

# The Waldegrave Arms in East Harptree Community Survey

## **What was the reason for the survey?**

- To understand whether people support the community effort to buy the Waldegrave Arms?
- To understand what people want from the Waldegrave Arms in the future

## **How will the results be used?**

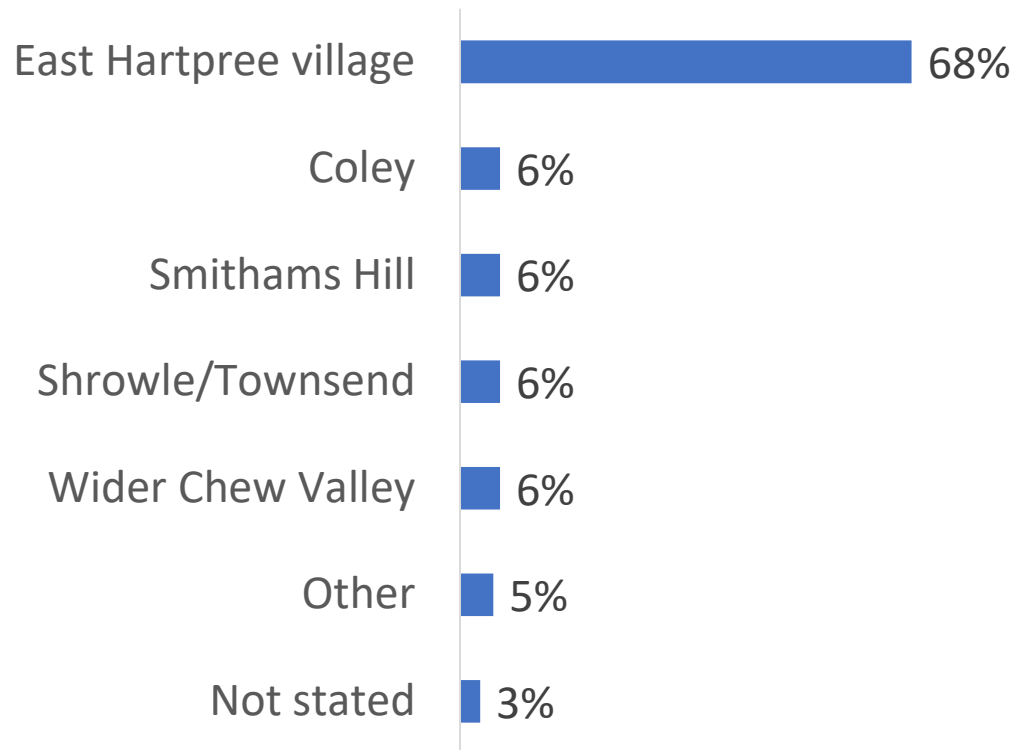
- Evidence to support grant application
- To help build a business plan that reflects what the community wants

# Good response rate to the survey provides robust findings and demonstrates high levels of community engagement

## Total of 285 responses

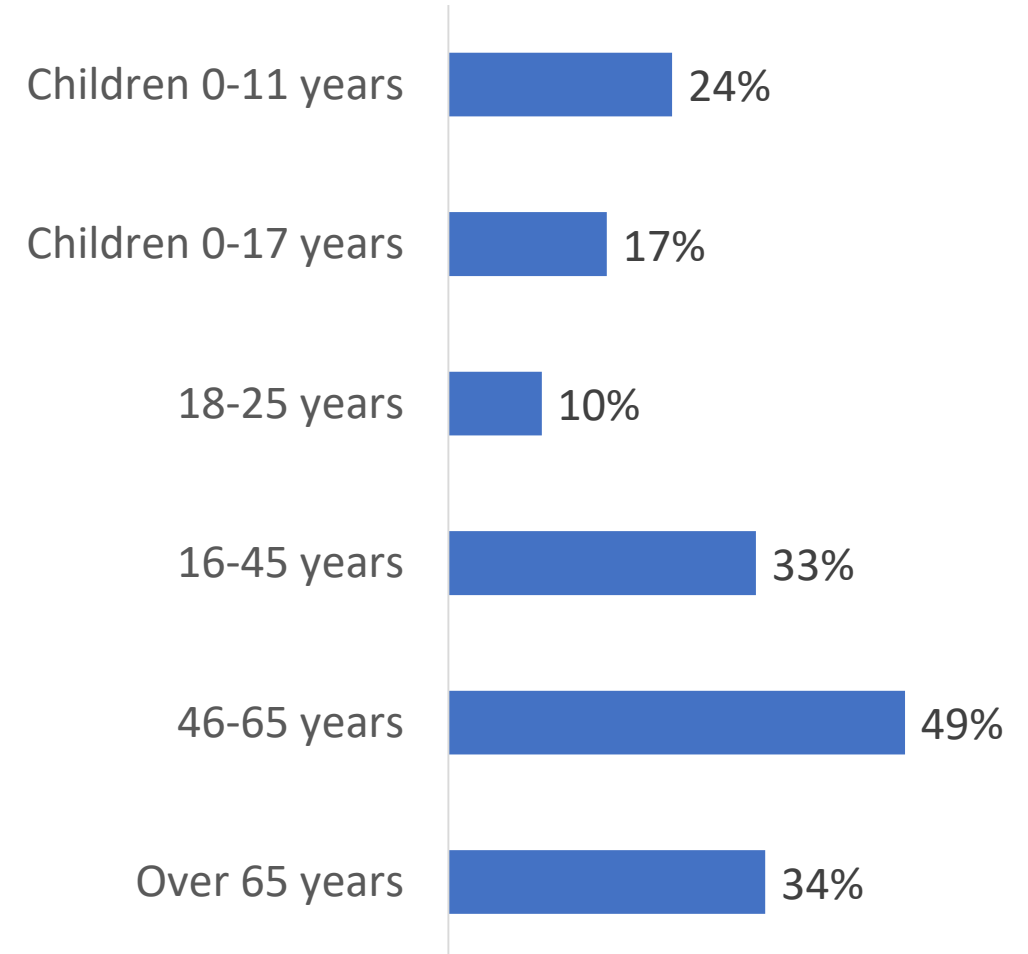
- 141 paper questionnaires
- 144 online survey responses

