

OAKAMoor COMMUNITY BENEFIT SOCIETY

Summary Survey Report

12th June 2024

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Introduction

Given that it is almost two years since the last survey, the Oakamoor Community Benefit Society (OCBS) decided to run another survey to assess the level of support for purchasing and managing the Cricketer’s Arms as a community led business. OCBS also, looked to this survey to provide information on pub visiting habits and what might attract more customers if it is successful in the planned purchase.

The survey was an online survey that opened on 9th May and closed on 9th June. In total, there were 202 responses and this report details and analyses these responses.

Results and Analysis

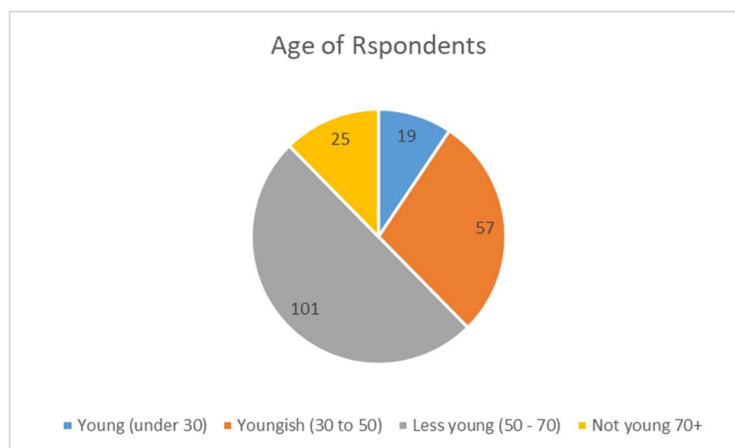
Demographics

In response to the question “Do you live in Oakamoor?”, 148 (73.3%) responded “Yes”. Those that did not feel they lived in Oakamoor, were then asked how far away they lived and the responses to this can be seen in the table below.

5 - 10 minute drive away	40
10 - 20 minute drive away	9
more than 20 minute drive away	5

This indicates that there were 188 (93.1%) respondents who felt that they either lived in the village or within a 5-10 minute drive.

The ages of respondents were as shown in the chart below.



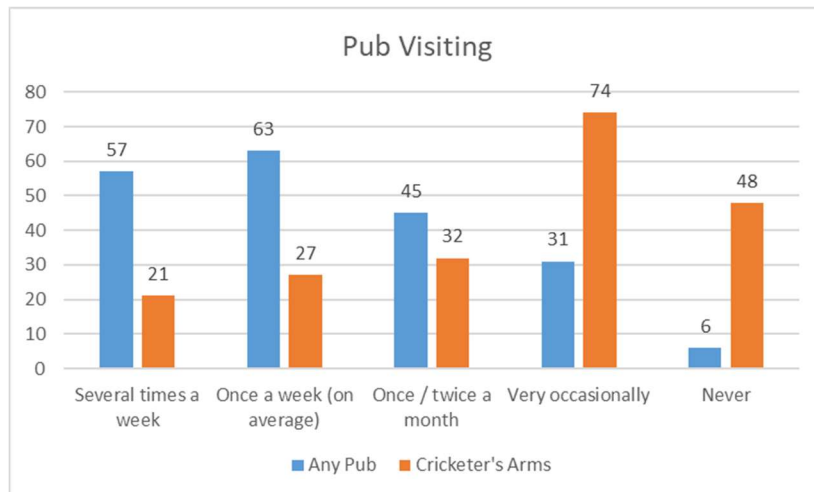
From the work undertaken in the previous survey, this does appear to be representative of the local population.

Pub Visiting

Two questions were used in this section to assess both the frequency of pub visiting in general and then specifically frequency of visiting the Cricketer’s Arms. The options available were:

- Several times a week
- Once a week (on average)
- Once / twice a month
- Very occasionally
- Never

The results of these questions are shown in the graph below.



These are encouraging results and show a high propensity for pub visiting. 57 (28.2%) of respondents claimed to visit a pub several times a week and 63 (31.2%) of respondents claimed to visit an average of once per week. The responses for visiting the Cricketer’s Arms in these two categories were both 57.1% lower. This perhaps supports the need for a different trading approach for the Cricketer’s Arms.

