

## **Help save the Raven Inn – Questionnaire analyses**

In order to assess the viability of making the Raven Inn, Glazebury into a community pub, at some time in the future, a sample survey was conducted between 5<sup>th</sup> May 2019 and 8th June 2019.

### **Executive summary**

The purpose of this report is to present the results of the survey. Some general conclusions are drawn at the end. The information should, however, be viewed as 'informing' any decision(s) that may be taken, in the future.

As of the date of this report, 214 questionnaires have been completed.

Responses, from people surveyed, suggest the following:

- The Raven would be used either once, or two-three times a week, by 60.2%
- A total of 90% indicated they would patronise the Raven, at some time.
- The most popular 'service' would be, Home cooked food (dinners and lunches) on 82.7%
- There were a large number of additional 'community services' suggested (73 responses), of which, being dog friendly, was the most popular, on 38.6%
- The most popular food is traditional pub grub on 90.2%
- There were 53, varying, 'other' food related suggestions
- A total of 142 people answered 'they, or someone in their household, would be interested in helping The Raven Inn Community Pub Project'. Of those, 43 left contact details.
- There were four negative responses and 210 positive responses. This can be equated to a 98.1% positive response.

The questionnaire was made available to approximately 8,000 people. Against this number, the response rate is 2.7%

### **Method**

The survey was conducted, according to the advice of the Plunkett Foundation (see appendix 4), i.e within the local community, being the people most likely to patronise the Raven on a regular basis.

The survey was conducted utilising the questionnaire, as supplied by the Plunkett Foundation. The questionnaire was adapted, to make it most relevant to the Raven Inn and the residents of Glazebury and Culcheth. This adaptation was conducted by members of the Help save the Raven Inn Steering Group, on the 17<sup>th</sup> of April 2019. (see appendix 1)

In view of the target audience for the survey (+8,500 people), it was decided to make this a sample survey.

The survey was conducted both 'electronically' and by 'paper' questionnaire. Both were identical.

The electronic questionnaire was delivered by means of the 'Survey Hero' format. It was made available to three Facebook groups: Help save the Raven Inn, Culcheth Memories and Chat & The Real WA3. As such, it was available to approximately 8,000 local people. It was also promoted by supporters, to local residents, who do not participate in Facebook.

The questionnaire was launched on 5<sup>th</sup> of May 2019, in order to coincide with the Culcheth & Glazebury Community Day on the 6<sup>th</sup> of May.

The steering group had a stall on community day, to engage with local residents and to commence delivery of the paper questionnaire.

The paper questionnaires were collected by steering group members and inputted within the Survey Hero questionnaire, in order to collate all results in the same place.

There have been 409 views on the Survey Hero questionnaire, with 214 being completed. A participation rate of 52.3%

The full results can be found at appendix 2. A summary is as follows:

1. If the Raven Inn was saved & run for the community in Glazebury & Culcheth, would you or any member of your household use it?

The results are percentages of total questionnaires completed.

Once a week: 30.8%

2-3 times a week: 29.4%

Occasionally: 20.6%

2. Which additional services would you most like to see the pub offer?

The results are percentages of total questionnaires completed.

Home cooked food (dinners and lunches): 82.7%

Pop-up restaurant (for visiting chefs): 61%

Live music and other entertainment: 57%

3. Are there any other community services you would like to see on offer at the pub?

As this question asked for 'freestyle' responses and due to the number of respondents (73), the responses have been placed into 'linked' groups.

In this case, the results are percentages of the total respondents to this question, i.e against 73.

Dog Friendly: 38.6%

Traditional pub: 19.2%

Classes/lessons/groups: 19.2%

4. What kind of food would you like to eat at the Raven Inn?

The results are percentages of total questionnaires completed.

Traditional pub grub: 90.2%

Afternoon tea: 50.5%

Fish & Chips takeaway: 30.4%

In response to the 'Other food' option within this question there were 54 respondents. Those responses are wide and varied, so are best viewed within appendix 2, Question 4, 'other food'.

5. Would you or anyone in your household be interested in helping The Raven Inn Community Pub Project by:

The results are percentages of total questionnaires completed.

Buying a share:	42.5%
Helping with fundraising:	22.4%
Being involved in running the pub/volunteering:	21.5%
Making a donation:	13.6%
Joining the 'Help Save the Raven' Steering Group:	7.9%
Providing professional advice/services:	7.9%
Making a loan:	1.4%

The responses to question 5 have been collated in order to identify volunteers (see appendix 3).