### Q. Where do you live?



Base: All responses (285)

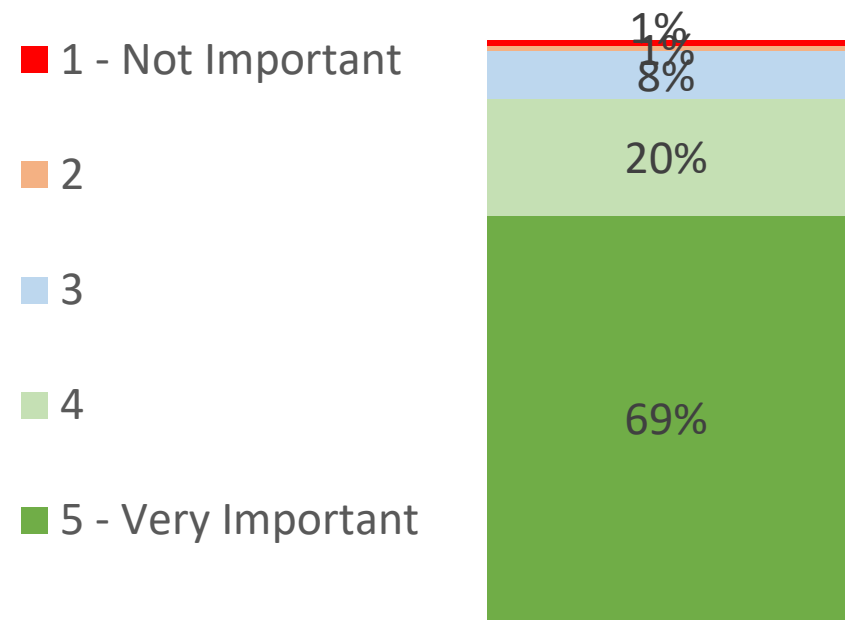
### Q. Households with people of each age range



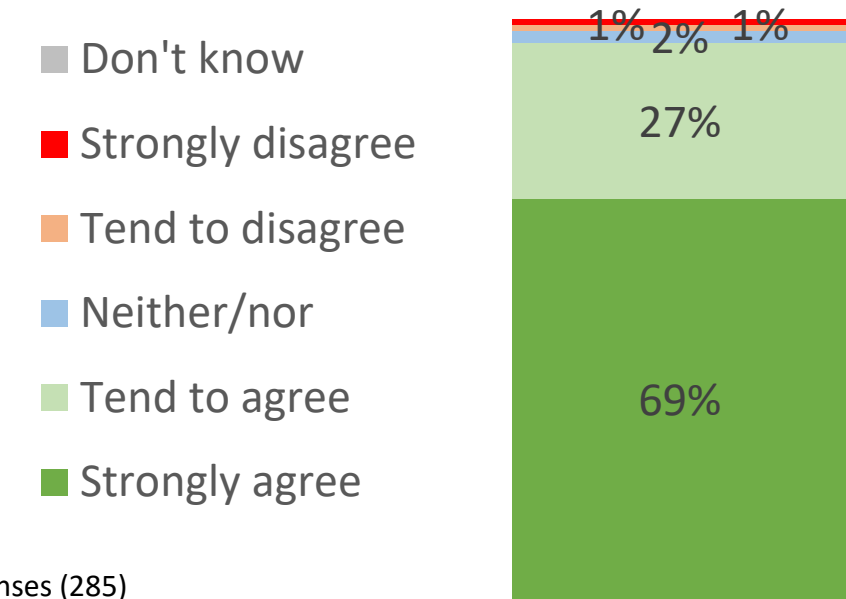
Base: All responses (285)

