ADMIRAL'S HEAD CUSTOMER SURVEY - RESULTS

130 people have completed this survey - thank you! Click on the tabs and arrow heads below to view detailed answers to the questions asked.

Two thirds of the respondents were male, mostly over 40 years old and living a short distance of the Pub. Almost all visit pubs at least occasionally and had visited the AH on previous occasions.

Distance to travel is an important factor in choosing which pub to go to, but more important is the quality of products, service and environment offered. The Customer vision for the AH is for a hybrid business – a "Licensed Café" daytime and a "Traditional Rustic Style Village Pub" offering quality food and drink in the evening. Some wanted a "Happy Hour" transition between the two! Entertainment options were popular with a wide spread of interests and tastes. There were many suggestions for using the AH as a "Village Resource Hub".

A strong thread of comments centered on the need for the atmosphere at the AH to be warm, relaxed, friendly and welcoming. Many wanted the Pub to be a village social hub and become a "Destination Venue" for interest groups such as walkers, cyclists and even the school run! If the AH was so, most respondents would (re)use the Pub. The most popular visits would be for café facilities, lunch, evening meals and events / entertainment, weekdays and weekends.

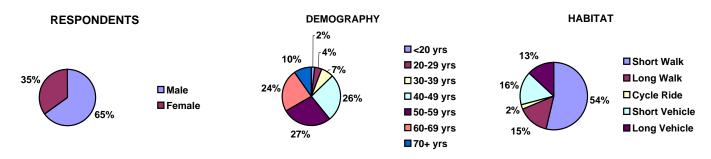
Most people supported the business principle of a Community Pub – although some wanted to see a prospectus first. About half would invest in the venture with a wide range of commitments – financial and logistical.

ABOUT YOU

This snapshot summary of the "Admiral's Head (AH) Customer Survey" result was taken at the 125 respondent milestone. Although not yet closed, further survey entries are unlikely to change the outcome as the trends have been consistent for some while.

Two thirds of the respondents were male, mostly over 40 years old and living a short distance from the Pub. Almost all visit pubs at least occasionally and had visited the AH on occasions.

Question: "About You"

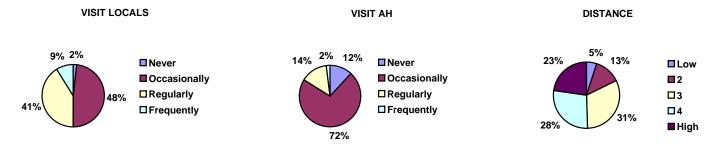


VISITING LOCAL PUBS

Almost all respondents visit pubs at least occasionally and had visited the AH on previous occasions.

Distance to travel is an important factor in choosing a Pub to visit - but not as important as the quality of the visit once there.

Question: "How often do you visit a Pub in the local area?"



WHAT DO YOU WANT OUT OF YOUR LOCAL PUB?

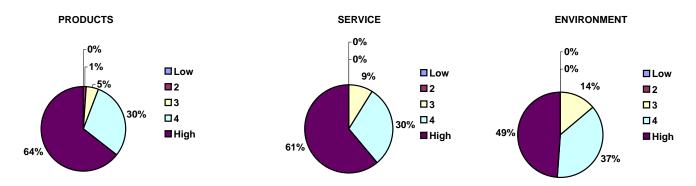
Question: "What are you looking for in making a decision of which pub to visit?



QUALITIES VALUED WHEN CHOOSING A PUB TO VISIT

Given the demographics and surrounding geographic environment, it is not surprising that people are looking for high quality from their Pub.

Question: "What do you value when making a choice of where to go out?"

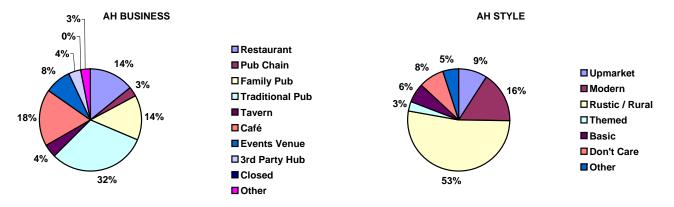


From comments made, Customers want a warm and friendly service - in a welcoming environment.

VISION - WHAT DO YOU WANT THE ADMIRAL'S HEAD TO BE?

Customers would like to see the Admiral's Head as a Hybrid Business - a Licensed Café daytime and a Traditional Rural Family Pub in the evening. Significant numbers want to see the Pub as a restaurant.

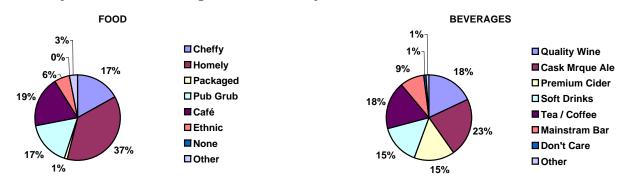
Question: " What kind of Business would you like to see at the the Admiral's Head?"



WHAT KIND OF FOOD AND DRINK DO YOU WANT?

Customers are expressing a wide range of food preferences at the higher end of the quality scale. It's got to be "good food" - British not ethnic cooked on the premisis. Again, preferred beverages are of quality, fine wines & real beer / cider.