**Please note: the information in appendix 3 is confidential.**

The above Q5 percentages relate to all responses received. It must be noted that, of those, a smaller number actually left contact details.

There were 142 responses to Q5, of which 43 people left contact details.

At the steering group meeting of 22<sup>nd</sup> of May 2019 the contact details of the 'volunteers' were divided amongst some steering group members, for follow-up, in order to ensure a timely response.

### **Negative responses**

Where 'Not at all' was ticked on question 1, it has been regarded as a negative response, except for one, where the accompanying comments were positive. There were four negative responses.

Within the four negative responses were the following two:

11032345 on 05.05

1 Not at all

2 all ticked

3 10 houses

4 none ticked + new houses

5 let owners sell & move on ffs

11062438 on 07.05

1 not at all

2 all ticked

3 free beer

4 all ticked + egg on toast

No information, such as IP address, is recorded that can identify an individual. The technical data pertaining to the device used to access the questionnaire, is recorded. This data strongly suggests these two responses were made using the same device.

## Two cautionary comments

11231931 on 18.05.19

You have not asked for views on the viability of the project, but I will use this space. As a previous small business owner (catering industry) with over 30 years experience, I have serious doubts as to the longterm viability of the project. The Raven is not the sole pub in Glazebury - it has competition and the other pubs have faced problems over the years. While I am very interested in seeing the fabric being preserved, I feel that the work, commitment and cost of maintaining a community pub has been seriously underestimated. Sorry to be negative but this is my honest opinion.

(Also recorded as a 'negative' response because 'not at all' was ticked)

11254337 on 20.05.19

I don't wish to be negative or dampen your good intentions but there's a reason its closed and not been a viable business for years. If you save it who is actually going to pay for the buildings upkeep and plug the pub /business losses on an ongoing basis? You have started a campaign and don't realise what the financial burden will be if you are actually successful. When people need to stump up actual cash to cover the business losses you wont see the vast majority of people who have placed signatures on petitions for dust!! Be careful what you wish for.

## Conclusion

The overwhelming response is positive.

**214 responses, 210 positive responses = 98.1% positive**

From this, we can conclude that 98.1% of people, who completed the questionnaire, are in favour of a community pub.

It should be noted that the design of the questionnaire does not actually ask whether-or-not the respondent is in favour of a community pub.

The responses to what people want from the Raven, as a community pub, are in line with previous surveys, by other similar projects. There are some responses that call for events and themes that used to be specific to the Raven.

The number of volunteers is encouraging and efforts are underway to contact those people.

The number of people who would be interested in buying a share is encouraging.

The actual response to the questionnaire is not so encouraging, on 2.7%.

It is likely that direct contact, via leaflets, will produce a better response rate to any eventual community share issue.

The completion of the sample survey is a necessary step along the way to an eventual community pub. It is a part of the continuing community consultation.

Peter Sturman

June 8<sup>th</sup> 2019

# Appendix 1

The Plunkett Foundation questionnaire, as adapted by the Help Save the Raven Inn Steering Group.

# The Raven Inn Community Pub Project Questionnaire

This questionnaire is intended to give the 'Help Save The Raven' Steering Group guidance from a relatively small sample of the Glazebury & Culcheth community as to what the community wants from their Raven Inn. By small we mean a few hundred. The results will be analysed, summarised and shared with the community. To this end, we are sending this questionnaire out electronically, and will reveal the community view at our next public meeting (to be arranged).

## **A community owned pub for Glazebury & Culcheth**

For most villages a pub is a vital service; it is a meeting place, communication centre and an important lynchpin of village life. Much of the appeal of our villages rests on a sense of community. It is the reason many people have moved here and remain here. The ongoing presence of The Raven Inn would, we feel, greatly enhance that community spirit.

This questionnaire is the first step. We need to know your views on what might be provided and what would receive your support. Please be as honest and realistic as possible in your answers! Your response will be treated in confidence. It is entirely anonymous, unless you wish to add your name at the end.

We would also like to hear from you if you feel you could help in any way with fundraising and the overall running of the project. There will be a wide range of tasks to be done from the initial setting up of the project to managing the enterprise and being involved in the day to day practical operation.

This kind of venture has been successfully achieved in other communities all over the U.K. We are working closely with the Plunkett Foundation, which has a 500-strong network of community businesses ([www.plunkett.co.uk](http://www.plunkett.co.uk)). Will our community be the next one? If you wish to speak directly to someone about this project please contact the 'Help Save the Raven' Steering Group through the Facebook page. You can also find out more about the community pub model by watching a short video at <https://vimeo.com/190475894>

## About a community pub

1. If The Raven Inn was saved & run for the community in Glazebury & Culcheth, would you or any member of your household use it?