# Widespread agreement that the pub is an important village asset and could be an important social meeting place and anchor for the community

Q. On a scale of 1 – 5 how important do you think it is to have a vibrant pub in East Harptree?



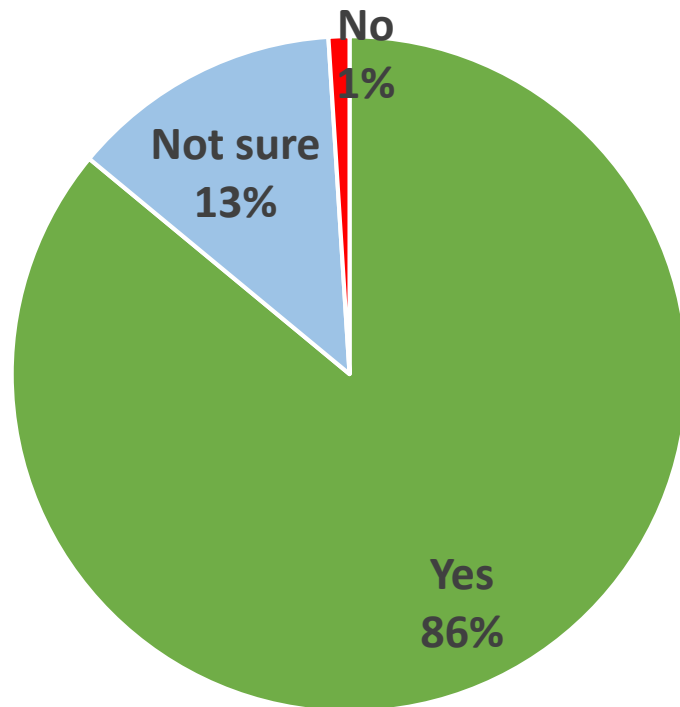
The pub could be the hub of the community providing a happy, inclusive, social meeting place



Base: All responses (285)

# Widespread support for the community effort to buy the Waldegrave Arms: 86% support with only 1% (3 people) not supporting

**Q. On balance, do you support the community effort to buy the Waldegrave Arms?**



Base: All responses (285)

## Reasons for support:

- To provide a “social centre”, meeting place and hub for the community (26%)
- To bring people together and provide community cohesion (23%)
- Because it’s important for a thriving village (22%)
- To protect ‘the asset’ and ensure it doesn’t close (8%)
- To retain the parking (4%)
- To prevent housing/development (4%)
- To attract people to visit/live in the village (4%)

## Reasons for uncertainty:

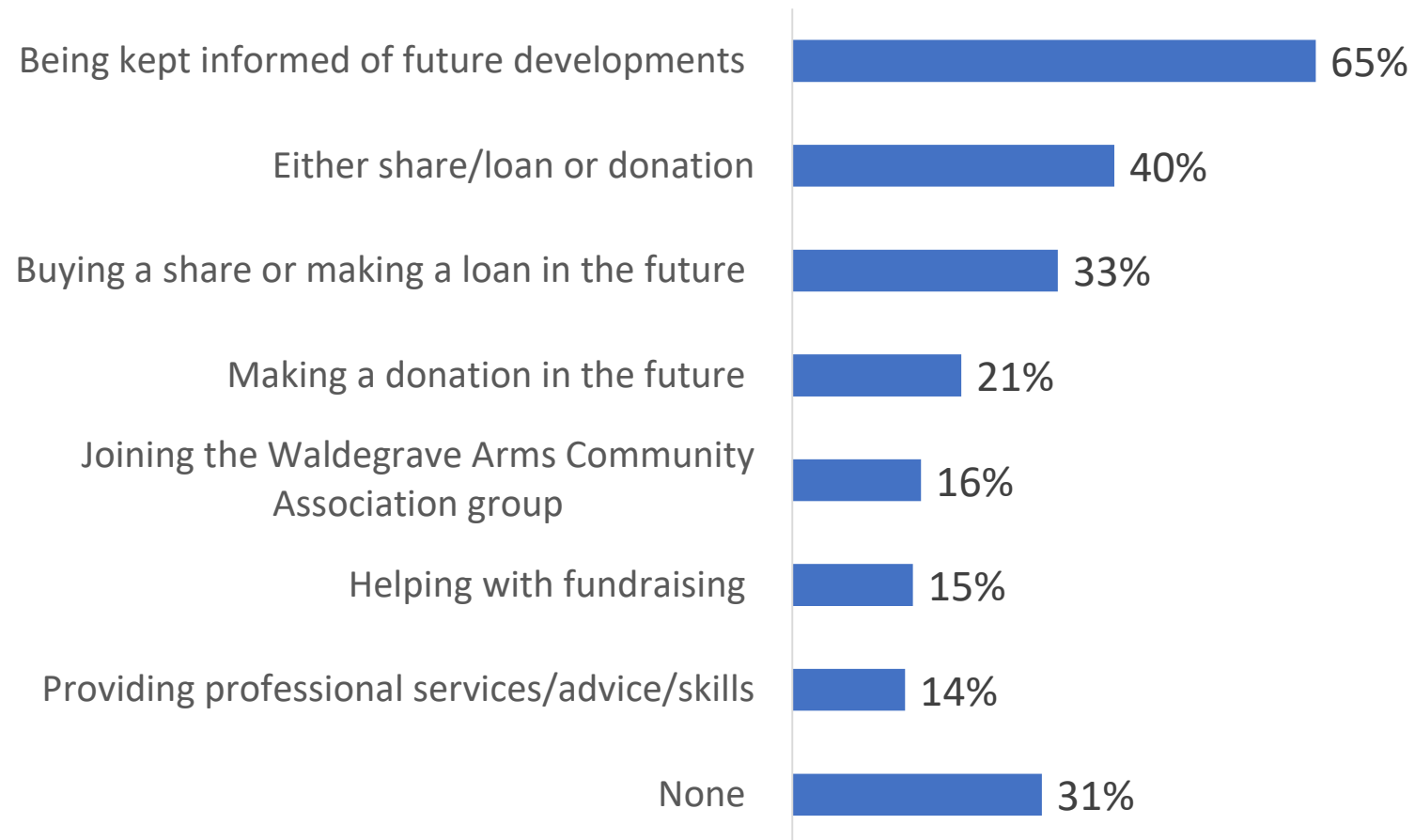
- Concerns about the financial viability - initial funds & long term (8%)
- Need for professional management / experienced landlords (7%)

