



Results of Local Consultation Survey

A questionnaire (see appendix 1) was circulated to interested parties in the week beginning 22nd January 2024. It was adapted from models used by The Plunkett Foundation and CAMRA.

The questionnaire was distributed by hand to all households in the parish of Ireby and Udale, which includes High Ireby, Ruthwaite and Aughertree, as well as other villages in the local vicinity, particularly Boltongate and Sandale. It was also distributed to all on our email list and was referenced on our Facebook account (shared with other local accounts), our 'X' (Twitter) account and was available to download from our website. The questionnaire was also offered to other users of village facilities who do not necessarily live in the immediate locality, such as parents at the school gate and members of the village choir. The purpose of the questionnaire was to gauge the level of local support from potential stakeholders for the proposed community purchase of 'Emily's Black Lion', the pub in Ireby, by the 'Black Lion Community Group Limited'. It also acted as a reminder that action is ongoing and requires the engagement of the local population.

Respondents were asked for some demographic details, asked about their possible use of the pub, and for their opinions regarding a range of regular pub services and other services that could be provided in the future.

They were also asked about their potential future involvement and alerted to the forthcoming share launch and asked for some preliminary pledges.

The questionnaire could be returned by a variety of means. Including collection by hand, return to a central collection point, and return by email.

The process of distribution and collection of the questionnaire afforded valuable opportunity for discussion of the project, leading to further engagement with the locals.

Approximately 300 questionnaires were distributed by hand, together with another 100 by email, although there will have been overlap between the two.

The questionnaire has also enabled us to add at least 20 to our email list.

To date there have been 84 questionnaires collected and returned by hand and a further 16 by email. A total of 100 responses.

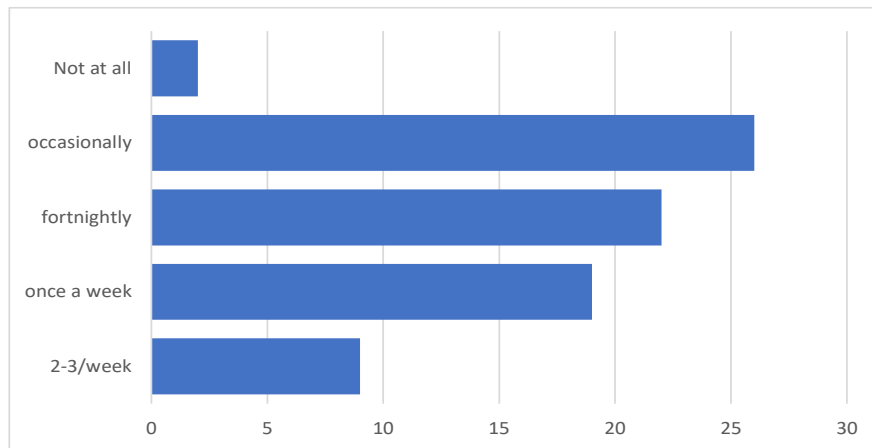
The questionnaire was potentially anonymous, nevertheless 29 respondents gave their contact details, most of these were new to our mailing list.

Results are discussed on the following pages with comments appended at the end under appendix 1.

It must be borne in mind that to some extent a survey of this type has a certain level of self-selection, as those disinterested parties are unlikely to return the questionnaire, nevertheless, a personal approach meant that I was able to speak to people personally, and only two households declined to fill one in on the grounds that they would never use the pub.

Q1 How often would you visit the pub if it was run by the community?