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

2. Which additional services would you most like to see the pub offer?

- Family friendly area
- Function room
- Games room
- Home cooked food (dinners and lunches)
- Live music and other entertainment
- Big-screen sports
- Pop-up restaurant (for visiting chefs)
- Arts and crafts classes
- Exhibitions
- Shop selling local produce
- Mums and tots group
- Repair café
- After school clubs
- Sports clubs
- Post office/ bank facility
- Mental health drop-in

3. Are there any other community services you would like to see on offer at the pub?

4. What kind of food would you like to eat at The Raven Inn?

- Serving food isn't important to me
- Breakfast/ brunch
- Traditional pub grub
- Fish and chips takeaway
- Afternoon tea
- Other (please list as many as you like below)

5. Would you or anyone in your household be interested in helping The Raven Inn Community Pub Project by:

- joining the 'Help Save the Raven' Steering Group
- helping with fundraising
- providing professional advice/services and my profession/skills are:

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- being involved in running the pub/volunteering
- making a donation
- buying a share
- making a loan

If you have ticked any of the above options or you would like us to contact you, then please write your name, address and phone number / email address here:

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# Appendix 2

Questionnaire results

Raven Questionnaire responses – 214, 409 views = 52.3% participation

**1. If The Raven Inn was saved & run for the community in Glazebury & Culcheth, would you or any member of your household use it? (6)**

Number of responses 211

	Number	%
<input type="checkbox"/> Daily	15	7
<input type="checkbox"/> 2-3 times a week	<b>63</b>	<b>29.4</b>
<input type="checkbox"/> Once a week	<b>66</b>	<b>30.8</b>
<input type="checkbox"/> Once a fortnight	20	9.3
<input type="checkbox"/> Occasionally	<b>44</b>	<b>20.6</b>
<input type="checkbox"/> Not at all	5	2.3

**2. Which additional services would you most like to see the pub offer? (16)**

Number of responses 212

	Number	%
<input type="checkbox"/> Family friendly area	104	48.6
<input type="checkbox"/> Function room	83	38.8
<input type="checkbox"/> Games room	54	25.2
<input type="checkbox"/> Home cooked food (dinners and lunches)	<b>177</b>	<b>82.7</b>
<input type="checkbox"/> Live music and other entertainment	<b>122</b>	<b>57</b>
<input type="checkbox"/> Big-screen sports	86	40.2
<input type="checkbox"/> Pop-up restaurant (for visiting chefs)	<b>130</b>	<b>61</b>
<input type="checkbox"/> Arts and crafts classes	51	23.8
<input type="checkbox"/> Exhibitions	66	30.8
<input type="checkbox"/> Shop selling local produce	115	53.7
<input type="checkbox"/> Mums and tots group	36	16.8
<input type="checkbox"/> Repair café	42	19.6
<input type="checkbox"/> After school clubs	32	15
<input type="checkbox"/> Sports clubs	25	11.7
<input type="checkbox"/> Post office/ bank facility	89	41.6
<input type="checkbox"/> Mental health drop-in	45	21

### 3. Are there any other community services you would like to see on offer at the pub

Number of responses: 73

#### Traditional pub (14 linked responses)

A country inn providing home cooked food served daily from midday until early evening welcoming families

I would not like big screen football etc think that excludes people who just enjoy a nice country pub, the Raven springs to mind

Return it to how it used to be. Just a FRIENDLY local pub, where we can go and meet up and have a pint.

I grew up in Culcheth and Kenyon, and i lived as a child in an old cottage on Warrington Road which was demolished in 1954-55. i so wish it were still there. I regret that I cannot help in any way but wish you all well in your project. Old buildings once demolished are lost forever, and i will rejoice to hear of your success one day!

Family friendly areas at lunch / daytime, not evenings

Just a good local pub like it was in the 90s

I want it back as pub.

Really just want a pub selling good ale. I know there are all sorts of possibilities, these days. So how about one day a week when it is just a good old traditional pub? Make it good for walkers and bikers. Allow people with dogs in. Just make it friendly and inviting. So many places are exactly the same as the next one. I don't want clinical and impersonal, I want to feel at home.

Traditionally pubs have not catered for children. If you actually welcomed children you would have so many extra customers.