## Reasons for not supporting:

- Concerns over financial viability

# High proportions wishing to be kept informed or offering help or support

**Q. Would you or anyone in your household be interested in being kept informed or helping in anyway?**

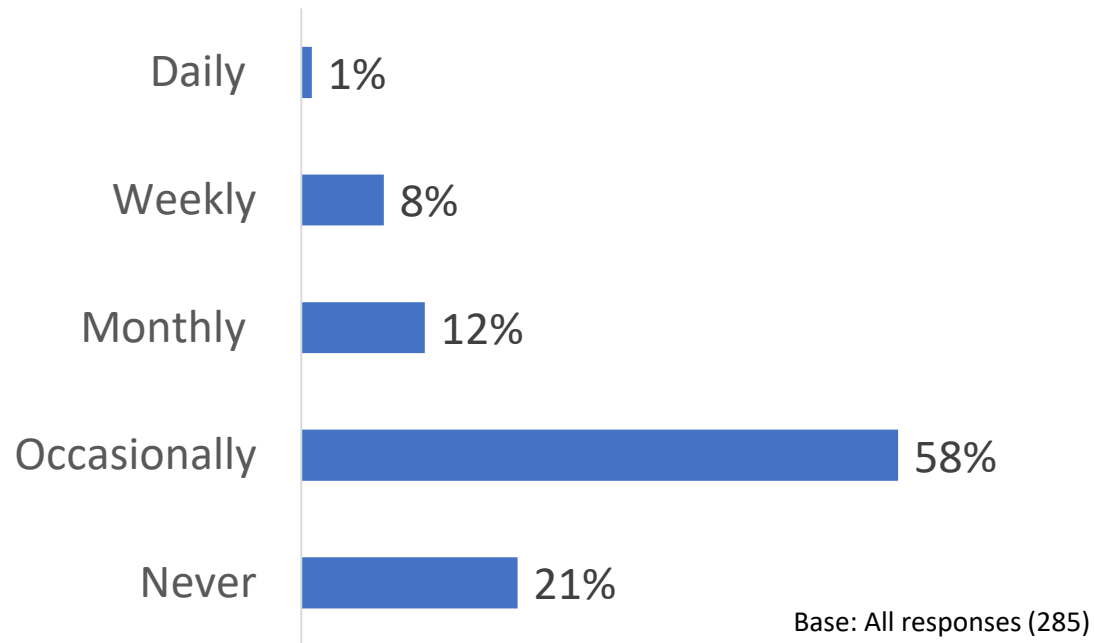


Base: All responses (285)

