

Save the Craufurd Arms

Appendix Two - Paragraphs 6.12-6.22

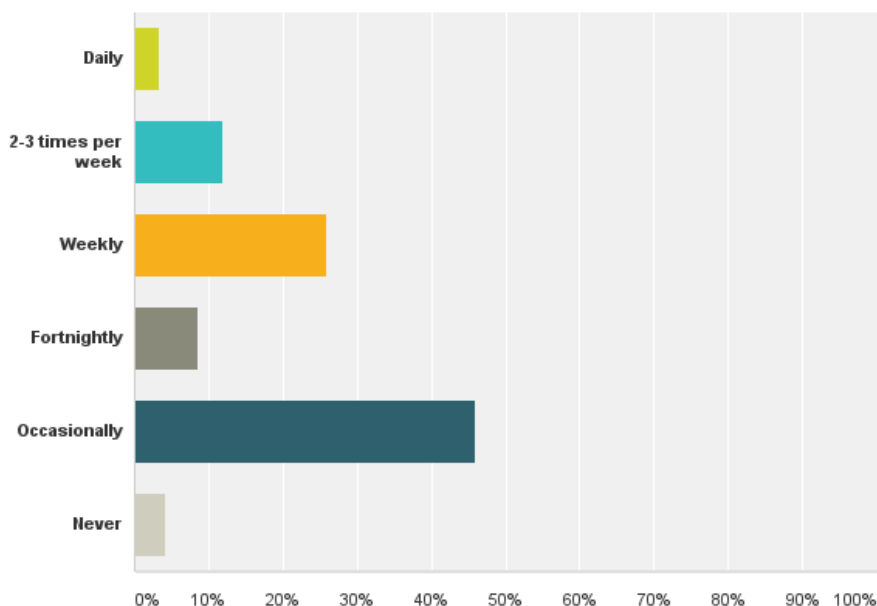
Market Survey Summary

6.12 During September we launched our Residents Survey, initially going door to door in the surrounding neighbourhood and then on-line via the Survey Monkey website. Regulars and visitors to the pub were also asked to fill in the survey so that we had a good mix of people taking part. At the time of writing this report we estimate that we delivered around 800 surveys to households in the Belmont and Furze Platt wards. We had 236 responses, 85 of which were done on-line. A response rate of around 20% was obtained from the local residents, which is a fairly high response.

6.13 Question 1 reflects the diversity of the survey and our aim will be to turn the 46% of the occasional visitors into regular visitors. Many people surveyed had never visited the pub although it was the closest to their home, citing a number of reasons including the poor appearance of the pub from the outside. This is something we would address straight away along with re-branding and marketing the new community pub.

Q1 If the Craufurd Arms became a community owned pub would you or any member of your household use it?