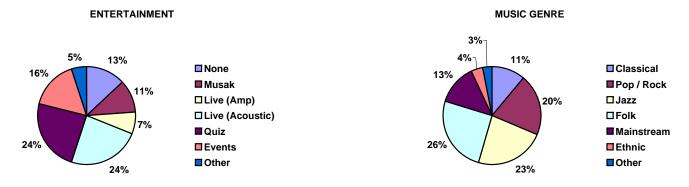
Question: "What style of foof & beverage would attract you to the Admiral's Head?"



ENTERTAINMENT

Most Customers are open to entertainment being available at the Admiral's Head - with a wide range of styles and genres. Quizes & events are popular.

Question: "What kind of entertainment would you like to see at the Admiral's Head?"



WHAT EVENTS ARE YOU LOOKING FOR?

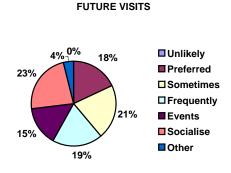
Question: "What sort of events would you like to see at the Admiral's Head?



PROSPECTS - FUTURE PATRONAGE

We asked if the Admiral's head were to meet your stated requirements as expressed here, it would seem to increase your propensity to visit the pub - high on the list, a warm and friendly welcome. The Café concept is popular especially as a socialising venue and as a destination venue for outside interests (walkers etc.). Most Patrons would be looking for food / refreshments either at lunchtime or evening.

Question: "If the surveyed requirements were met, how might that affect your visiting the Pub?"





COMMUNITY HUB

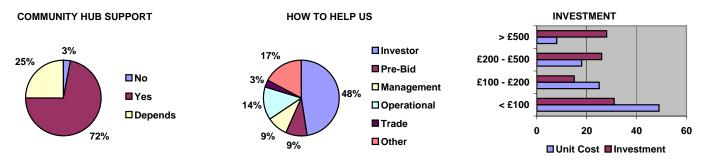
Question: "What would you like to see in a Community Hub?



BUSINESS

There was overwhelming support for trying to get the Admiral's Head re-opened with most offering their services and investment (subject to prospectus).

Questions asked: "Do you support the community hub principle and how can you help us?"



WHAT COMMENTS WOULD YOU LIKE TO MAKE TO THE TEAM?

Question: "Do you have any comments to make to the team?



SURVEY DATA SHEET (Percentages)

PEOPLE RESPONDENTS		PATRONAGE VISIT LOCALS		WHAT'S VALUED PRODUCTS		BUSINESSS AH BUSINESS		PRODUCTS FOOD		ENTERTAINMENT ENTERTAINMENT		PROSPECTS FUTURE VISITS		BUSINESS COMMUNITY HUB SUPPORT			
Male	65	Never	2	Low	0	Restaurant	14	Cheffy	17	None	13	Unlikely	0		No	3	
Female	35	Occasionally	48	2	1	Pub Chain	3	Homely	37	Musak	11	Preferred	18		Yes	72	
		Regularly	41	3	5	Family Pub	14	Packaged	1	Live (Amp)	7	Sometimes	21		Depends	25	
DEMOGRAPH	·Υ	Frequently	9	4	30	Traditional Pub	31	Pub Grub	17	Live (Acoustic)	24	Frequently	19		•		
<20 yrs	2			High	65	Tavern	4	Café	19	Quiz	24	Events	15		HOW TO HEI	LP US	
20-29 yrs	4	VISIT AH		•		Café	18	Ethnic	6	Events	16	Socialise	23		Investor	47	
30-39 yrs	7	Never	12	SERVICE		Events Venue	8	None	0	Other	5	Other	4		Pre-Bid	9	
40-49 yrs	27	Occasionally	72	Low	0	3rd Party Hub	4	Other	3						Management	9	
50-59 yrs	28	Regularly	14	2	0	Closed	0								Operational	14	
60-69 yrs	24	Frequently	2	3	9	Other	3	BEVERAGES		MUSIC GENRE		FUTURE PATRON	FUTURE PATRONAGE			3	
70+ yrs 10				4	30			Quality Wine	18	Classical	11	V	leekdays Wee	kends	Other	17	
				High	61	AH STYLE		Cask Mrque Ale	22	Pop / Rock	20	Morning Coffee	9	6			
HABITAT		RANGE				Upmarket	9	Premium Cider	15	Jazz	23	Lunch	15	19	SHARES (£)		
Short Walk	53	Low	5	ENVIRONMEN	IT	Modern	16	Soft Drinks	15	Folk	25	Afternoon	6	5		Unit Cost	Investment
Long Walk	15	2	13	Low	0	Rustic / Rural	52	Tea / Coffee	18	Mainstream	13	Happy Hour	9	9			
Cycle Ride	2	3	32	2	0	Themed	3	Mainstram Bar	9	Ethnic	4	Dinner	28	26	< £100	49	31
Short Vehicle	16	4	28	3	14	Basic	6	Don't Care	1	Other	3	Events	17	17	£100 - £200	25	
Long Vehicle	13	High	23	4	37	Don't Care	8	Other	1			Entertainment	13	14	£200 - £500	18	26
				High	49	Other	5					Hub Business	3	1	> £500	8	28
												No Visit	0	1			
												Other	2	1			