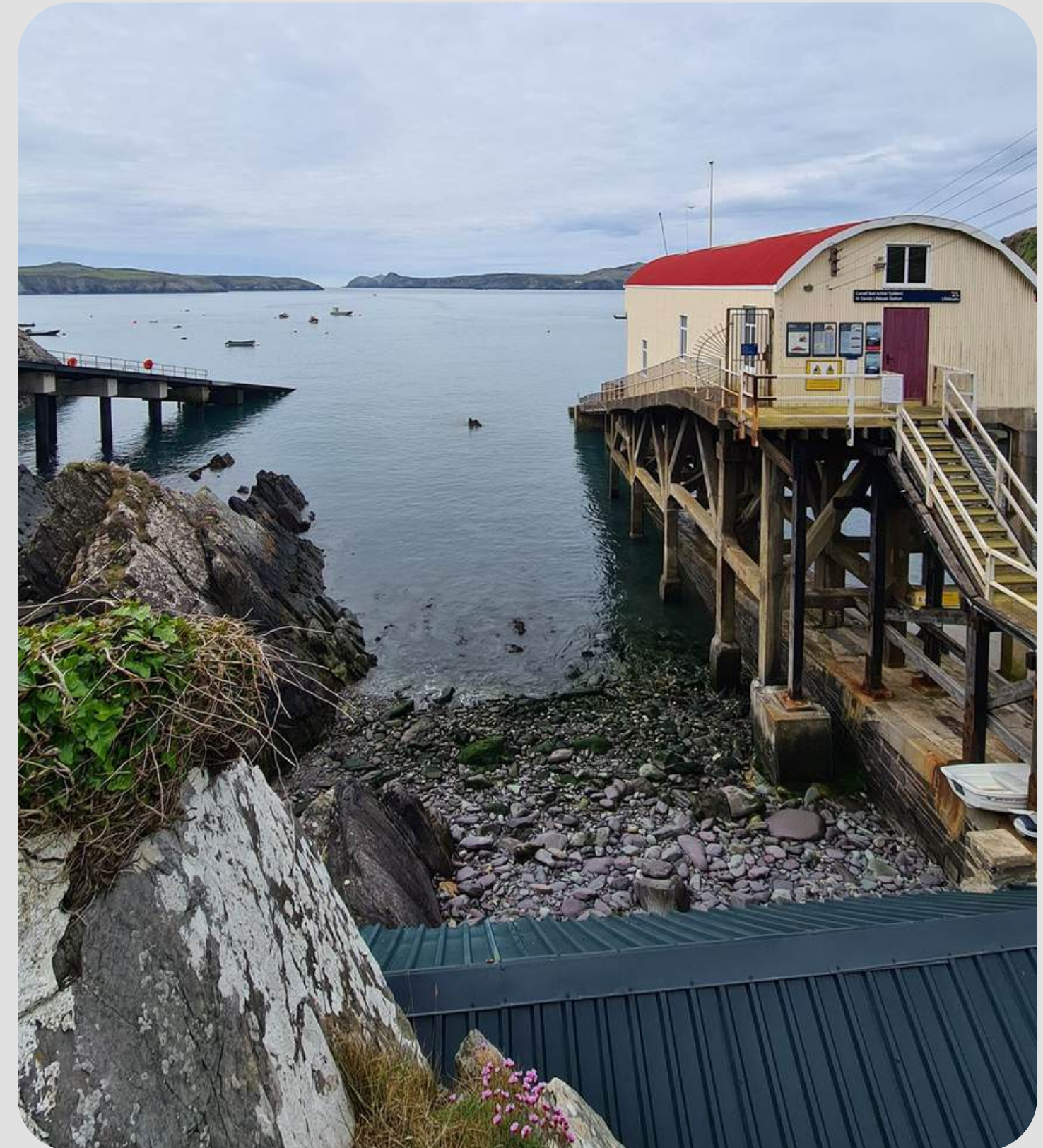
- 01 Open a seaweed and shellfish hatchery and expand our facilities
- 02 Expansion of our our seafood and biostimulant business
- 03 Develop and deploy larger offshore ocean farms

More detail in each project 

01

Open a seaweed and shellfish hatchery in a disused lifeboat station next to our farm, and expand our community and educational facilities by May 2025.

