

# SAVE **THE GREEN DRAGON** CAMPAIGN



## COMMUNITY PUB QUESTIONNAIRE ANALYSIS OCTOBER 2020

The following is a summary of the information received from the Community Pub Questionnaire circulated to all households in the Parish and immediate locality.

The aim of the Questionnaire was to ascertain the level of support for a potential community purchase of The Green Dragon. The objectives were:

- To understand the community's potential use of The Green Dragon in the future
- To explore the levels of interest in potential community funding
- To determine further non-financial support

The questionnaire was delivered to approximately 700 households in September 2020 via the Cloverleaf distribution team. An electronic version was also made available on [www.savethegreendragon.com](http://www.savethegreendragon.com)

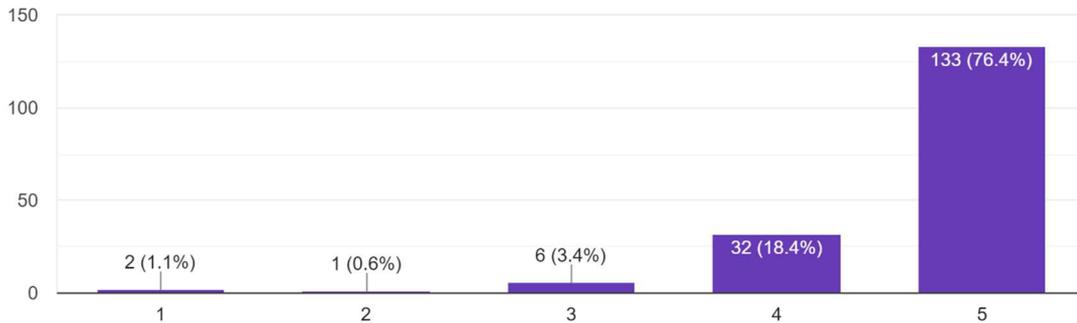
We were conscious that our timings for the collection of this valuable information, given the COVID-19 situation, was not perfect and we accepted that the level of response might well have been adversely affected.

We were also looking to host a community presentation prior to issue of the Questionnaire to raise awareness of the campaign and to provide the local residents with a better understanding of what constitutes a community pub and how a community pub can benefit the community. Unfortunately, this was not possible due to COVID-19 restrictions.

However, based on 700 households we received 175 responses and this represents a 25% response rate. This was our first such community survey and we have no comparative figures to determine whether this is a typical response for the local community.

Please see initial analysis below based on responses received up to 5<sup>th</sup> October 2020:

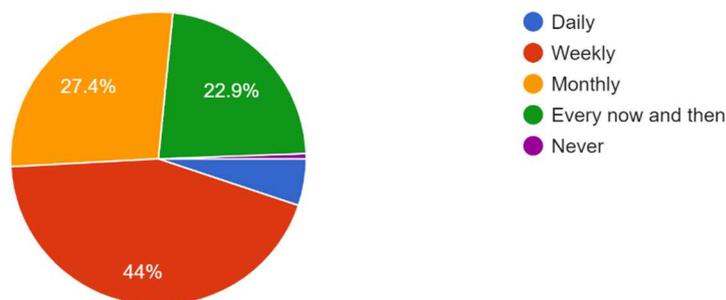
### 1. On a scale of 1-5 (where 1 is not important and 5 is very important), how important do you think it is to have a local pub in Combe St Nicholas?



This question was one of the most critical we needed to ask to establish the value that the local community placed on having a pub in the village.

Of those who answered this question, it shows that 94.8% of responders felt that having a pub in the village is important or very important for the local community. Only 3 responders felt that having a pub in the village is not important and 6 responders were undecided.

### 2. How often would you use the pub if it were to reopen under new management?



This chart indicates the most likely usage of The Green Dragon under new management. It does not necessarily represent the current patronage of the pub. A total number of 175 responders completed this question. 5.1% of responders answered that they would use the pub on a daily basis and a further 44% would use the pub on a weekly basis. Only 1 responder from the 175 that answered this question stated they would never use the pub under new management.

### 3. If you currently use an alternative pub, where do you go?

118 responses were received for this question. Of note, 91 responses provided alternative pubs that are within 5 miles of The Green Dragon.