Answered: 235 Skipped: 1

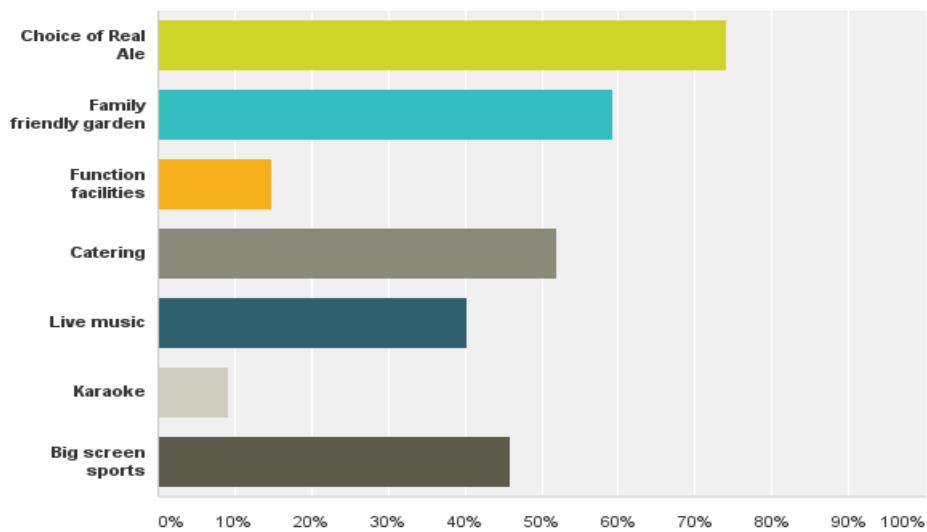


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6.14 Question 2 shows that real ale (74%) and big screen sports (46%) and live music (40%) are important factors in the popularity of the Craufurd Arms. A family friendly garden and catering are currently not offered by the pub. These are two areas where we will be looking to improve to increase the appeal of the pub. We are fortunate to have a number of talented landscape gardeners among our regular patrons and we are confident that we can vastly improve the pub garden to accommodate children as well as adults and dogs.

Q2 What services would you like to see from a local pub (you may tick more than one)?

Answered: 231 Skipped: 5

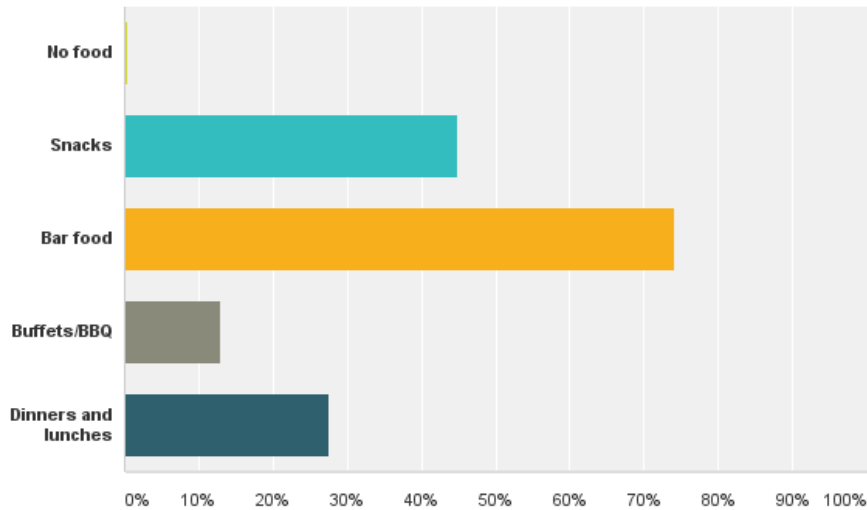


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6.15 Question 3 shows that the vast majority of the people surveyed (74%) would be more than happy with some reasonably priced bar food. Our aim is to increase the serving area so that we will be able in the future to offer dinners and lunches.

Q3 What catering would you like the pub to offer?

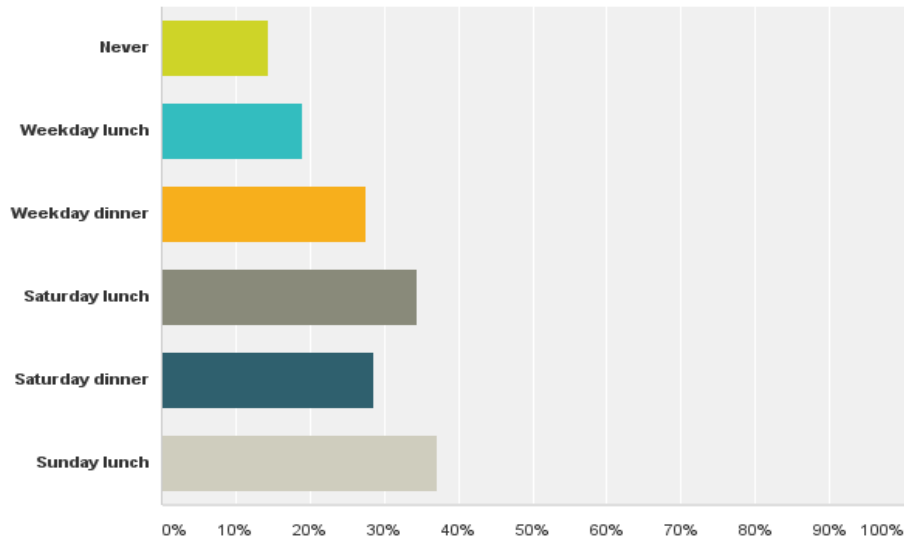
Answered: 232 Skipped: 4



6.16 Question 4 does not throw up any favourites but shows that food would be popular throughout the week.

Q4 When would you be most likely to want to eat in the pub?