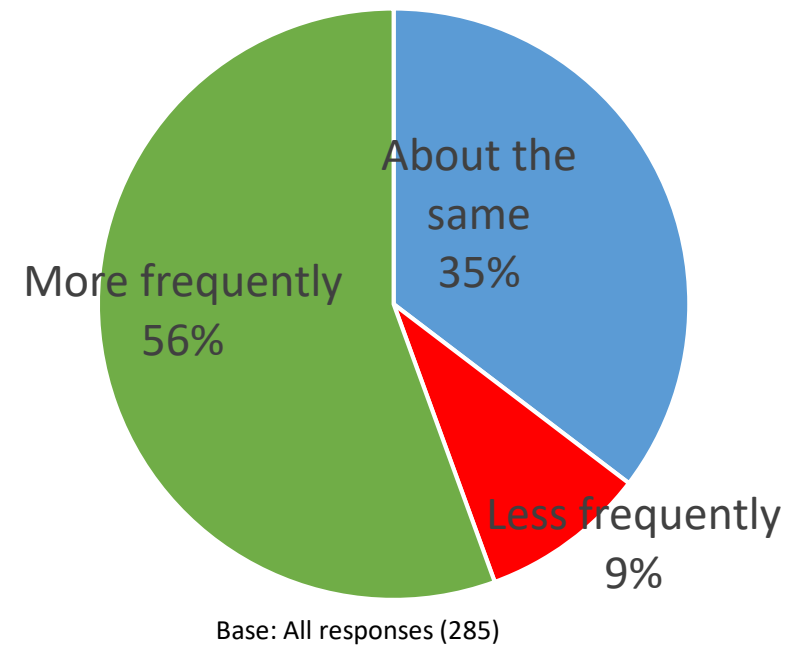
# There is scope to grow the number of customers amongst the local community

Over half (56%) have visited the Waldegrave Arms more frequently in the past suggesting that they could be encouraged to visit more often