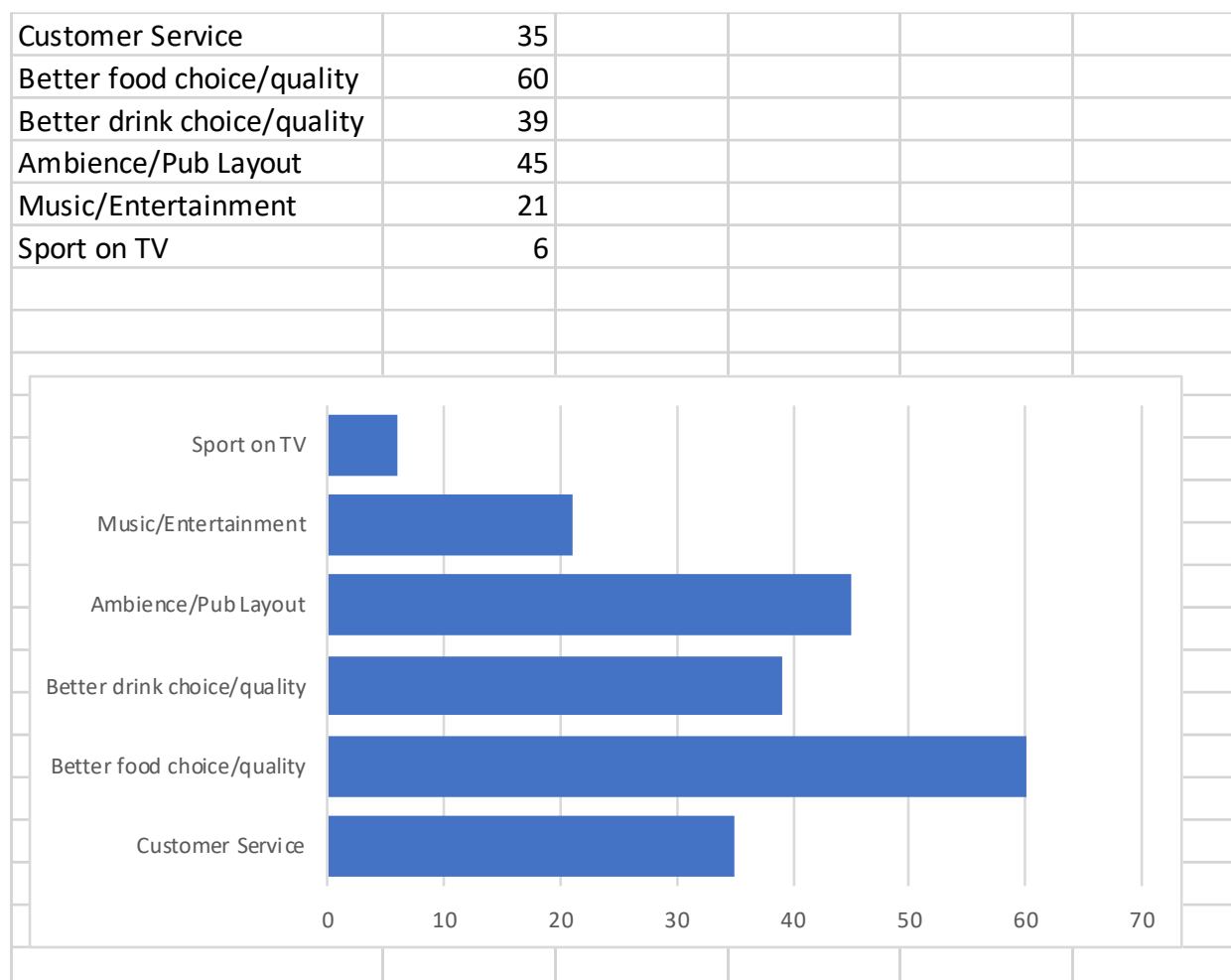
frequency	
Daily	0
2-3/week	9
once a week	19
fortnightly	22
occasionally	26
Not at all	2
	78



78% of respondents would therefore visit the pub at least occasionally, with 50% visiting fortnightly or more frequently.

These figures do not, of course, take any account of passing tourist trade, cyclists, fell walkers, special events, particularly at the Globe Hall, and the very significant trade generated by families staying in local holiday cottages.

Q2 What would make you more likely to visit the pub?

