

Group Name: Norton Lindsey Community Pub Ltd
Date: November 2016

No	PROPOSAL	IMPACT	OUTCOMES	METRIC	MEASURE	FREQUENCY	POWER TO CHANGE CHARITABLE OBJECTIVE	COST	LEAD	DELIVERY	NOTES
1	Introduce a café into the pub	Reduce social isolation, create greater village cohesion and attract more revenue	The café will provide an 'always open' meeting place for members of the village. It is intended that this will assist in the development of friendship circles. The café will extend the service provided by the pub outside of traditional trading hours, offering a wider range of drinks, food, and opportunity for social interaction. This will extend the reach of the current customer base to include parents with babies / small children, parents collecting their children from School and older residents based in the village and it will also be the focal point for social/hobby gatherings such as book clubs, language clubs, etc. In this way business will be enhanced, additional opportunities will be created for employment, work experience and volunteering, and community engagement will be extended.	Number and size of transactions	Conduct surveys, obtain feedback from users of the café, analyse management Accounts	Quarterly	Reduce social isolation	£5,000	Alex Mellon (Operations Lead)	01/04/2017	
2	Introducing bicycling facilities	Attract in passing trade	The village is on a number of cycle routes and experiences a large number of cyclists throughout the year - especially on Saturdays and Sundays. By offering basic cycling facilities that tie in with the café we anticipate an increase in trade from these enthusiasts. By becoming a cycle friendly stop we would expect more cycle groups to be attracted. Cycle friendly stop off points are sparse in this part of Warwickshire.	Number of cyclists whom attend	Loyalty card scheme, Conduct survey	Ongoing Quarterly	Enable greater community cohesion	£1,000	Luvy Boyes (communications leader)	01/04/2017	
3	Introducing a restaurant	Providing a local facility for people to get value for money nutritious food.	The village has poor transport and it can be difficult for residents, who cannot or will not cook, to source a good quality meal without their own transport. The restaurant will be available for these people and will have particular use for the more elderly residents of the village 6% of whom are over 80 years old. By having a restaurant nutritious and good quality food will be available to all the residents. The establishing of the restaurant will also increase employment in the area as it will require a full time chef, and part-time service staff.	Number of meals served	Conduct surveys, obtain feedback from users and analyse management Accounts	Quarterly	Increase employability	Part of initial business plan	Alex Mellon (Operations Lead)	01/04/2017	
4	Introduce a food takeaway facility into the pub	Provide a source of good quality and value for money food to the occupants of the village and neighbouring area.	The village has a number of elderly residents and poor public transport. The creation of the takeaway service will give them a source of good nutritious food. It will also prevent other villages having to travel to other food outlets thus helping the environment by reducing the amount of miles covered.	Number of meals served	Conduct surveys, obtain feedback from users and analyse management Accounts	Quarterly	Improve health and wellbeing	Part of initial business plan	Alex Mellon (Operations Lead)	01/04/2017	
5	Local sourcing of consumable	To develop a unique selling point for the inn and to put more money into the local economy	Where possible consumables will be sourced from within Warwickshire. This will extend to 1) Sourcing food from local stockists - such that the retailer and the grower will increase their returns (e.g. butchers - farmers, etc) 2) Sourcing beer from Warwickshire Breweries - where possible from smaller independent breweries of real ale. Therefore assisting in putting their businesses on a firmer footing and increasing their returns. 3) Sourcing the coffee from a local roaster to, again, assist them in their sustainability. All these activities will put more money back into the local economy and contribute towards more local employment, etc.	Items bought from within Warwickshire	Invoices with Warwickshire post codes	Quarterly	Foster greater community pride and empowerment	£0	Amy Birch (fundraising lead)	01/04/2017	
6	Introduce a village shop	Provide a local source of commodities and prevent travel for villagers	The village has a number of elderly residents and poor public transport. The creation of a localshop will give them a source of essential items. It will also prevent other villagers having to travel to shops outside the village to pick up essentials thus helping the environment by reducing the amount of miles covered. The shop will also increase employment within the area as it will have to be manned.	Footfall and number of items bought	Accounts	Quarterly	Create better access to basic services	£0	Greg Judd (Property Team Leader)	01/04/2017	The shop will be financed by a shop owner from another village as this will be a satellite venture run on a profit share basis
7	Use of volunteers to help in the café	Encourage local residents to be part of the community hub	By encouraging local residents to volunteer their time to help in the New Inn hub they will feel more engaged in its success	Number of volunteers	HR records	Monthly	Foster greater community pride and empowerment	£0	Amy Birch (fundraising lead)	01/01/2017	We will use volunteers from day one
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