**Q. In the last year, approximately how often have you visited the Waldegrave Arms?**

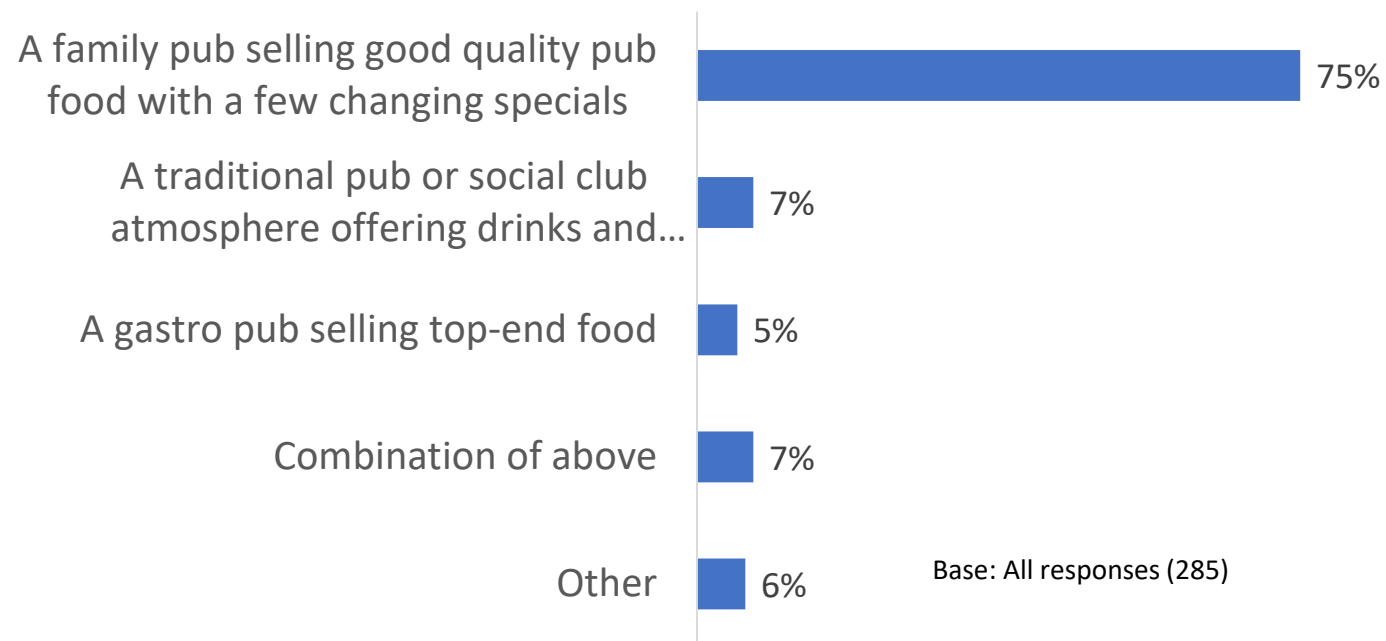


**Q. And before last year did you visit the Waldegrave Arms more or less frequently?**

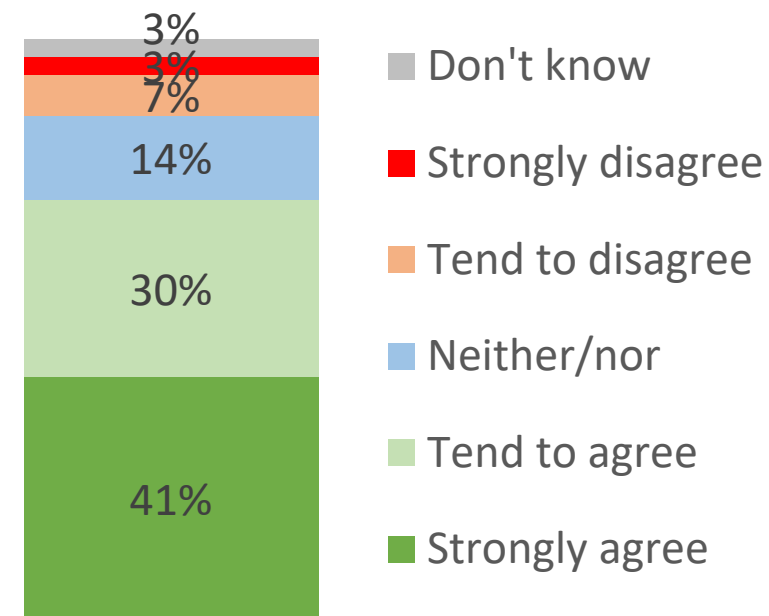


# There is clearly greatest demand for a family pub

Q. If the Waldegrave Arms was bought by the community, what type of pub would you like it to be?



It is possible for the pub to meet the needs of the whole community



- Despite preference for a family-friendly, food focused pub the majority (71%) think the pub can meet the needs of the whole community.
- There is a belief that both casual drinkers area and gastro-pub elements can be included

# Good quality pub food (& a range of quality beers) is most likely to attract the widest range of people to the pub

Q. Which of the following would be most likely to attract you to go to the Waldegrave Arms?



Base: All responses (285)

## Open comments show quality of food is critical:

- One third (31%) say perception of food quality is reason they currently don't go more often
- One in ten mention need for greater variety, more interesting options, healthier options.
- Some mention specifics e.g. Sunday roasts, weekend breakfasts/brunch, day time café option

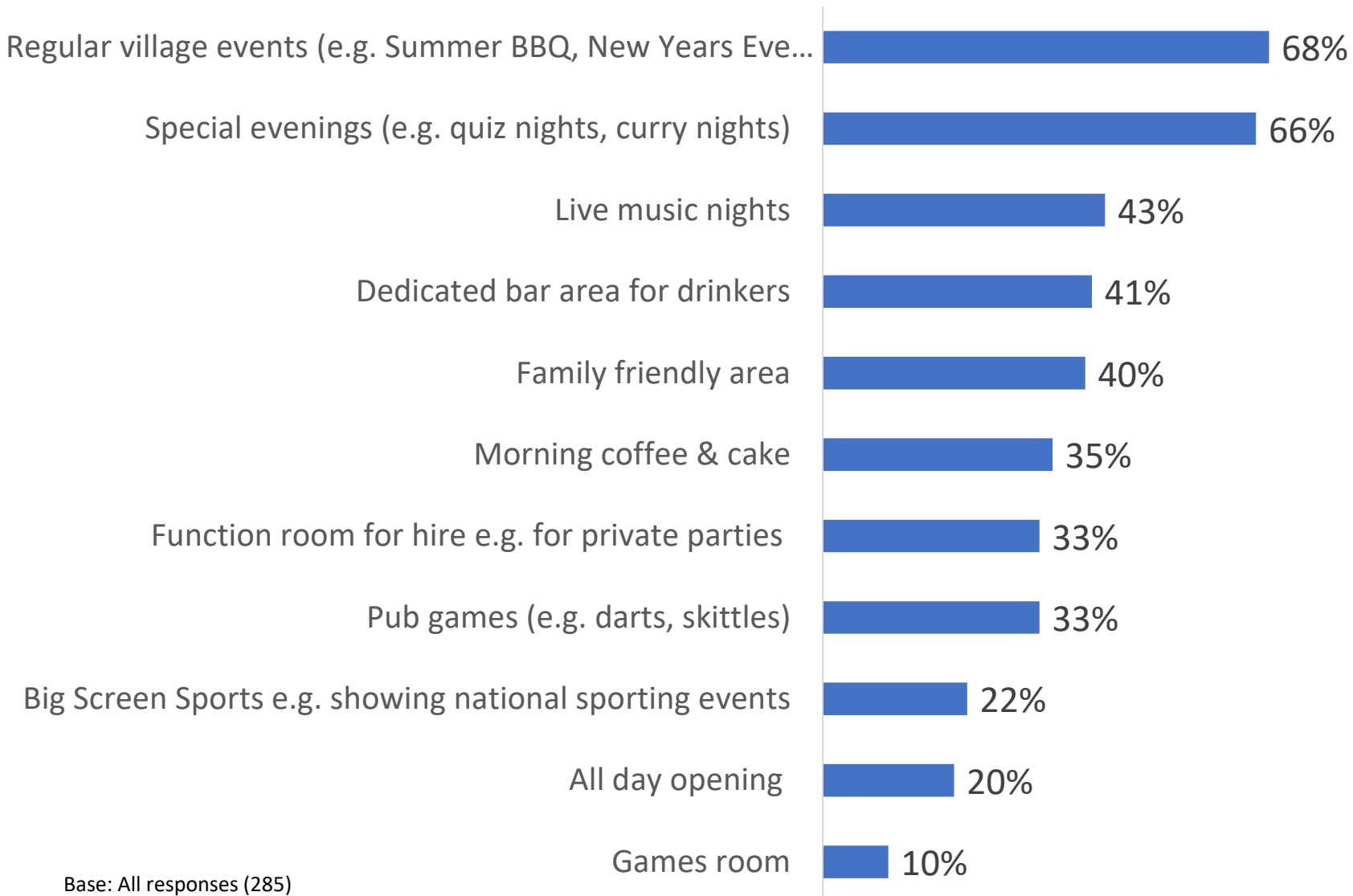
**Range of drinks (quality beer, cider, wine & soft drinks)** mentioned by one in eight as a reason why they don't visit more often or what would attract them more frequently.