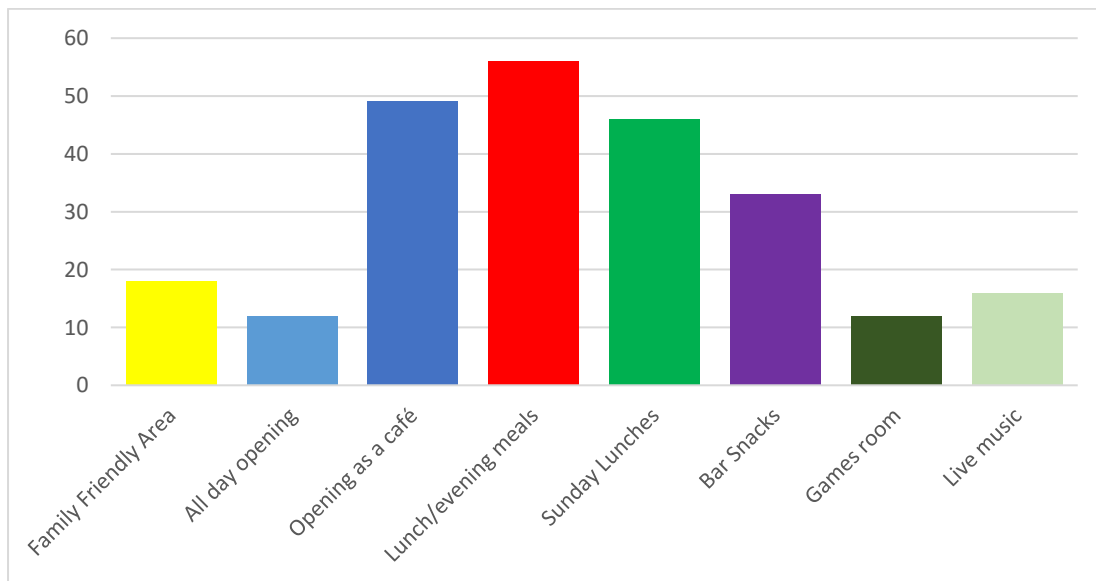


It is very clear that food and drink choice and quality is very important to potential customers, and very many made further comment referring to value for money, increased choice, real ales and local produce.

Music and particularly sport on TV had some fans, but they also attracted a significant number of negative comments with people going so far as to say that they would keep away if these were going on (particularly sport). These are not what most people appear to want from a rural pub in a tourist area.

Q3 What additional services would you like to see the pub offer?

Family Friendly Area	18
All day opening	12
Opening as a café	49
Lunch/evening meals	56
Sunday Lunches	46
Bar Snacks	33
Games room	12
Live music	16



The overwhelming votes here were for food, with emphasis especially on lunchtimes and evenings and Sunday lunches. This is clearly going to be what brings people into the pub and keeps them coming back if the quality is good. It is also where there is significant potential for profits to be made. It is clearly very important to have a good standard of food on a regular and reliable basis.

There was also much enthusiasm for the idea of the pub being open as a café during the day, and many people expressed this to me verbally as well. It was felt that this would go down well with passing tourists such as walkers and cyclists.

Games, live music, and a family friendly area scored relatively lowly, possibly as locals realise that there are some restrictions on available space.

Owners of local holiday rentals are aware of the importance that a good local pub, providing food, has on their rental business, this was clear in their comments and in conversation.

Q4 What community services would you like to see on offer at the pub?