Saturday night traditional pub -jukebox and drink - no TV!; Tea, coffee & cakes only till evening, then traditional pub

Reading group or knit & natter group, anything that allows the community to meet It's between Glazebury & Culcheth. It needs things to attract people.

Attract bicycle riders in

Loneliness meeting place

#### Beer Garden (5 linked responses)

Community garden Outdoor seating area

Not sure if it is a community service, but a beer garden please.

Just an idea could have a community garden area at the rear side of pub which could be used to produce some of the veg for the pub?

Beer garden

Some sort of beer garden, outside. / benches outside

#### Pub games / entertainment (5 linked responses)

Traditional pub games. I would not like big screen football etc think that excludes people who just enjoy a nice country pub, the Raven springs to mind

Quiz nights. Darts & Dominoes team

Bingo and quiz nights.

Chess, Lego & board games in after school club

Quiz evening

### Themed evenings (9 linked responses)

Not a community service, but themed evenings, like whisky night, real ale night, gin night.

Gin tasting

Artisan gin distillery.

Themed gin nights.

Wine tasting

micro brewery

Gin tasting

Occasional themed evenings, community oriented e.g. quizzes, fundraisers.

Live music - acoustic

### Dog Friendly (27 linked responses)

Encourage dog walkers

Also dog friendly

A Dog friendly traditional pub.

Allow dogs in

Dog friendly

Dog friendly

Dog friendly

Dog friendly area

Dog friendly

Not that it's a community service but being dog friendly would be almost essential for us. We have a very well behaved dog who seriously frets on his own so where we go he goes.

Dog friendly

Dog friendly

Dog friendly please.

Dog Friendly

Dog friendly atmosphere.

Dog friendly, encourage everybody in. That was the problem, before.

Cater for dogs.

Area for dogs

Allow dogs, even cater for dogs, like Bents dog cafe.

Make it dog friendly

Allow dogs in

Dog friendly

dogs allowed

Dog friendly area

A dog friendly pub would be good though

A dog friendly area for customers to use would be very useful

Dog friendly

### Fairs / Markets / Traditional events (6 linked responses)

Craft/food fairs Charity fundraising events

Farmers market, Farm shop goods, craft fayre, fashion show of local shops.

Farmers Market once a month.

Spring, autumn & Christmas fayres perhaps. Summer & winter Bbq's.

Revisiting events of the past and restarting them i.e. boxing day walk, festivals, flower and baking events. Things that take us back (i.e. Best of the Summer Wine days) Make it a real feature of the village and not the plastic ding ding places we have now.

Spring, autumn & Christmas fayres perhaps. Summer & winter Bbq's. Traditional pub games.

### Classes / Lessons / Groups (14 linked responses)

Cookery lessons using local produce.

Please see attached, how other buildings are being used and volunteers running the classes. Note from Peter - inputting - a copy of Bolton Age UK 'Activities & Course Programme, Learning & Activities Centre Summer 2019' was attached and has been retained.

Pop up classes e.g. 5 weeks photography (using digital camera)

Genealogy Group. Book Club. Internet Café

Book corner - bring & borrow

Arts & crafts - suggest a niche area, plenty of painting classes in Culcheth, but invest in a kiln & have pottery classes;

A venue for car clubs Also could the 1st floor be converted into accommodation affordable to local people?

Cooking master classes

Walkers group. Motor sports enthusiasts club.

Edinburgh remarry has a good repair cafe model For sports club - sponsor / work with GCC

Mums & Dads tots group;

supper club, wine club, keep fit classes,

Exhibitions for local artists / craftspeople

Mums & tots - if space allows (storage space for toys etc needed)

### OAP Centred (5 linked responses)

Discounted meals for OAPs

Over 60s drop-in/activities

Keep fit for over 60's

Reduced price lunches for OAPs.

Gentle exercise group for OAPs

### Historic (2 linked responses)

Might be nice if the Raven offered a very short historic tour or someone was able to talk about the history of the place ..and the history of Culcheth and nearby .

The Raven never actually did well ..and it has lots of different landlords .. it was never a local for Culcheth and Glazebury folk but everyone loves it as a historic building /pub and rumours abound regarding its history

Drop in / Drop off (2 linked responses)

I understand, from a friend, that in Whitehaven Library they have a drop-in service, monthly. So officials from tax office, pension service and registrar can give the public assistance and advice. This could also be good to get the public familiar with going to the Raven.

Something like an amazon drop off point.