The Offer

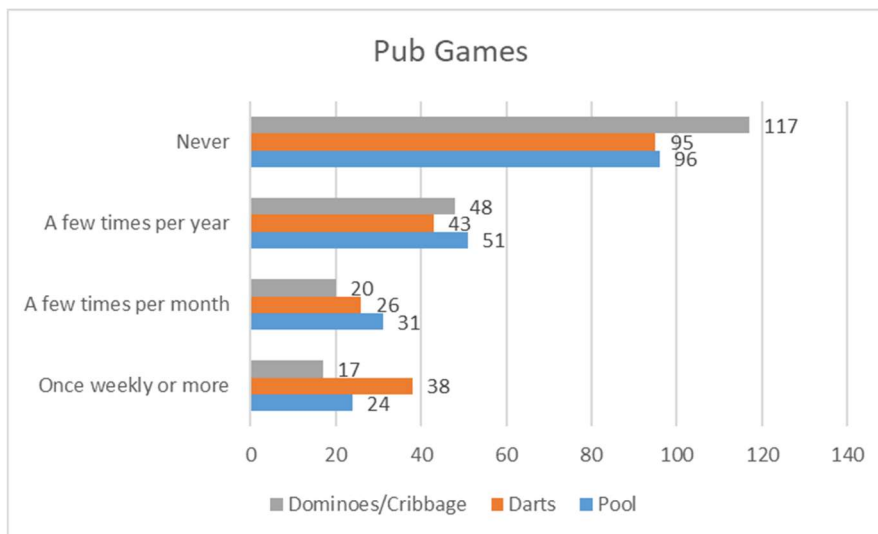
The next group questions were included to assess how respondents would react to changes in the offer at the Cricketer’s Arms. They all began with, “If the Cricketers Arms were to offer the following, how often would you be likely to use it?” and were grouped into four areas, pub games, entertainment, food offerings and alternative uses. The respondent’s choices were:

- Once weekly or more
- A few times per month
- A few times per year
- Never

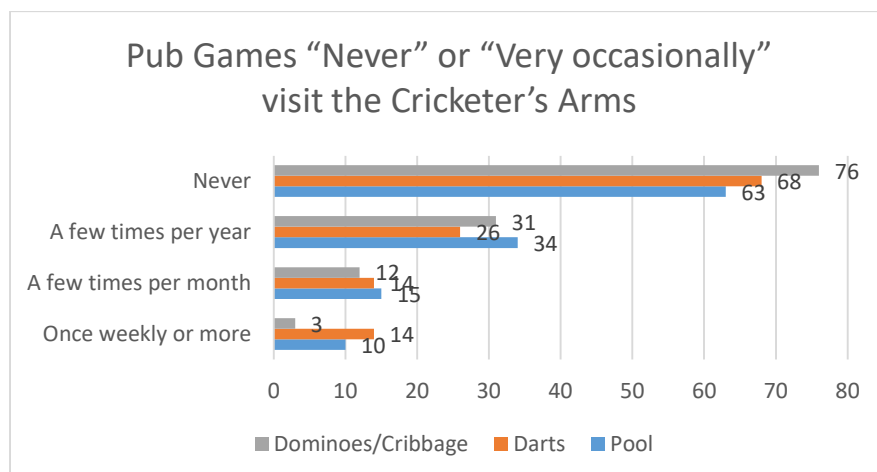
The results in this section will be presented in full and then filtered to those who claim they “Never” or “Very occasionally” visit the Cricketer’s Arms.

Pub Games

The three most popular pub games were listed (Pool, Darts, Dominoes/Cribbage) and responses to how often they might encourage someone to visit are as shown in the graph below.