St Justinians, just two miles outside of St Davids and three miles from Câr-Y-Môr HQ, is where we launch our boat to reach our ocean farms. It consists of three RNLI Lifeboat stations, only one of which is currently operational. After three years of talking with the RNLI, The Crown Estate, Pembrokeshire Coast National Park Authority and local wildlife boat tour owners, we are now discussing the terms of a lease. This will be subject to our ongoing planning application for a wildlife hub, regenerative ocean farm operations and education centre.



The redundant lifeboat stations overlooking Ramsey Sound offer a unique opportunity for these activities. This plan has multiple benefits and is key to our long-term success. The lifeboat stations are within a few 100 metres of the existing ocean farms, and this location will allow the farm team to access the water 30% more often throughout the year, using the slipway to safely launch and recover the tender boat. We'll also be able to store everything we need to run the farms on-site, saving us transporting everything three miles back to base.

Taking over the site means we'll be able to set up our own seaweed hatchery with grade-A quality seawater on tap. For the past four years, we've had the privilege of being supplied and supported by the main European seaweed hatchery, Hortimare. Their dedicated team, support and collaboration are fundamental to what we have achieved and our ongoing development. We cannot thank them enough. However, Brexit, the ever-changeable Welsh weather, and their hatchery being 100s of miles away in Holland has been challenging and costly, so the wonderful team at Hortimare are supporting and collaborating with us to develop our own facility. With our own hatchery on site, we can be agile and deploy as soon as we see the optimal weather window in the tricky seeding season of October to November. The seedlings will be less stressed and far less likely to fail, travelling only a few 100 metres.

The development of a Câr-Y-Môr hatchery will allow us to make our ocean farming more sustainable, reduce our carbon footprint along with the risks associated with the current system while giving us the confidence to scale up to bigger farms, knowing our seed supply is on-site. Additionally, a seaweed hatchery will give us the opportunity to provide seedlings and spat to fellow Welsh ocean farmers and fishermen, and give them the confidence to take their first steps in starting their own farms.

We will also be able to start developing a shellfish hatchery with oysters, scallops and lobsters. There is currently only one hatchery for each of these species in the UK, making the supply of juveniles high risk. A Welsh shellfish hatchery would be a game-changing facility, helping to establish shellfish farming in Wales, and add to the existing seaweed and shellfish expertise cluster—crucial to starting a new sector.

Finally, the potential of such a facility to train new ocean farmers could not be better. It would also be an incredible location to teach children, young people and the rest of our community about regenerative ocean farming.

Working in partnership with [Cool Blue Futures](#) and [Havhost](#) in Europe, we plan to develop a small floating pontoon for growing seaweed and shellfish underneath, which can then be raised up safely without the need for a boat. This will provide students with an accessible and interactive way to see exactly what happens beneath the surface in the ocean farms. These 'community sea gardens' have been successfully rolled out in Denmark, Sweden and Germany, and we believe Pembrokeshire would be the perfect place for the first UK community sea garden!

This project is a Community Wildlife Hub and we are committed to supporting the existing businesses who launch from the slip. Investment in this facility will be done with these users in mind too, improving this piece of Pembrokeshire history to a working and fit-for-purpose base for us all to work from.



02

Expand existing seafood business, as well as farm trials for our sustainably grown seaweed biostimulant, in order to establish our share of the regenerative ocean and land farming markets.

There's little doubt that in the UK we need to secure food production, reduce our reliance on imports and support our farmers to generate a profit by growing our food. All while transitioning to net zero.

Câr-Y-Môr and businesses like ours can help support this huge challenge. We will continue to invest in our seafood processing and sales effort, not only to ensure our business moves towards commercial viability, but to honour our commitment to coastal communities.