Food related (2 linked responses) See question 4, below

Reasonable price good food  
more than one option for vegetarians  
Cafe,  
Coffee bar during the day.

Post Office caution (1 response)

I personally wouldn't recommend a post office service, they tried that at the grey horse & it brings more trouble than it's worth especially with the lack of police & the close proximity to the lincs.

Other (6 responses)

National lottery may also provide a good income

Monday meet ups (see Plunkett FB page).

a piano would be great;

Nothing to add

I think everything is covered.

All been covered

Sorry I don't live locally. I do wish you every success in what you are doing and WHEN you are successful I look forward to calling in whenever I am passing. Good Luck. I would be very sorry to see the Raven go.

Not at all (5)

Free beer

10 houses

New houses

Let owners sell & move on ffs

### Summary of answers to question 3

	Percentage against responses (73)
Dog Friendly – 27	38.6 (12.6 against total)
Classes / Lessons / Groups – 14	19.2 (6.5 against total)
Traditional pub – 14	19.2 (6.5 against total)
Themed Evenings – 9	12.3 (4.2 against total)
Beer garden – 5	6.8 (2.3 against total)
Pub Games / entertainment – 5	6.8 (2.3 against total)
Fairs / Markets / Traditional events – 6	8.2 (2.8 against total)
OAP Centred – 5	6.8 (2.3 against total)
Historic – 2	2.7 (1 against total)
Drop in / Drop off – 2	2.7 (0.9)
Food related – 3	4.1 (1.4 against total)
Post Office caution – 1	1.4 (0.5 against total)
Other – 6	8.2 (2.8 against total)
Not at all – 5	6.8 (2.3 against total)
Total 104 (+ 6 + 16 from tick boxes) = 126 proposals	

### 4. What kind of food would you like to eat at The Raven Inn? (5)

Number of responses 208

	Number	%
<input type="checkbox"/> Serving food isn't important to me	7	3.3
<input type="checkbox"/> Breakfast/ brunch	61	28.5
<input type="checkbox"/> Traditional pub grub	<b>193</b>	<b>90.2</b>
<input type="checkbox"/> Fish and chips takeaway	<b>65</b>	<b>30.4</b>
<input type="checkbox"/> Afternoon tea	<b>108</b>	<b>50.5</b>
<input type="checkbox"/> Other (please list as many as you like below)		

## Other food?

Number of responses: 54

Thought the food was previously excellent

As a pub, I just want something simple to eat.

Afternoon tea is a good idea, it's something different & would bring in different people.

Just simple pub food with a pint

Anything So long as it's good food. There's a lot of competition so whatever is sold HAS to be of real quality. One thing we are missing locally is something like a good steak house, or even high quality vegetarian

Small daily menu of homemade food - hotpot, cottage pie, soups etc.

Healthy deli style food

Maybe diversify into more bistro type food or maybe create a place for live entertainment .. bands even ?? The Raven has a big car park

Pop ups would do really well in this location. Great opportunity to give young chefs a chance to reach a wide audience.

Home cooked food like the Nevison in Leigh.

Themed food night.

But all home made and reasonably priced

Quick grab lunches, for those who work locally in the area. There is a local sandwich shop but nothing that offers a portion of "real" food to those on the move.

Quality locally sourced food for good pub food with a bar area for drinking and socialising

Home cooked, small menu, fresh produce with some meat free alternatives. Nice homebaked puds too not wholesale usuals.

Chinese - RESTAURANT

There are many pubs in the area which have become restaurants. A traditional pub is missing! And would be welcomed by many people in the area.

Well cooked not microwaved food would be good. Not fancy just quality.

Various vegetarian options

Healthy reasonably priced

I think it is important to serve good home food and not the typical frozen food warm ups that most pubs serve. An example of good home cooked food is the Nevison in Leigh and maybe some of the committee could go and eat there

The idea of pop-up and maybe themed dining sessions, say Thai, Chinese Portuguese, for example would be a good attraction/

Quality

I think fish & chips would conflict with the F&C in Culcheth.

Fish & chips didn't work before.

Particularly traditional pub grub

Loads of booze, loads of food.

I think it's a good idea to have thing in the day and different things in the evening.

A variety of different foods, from different countries.

Crisps, pork scratchings. Just a bowl of chips.

I would not go for take away. Get people in to the pub. Not sure I would want to have breakfast in a pub. Might stay there all day.

Fish & Chips in Culcheth are good. Also the Raven tried it before. It would not work.