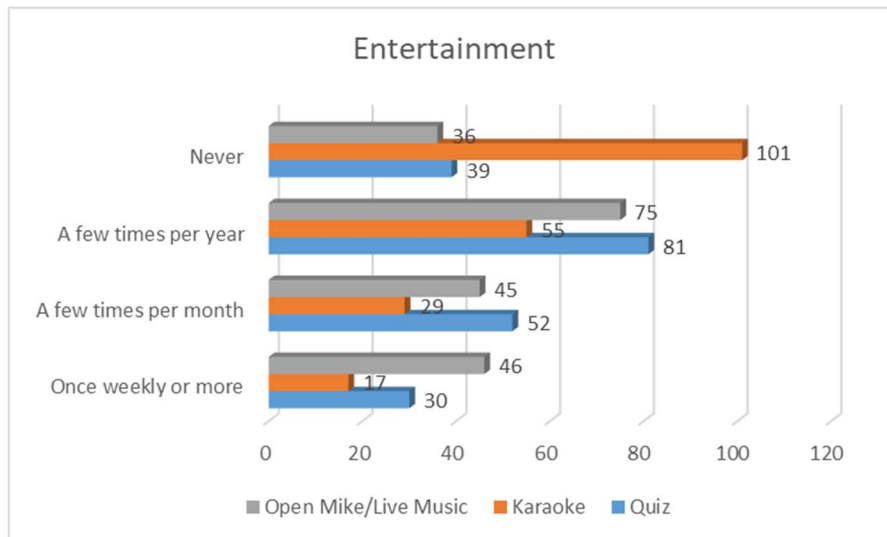
The results for these questions filtered by “Never” or “Very occasionally” visit the Cricketer’s Arms are shown below.



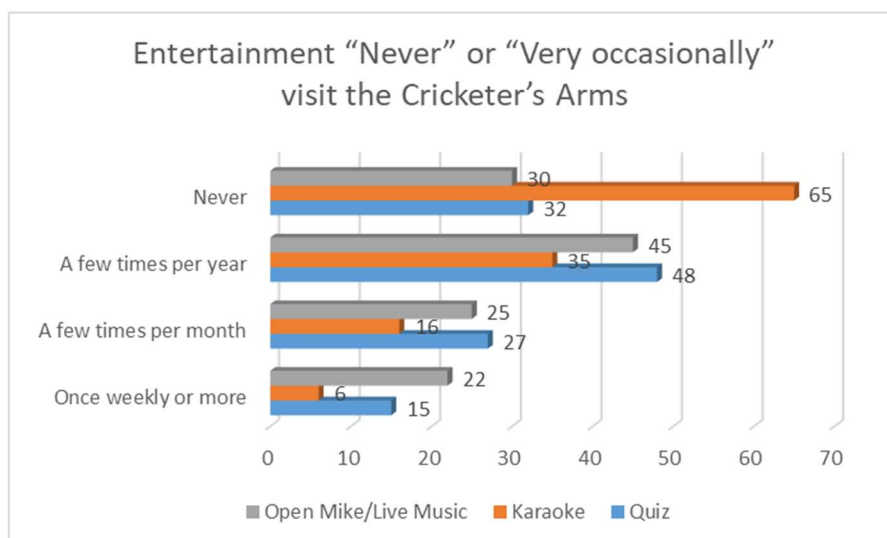
Whilst it is clear from the high numbers in both groups saying that pub games would not encourage them to visit, that a focus on increasing these would not be the thing that would dramatically increase trade. However, there does appear to be a reasonable level of support for both darts and pool that it would be difficult to ignore. Specifically when looking at the results for those who “Never” or “Very occasionally” visit the Cricketer’s Arms.

Entertainment

Current entertainment at the Cricketer's Arms is a monthly quiz and an occasional karaoke. The survey used these and added an Open Mike/Live music option. The results of these questions are shown in the graphs below.