By advocating home-caught seafood by local fishermen and gatherers, and selling to local markets, we gradually increase the demand and value added to Welsh seafood in the UK. We intend to continue growing our shellfish business, working with local businesses and top chefs. We will use our current platform and media opportunities to push the quality of these products and the importance of supporting our home-grown food.

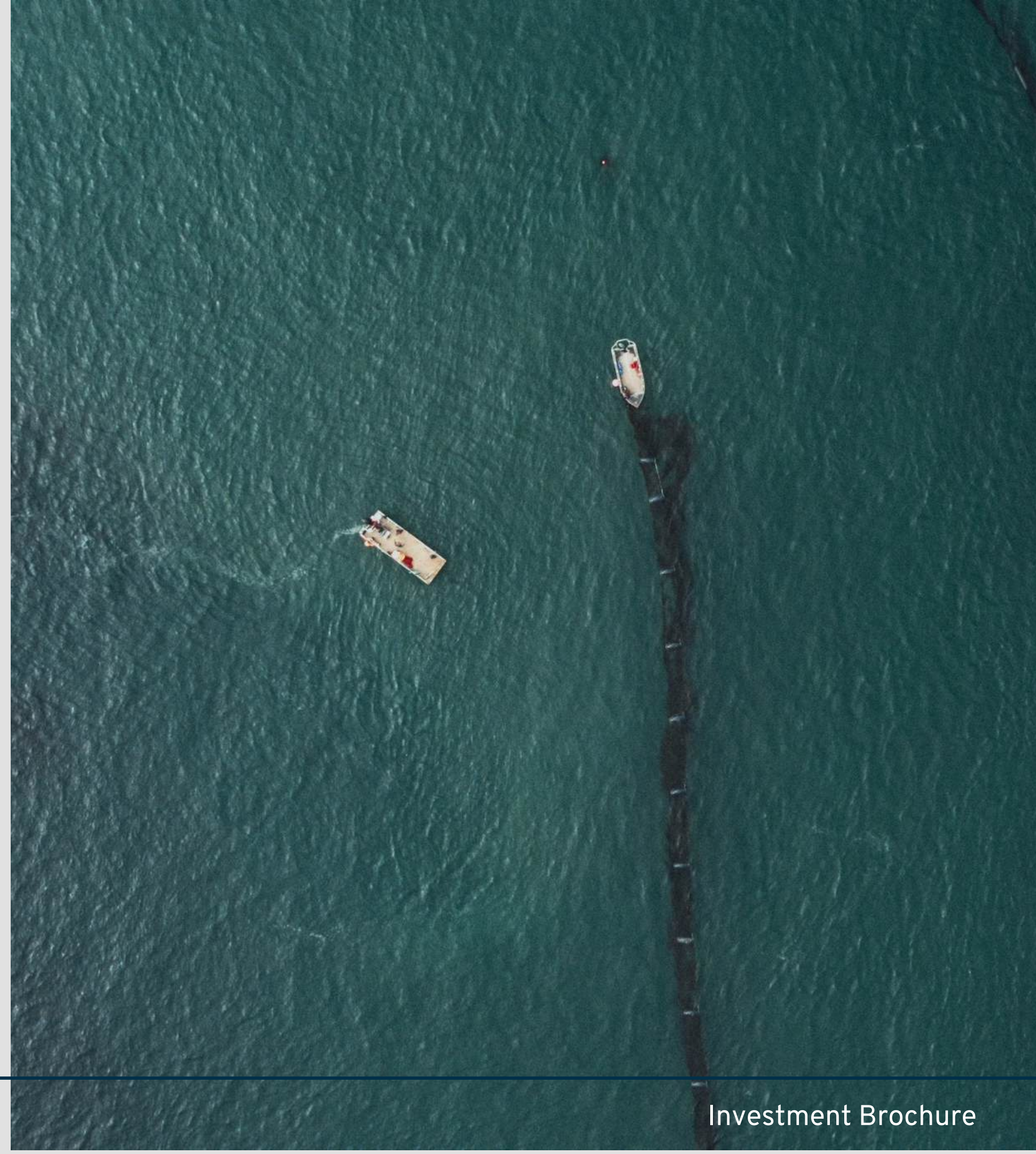
Our seaweed biostimulant gives farmers a low cost and accessible input to boost crop and pasture yield and improve resilience. This can be gradually used to reduce the reliance on synthetic fertilisers (reducing costs and improving carbon footprint). We will continue to invest in this area of our business, focussing on our unique selling points of Welsh farm-grown seaweed made into Welsh-produced biostimulant for Welsh farmers. There are 24,000 farms in Wales*.

