

Saffron Walden Community Pub Ltd
Community Benefit Plan [2020]

What 'More than a Pub' service or activity will you provide?	Description	Costs	Target Groups	What outcomes or benefits will those group(s) experience as a result of accessing this service or activity?	How will you monitor whether these outcomes are being achieved?	When will this service/ activity commence?
Enabling the community to bring about change	The purchase of the first community owned pub in Saffron Walden will be a hugely significant event in the town and will demonstrate the power of the community to change things that matter to them. Saving the Railway Arms will endow a large and growing community with the confidence, enthusiasm, skills, knowledge and wherewithal to take action and reverse the trends over the last ten years in the reduction of local services and support to all parts of the community and in particular to those less able and vulnerable in caring for themselves	<ul style="list-style-type: none"> - Estimated purchase/ setup costs £360,000 funded by share capital, grant and loan funding. - Estimated running cost per year £218,200 - Estimated revenue generated per year: £227,200 	<ul style="list-style-type: none"> - Residents living in Saffron Walden [16,600] - Residents in the catchment area [9,700] - Older people or people with limited mobility who may be isolated or socially excluded [2,400] - Unemployed people with limited opportunities and confidence [120] 	<ul style="list-style-type: none"> - Reducing social isolation - Improving health and wellbeing - Increasing employability - Creating better access to basic services - Enabling greater community cohesion - Foster greater community pride and empowerment 	<p>It is planned to set up a Marketing, Publicity and Events Steering Group will monitor and collect data for marketing and publicly purposes and to provide monthly reports to the pub manager, management committee to monitor usage, volunteer involvement etc.</p> <p>Data will also be used when managing the performance of the manager [quarterly] and published annually in the Annual Report and Financial Statements.</p> <p>Data will include the number of local residents becoming shareholders, volunteers and users of the planned services and activities. Number using the facilities and services provided - events calendar/booking system/ data records.</p>	01/06/2020

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Providing structured opportunities for volunteering	<p>There are a number of post-acquisition actions/ projects to, reopen the pub, make the trade garden use-able again, provide a new separate community garden, orchard, develop the outbuildings to provide use-able space to deliver additional community services included a community shop and cafe.</p> <p>Each project will have a steering committee with members drawn from the local community with the skills and knowledge to deliver each project.</p> <p>It will also provide job experience to steering group members looking for employment.</p> <p>The aim is to maximise the level of community involvement and engagement at the Railway Arms for the long-term</p>	<p>Nil.</p> <p>The activity will be managed and operated by volunteers.</p>	<ul style="list-style-type: none"> - Local residents in the catchment area [9,700] - Unemployed [120] - Young people [1,700] 	<ul style="list-style-type: none"> - Reducing social isolation - Increasing employability - Enabling greater community cohesion - Foster greater community pride and empowerment 	<p>The number of local residents volunteering to be members on the steering groups.</p> <p>The number of unemployed and volunteering.</p> <p>Volunteer register, impact reports to the monthly management committee meetings and to members and supporters via the website, social media, Annual Report and Financial Statements.</p>	01/07/2020
Providing elderly residents and those living alone an accessible place to socialise, take part in activities outside their homes.	<p>Re-opening the pub is the first priority and will provide an accessible space for a range of services and activities for the many elderly residents and those living alone.</p> <p>Services and activities will include a low-cost lunch club, a book club, bingo, bridge clubs, a book/DVD/ CD lending library, access to internet and a parcel collection service.</p>	<p>Estimated setup cost £20,000 funded from grants and loans.</p> <p>Estimated running cost per year £7,000.</p> <p>Estimated revenue generated per year: £7,000.</p>	<ul style="list-style-type: none"> - Local residents in catchment area [9,700] - Residents of nearby sheltered accommodation [3,400] - Unemployed [120] 	<ul style="list-style-type: none"> - Reducing social isolation - Improving health and wellbeing - Increasing employability - Creating better access to basic services - Enabling greater community cohesion 	<p>Weekly usage reports, feedback from customers, sheltered accommodation residents, family and staff.</p> <p>Reported to Marketing, Publicity and Events Steering Group, monthly management committee meetings, quarterly manager performance reviews, AGM's.</p>	28/08/2020

