



Introduction

This document comprises our first report of our progress against the Social Impact Plan (SIP) that were identified in our applications for grant support and loan financing. The report needs to be read in conjunction with our SIP.

Our report covers the year to 28 February 2018, during which time the Society bought our village pub, The Avon, July 2017, selected a tenant in September and opened the doors for business on 8 December 2017. The pub was opened with a name change to The Yew Tree.

Due to the short time period of three months from opening to our year-end, there was limited progress against our Social Impact Objectives. However, at the time of writing we can look back over the last six months since our year-end and can see that we have made significant progress that we expect to include in next year's report.

Management Summary

In the first three months of having the pub open for community use, we made some progress towards meeting our short term objectives and began to lay the foundations that enable us to plan against some of our medium and long term objectives.

We have made good progress in using local businesses to serve the pub and establishing the Yew Tree as a place to advertise services or for members of the community to find a business or tradesman.

Two new clubs have been established and are meeting regularly to bring members of the community together; people who otherwise might not have met or interacted. We are excited about the potential to create further groups and organise village events using the pub as the central focus.

A book exchange has been started and coffee mornings are being planned.

Other activities are at various stages of planning and we expect to be able to report significant progress in our next report.

Detailed Report

In this section of our report we detail the specific progress that we made to our year-end against the objectives that we set out in our SIP. For ease of understanding we cross refer to our Social Impact Matrix and repeat the context of each objective.

Item No 1 - The Avon (now The Yew Tree) as The Network for local employment and knowledge about village and nearby services. (Short Term).

We aimed to create opportunities for networking for employment, and community businesses.



We insisted on using local tradesmen to undertake the repairs and remedial works that were necessary for us to complete before our tenant agreed a lease. In addition, we encouraged our tenant to use local farms, businesses and suppliers to support his venture.

We installed a Community Notice Board within the Yew Tree in the first few weeks of trading. The Notice Board attracts notices of events, local businesses and allows traders to display their business cards. We also started and maintain a register of ad-hoc meetings and business dealings that have happened due to the pub being opened.

The beneficiaries of this service are residents in the local community who may be seeking a service as well as the local business community who benefit directly from the advertising and referrals.

We monitor progress through the register and through discussion and feedback at our monthly Management meetings.

The set up cost to the Society was negligible as our tenant supplied the Notice Board as an act of goodwill and support and the remaining set up activities and on-going maintenance are undertaken by volunteers.

We anticipate continuing this activity but possibly extending its reach through the use of social media and the pubs own website.

Item No 2 - The Avon (now the Yew Tree) as The Hub for village groups. (Short Term).

We aimed to enable greater community cohesion through connecting better to existing groups and supporting the creation of new clubs eg Bridge Club; young mothers group; walking group etc.

A new Bridge Club was quickly established and meets every two weeks in the pub. The initial attendance was approximately 12 people aged 30 – 80 years old. Attendance is expected to grow as others, such as beginners, are motivated to join. Encouragingly, the club was established by a member of the Society who is not a management committee member.

A new Walking Club was being discussed with a potential leader from outside the management committee being encouraged to take plan and organise events.

During March, discussions began on the potential of resurrecting the Soapbox Derby. A small committee was formed, chaired by our new Tenant and comprising members of the Society and interested parties from neighbouring villages. The new groups aim was to hold a Soapbox Derby in June 2018 and attract entries from children and adults. The aim is to use the natural hill that runs through the village as a course with the pub garden being the main spectator area with the finishing line being located immediately outside. It was hoped to attract approximately 15 – 20 entrants and around 500 visitors across all age groups.

Weekly coffee mornings have been held at the pub, each Wednesday morning. Attendance has been low, with between two and eight people turning up. All but one of the attendees have



been retired. As the pub opens early to accommodate these events, effort will be needed to increase numbers to make it worthwhile opening.

Initial discussions have begun with other established societies to encourage them to use the pub as their regular meeting place. Groups have included the Committee for the annual Country Fair held in the village, the Dassett Mens' Club, the Open Gardens Group, the Gardening Club and the Macmillan Coffee Morning leaders.

Item No 3 - The Avon (now the Yew Tree) as The Café. (Short Term).

We aimed to reduce social isolation by opening the pub in the mornings for residents to drop in for coffee, to use wifi and exchange books.

A book exchange has been started and contains approximately 20-25 books at any one time. It has been well used and the stock is growing. It is our aim to include magazines and periodicals as the next stage of development.

Our Tenant provides free wifi access. However, opening the pub each morning for coffees has yet to be achieved. We have held discussions with the Tenant on how we might cover any additional costs of staffing, heat, light and power to enable the pub to open.

There have been no set up, or running costs so far.

Item No 4 - The Avon (now the Yew Tree) as The Focus for visitors to the Area. (Short to Medium Term)

We aim to grow community pride and involvement in bringing visitors to the area. Initial discussions have been held with the History Society about how their members could work with the Society to stage exhibitions and events. Two items for exploration include the Soapbox Derby, (mentioned elsewhere in this report), Remembrance Sunday, recognising the 100th anniversary of the end of World War I.

In addition, volunteer members of the Society are in the process of compiling lists and contact details of all cycle clubs and walking groups in the area, with the intention of making contact, advising that the pub is open and available for refreshments stops, a liaison point for the start or end of events and to elicit their interest in holding longer events in the village.

In the longer term we intend to hold discussions with Dassett Charities about the use of a field that they are in the process of acquiring and exploring the possibility of attracting car clubs to the village for events spanning more than one day.

At this stage we have not incurred any costs for these activities.

Item No 5 - Extend The Hub by setting up new community led groups/activities. (Short to Medium Term).

The aim here is to reduce social isolation and encourage community interaction.



We are in the process of aligning potential tutors for a homework group aimed at children, with the intention of offering this after the Easter break in 2018.

There is an annual children's choir service in the local church, but in the past it has been difficult to arrange locations to hold rehearsals. It is our intention, later in 2018, to use one of the rooms in the pub for the choir's rehearsals and also as the location for the community to meet beforehand and afterwards.

Approximately 100 people across all age groups attend these events each year, but without a focal point people meet and at and disperse from the church without having the opportunity to mix and get to know other attendees.

There have been no set up costs to date.

Item No 6 - Extend The Hub by setting up new community led groups/activities. (Short to Medium Term).

The aim here is to improve health and wellbeing.

We have made no progress so far in setting up an IT Club. However, we have identified IT hardware that could be loaned to the Society to enable community use for courses and on-line access.

Item No 7 - Increase accessibility to The Building. (Medium Term).

The aim here is to improve accessibility to the pub, for all.

We need to raise further capital through share sales or grants, or utilise retained earnings after a period of trading before we can embark on new projects.

Item No 8 - Offer extra community benefits to increase The Services. (Medium Term).

We aim to enable greater community cohesion through the provision of additional services. However, we need to ensure that the pub is fully functioning and new societies and activities are well established before we embark on new projects to offer any additional services.

Item No 9 - Enhance The Services. (Long Term).

We have outline plans to add a microbrewery and possibly other services in the outbuildings. However, these are not a priority in our first year of operation.

Item No 10 - Enhance The Services. (Long Term).

Similarly to item 9 above, although we have outline ideas to add B&B accommodation to the pub, it is not a priority that will be addressed in the first year.

Item No 11 - Market the pub to visitors. (Medium to Long Term).

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On reflection, we plan to merge this item with No 4 above.

As reported, we have already taken action to attract local clubs and groups to the area and have ambitious plans to extend this activity.