*[The Farming Sector in Wales - Senedd Report 2022.](#)

Develop and deploy larger ocean farms further offshore, and upgrade our current inshore sites to serve as nursery and test farms.

To lead a step-change in the regenerative ocean farming (ROF) sector, we must demonstrate that large-scale seaweed and shellfish farming and processing can be achieved successfully in Wales, as it is in Ireland, Scotland and North America. This means expanding our operations with new, larger offshore farms and upgrading our current inshore sites to serve as nurseries and innovation hubs.

Currently, we operate two 0.1-hectare sites and one 3-hectare site in Ramsey Sound. While these farms have proven our model's potential, they are not sufficient to achieve financial viability due to the high costs of marine farming. More importantly, they don't provide the scale needed to truly drive transformative change in the sector or unlock its full environmental, social and economic benefits.





Firstly, we plan to increase the sizes of our two smallest farms to 2-hectares and 3-hectares. We have carried out benthic surveys and cumulative visual seascape impact analysis and are awaiting consent from the licensing authorities. We hope to deploy these farms in February 2025. These farms will become our nursery and training farms.

Next we plan to apply for two 50-hectare ocean farming plots. We will only apply for areas where the majority of the local community support the plans. This is a unique approach to gain the ‘social licence to operate’ in and for our community.

We have identified two potential sites; the first north of Milford Haven in St Brides Bay and the second off the coast of Fishguard and Dinas in North Pembrokeshire. We have been working with statutory and community stakeholders in both areas for the past 18 months, and will continue to do so.

We plan to submit two applications, provided there are no objections. If successful, we aim to deploy 16 hectares at each site annually over three years. Following the example of Atlantic Seafarms, we welcome collaboration with local fishermen, enabling them to farm these areas, utilise their expertise and diversify their income streams.




These sites make sense, as our initial engagement with the local community has been positive and there are already working harbours in Fishguard and Milford Haven, making offloading of seaweed and shellfish straightforward. These farms would potentially yield approximately 250 tonnes of rope grown mussels and 750 tonnes of wet seaweed each year. This output would not only meet the demand of the growing number of UK seaweed companies developing innovative, carbon-reducing products but also position Wales as a leader in sustainable ocean farming.

Products we are looking to develop or provide the raw material for include:

- Feed for cattle, sheep and pigs
- Seaweed fibre injection moulding
- Human food and supplements
- Seaweed pellets for farms
- Seaweed inoculation for seeds
- Paper and packaging
- Bioplastics.

