



COFFEE AND CAKE AT BEECH VILLAGE HALL

[Document subtitle]

ABSTRACT

This is a summary of our survey results and our approach to a coffee and cake shop to increase community engagement and wellbeing.

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Coffee shop proposal survey response and approach

Table of Contents

COFFEE SHOP PROPOSAL SURVEY RESPONSE AND APPROACH	1
SURVEY RESULTS	2
SUMMARY	2
COMMENTS:	2
OTHER PRODUCTS	2
DECORATION	3
OTHER COMMENTS	3
OUR OBJECTIVES	5
OUR APPROACH	5
OPERATING PRINCIPLES.....	5
SPACE	6
FACILITIES AND SIGNAGE	6
OFFERINGS	6
PEOPLE	6
REASONS TO BE THERE	6
ENVIRONMENTAL IMPACT	7
MAJOR ASSUMPTIONS	7
DESIGN	8
INDOOR SPACE:.....	8
OUTDOOR SPACE.....	9
SCOPE OF OFFERING	9
DAYS AND HOURS OF THE WEEK:.....	9
TYPE OF PRODUCTS.....	9
ENVIRONMENTAL CONSIDERATIONS.....	10
PROJECT PLAN	11
PROJECT PHASES	11
PHASE 0 DEFINITION	11
PHASE 1 FUNDRAISING	11

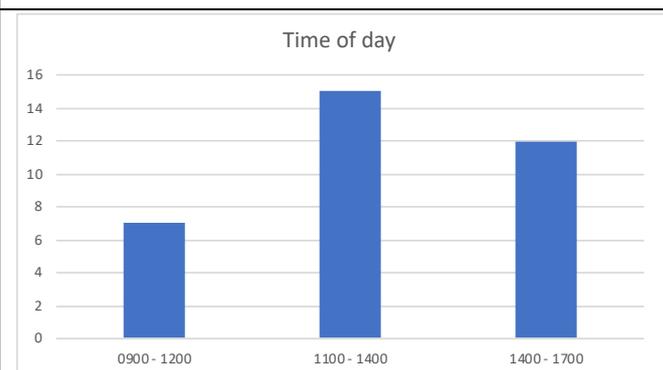
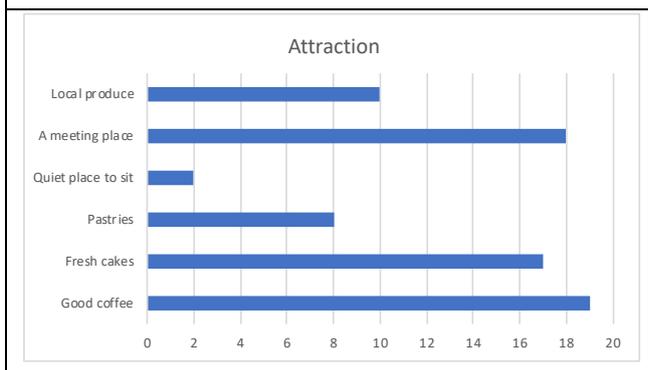
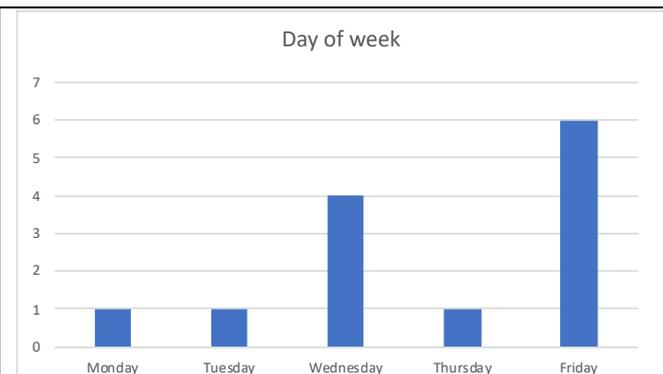
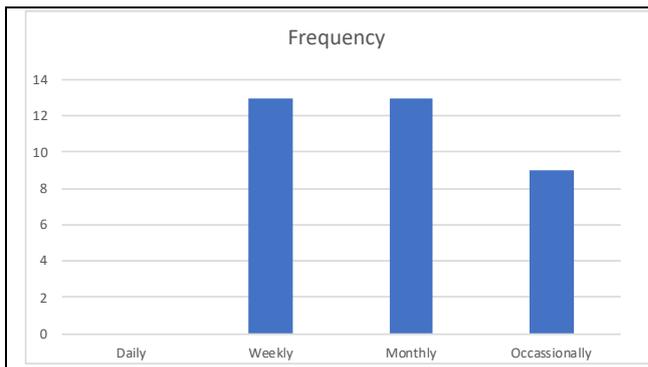
PHASE 2 TRIAL RUN 12
 PHASE 3 RAMP UP..... 12
 PHASE 4 RUN 12