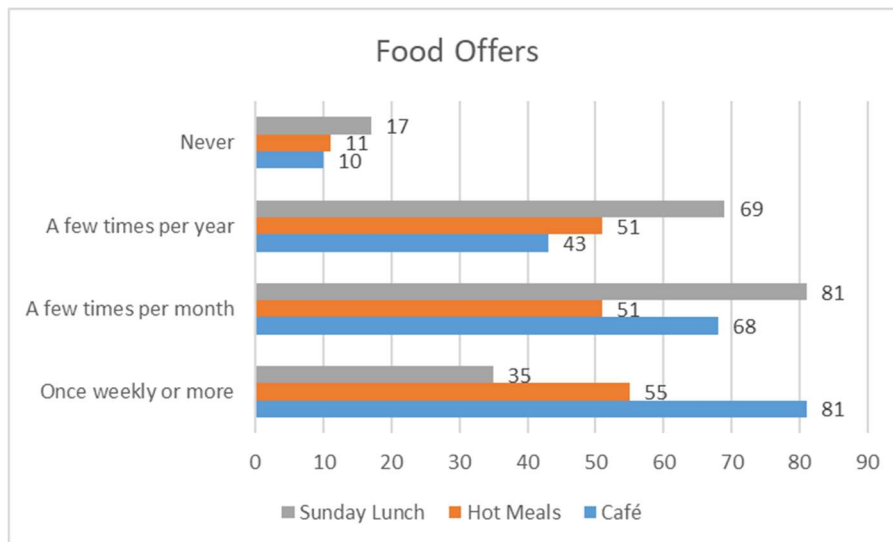
The results for these questions filtered by "Never" or "Very occasionally" visit the Cricketer's Arms are shown below.



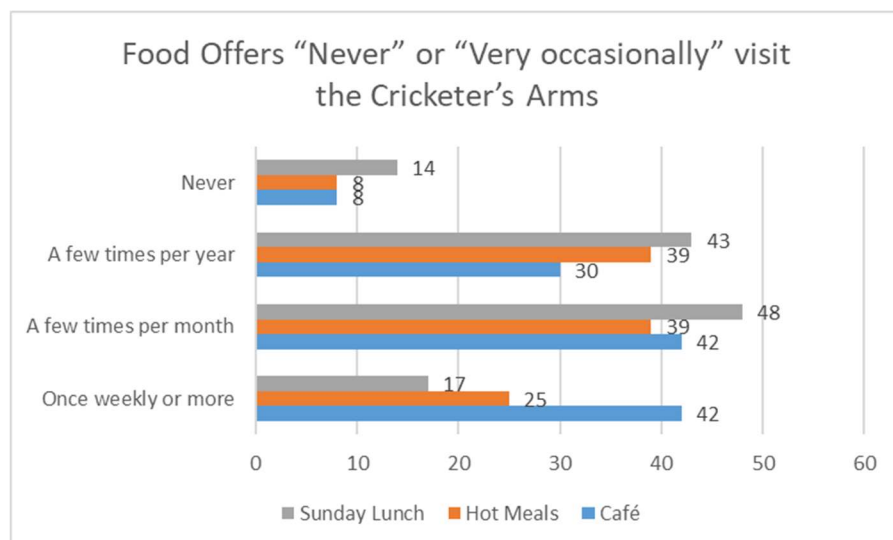
The quiz option is popular with both groups as is the Open Mike/Live music option. The karaoke option is the least favourite option.

Food Offers

The Cricketer's Arms does not currently have a food offer and, in order to assess the viability of providing one, respondents were asked to indicate their likelihood of them visiting for a café, hot meals and a Sunday lunch. The results are shown in the graph below.



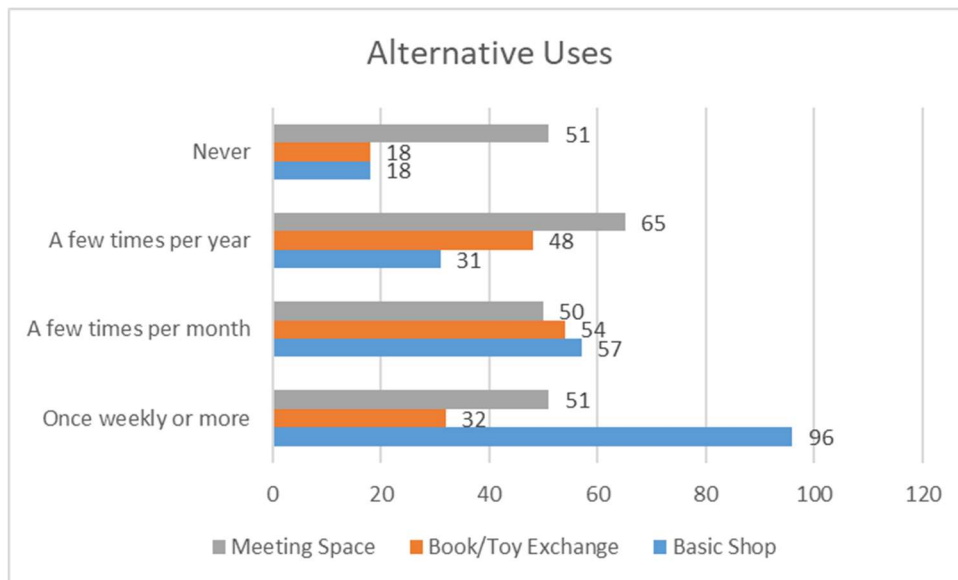
The results for these questions filtered by “Never” or “Very occasionally” visit the Cricketer's Arms are shown below.



