

# Analysis of the December 2020 Consultation

## 1. Summary

This document reports on the analysis of the feedback from the December 2020 Consultation.

The principal reason for the consultation is to seek the views and ideas from the local community that may impact on the Stage 3 design. The views and ideas that do not impact on the design at this stage are operational in nature and will be considered later in the programme. Nearer to when the pub is scheduled to open, these additional items will be covered in a more detailed consultation.

The Management Committee will consider which features will be included in the design of the George.

## 2. Introduction

During December 2020 a short questionnaire was hand delivered to all households in Wickham Market to seek input for this stage of the design. Within each questionnaire, opinions were sought from up to two people with the intention of reaching the majority of the adult population of Wickham Market. Of the 1185 questionnaires sent out, there were responses from 466 people, 26% of the adult population.

Within the questionnaire, there were items concerning:

- The colour of the building with a choice of three colours
- The design of the front garden
- Provision for cyclists
- Provision of a pizza oven and cookery classes
- What else would you like to see?

### 3. Methodology of Analysis

The questionnaire contained a mixture of open and closed questions. The list of “votes” for the closed questions and the list of comments are covered in a separate report, Consultation – December 2020 Feedback Report, presented on Saving the George website but this document only considers the totals.

The open questions collected a range of views, many duplicates, many overlapping, some from many people and some from few people. The first task was to group them into subject areas and then to consider each subject area. Then for each subject area, for example the Courtyard Space, the responses were collected. Where a comment did not fall naturally into a group, care was taken to ensure that it was not lost.

In many cases some interpretation of a response had to be made to understand the underlying issue. For example, under “food”, at least one person requested “quality food”. Many others requested “traditional pub food”. These two comments could be considered to be one and the same or completely different.

Given the very nature of the questions and responses, it is possible that some views have been misinterpreted but every effort has been made to ensure that this did not happen. What is important at this stage is that views and ideas that impact on the design of the George are captured.

For the purposes of this document, the comments that impact on the RIBA3 design are drawn together. These are set out in each section and then collected together at the end of this document.

### 4. Colour of the George

The votes for the three colours presented were:

Warm Grey	98
Sage Green	186
Suffolk Pink	178

*D1 Sage Green will be the colour of the walls of the George*

### 5. The Front Garden

Of those that expressed a view on the idea of a front garden, 402 said yes and 8 said no. There were 56 who did not have a view. There were 109 comments on the use of the front garden, and these have been bundled into groups for the purposes of analysis.

Two people expressed the view that the front should be paved.

*D2 The front garden will have railings and hedging.*

## Planting

Forty two people commented on the planting in the garden. Ideas ranged from hanging baskets (9), bedding plants (9), climbing plants (4), planters (1), herbs and fragrant planting (1), window boxes (2) and lawn (1). There was also a desire for a colourful display. One person asked for a sensory garden for those that are visually impaired.

There were comments on the maintenance of the garden with concern expressed about litter and dog mess.

In general, gardens can be high maintenance, for example watering pots and bedding plants in high summer. But shrubs and climbing plants can be slow growing and visual impact may take some years to develop. The use of temporary structures, eg pots, planters, window boxes, etc, would help to bridge that gap.

The involvement of community support through volunteer gardeners for the long term development and maintenance of the front garden is seen as a key factor in deciding a planting scheme.

Three people suggested that an alternative hedging to box should be used as box blight is rampant across Britain.

The detailed planting scheme will be decided during the Delivery Stage.

*D3 The front garden will be designed to take into consideration the on-going maintenance requirements.*

## Wildlife

Six people wanted the garden to be friendly to wildlife.

The proximity of the road limits the extent to which wildlife can be attracted, for example hedgehogs, but planting can be bee, and other insect, friendly. The scope for attracting birds is mainly through planting, again with berries for the winter and insects for the summer.

The detailed planting scheme will be decided during the Delivery Stage and will, where possible use plants that attract wildlife.

## Seating

Twenty seven people thought that seating would be a good idea for the front garden. However, there are operational concerns about people congregating in the front garden and this will be further considered in a more detailed consultation nearer to when the pub opens.

## Lighting

Seven people wanted to see lighting at the front, and in particular the use of up-lighting to enhance the garden features.

Additionally, power for lighting needs to be considered for seasonal displays with control from indoors.

*D4 The front garden will have power supplies for the flexible provision of lighting.*

## Parking

Parking in front of the George was raised by 3 people.

Historically parking has not been an issue when the George was open. However, should it be an issue when the George is reopened, we will work with the residents and Highways Authorities to resolve it

However, it is noted that the garden at the front can be designed to discourage parking

*D5 The front garden will be designed to discourage parking in front of the George*

## 6. Making the George Bike Friendly

Of those who voted on whether the George should be “bike friendly”, 422 said yes, 7 said no and 37 didn’t express an interest.

Comments were made in the “front garden” section and the “what else” section. Concerns were expressed about the untidy parking of bikes at the front and for the security of bikes at the front. On both issues, the better option would be for bikes to be left in a designated area in the Courtyard Space.

*D6 The Courtyard Space will include a cycle parking area.*

## 7. Pizza Oven

Those in favour numbered 400, those against 12 and those with no opinion 5.

Comments centered on the control of odour. Using kiln dried wood will minimise the smell and smoke from the burning wood, and the cooking smells should be reduced by the close proximity of the burning wood embers. However, this needs further investigation.