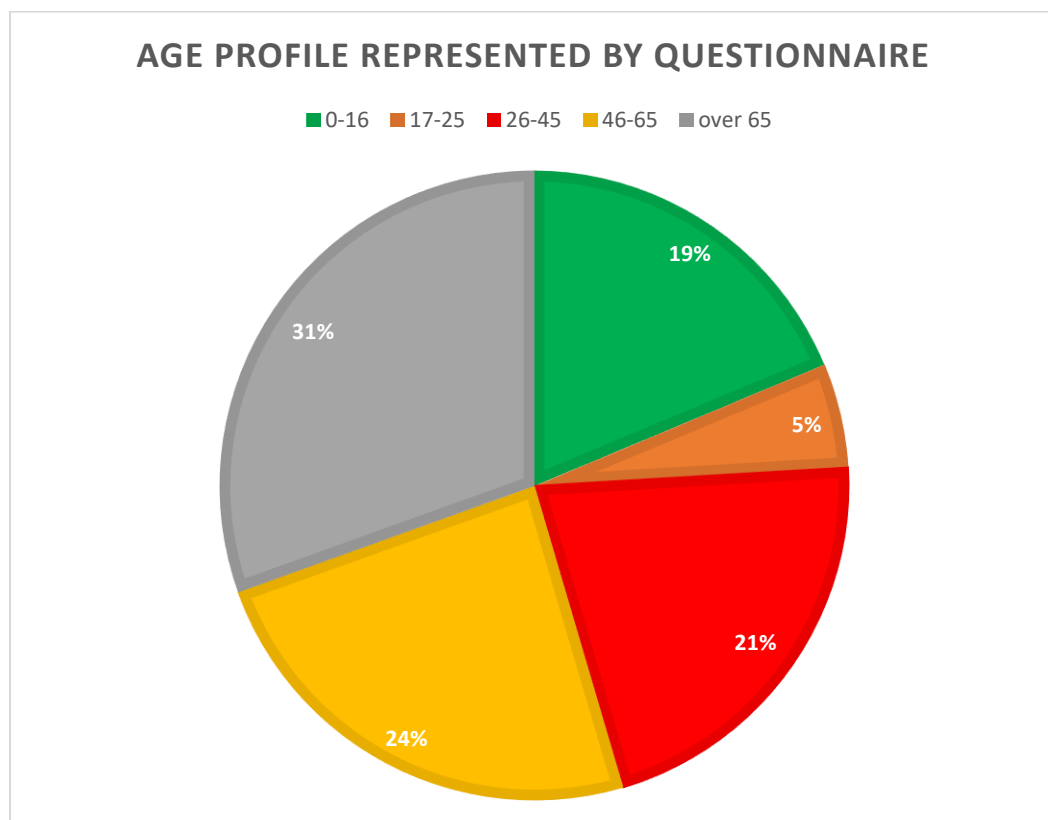
- Basic Groceries - 10 comments
 - A pop-up shop – fresh bread
 - Ice cream
 - Small stock of household items
 - Post Office - 5 comments.
- Takeaway service
- Resource for other groups – a meeting hub 2 comments
- Community health services - 2 comments
 - Chiropody
 - Hearing aid checks
- A welcome and open space
- Open on Friday, after school pick up, while children play.
- Ramblers Association - 2 comments
- NFG (Northern Fells Group) Help Centre - 2 comments
- Craft Groups - 2 comments.
- Folk Night/Club
- Book Club - 3 comments
- Newspapers – collection point - 2 comments
- Reading Room
- Meeting Room
- Continuing Ukulele Group - 2 comments
- A swear box.
- Wine tastings
- Teaching IT
- Church meetings
- Monthly lunch club
- Parcel / courier services

An interesting and varied group of suggestions, many of which will bear consideration.

They demonstrate that there are no readily available meeting places in Ireby, and that there is a dearth of local services, in particular shops for basic and fresh supplies.

Q5 Please state how many people in each age range there are in your household.

0-16 years	35
17-25 yrs	10
26-45 yrs	40
46-65 yrs	45
over 65 yrs	57
Total	187

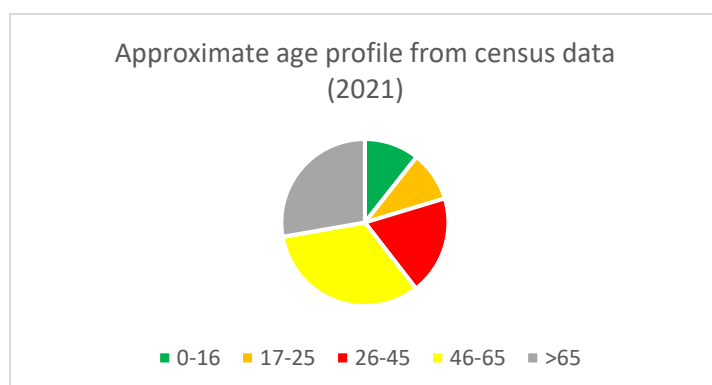


Ireby is set in a very rural area, with large areas of the parish being agricultural, common land and fellside with a very low population density.