Survey results

Summary

Results of survey of Beech residents potential demand

	Would you use it?	How frequently				Day of week					Time of day			Attraction					
		Daily	Weekly	Monthly	Occasionally	Monday	Tuesday	Wednesday	Thursday	Friday	0900 - 1200	1100 - 1400	1400 - 1700	Good coffee	Fresh cakes	Pastries	Quiet place to sit	A meeting place	Local produce
Count	33	0	13	13	9	1	1	4	1	6	7	15	12	19	17	8	2	18	10
Percentage	94%	0%	39%	39%	27%	3%	3%	12%	3%	18%	21%	45%	36%	58%	52%	24%	6%	55%	30%
Number per day		1	5	20	100														
Daily demand	3.3	0.0	2.6	0.7	0.1														



Comments:

Other products

Green tea

Panini toasted sandwich

Tea



Baby toddler friendly space with neighbours to chat. High chair.
Letting kids run around on the green
Ice cream in the summer
Tea
Panini and maker
Bread and milk

Fresh breads
Quality of coffee will be key, along with cake!
Gluten free
Home grown veg and fruit, second hand clothes
Sandwiches & other drinks
Hot/cold lunch menu
Meet and or play board games/ cards
Milk, newspapers
Quality dependent
Hot chocolate, ice cream
Tea, cocoa

Decoration

Needs to feel like a coffee shop with a bright cheerful atmosphere
I don't think any special decor is needed. Tables and chairs obviously, with space to sit outside if the weather is nice.
Very simply. Natural, like a cabin. Eco friendly and not fussy.
Attractively
Different chairs, check table clothes and curtains
Rustic!
Café style
Mix of soft chairs, and formal table/chairs
Pure & simple - mindful of the seasons - fruits - flowers as decoration. Possibly mix matched crockery, vintage cutlery and natural linens
By people!
Cool neutral tones
Rustic/in keeping with surrounding area
Tables and chairs

Other comments

Would dogs be allowed?
What about a play box for little?



We'll be coming to the village hall on a Friday morning for Toddler Sense classes when they restart at the end of April. All the mummies and babies have had a year of not being able to socialise so they may want to grab a coffee together before or after the class if that's an option.

This would be a great stop for all the cyclists! My son and I cycle to Alton for coffee or ice cream, but we'd rather do a local loop and stop at the hall! But it would need to be open on weekends. Also, is this an opportunity to do other things like have a notice board where villagers could swap goods, services, garden produce, eggs (rather than post to next door?). There's a ton of potential and it might reach a different group of people than the social.

More likely to use it if it was open at the weekend.

Would probably visit less often than once a week but more often than once a month

A great initiative.

A good idea

Good luck!

Information on walks and footpaths or a map on wall showing them

Good idea, hope it can be supported.

Could we sit outside with our dogs?

This is a great idea for the community and I would love to help and use possibly as a meeting for individual/ groups. This would be wonderful place for the church community to help and be involved in the village

There are small local businesses who need our support at the moment so I'd support them.

See www.kirdfordvillgestores.com

Present day residents have vehicles to travel. A change of use of the hall as mentioned needs very careful quiet consideration.

Our Objectives

1. To increase community engagement and wellbeing through hosting a shared meeting space
2. To recover our costs

Our approach

The Beech Village Coffee and Cake shop will:

1. Be implemented in a phased approach to validate our approach with go / no-go decisions at each phase. Based on:
 - a. Achieving fundraising targets
 - b. Validation of planning assumptions
 - c. Availability of sufficient volunteers
2. Be funded by
 - a. a Fundraising campaign to cover the one-off expenses at each phase
 - b. the Charity providing capital support which will be recovered through the profit from sales covering the depreciation
3. Be run by volunteers
4. Focus and prioritise of initial offering:
 - a. Quality coffee, tea and home made cakes
 - b. Add simple lunches
 - c. Potentially alcoholic beverages
5. Be economically viable serving at least 10 customers per week when fully operational against a minimum market assessment of 25 per week (5 per day).
6. Run in the Hall Lounge/Bar with tables inside and outside on weekdays only
7. Be subject to a set of Operating Principles

Operating Principles

1. The purpose of the coffee shop is to enable community engagement and support.
2. It does this by managing:
 - a. An environment for friendly interaction.
 - i. A physical space,
 - ii. Facilities and signage,
 - iii. Offerings eg coffee, cake
 - iv. People
 - b. Reasons to visit, for example to meet friends, to get a coffee
 - c. It's environmental impact

Space

3. The physical space is on loan to the coffee shop during the week. It must be tidied for use by hirers at the weekend.
4. The physical space is part of the village hall and we must be careful to manage any impact in terms of noise and privacy on other users of the hall.
5. We must consider how we care for potentially vulnerable users of the hall
6. The physical space will also include space on the village green with semi-permanent picnic tables for customers

Facilities and signage

7. Before acquiring any facilities or signage for the Coffee shop a storage space must be resolved.
8. All of the coffee shop facilities and signage must be tidied away on Friday so that the space can be used by hirers for the weekend
9. Any exceptions must be agreed with the booking's manager.