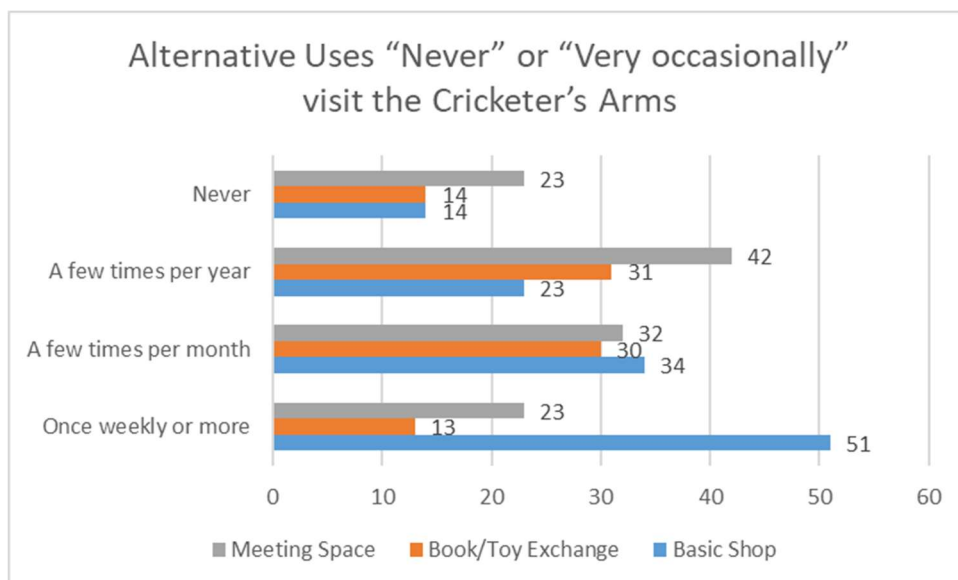
The responses from both groups to the food offer questions are extremely positive. 81 (40%) of respondents indicated that they would visit once a week or more for a café type offer and there appears to be support across the board for a food offer at the pub.

Alternative Uses

Given that many community owned pubs have diversified into other activities to serve the community better, respondents were asked to indicate how often they might visit for a basic shop, a book/toy exchange and for using the pub as a meeting space.



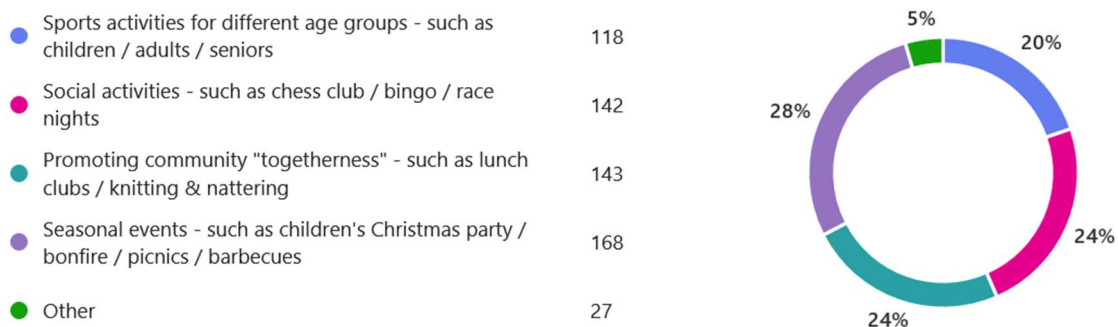
As with the food offer questions, the alternative use questions received a positive response. 96 (47.5%) of respondents indicated that they would use a basic shop one or more times per week. The results for these questions filtered by “Never” or “Very occasionally” visit the Cricketer’s Arms are shown below.