Make it somewhere people can go at any time of the day  
 Keep it simple  
 Good ale & pub grub, perfect.  
 Looks good, when will it open!  
 Maybe once or twice a week have a really good quality afternoon tea.  
 Deli Counter serving Cheese, meats, pies, salads, olives etc. Eg Any 3 for £5 etc to eat in or possibly takeaway  
 Egg on toast  
 Good basic pub grub  
 Keep changing the menu / types of food on offer  
 Traditional food at a competitive price  
 Different themed nights, e.g. French, Italian, Mexican etc  
 Pop up restaurant - when the food served is first class.  
 Healthy eating such as slimming world dishes,  
 Simple food - soup & sandwich Small portions Not a huge menu, but interesting  
 Home cooked good food at a sensible price  
 Evening meals  
 Sunday lunch, theme nights.  
 Regularly changing menu. Good basic affordable home cooked food.  
 Do not have a restaurant, pub grub only  
 Maybe different types like, Korean, Lebanese etc  
 A selection of different 'international cuisines.  
 Themed international food nights

**5. Would you or anyone in your household be interested in helping The Raven Inn Community Pub Project by:**

Number of responses: 142

	Number	%
<input type="checkbox"/> Joining the 'Help Save the Raven' Steering Group	17	7.9
<input type="checkbox"/> helping with fundraising	48	22.4
<input type="checkbox"/> being involved in running the pub/volunteering	46	21.5
<input type="checkbox"/> making a donation	29	13.6
<input type="checkbox"/> buying a share	91	42.5
<input type="checkbox"/> making a loan	3	1.4
<input type="checkbox"/> providing professional advice/services	17	7.9

### **Two cautionary comments**

11231931 on 18.05

You have not asked for views on the viability of the project, but I will use this space. As a previous small business owner (catering industry) with over 30 years experience, I have serious doubts as to the longterm viability of the project. The Raven is not the sole pub in Glazebury - it has competition and the other pubs have faced problems over the years. While I am very interested in seeing the fabric being preserved, I feel that the work, commitment and cost of maintaining a community pub has been seriously underestimated. Sorry to be negative but this is my honest opinion.

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### **Two negative responses, apparently from the same device**

11032345 on 05.05

1 Not at all

2 all ticked

3 10 houses

4 new houses

5 let owners sell & move on ffs

11062438 on 07.05

1 not at all

2 all ticked

3 free beer

4 all + egg on toast

5 providing professionals advice / services ticked

### **Response of particular note!**

Wally (c/o Tufty! ☐) Footnote: it is my considered opinion that several of the listed services are already catered for by other pubs in the area. Is it wise to go into competition with these established businesses? Also the cost of fitting out a kitchen to current standards may be a luxury that we cannot afford straight away.

Where 'Not at all' was ticked on question 1, it has been regarded as a negative response, except for one, where the comments were positive. There were four negative responses.

**214 responses, 210 positive responses = 98.1% positive**

# Appendix 3

Volunteers

**Confidential, not included**

# Appendix 4

(Extract from Plunkett Foundation Executive Summary 2018-2022)

(extract from Executive Summary 2018-2022)

## Plunkett Foundation

### OUR VISION

Resilient, thriving and inclusive rural communities

### OUR MISSION

Inspire and empower rural communities to work together to find solutions to their needs through sustainable community enterprise

### OUR VALUES

We are inclusive, collaborative, innovative and accountable

## Our strategy 2018-2022

### OUR STRATEGIC OBJECTIVES

Grow the sector.

Extending our relevance and reach. Increasing social impact. Creating an enabling environment. Improving Plunkett's own sustainability.

### OUR AMBITIONS

Provide a high-quality service to assist rural communities to set up and run community businesses.

Raise the profile of and champion rural community businesses.

Establish an information and innovation hub to develop and share intelligence and expertise on the rural community business sector.

Be a high-quality organisation through our people, our governance, our operations and our financial management.

### OUR CROSS-CUTTING THEMES

Growing the size, impact and UK-wide reach of the rural community business sector.

Working in partnership and collaboration. Using our resources effectively and efficiently.

#### Questionnaires

A questionnaire is a good tool for consultation as it means you can reach all households in your catchment area, and allow people the time to respond in their own way. Plunkett has a sample questionnaire that is a helpful starting point.

Questionnaires should be hand collected to ensure maximum response, in addition to offering a collection point. The local press, community magazines, newsletters and websites can be used to publicise the survey and its importance to the community -you could even use these methods to deliver the questionnaire itself.