

THE EXETER INN
COMMUNITY PUB

Your Opinion Matters!

Public Meeting 17th
February 2025



Welcome

- **Keeping the Pub Open**
- **Community Survey Launch**
- **The Exeter Inn in Context**
- **What Next**





Keeping the Pub Open

- VILLAGE PUB HERITAGE
 - Long standing hostelry since 1797
 - The Jack & John Mann legacy
 - Rural pubs under threat across the UK
 - ❖ Tough sector
 - ❖ 800 shut in 24 months
 - The role of the pub within a rural village
 - ✓ Invigorator
 - ✓ Conviviality
 - ✓ Companionship

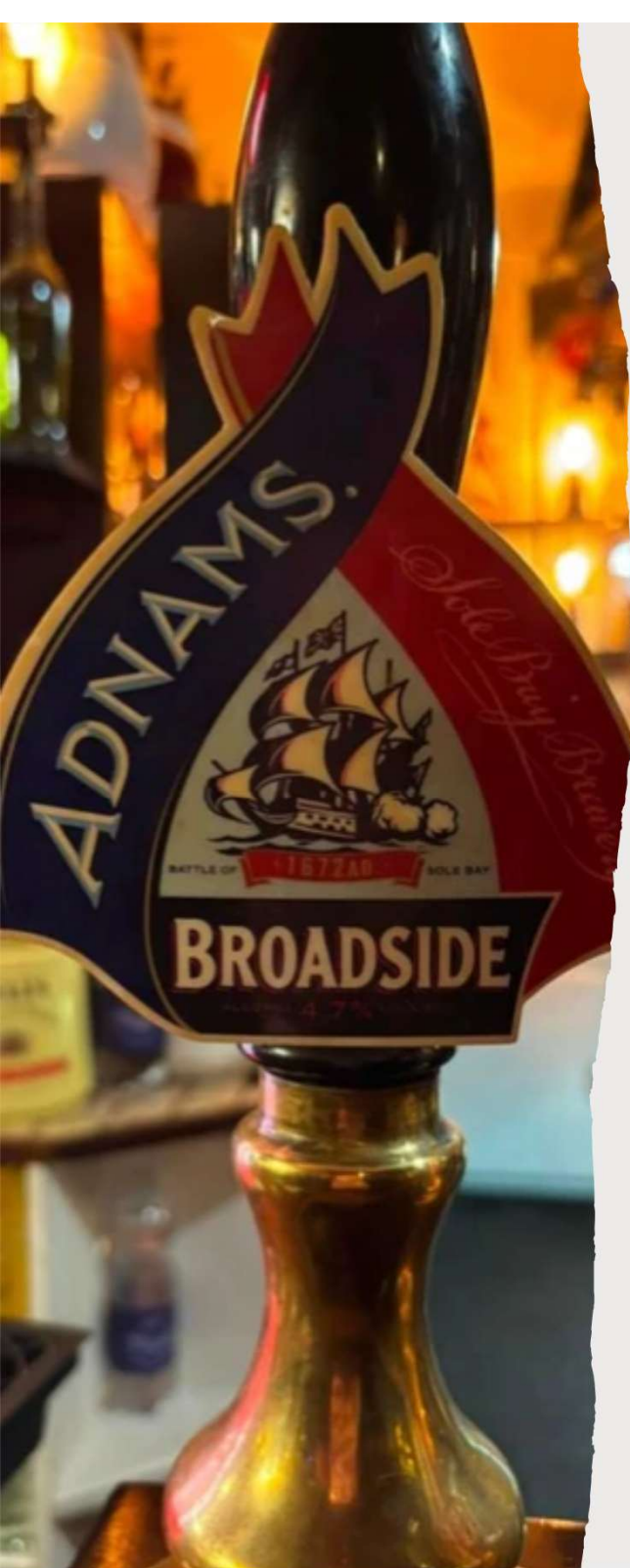
Volunteer Community Enterprise

- Volunteer Steering Group Leadership
 - Fighting start up fund from within the village
 - Twenty-six amazing volunteers to date

MORE URGENTLY NEEDED

 - Not entirely a soft landing re-opening the pub
 - Our achievements evident in the bar, kitchen (& toilets!)
- Not for Profit Enterprise
 - ✓ Healthy turnover after three months trading. Ahead of industry benchmarking compared with rural pubs. CAMRA/Plunkett
 - ✓ Minimal overheads presently
 - ✓ Profits presently invested in improving facilities and longer can be returned to the community





Freehouse & Freehold

The Exeter Inn is NOT a Brewery owned model

Therefore Ownership allows;

- **FREEDOM** to open and operate the pub to meet community demand
- **SOURCING & SUPPORTING** regional product partners where we can
- **PIVOT** rapidly to meet specific community needs
- **CONTROL** in all aspects of day-to-day operation
- **SOCIAL ENTERPRISE** benefits back into the community

Product & Ambience

SINGULARLY the most important reason why customers stay satisfied and enthusiastic promoters

- ❖ Big Warm Welcome; open fire, warm, clean & cosy (snug!)
- ❖ Guest beers & range of wines
- ❖ Molson Coors classics
- ❖ Bespoke customer orders
- ❖ Homemade cakes, fresh coffee, winter warmers & kitchen prepared Sunday Brunch
- ❖ Anecdotal customer feedback is positive and so supportive of volunteers efforts - THANK YOU



Not Just a Pub..... a Community Hub

Typically a community hub aims to provide resources and services in a single location that are not otherwise freely available