The population of the Parish of Ireby and Uldale (from the 2021 census) is 460.

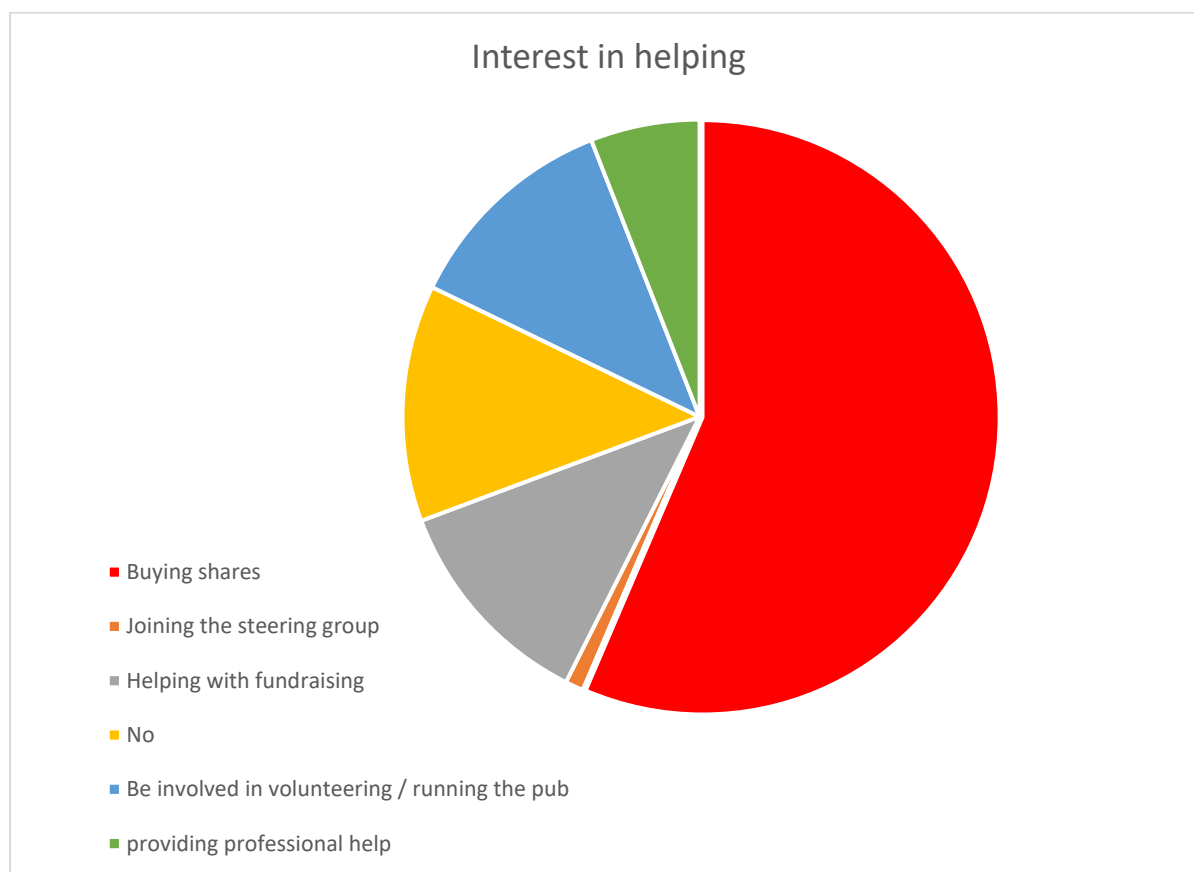
Having captured the views of 187 people is, therefore, a very reassuring proportion of the local population. I am aware that some of these are from neighbouring villages, and a few represent interested parties who are not locally resident.

It is also good to see that our data approximates well to local census age demographic data.



Q6 Would you be interested in helping a co-operative pub project in any way?