For the “Never” or “Very occasionally” users group, the picture is very similar, which does indicate that the local community are prepared to make use of the Cricketer’s Arms as something more than a pub.

Needs of the Community

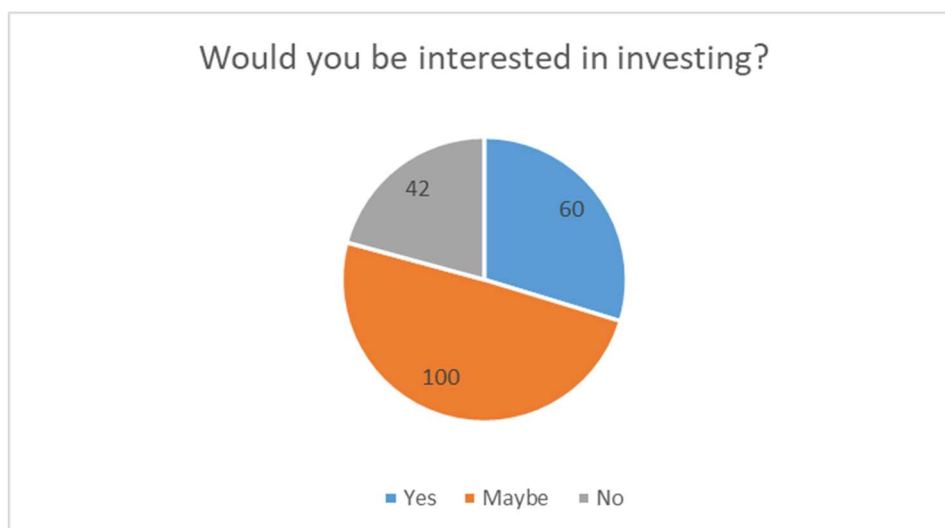
Respondents were asked to identify “What areas of village community life do you think would benefit from investment?”. Several areas were identified but, primarily, the questions was intended to assess whether respondents understood what a community pub could support and whether they bought into a “community togetherness”. The chart below shows the responses.



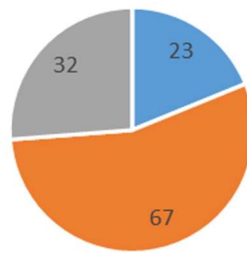
Whilst the analysis of this question is limited, the responses do indicate that the local community would support activities that brought the community closer together.

Interest in Investing in Community Shares

Perhaps the most important question at this stage was “Would you be interested in investing in shares in The Cricketers Arms?”. The graphs below show the responses for the total population of respondents, those who “Never” or “Very occasionally” visit the Cricketer’s Arms and those who “Never” visit the Cricketer’s Arms.

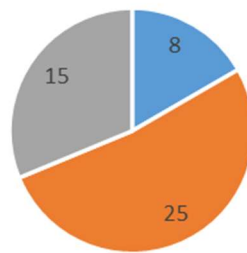


Would you be interested in investing? “Never” or “Very occasionally” visit the Cricketer’s Arms



■ Yes ■ Maybe ■ No

Would you be interested in investing? “Never” visit the Cricketer’s Arms



■ Yes ■ Maybe ■ No

The responses to this question are excellent news for the Steering Group. 160 (79.2%) of respondents replied “Yes” or “Maybe” and 90 (73.8%) of respondents in the “Never” or “Very occasionally” visit the Cricketer’s Arms group, responded similarly. Even for those who claim they “Never” visit the Cricketer’s Arms, the “Yes” or “Maybe” response was at 68.8%. 33 people who currently do not use the pub are saying they might invest in it as a community pub!