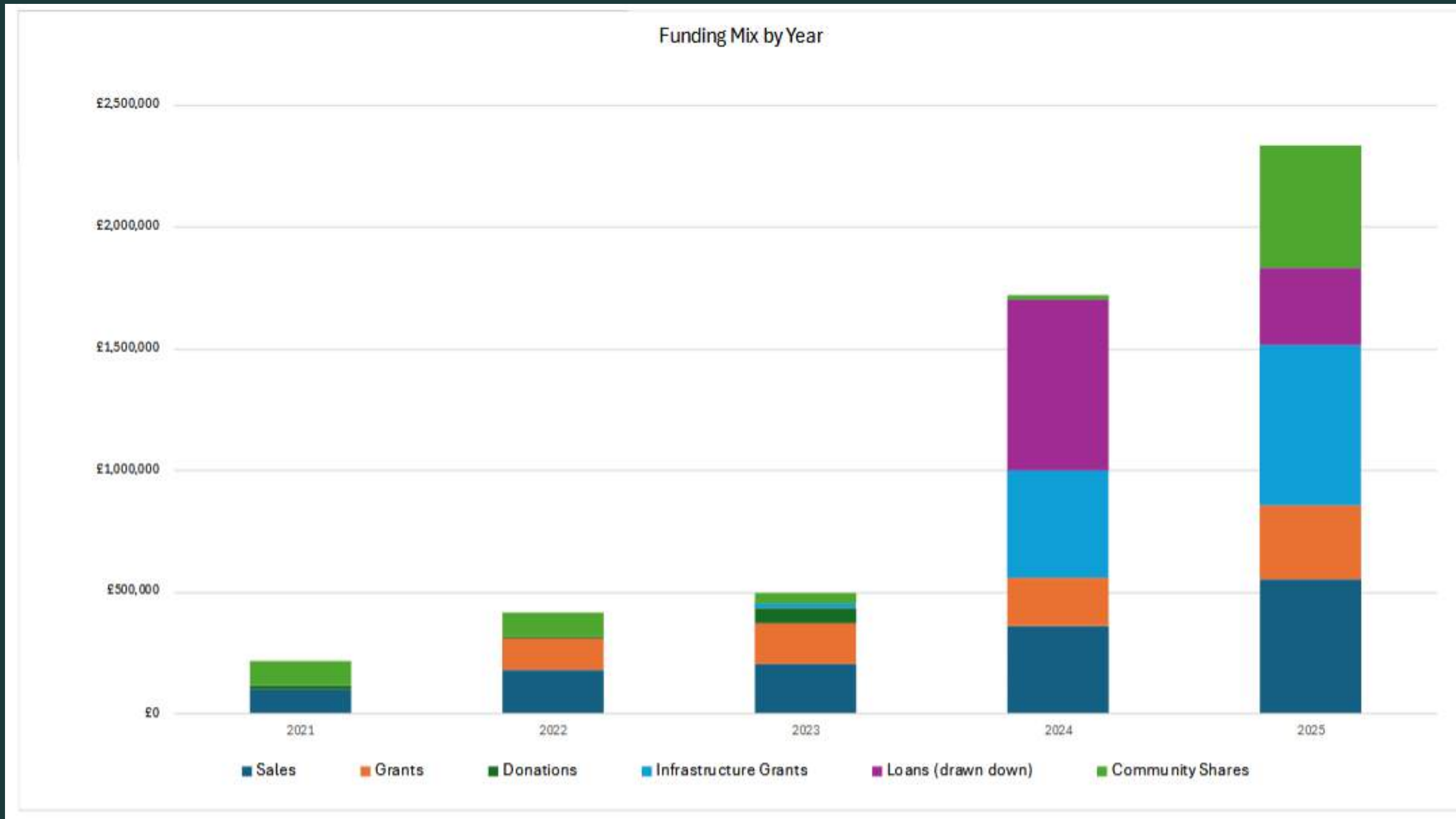
Financials



Over the next few pages are our five year financial projections and cashflow summary. Our full five year forecast budgets are available on [our website](#) or by contacting our team.

Funding Mix

We currently generate a variety of income from sales, grants, social loans, donations and community shares. This gives us the flexibility and capital to build the infrastructure, team and market needed to grow our business.



Sales Income

Our sales income is steadily increasing, with significant growth anticipated next year, particularly as we begin selling our seaweed biostimulant commercially to farmers and growers.

Grants support a variety of projects including education, community outreach and biostimulant trials. To date, we have engaged over 2,000 students aged between 4-19, running 22 workshops in schools and colleges.

Our infrastructure grants support the costs associated with building and equipment, particularly Sied-Y-Môr. Loans have been drawn this year to support the match funding and cash flow associated with claiming back the costs of building.