Answered: 221 Skipped: 15

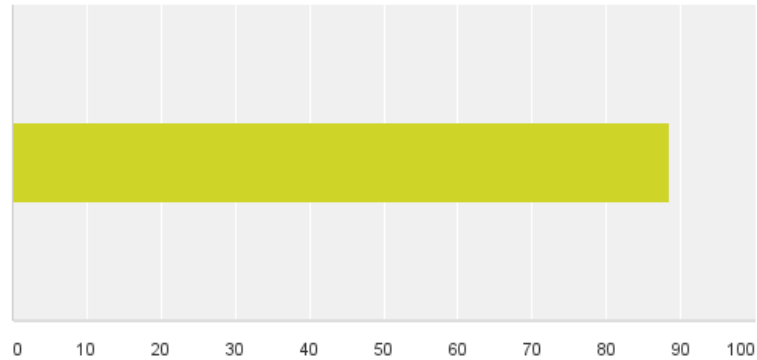


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6.17 Question 5 shows that even though many of the participants only visited the pub occasionally they still considered it a fundamental asset of the community with an average rating of 4.5 out of 5.0

Q5 On the scale of 1 (not important) to 5 (very important) please show how important you think it is to have a pub in the community?

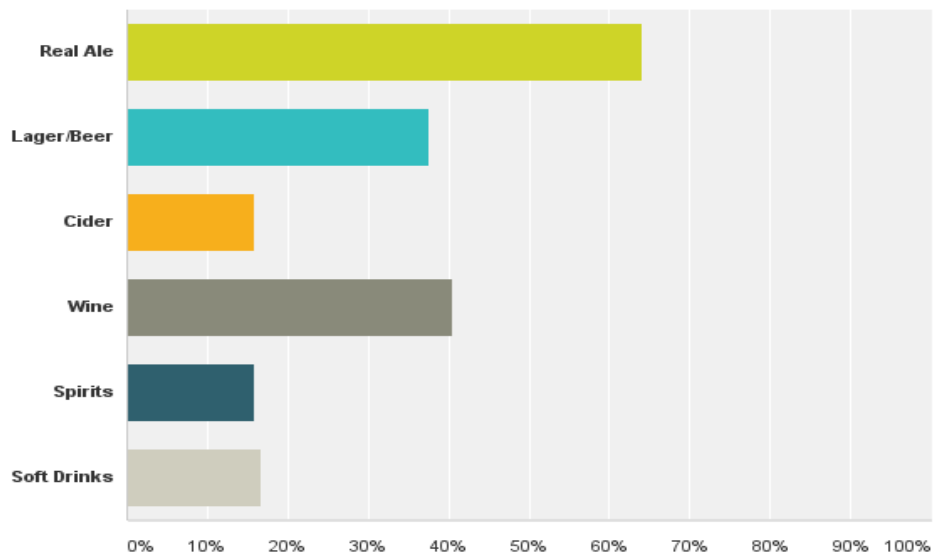
Answered: 235 Skipped: 1



6.18 Question 6 highlights the popularity of real ale and wine which is why we will be seeking to become a centre of excellence for lovers of good ale and wine.