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	The marketing, publicity and events steering group will publicise, organise and run the events with the help of other volunteers. A defibrillator will also be installed.					
Function room, community space and facilities	<p>The post-acquisition action plan includes a project to redevelop part of the outbuildings to provide a multi-purpose space to be used for activities such as:</p> <ul style="list-style-type: none"> – coffee mornings, – training workshops – a meeting and function space for clubs and societies, – crafts and exhibitions, – a local drop-in health – other services, and service users of local charities and support organisations 	<p>Estimated setup cost: £50,000 funded from loans.</p> <p>Estimated running cost per year: £6,000</p> <p>Estimated revenue generated per year: £12,000</p>	<p>Local residents in catchment area [9,700]</p> <p>Clubs and societies [1,000]</p> <p>Charities [200]</p>	<ul style="list-style-type: none"> – Reducing social isolation – Improving health and wellbeing – Increasing employability – Creating better access to basic services – Enabling greater community cohesion – Improving access to cultural activity for providers and consumers 	<p>Events booking register/ calendar/ data recorded by the Marketing, Publicity and Events Steering Group.</p> <p>Reported at monthly management committee meetings, quarterly manager performance reviews, AGM's.</p>	31/10/2020
Men's shed, repair shop, Library of Things in former workshop buildings	<p>A men's shed, repair shop and a Library of Things will be established in the former workshop buildings to provide individual and/or group activity to older men experiencing isolation to generate a sense of wellbeing amongst a particularly vulnerable group. The benefits can also be accessed by other sections of the community</p>	<p>Estimated setup cost £1,000 funded from loan finance</p> <p>Estimated running cost per year: £500</p> <p>Estimated revenue generated per year: £520</p>	<p>Older men experiencing social isolation [2,000]</p> <p>Unemployed [120]</p>	<ul style="list-style-type: none"> – Reducing social isolation – Improving health and wellbeing – Increasing employability – Creating better access to basic services – Enabling greater community cohesion 	<p>An active men's shed group formed. Events booking register/ calendar/ data recorded by the Marketing, Publicity and Events Steering Group, feedback from customers at the repair shop.</p> <p>Reported at monthly management committee meetings, quarterly manager performance meetings, AGM's.</p>	01/01/2022

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	A library of things will offer the wider community the opportunity to borrow items that they may need infrequently. Rather than multiple purchases of under-used tools and equipment a library of things established through donations allows sharing and a loan system to develop.					
Cooking courses and demonstrations	Cooking courses to be offered on quiet days from the pub kitchen to provide opportunities for people living alone, particularly men, to meet and socialise with others, learn new or improve practical skills and to be encouraged to use fresh ingredients to promote good health and well-being. It will also provide skills, knowledge and employment opportunities.	Estimated setup cost £1,000 to be funded from revenue. Estimated running cost per year: £1,000 Estimated revenue generated per year: £1,000	[Male] residents of nearby sheltered accommodation [1,700] Unemployed [120a]	<ul style="list-style-type: none"> – Reducing social isolation – Improving health and wellbeing – Increasing employability – Creating better access to basic services – Skills development/ employment 	Events booking register/ calendar/ data recorded by the Marketing, Publicity and Events Steering Group, feedback from users. Reported to Monthly management committee meetings, quarterly manager performance meetings, AGM's.	01/09/2020
Community shop and cafe	The action plan includes a development project to further develop part of the outbuildings to provide space for community shop/ cafe to be run as a separate community run business. The community shop and cafe will provide access to essential provisions in a part of the town where there are no local convenience stores, newsagents, post offices and where transport is currently needed to shop.	Estimated setup cost £50,000 funded from grants and loans. Estimated running cost per year: £6,000 Estimated revenue generated per year: £12,000	Local residents [9,700] Residents of nearby sheltered accommodation [3,400] Unemployed [120] Young people [1,700]	<ul style="list-style-type: none"> – Reducing social isolation – Increasing employability – Creating better access to basic services – Enabling greater community cohesion – Skills development/ employment 	Reports from the community group operating the shop and cafe providing data on number of users, financial out-turns and customer feedback. /surveys. Reported to monthly management committee meetings, quarterly liaison meetings and staff reviews, twice yearly general meetings, AGM's.	30/06/2021

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	The shop and cafe will also offer local employment and training opportunities to unemployed and young people.					
Community garden or orchard	<p>Another development project is to create a community garden and/ or orchard for the community, in particular those who do not have a garden,</p> <p>Users to be involved in the design and running of the garden and in growing produce for the pub, community shop and community.</p> <p>This will also provide an opportunity to provide employment training skill to the unemployed and young people.</p>	<p>Estimated setup cost £5,000 funded from grants/ loans.</p> <p>Estimated running cost per year: £3,000</p> <p>Estimated revenue generated per year: £6,000</p>	<p>Local residents [9,700]</p> <p>Residents of nearby sheltered accommodation [3,400]</p> <p>Unemployed [120]</p>	<ul style="list-style-type: none"> - Reducing social isolation - Improving health and wellbeing - Increasing employability - Creating better access to basic services - Improving the local environment - Enabling greater community cohesion - Skills development 	<p>Events booking register/ calendar/ data recorded by the Marketing, Publicity and Events Steering Group, feedback from users.</p> <p>Reported to monthly management committee meetings, quarterly manager performance meetings, AGM's.</p>	30/04/2021
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