

## **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.

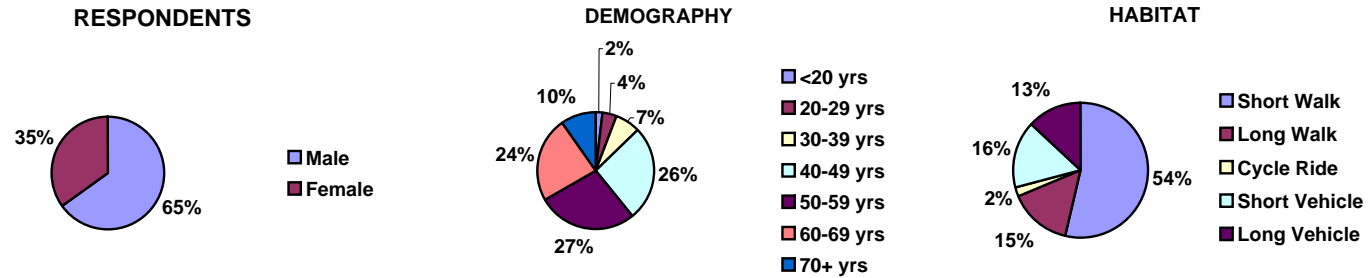
Most people supported the business principle of a Community Pub – although some wanted to see a prospectus first. About half would invest in the venture with a wide range of commitments – financial and logistical.

## 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"***



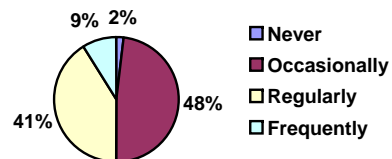
## VISITING LOCAL PUBS

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

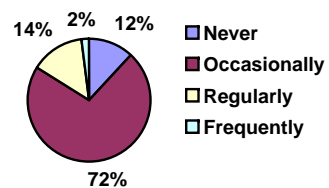
Distance to travel is an important factor in choosing a Pub to visit - but not as important as the quality of the visit once there.

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

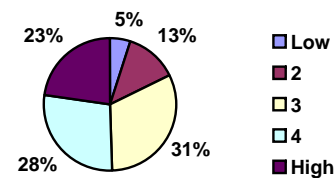
VISIT LOCALS



VISIT AH



DISTANCE

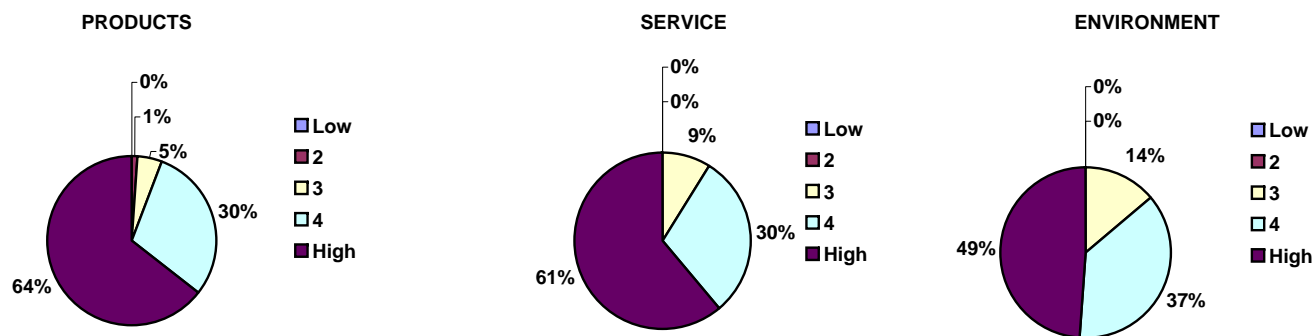




## QUALITIES VALUED WHEN CHOOSING A PUB TO VISIT

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?"*

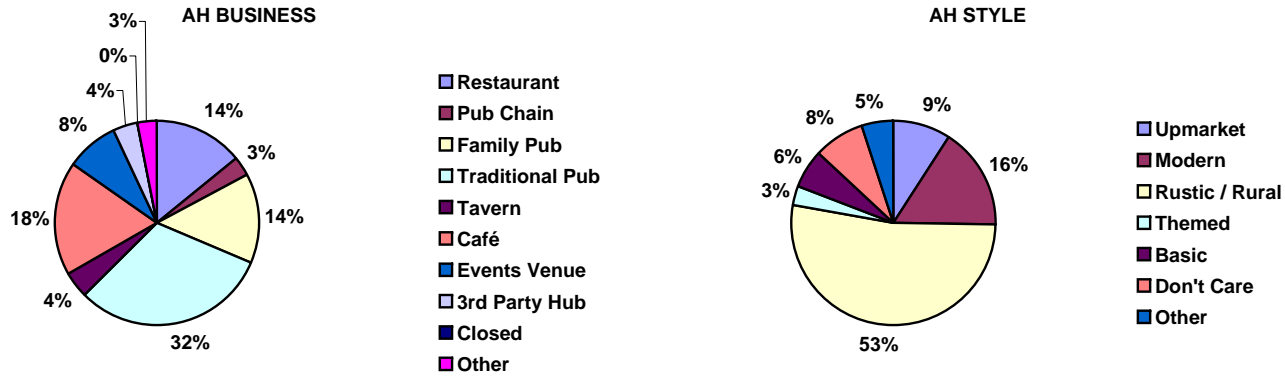


From comments made, Customers want a warm and friendly service - in a welcoming environment.