Buying shares	57
Joining the steering group	1
Helping with fundraising	12
No	13
Be involved in volunteering / running pub	12
providing professional help	6



It is very good to see that an overwhelming majority of respondents are prepared to help in the community pub project, there is overlap within these categories as some people are prepared to help in more than one way, but a staggering 87% are prepared to offer help in some way.

It is also gratifying to see that 56% are prepared to buy shares (and some more, understandingly, said that they would consider it but needed more information)

Q6 Share buying intentions.

0	12
£50	15
£100 - £500	25
£500 - £1500	13
>£1500	3
Total	68

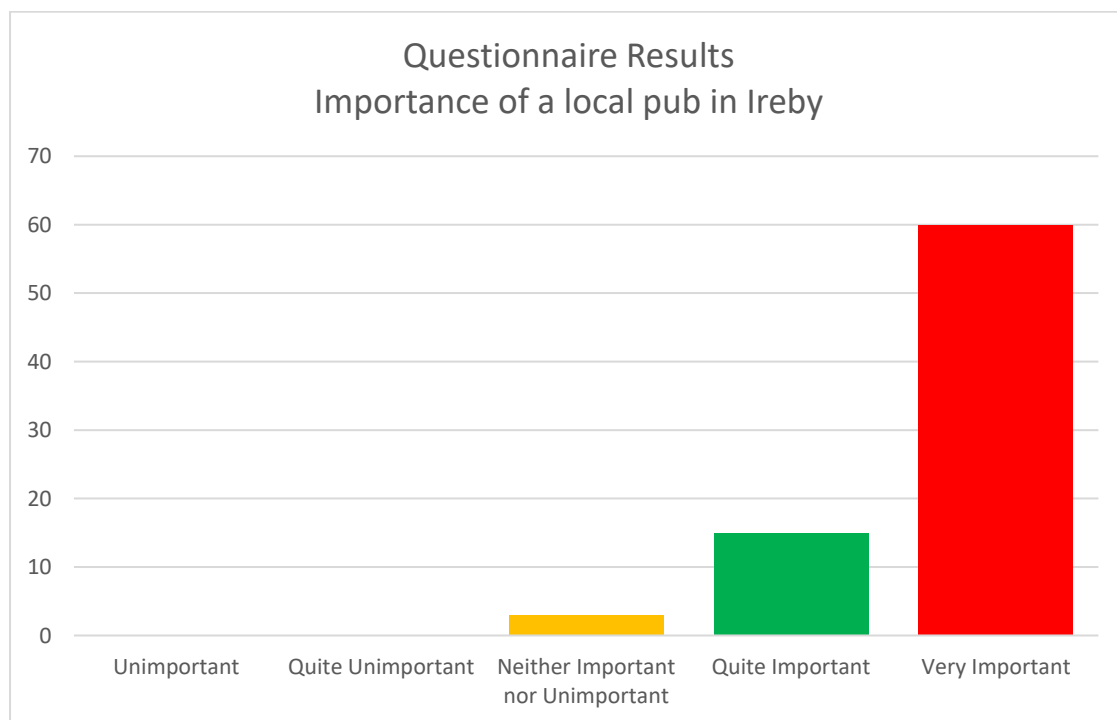


The share buying intentions were not in any way binding but are useful as an indication of pledges.

The initial aim of keeping minimum investment low to attract a wide range of shareholders seems to be paying off, and 60% seem prepared to make much more significant investment.

Q7. Importance of a local pub in Ireby

Unimportant	0
Quite Unimportant	0
Neither Important nor Unimportant	3
Quite Important	15
Very Important	60
Total	78



A stunning 77% of respondents believe that the presence of a pub in Ireby is very important, with absolutely no one being of the opinion that it is in any way unimportant.

This is a clear endorsement from our community for the Black Lion Community Group steering committee to continue to strenuously pursue the acquisition of the Black Lion for a community pub.

Conclusion

This was a far-reaching survey which set out to canvas the views of the whole locality on their attitudes towards the purchase of the Black Lion in Ireby and it being run as a community pub.