#### 4. If the opportunity arose, do you think a cooperative run pub is a good idea?

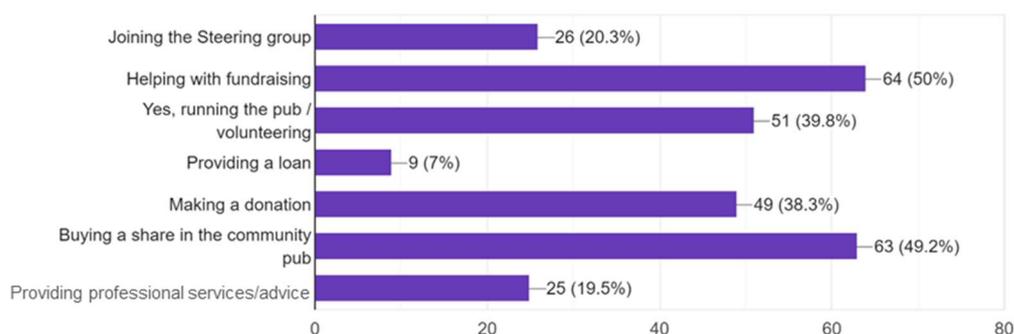


86% of the 171 responses received for this question think that a cooperative run pub is a good idea as opposed to 1.8% that think it is not a good idea.

There were a number of other comments received for this question, which make up the remaining 12.2%. A summary of the key points are as follows:

- Require more information on how a community pub runs before being able to answer more definitively
- Will require a strong management team in place and commitment from the local community to make it successful
- This type of scheme is a good idea but will be very difficult in the current climate
- A community pub should be run by a manager and not by volunteers
- An independent buyer should be the primary focus and a community pub should only be considered if a buyer cannot be found

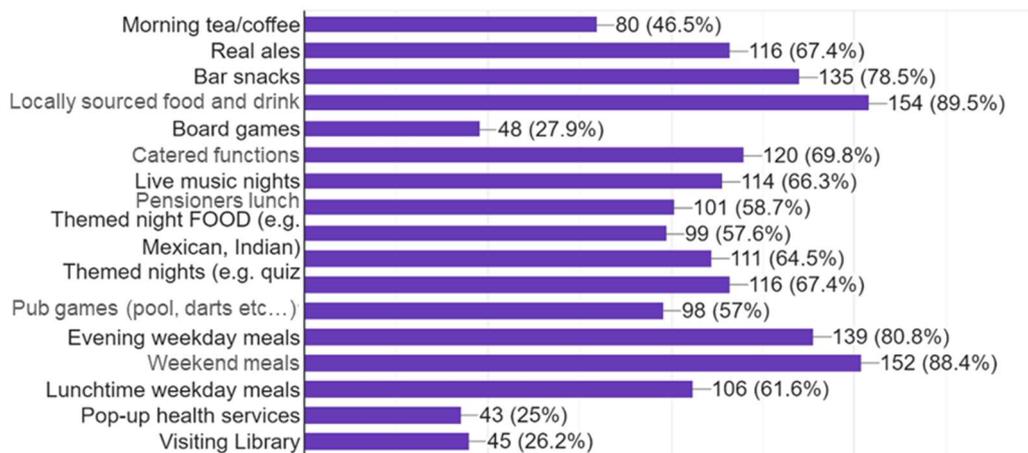
#### 5. Would you or anyone in your household be interested in helping the community pub in any way?



26 responders have offered to join the Steering Committee and 64 responders would offer time to raise funds for the community pub.

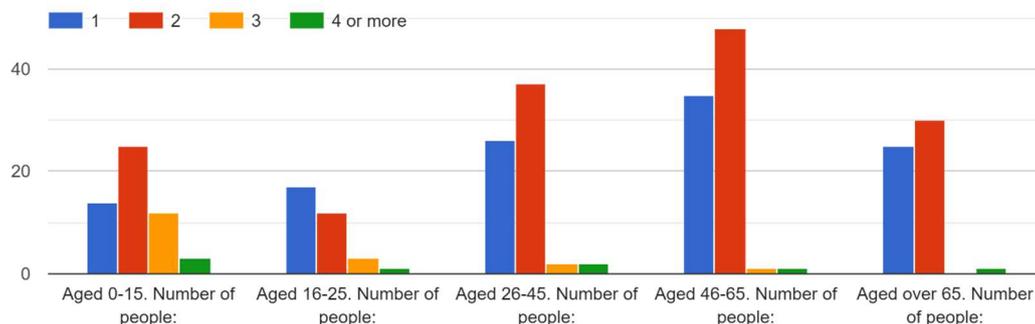
63 responders have answered that they would be interested in buying a share in the community pub, 49 responders would be willing to make a donation and a further 9 responders would consider providing a loan to help the community pub.

## 6. Which services would you like the pub to offer?



The most important aspects that responders are looking for from a well-run community pub are locally sourced food and drink available throughout the week. There is also clear support for services such as live music nights, themed events and pub games such as pool and darts.