Sales income to date:

	2021	2022	2023	2024
Shellfish	£101,248	£139,462	£186,917	£311,057
Seaweed	£0	£38,430	£19,938	£59,704

Managing Risk

The five year financials have been prepared by our Management Team with support from Landsker Business Solutions as part of a Welsh Government Accelerated Growth Programme. They are approved by our Board of Directors. Actuals and cash flows are reviewed monthly to allow mitigating action to be taken if required.

Availability of shellfish is a key and an ongoing risk as fishermen are affected by the weather. To limit the impact of this on our sales, we have large storage tanks and a variety of non-shellfish products to sell.

Failure of the ocean farm crops is also an ongoing risk—but as with all farming, it is about constantly learning and developing skills specific to your site. This is even more relevant when farming in the sea, and it is something we are increasingly doing. For example, we introduced a new mussel socking system that withstood Storm Darragh, and we are trialling coppicing and spring/summer seeding of seaweed with growing success.



Management



As a Community Benefit Society



Membership is open for £1 to anyone who shares our desire to create positive change.

Members often volunteer their time, work in the team, provide guidance and introduce others. The network keeps growing and growing. As of December 2024, we have a membership of 500. The entire membership are invited to join the annual general meeting, elect the Board members and apply to join the Board.

However, we do have a more traditional structure to manage daily operations and key strategic decisions. Our working team members run the day-to-day, guided by three managers and led by our managing director. Our 11 board members have overall control of key strategic and financial decisions.

Board of Directors

We are lucky to have an incredibly dedicated and skilled Board of Directors who provide strategic guidance, hands-on support, training and development for the staff team. Please see more information about the board on [our website](#).



Dom Burbridge



Chris Sayner



Chimene Haines



Nikki Spil



Alex Minford



Katie Read



Bill Preece



David Lloyd



Megan Haines



Owen Haines



Tracey Gilbert-Falconer

How to Invest

01

You must read this document in its entirety before you invest.

02

Complete the application form here and once we've received it, we can organise the transfer of funds into our dedicated bank account.

03

You will receive an email acknowledgement once we receive your funds, along with a share certificate sent by email or post as proof of your ownership.

Together, we can build a thriving future

Your investment isn't just financial. It's a commitment to coastal communities, thriving ecosystems and future generations. By joining us, you're helping create a resilient, regenerative future—one that starts here, with you, our community.

[**Click Here to Apply.**](#)

Terms and Conditions

- Community shares are unregulated and not covered by any statutory compensation. Like any investment into shares you should not invest more than you can afford to lose.
- We don't expect people to want to withdraw their shares within the next four years as this is a long-term social and environmental investment. However, we understand that your circumstances may change, and every effort will be made to return your investment. Please note that no withdrawals will be possible until and unless the society has positive cumulative net profits. Withdrawals are always subject to the Board's consent, who may choose to suspend withdrawals or decline to honour requests.
- In the event of bankruptcy or the investor's death, we would always look to return the capital, but our ability to do this depends on the business's performance.
- Community Shares are non-transferable which means they cannot be sold to another individual.
- No dividends are payable on community shares.
- No annual membership subscriptions will be due on community shares.
- Investors will automatically become members of Câr-Y-Môr and as such be entitled to one vote at our Annual General Meeting. As a Community Benefit Society our democratic structure is one member, one vote - regardless of how much is invested.
- Minimum membership participation is attendance of our AGM, (either in person or by proxy) and to support our key aims and objectives.
- Câr-y-Môr is registered as a society with The Financial Conduct Authority (FCA), but the sale of community shares is not regulated by the FCA. Like many investments, community shares are at risk, and you could lose some or all of the money you invest. Unlike deposits with high street banks, 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 then you may wish to seek independent financial advice before doing so.

Please read our [Governing Document](#) where all terms and conditions of community shares are explained in detail.

Community Share Offer

Investment Brochure



Thank You

For Reading

For further information, please contact
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Dec 2024