**To be successful the pub will need to meet a range of different needs**



# People would like to see the Waldegrave Arms involved in a range of village activities and special events as anchor point for the community

## Q. What would you like the Waldegrave Arms to offer?

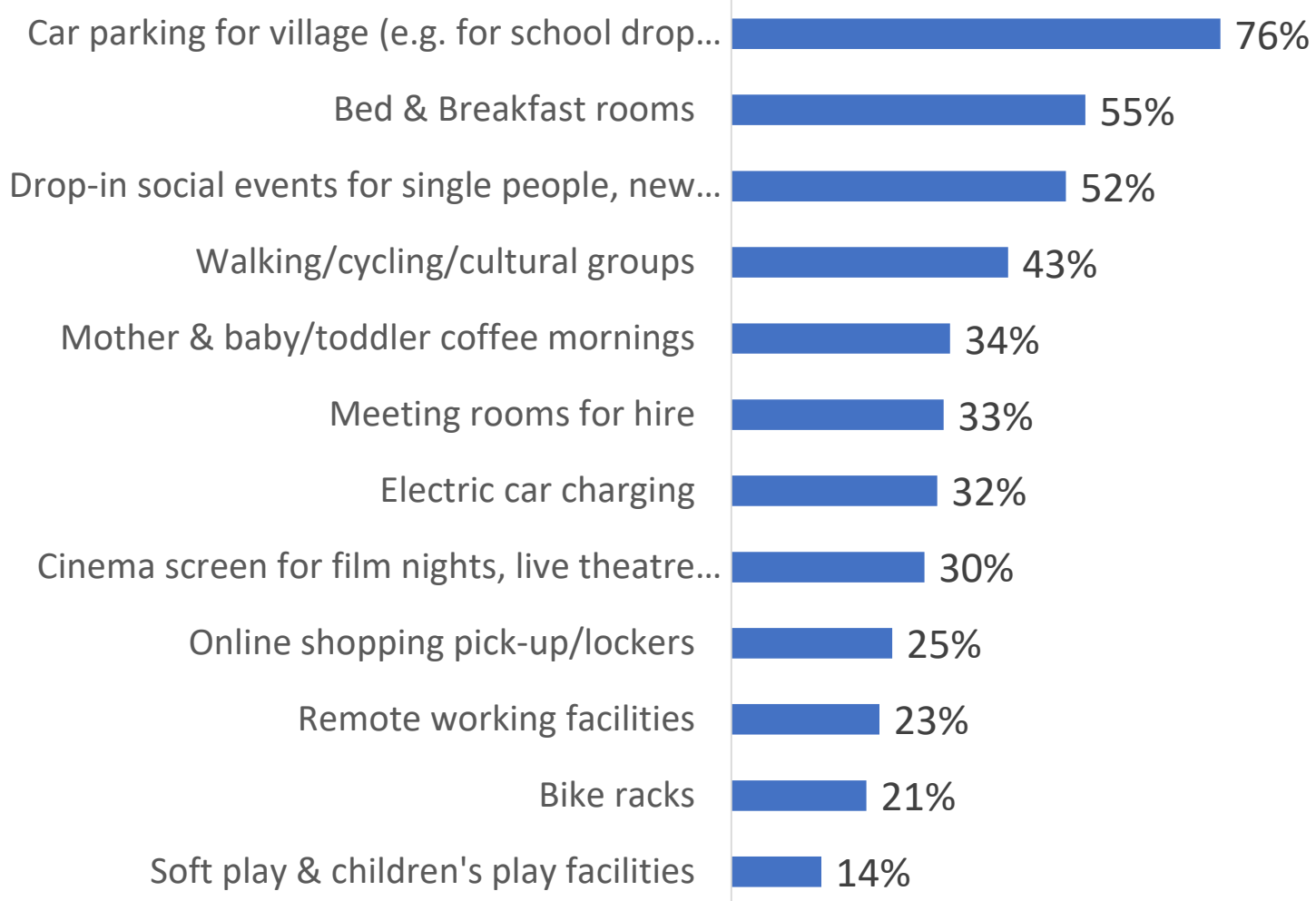


Base: All responses (285)