Offerings

10. BVH MC or its delegate have control of the range of products and offerings and must ensure appropriate management controls of:
 - a. Range of offerings
 - b. Purchasing
 - c. Pricing to ensure 50% gross margin on sales
 - d. Stock control (including use by labelling)
 - e. Health and safety

People

11. The opportunity to participate as a volunteer is open to all of our community.
12. Volunteering opportunities will be shared fairly and openly.
13. Participation is dependent on compliance with our code of conduct.

Reasons to be there

14. A reason to be at the coffee shop may be to meet a friend, to have a sit down after a long walk, play a game, or to get food or drink
15. We must create and communicate reasons. For example, Tuesday at 1100 we are having an open house for Beech gardeners.
16. We must enable our community to engage with the coffee shop through social media. Anyone up for a coffee in 20 minutes?

Environmental impact

17. We will consider the full environmental impact of our activities and actively promote and pursue innovative ways to reduce our impact
 - a. Local sourcing
 - b. Compost coffee grounds
 - c. Recycle paper cups
 - d. Eliminate plastic

Major assumptions

1. The coffee shop will only be open at selected times during the week
 - a. The coffee shop will be closed at weekends to enable dedicated hire of the hall
 - b. We will phase our introduction of opening times during the week dependent on the availability of volunteers and demand
2. The market will support a minimum of 22 customers per week (Monday to Friday)
3. The shop will be staffed by volunteers
4. The cakes will be baked by volunteers at cost
5. The village hall will provide the space at no cost
6. The Charity will provide the financial support in terms of funding for capital purchases, cashflow and ultimately underwrite the financial risk.
7. We will cover the 'one off' expenses by advance fundraising.

Design

Indoor space:

Assuming we will use the lounge/bar area



What	Where stored at weekends
4 permanent tub chairs	Permanent fixture
8 bistro chairs	TBA
4 temporary 'card' tables with tableclothes (existing folding tables)	
Children's play mat, box and toys	As now
Pictures, chalkboard and new shelves	Permanent fixture
Village information board (walking routes...) - Reuse existing notice board from hallway	Permanent fixture
Coffee machine	Permanent fixture, consider as option for hirers.
Fridge	Permanent fixture Need to reuse existing.
Cake display units	
Cup, mugs, glasses etc	

Outdoor space

Permanently add three picnic bench's to the village green.
 Consider landscaping level area.
 Need to resolve how we would handle grass cutting

Scope of offering

Days and hours of the week:

Assume we only operate during weekdays to enable hire at weekends.
 We will scale up opening based on the availability of volunteers and the market opportunity.

- Initially start with just Fridays and then add more days as demand builds.

Start time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0700	Yellow					Red	
0800	Yellow						
0900	Yellow						
1000	Yellow						
1100	Green						
1200	Green						
1300	Green						
1400	Green						
1500	Green						
1600	Yellow						
1700	Yellow						

Type of products

1. Core:

- Coffee
- Teas
- Cakes

Snacks

- Pastries
- Soft drinks
- Snack bars
- Health food snacks

2. Next:

Lunch

- Sandwiches
- Paninis

3. Addition of alcohol beverages

4. Potential:

Breakfast

- Orange juice
- Muesli
- Croissant

Environmental considerations

We should be proactive in minimizing our environmental footprint:

- a. Recycling coffee grounds
- b. Recycling paper cups

We should lead with local suppliers where possible

- a. Locally roasted coffee beans
- b. Homemade cakes

Design decisions for the Lounge/Bar area

Decisions to be made:

1. Removal of TV screen
2. Changes to shelving behind bar area
3. Additional storage requirements for glasses, cups/mugs and stock
4. Extra sound proofing to partition wall
5. Can we change the appearance of the partition wall
 - a. Addition of curtain rail and decorative hangings
 - b. Replace wood with white plastic?
6. Sound proofing around coffee machine

Project plan

Year	Month	Project stage
2021	4	0 Define
2021	5	
2021	6	1 Fund raise
2021	7	
2021	8	
2021	9	2 Trial run
2021	10	
2021	11	
2021	12	
2022	1	3 Ramp up
2022	2	
2022	3	
2022	4	4 - Run
2022	5	
2022	6	
2022	7	
2022	8	
2022	9	
2022	10	
2022	11	
2022	12	

Project phases

Phase 0 Definition

Community survey completed.

Definition of the requirements, design, business case and outline plan

Definitions of trial run and ramp up Fundraising targets

Outline plan approved by BVH MC

Phase 1 Fundraising

Fundraising

Trial run Fundraising target achieved

Phase 2 Trial run

Trial run

Ramp up Fundraising target achieved

Lessons learned and changes required agreed with BVH MC

Phase 3 Ramp up

Ramp up

Lessons learned and changes required agreed with BVH MC

Phase 4 Run

Run