## 7. Please state how many people in each age range there are in your household?



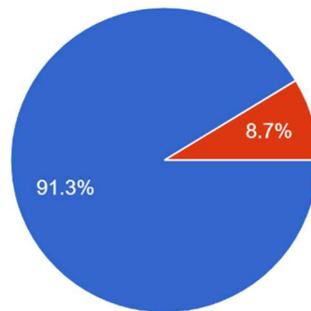
This chart shows there is an even spread of ages that have responded to the questionnaire, which suggests that, a community pub would be of interest to the entire demographic within the local community. A community pub should provide services that appeal to all age groups.

## 8. Are you a member of any local voluntary or community group?

Just over 40% of the respondents are currently or have been members of local voluntary or community groups. It will be extremely important for any community pub to form close relationships with these existing groups in order to develop community cohesion

## 9. Would you like to stay up to date with the campaign to reopen a community pub in Combe St Nicholas?

In terms of community enthusiasm, over 91% of our Community that answered the Questionnaire want to be included by receiving details of the campaign progress.



- Yes, please add my email address to your mailing list. I understand I can opt out any time.
- No

### Summary of additional comments and services that were included by responders

Additional comments were added by 37% of responders and these have been consolidated under the following main headings.

#### A community pub should promote a pleasant and welcoming atmosphere

This was by far the most frequent comment from responders as an un-prompted comment. In addition, there were comments that staff should be friendly and efficient and that the pub should be adequately resourced at busy times. It seems to be a fundamental part of the way in which a local pub should be run so that everyone visiting experiences a warm and welcoming atmosphere.

#### A community pub should appeal to all ages

A pub needs to attract all ages to survive. A community pub should be family friendly, bar drinker friendly and senior friendly. Similarly, food needs to be priced to encourage all sectors to become regulars. A loyalty scheme could be offered.

#### Volunteering vs tenanted model

There is concern around the viability of running a successful community pub using the volunteering model. The preferred model from the responders is that of the tenanted model whereby a permanent manager is sourced for the community pub and drives the business as if it were his/her own. Someone with a publican background would be ideally suited to this role.

#### House prices

There is a general concern that house prices may be adversely affected in the local area without a pub in the village.

#### Other positive suggestions from the responses:

- The community pub must offer complimentary services in the local community and should not compete with other local resources such as the village shop and village hall.
- The community pub would benefit from improved outdoor space by reducing some of the available car parking space
- The community pub would benefit from refurbishment
- The community pub needs to appeal to more than just the local community

## SUMMARY

The Save the Dragon campaign team would like to express enormous thanks to all residents who have taken the time and trouble to complete and return our questionnaire during what has been a difficult time of the year given the current COVID-19 pandemic.

The information has provided a very valuable insight as to what people's expectations are from a well run community pub. This information will form the cornerstone of a successful Bid for The Green Dragon and will help shape the business case for the community pub and ultimately the range of services that the pub should offer.

The vision for this business is firmly focussed on establishing a real community hub where all local residents and visitors feel that there is a genuine understanding and desire to service community needs. This should extend beyond simply providing quality refreshments and food to embrace social interaction needs.

We have already seen from the community questionnaire that having a pub is important to the majority of responders and having access to a local pub has a positive impact on their lives. We believe that a successfully run Community Pub would engender significantly more positivity and, more so by becoming a stakeholder in the collective vision for the pub in the future.

Nearly 50% of those who responded indicated that they were likely or very likely to participate in the actual funding process by buying a share and 38% said they would consider offering a donation. In addition, nearly 40% have expressed an interest in volunteering their services and help in the project, with 20% volunteering themselves for a role on the Steering Committee. We are still at a very early stage in the process although significant work has already been undertaken. This considerable level of enthusiasm gives us great encouragement for the success of the project.

## Next Steps...

On the basis that we have had a very positive response, we now need to establish a Steering Committee to generate our membership and fundraising strategy along with agreeing the Model Rules for the Community Benefit Society (CBS). Once in place, we will need to complete the application and register with the Financial Conduct Authority (FCA).

We will also need to undertake due diligence which will involve conducting local searches, getting a professional business valuation and structural survey of The Green Dragon.

Both the CBS application and the professional valuation cost money and we will need to raise funds, in the region of £2,500 to pay for these costs through donations and accessing potential grants. If anyone would like to get involved and take the lead on raising these initial funds, or if you have any good ideas on how to raise these funds, please send an email to

[savethegreendragoncsn@gmail.com](mailto:savethegreendragoncsn@gmail.com)

Many thanks

Save the Dragon Campaign Team