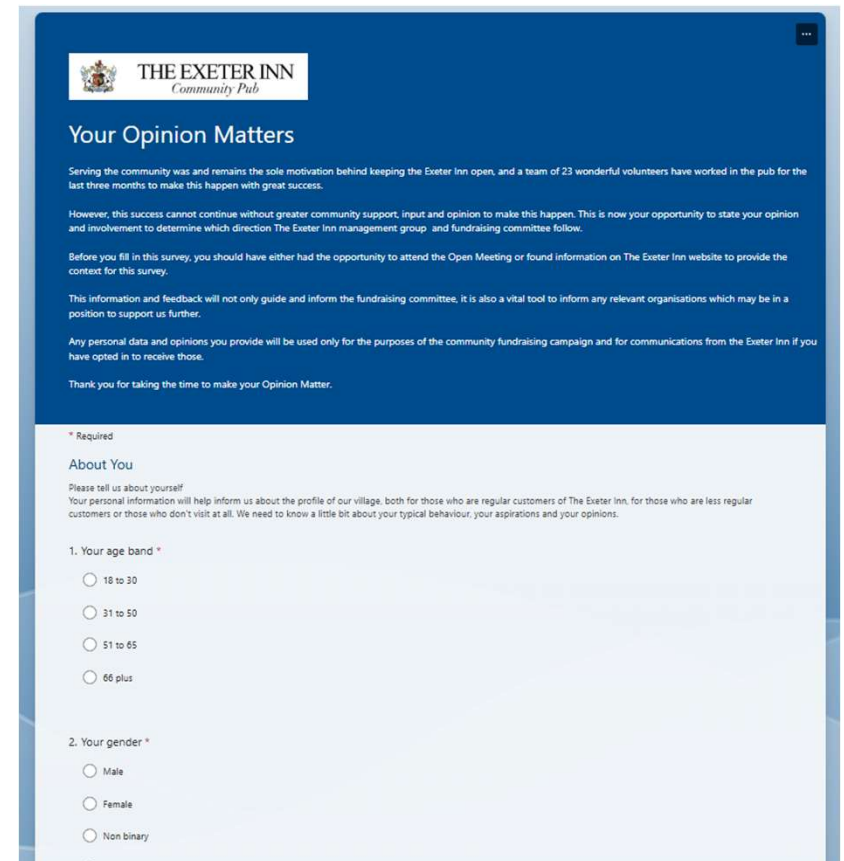
- Daytime Coffee shop
- Lending Library & Snug
- Village shop for basic day to day supplies
- Event room 'appeal' for broader community clubs, groups & gatherings



- Hub for innovation and ideas to support the local community;
 - Workshops; technology, healthy dieting, personal fitness
 - 'Home Hub at the Pub' hot desks with fast and secure internet access & printing

Community Survey

- Purpose of the Survey
 - Engage with the village community
 - Community insight and feedback
 - Mandate to proceed
 - Candidates for the Community Ownership board
- Survey Summary
 - 17 questions – quick to complete
 - Anonymous (can ‘opt-in’ with contact details)
 - Hard copies available here tonight, in the Exeter Inn and in the Post Office



THE EXETER INN
Community Pub

Your Opinion Matters

Serving the community was and remains the sole motivation behind keeping the Exeter Inn open, and a team of 23 wonderful volunteers have worked in the pub for the last three months to make this happen with great success.

However, this success cannot continue without greater community support, input and opinion to make this happen. This is now your opportunity to state your opinion and involvement to determine which direction The Exeter Inn management group and fundraising committee follow.

Before you fill in this survey, you should have either had the opportunity to attend the Open Meeting or found information on The Exeter Inn website to provide the context for this survey.

This information and feedback will not only guide and inform the fundraising committee, it is also a vital tool to inform any relevant organisations which may be in a position to support us further.

Any personal data and opinions you provide will be used only for the purposes of the community fundraising campaign and for communications from the Exeter Inn if you have opted in to receive those.

Thank you for taking the time to make your Opinion Matter.

* Required

About You

Please tell us about yourself!
Your personal information will help inform us about the profile of our village, both for those who are regular customers of The Exeter Inn, for those who are less regular customers or those who don't visit at all. We need to know a little bit about your typical behaviour, your aspirations and your opinions.

1. Your age band *

18 to 30

31 to 50

51 to 65

66 plus

2. Your gender *

Male

Female

Non binary



Survey Closes
Monday 3rd
March

The Exeter Inn in context

- **Stoke Canon Inn** – running for 12 years as a community pub. £290K purchase price. Plunkett involvement.
 - Food outsourced. Revenue from a flat above the pub. Volunteers and paid staff. Mixture of loans/donations from residents, commercial mortgage with Triodos Bank.
- **Drewe Arms** – £600K target fundraising to buy the pub and set up costs. Plunkett Involvement.
 - All paid bar and catering staff. Mixture of personal loans, crowdfunding and commercial loans.
- **Craufurd Arms** – £380K purchase price. Plunkett involvement. 230 investors. £130K raised. £100K matched funding loan. Crowdfunding plus Plunkett grant of £50K. Other grants found.
 - Paid staff for food/ bar and management. Turnover £175K per annum.
- National average of £228K turnover for community run rural pubs and £311K for urban pubs. (Plunkett figures)

What Next

- Appoint Community Ownership Board
- Appoint a committee to manage the pub and the campaign to take the pub into community ownership using an open nomination and voting process
- Call for more volunteers to run and manage the pub
- Key dates
 - March 7th – deadline to invoke right to bid
 - July 24th – expiry of period for exclusive right to bid

What Next

- Next steps & process:
 - Analyse survey results
 - Take guidance from Plunkett Foundation
 - Write a business plan
 - Gather contact details for updates and progress
 - Initiate fund raising to buy the pub from the Mann family
 - Hold regular open meetings
- Please ask for further individual details of the plans if there are any questions or concerns regarding the process