## 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.

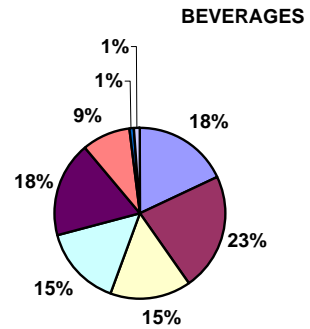
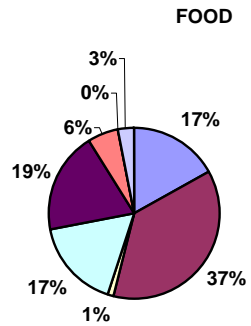
Question: " **What kind of Business would you like to see at the the Admiral's Head?**"



## 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 premises. Again, preferred beverages are of quality, fine wines & real beer / cider.

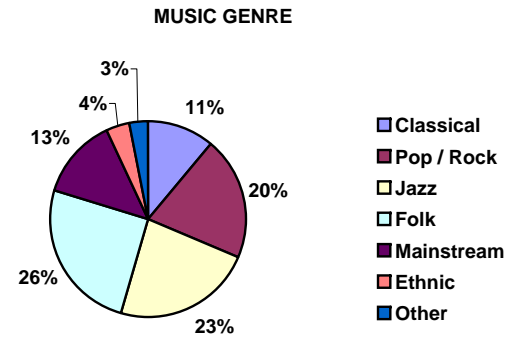
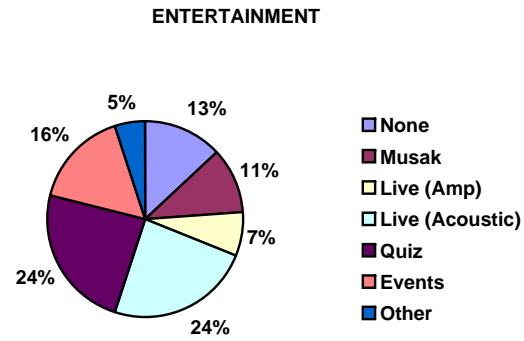
Question: ***"What style of food & beverage would attract you to the Admiral's Head?"***



## ENTERTAINMENT

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

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



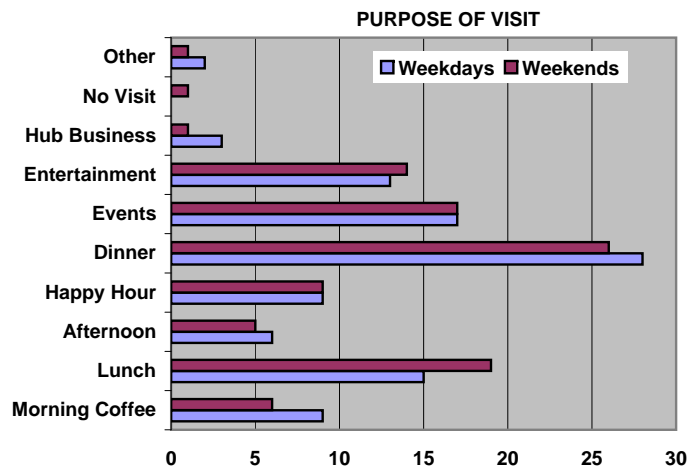
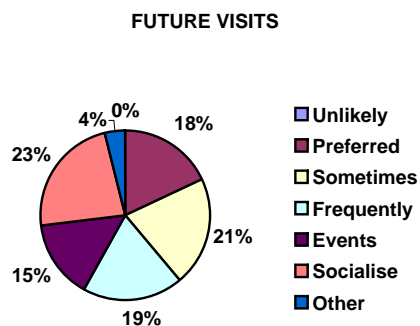




## PROSPECTS - FUTURE PATRONAGE

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?"*

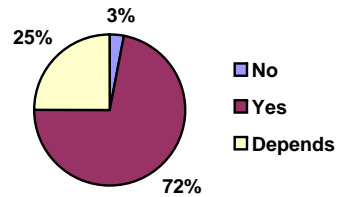


# BUSINESS

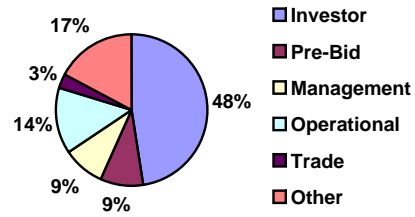
There was overwhelming support for trying to get the Admiral's Head re-opened with most offering their services and investment (subject to prospectus).

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

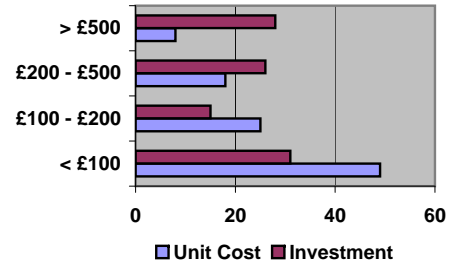
COMMUNITY HUB SUPPORT



HOW TO HELP US



INVESTMENT



## WHAT COMMENTS WOULD YOU LIKE TO MAKE TO THE TEAM?

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



