

10. Please rate the following in order of importance to you
(1 being most important, 7 being least important)

Pleasant and welcoming atmosphere with village pub character _____
Well kept, locally sourced beer _____
Fair pricing _____
Free Wi-Fi _____
Good coffee _____
Comfortable and cosy seating and soft furnishings _____
Family friendly _____

11. Please state how many people there are in your household in each of the following age ranges:

Under 16 _____
17 – 25 years _____
26 – 45 years _____
46 – 65 years _____
over 65 years _____

12. Would you or anyone in your household be interested in helping our community owned pub project in any way by:

Joining the steering group ☐
Helping with fundraising ☐

Providing professional advice/services and my profession/skills are:

13. We haven't fully finalised our funding model yet but would you be interested in, for example:

Making a donation (any amount, no return) ☐
Making a reward based investment (£250, £500, £1000) ☐
Buying a profit share (£2500, £5000, £10,000) ☐

If you would like us to contact you, please give your details:

Name: _____
Email Address: _____
Phone Number: _____

Do you have any other comments, questions or concerns?

Thank you very much for taking the time to complete this questionnaire.



Questionnaire

Please complete & return to the village shop by Sunday 16th August

Also available at: <https://www.surveymonkey.co.uk/r/backthewhitehorse>

You can download more copies of this at <https://whitehorsestonesfield.com>

A community owned pub for Stonesfield

Our White Horse is up for sale, and there is a possibility that we will lose the last remaining pub.

For most villages a pub is a vital service; a meeting place, communication centre and an important lynchpin of village life. 25% of homeowners make their purchase decision on the basis of a good local pub. Much of the appeal of our village rests on its sense of community. It is the reason many people have moved here and remain here. The ongoing presence of a pub would continue to enhance the community spirit and compliment the excellent service currently offered by the Sports and Social club.

The other thing to seriously consider is the impact on local house prices. There are a lot of articles out there that suggest property values can decrease quite significantly in the absence of a good local pub, especially in rural areas.

The value of a pub to a community is often not fully realised until it closes. The proposed sale of the White Horse is our chance to rethink what the pub can do for you and what you as villagers want from it. This questionnaire is the first step to understanding how you might use a community owned pub. We want your ideas on what the White Horse could become so that we can plan a pub that offers what you the community wants and make it the vibrant heart of village life that it could be. Our vision is that the White Horse could be more than just a pub. We'd like to see it open for longer hours and consistently offering something of quality and value to lots of people.

Please be as honest and realistic as possible in your answers! Responses are entirely anonymous. You can add your name at the end if you wish. This will NOT be published in the results. The results of this survey will be presented on the display boards outside the village shop, online via our Facebook page "Save our Pub, Stonesfield" and on our website <https://whitehorsestonesfield.com>

If you wish to speak directly to someone about this project please contact
info@whitehorsestonesfield.com

About our pub

1. What would be the impact on you, your family, and your way of life if there was no pub in Stonesfield?

High ☐ Medium ☐ Little ☐ None ☐

2. How often did you and your household use the White Horse in the 12 months preceding lockdown?

Daily ☐ Once a fortnight ☐
 2-3 times a week ☐ Once a month ☐
 Once a week ☐ Not at all ☐

3. To what extent have COVID-19 and the impact it has had on the economy changed the frequency with which you would use the village pub?

Significantly - I want to support local businesses much more now ☐
 Significantly – I will visit far less than I did previously ☐
 A little – I am anxious about social distancing ☐
 A little – I have now have less income for eating/drinking out ☐
 Not at all ☐

4. How often would you and your household use a well-run community owned pub in Stonesfield?

Daily ☐ Once a fortnight ☐
 2-3 times a week ☐ Once a month ☐
 Once a week ☐ Not at all ☐

5. When would you be most likely to visit? (You can tick more than one)

Weekday daytime ☐ Weekend daytime ☐
 Weekday evening ☐ Weekend evening ☐

6. What are the main reasons you would use the White Horse? (You can tick more than one)

Socialising with family, friends and neighbours ☐ Clubs (e.g. chess, games, book club) ☐
 Entertainment (musical evenings, pub quiz) ☐ Meetings for community groups ☐
 Pre/post recreation (e.g. walking, cycling) ☐ Work space or meetings ☐

7. What services are you most interested in when visiting the White Horse?

(You can tick more than one)

Beer ☐ Light bites ☐
 Wine ☐ Traditional pub food ☐
 Cocktails ☐ Wood fired pizza ☐
 Non-alcoholic drinks ☐ Fine dining (gastro pub style) ☐
 Freshly cooked locally sourced ingredients ☐ Catering for dietary requirements (vegetarian, gluten free options) ☐

8. What additional services would you most like to see the pub offer? (You can tick more than one)

Daytime café ☐ Family friendly times ☐
 Outside bar (if there was one) ☐ Child free times ☐
 Pizza oven (if there was one) ☐ Function room (if there was one) ☐
 Regular Quiz ☐ Occasional live music ☐
 Regular games night ☐ Private functions ☐
 Regular music night ☐
 Other (please list as many as you like below)

9. When would you like food to be available at the White Horse? (You can tick more than one)

Serving food isn't important to me ☐ Weekday dinner ☐
 Weekday breakfast/brunch ☐ Saturday lunch ☐
 Weekend breakfast/brunch ☐ Saturday dinner ☐
 Weekday lunch ☐ Sunday lunch ☐
 Weekday children's tea ☐