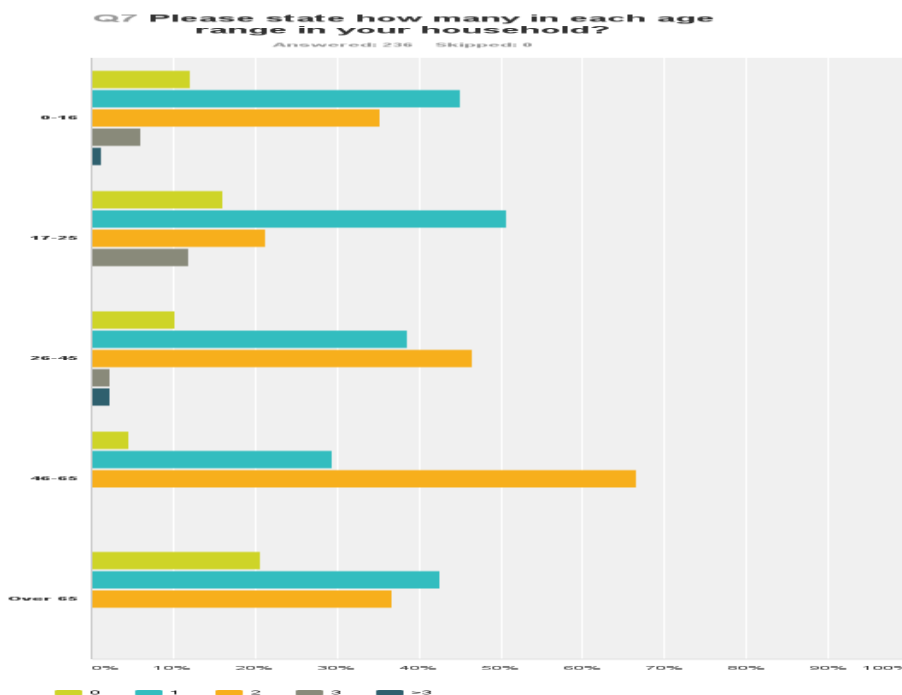
Q6 What is your preferred drink (you may tick more than one)?

Answered: 234 Skipped: 2

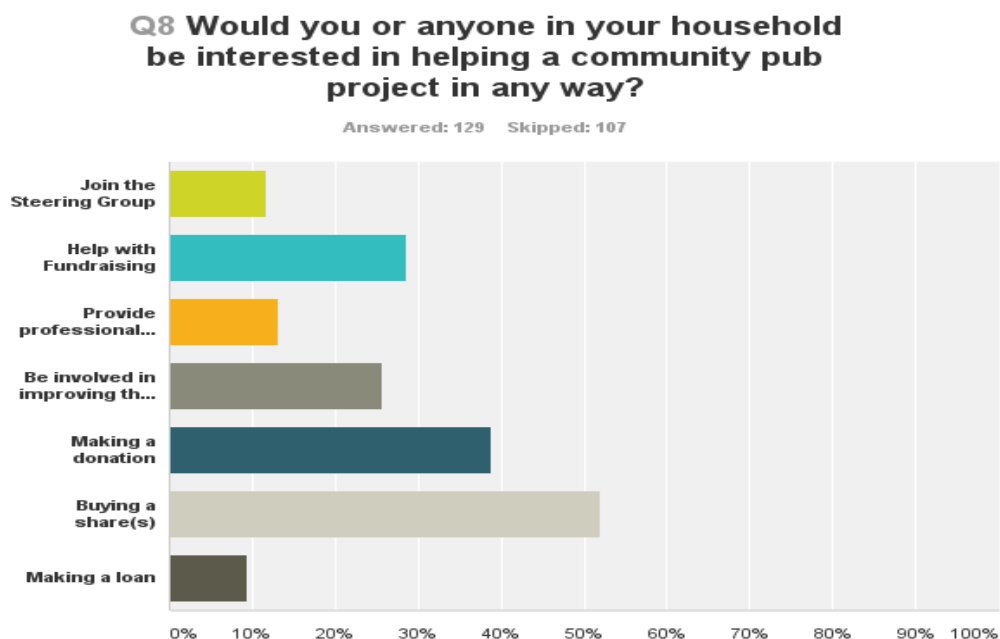


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6.19 Question 7 shows the demographics of the surveyed households, most of which are in the immediate area. They are probably best viewed in the complete Residents Survey which is available on request



6.20 Question 8 shows the fantastic response we have had to our community pub project. Out of the 129 respondents who expressed an interest in becoming involved on a practical basis, 52% indicated that they would like to buy shares and 9% said they were willing to provide loans to help finance the project.



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6.21 Question 9 was optional and stated 'If you offered to help above, what skills (professional or personal) do you have that can help?' 54 people responded, and the vast majority in a very positive way. A cross section of services were offered, including marketing, catering, clerical and a variety of building skills.

6.22 Question 10 asked respondents to leave their contact details. All of the 94 people who left their details were contacted and a good number of them are now actively involved in the project.