- Two in five support a dedicated area for drinkers. But the layout needs to be considered as currently some find the situation with drinkers at the bar off-putting (and in some cases intimidating)
- **Family friendly:** open comments show the wish that the whole pub is family friendly in it's approach & attitude
- Spontaneous comments include:
  - Good service (7%)
  - Dog friendly (inside & out) (4%)
  - High levels of cleanliness & maintenance (4%)
  - Well kept, attractive garden with good seating (3%)
  - Family friendly garden with play equipment (3%)

# Community needs that the Waldegrave Arms & site could fulfil include parking, bed & breakfast rooms and a range of social functions

**Q. What services does our community need that could potentially be provided by the pub or its site?**

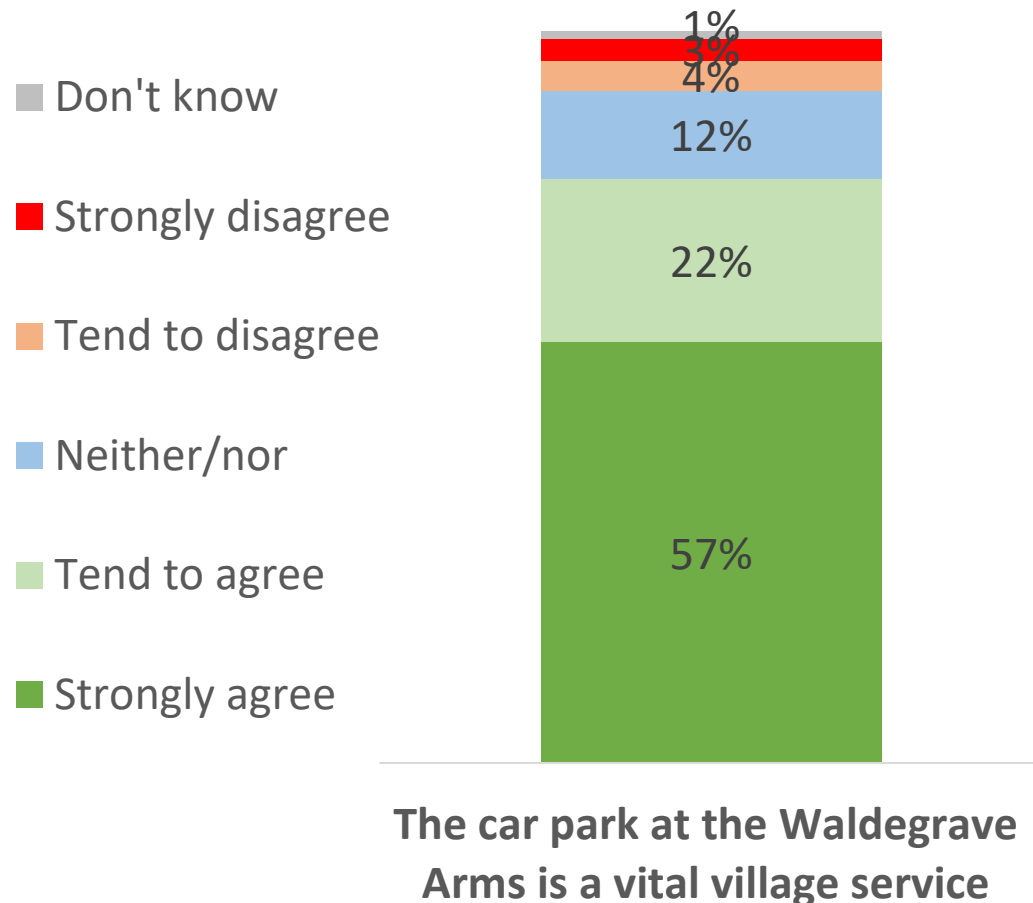


Base: All responses (285)

- The majority (78%) agree that there may be advantage in a close connection between the pub and other community groups
- Other ideas mentioned:
  - Welcoming atmosphere to hold community groups, meetings etc
  - Function rooms/ catering for church events e.g. wedding, funerals
  - Creative art events
  - Events & activities for different specific groups of the community e.g. older people, single people,
- Caution: should not compete with existing village facilities i.e. theatre, pavilion

# The majority think the car park at the Waldegrave Arms provides a vital village service

Q. How much do you agree or disagree with the following statements?



- For a small minority (5%) retaining the car parking is one of the main reasons for their support of the project.

# A welcoming, inclusive atmosphere will be vital to promote community cohesion and ensure the success of the project

- Over a third spontaneously mention the importance a warm, welcoming atmosphere as a major influence for whether they will visit the Waldegrave Arms.
- One in ten responses (and more from the never and occasional visitors) talk about a perceived lack of warm welcome from the current tenants. (Based on personal experience and watching exchanges on social media.)
- There are very different views about what constitutes a welcoming atmosphere.
  - Current regular visitors to WA are positive about the atmosphere they experience.
  - For less frequent visitors the lack of a warm, welcoming atmosphere is the main stated barrier. A small but significant minority feel excluded, and very uncomfortable.
- Any future manager of The Waldegrave Arms will need to meet the needs of a broad section of the community.