Through a variety of means the questionnaire was made accessible to the whole local population. Care was taken so that those who had less or no ability of dealing with things through electronic means were equally able to make their views known.

The returns demonstrate a significant response from the whole demographic, with no significant groups shown as under-represented.

Analysis of the results shows that the Black Lion is felt by the vast majority to be very important to the community.

The greater part of those surveyed are prepared to help with the community effort to buy the pub, with more than half of them prepared to support the project by financial means.

In addition, it was made clear which aspects of the traditional provisions of the village pub were especially valued.

The respondents also made a very varied range of suggestions for possible future services and activities which could be explored and trialled, with the pub coming into its own as the village hub.

This is a clear mandate for the Black Lion Community Group steering committee to proceed with their efforts to buy the Black Lion for the community, by fund raising, a share issue and applications for funding through the Community Ownership Fund.



A public meeting last year showed overwhelming support for our village pub, Emily's Black Lion in Ireby. Now we need more information. It is vitally important that we have a full response to demonstrate support.

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 village rests on its sense of community. It is the reason many people have moved here and remain here. The presence of the Black Lion does, we feel, greatly enhance that community spirit, it's importance is also increased following the closure of other local pubs over the last few years.

We are at the point where we need to know your views on what your community pub might provide 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.

The questionnaire will be collected during the week beginning January 29th, if you would prefer it could be left out for collection, or delivered to 3 Dale View, Ireby. (almost opposite Alan Young's farm). It will also be available on our website and can be photographed or scanned and emailed back to Andrew.

The results of this survey will be published and presented at the public meeting when the share offer is launched. This kind of venture has been successfully achieved in other communities all over the UK. There are currently 40 cooperative pubs in the UK and most of these have been set up with the support of the charity Plunkett Foundation (www.plunkett.co.uk). Will our community be the next one? If you wish to speak directly to someone about this project, please contact one of the following, or refer to our website (<https://blacklioncommunitygroup.org/>) or Facebook page.

Malcolm Boswell sec@blacklioncommunitygroup.org

Andrew Knights contact@blacklioncommunitygroup.org

1. If our local pub, the Black Lion, was run by the community 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. What would make you more likely to visit the pub?

- ☐ Customer Service
- ☐ Better food choice / quality
- ☐ Better drink choice / quality
- ☐ Ambience / Pub layout
- ☐ Music / entertainment
- ☐ Sport on TV

3. What additional services would you most like to see the pub offer? (tick as many as you would like)

- ☐ Family friendly area
- ☐ All day opening
- ☐ Opening as a café in the morning / afternoon
- ☐ Lunchtime / evening meals
- ☐ Sunday Lunches
- ☐ Bar snacks
- ☐ Games room
- ☐ Live music
- ☐ Other (write below)

4. Are there any community services you would like to see on offer at the pub? For example, after-school clubs, walking groups, book club, somewhere to pick up basic groceries or a Post Office service, pop-up health services etc. When and how would you like these services to be part of the pub's offering? (write below)

5. Please state how many people in each age range there are in your household:

- ☐ 0-16 number of people:
- ☐ 17 – 25 number of people:
- ☐ 26 – 45 number of people:
- ☐ 46 – 65 number of people:
- ☐ over 65 number of people:

6. Would you or anyone in your household be interested in helping a co-operative pub project in any way?

- ☐ Yes, by buying shares (£1 each, minimum purchase £50). If so, what shareholding would you anticipate?
 - ☐ £50
 - ☐ £100 - £500
 - ☐ £500 - £1500
 - ☐ £1500 +
- ☐ Joining the steering group
- ☐ Helping with fundraising
- ☐ No
- ☐ Be involved in running the pub/volunteering.
- ☐ Providing professional advice/services and my profession/skills are:

7. On a scale of 1 – 5 (where 1 is not important and 5 is very important), how important do you think it is to have a local pub in Ireby? Please circle your answer.

NOT IMPORTANT <<< 1 2 3 4 5 >>> VERY IMPORTANT

If you have answered yes to any of the above questions, or you would like us to contact you, then please write your name, address, and phone number here, and email if you would like to be kept informed of the project.

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