*D7 There will be a pizza oven - it is noted that consideration and consultation is required regarding possible odours disturbing neighbours.*

## 8. What Else Would You Like to See Happen at Your Pub?

This was a catch-all category and it delivered 247 responses on a wide range of issues. With the exception of D8 all these will be considered nearer to the pub opening and, in many cases, will require further consultation.

### Courtyard Space

There were eleven responses in favour of a beer garden. A positive response has been received for a pizza oven (above) as well as the possibility of a barbecue.

There were many responses in favour of a child friendly pub and in the garden, the inclusion of a children's play area.

Smoking inside is prohibited, but some wanted to limit ad hoc smoking outside the George, leading to littering problems. It was requested that a dedicated smokers area should be included in the Courtyard Space, possibly including shelter, light, and waste disposal.

*D8 The Courtyard Space will include a designated smoking area, including cover for inclement weather.*

### Events

A total of fourteen response raised the possibility of events being held. These included community events, beer festivals, OAP events, national celebration events, singles events, sales events and food events including wine tasting.

It is planned that the George will host many such events and more, managed by the Communities Engagement Coordinator.

## Food and Drink

A total of 63 comments were raised regarding the food and drink offerings. The comments covered many of the possible options that a pub could offer such as traditional pub food (14), themed nights (11), quality food (6), vegetarian and vegan food (1) and gluten free food and beer (1). One comment suggested that a small changing menu would be best. At this stage of the development cycle, all of these options will be included in the kitchen design. The final decision on food and drink offerings will be decided nearer the time that the George opens in late 2023.

There were five comments about supporting local providers, both food and drink. Taking this a step further, one comment suggested using produce grown on the allotments in the village. Both of these proposals are included in our operational strategy..

Other comments included daytime coffees (8) and pensioner lunches (5).

## Entertainment

Quiz nights received 23 comments.

Music in the form of karaoke, open mike, folk events also were popular with 18 comments in total. One comment was received that said “no music” but it was not clear whether that meant background music or music events.

The hosting of music events will be considered as part of the operation of the George and will be part of the further consultation mentioned above.

Many comments came from people wanting traditional pub games and activities such as darts (6), board games (5), pool (2), bingo (2), cribbage (1) and sports TV (2). For both darts and pool significant space would be required to accommodate them in what is a small pub. This would require further investigation. Sports TV is an expensive option and would require careful evaluation. One respondent said, “no TV”.

## Bar/Restaurant

Thirteen people wanted a dog friendly pub.

Eight wanted a wood burner or open fire. The existing fireplace in the middle of the pub is being retained.

Three people wanted to make sure that the pub was accessible to those with disabilities. The design will ensure that everyone can make use of the pub and the community activities space. Inclusivity is an important part of the vision. See section 8.6.

Three people wanted a relaxing bar with comfy sofas and armchairs. In addition, one person wanted a large bar and a small restaurant, and a further person wanted a quiet seating area.

There was also a request that the bar did not have stools, presumably to reduce congestion near the bar.

The layout of the bar and restaurant areas will be considered as part of the operation of the George.

Two people raised the issue of noise in the bar and restaurant area. An acoustician is employed as part of the design team to ensure that sound levels are controlled as part of the design process.

Two people want a child friendly pub/restaurant. This is coupled to other requests for an outdoor play area and parent and toddler groups during the day. This will be considered as part of the operational planning for the George.

The possibility of a loyalty card scheme was raised. An interesting concept in a pub environment and will be considered as part of the pricing scheme for the pub in operation.

One person wanted the George to be singles friendly and another, more welcoming for women. It is intended that the George will be welcoming for all and will engender a community spirit. At the heart of this is the careful choice of pub manager who is key to the ambiance of the George.

Six people requested that cookery classes be held. This has been noted but remains an operational decision for the George.

### [Community Activity Space](#)

On the first floor there will a fully inclusive and flexible space and facilities for activities and engagement in a warm, comfortable, and welcoming social environment. To assist in ensuring inclusivity in all areas of the pub, some pub staff and volunteers will be trained in deaf awareness and communications, visual awareness, dementia awareness, and disability awareness.

It is noted that this space will be managed such that it is not in competition with the village hall or the Resource Centre.

One person asked for the provision of work space. There is a separate enclosed space on the first floor which could be used for this purpose.

## Other

A number of other issues/requests were raised which did not fall naturally into any one category.

One comment was to keep the main access at the front of the building where it used to be. For the best use of space internally, a side entrance allows a better internal layout. Further focused consultation with the author of the comment will be held.

Some comments were received about a balcony at the rear of the George over-looking adjacent properties. The architect has already been instructed to design out any concerns.

One person said, *the whole ridiculous plan should be shelved, it is a complete waste of money*

Another said that *it is a waste of money which would be better spent on the village hall. Knock it down and build a couple of houses for older folk. The village has not had a pub for 7 years and it hasn't been missed. We have several other good pubs close by. Greyhound is only a short walk away.*

Another said that *you say there are 119 community pubs open now. How many of them had to be built after being burnt to the ground? Also, you say you would like the pub being a cyclist friendly one, that will take business away from Café 46.*

Six people just wanted the George to open as quickly as possible. We are going as fast as we can!

Four wanted WiFi. This is regarded as a “basic service” these days but will need to cover the garden as well. Additionally, charging points were requested. These are already included in the design.

One person asked for the name of the George to be changed so as to forget the recent history of the pub. This idea is not likely to gain traction as the name is part of the heritage of the pub and is also deeply ingrained in the culture of the village and in the project itself.

Another wanted a pub cat.

A further request was to retain historical features where possible. This is a priority aim of the project and a condition of the award from the National Lottery Heritage Fund.

A single person wanted to stop the project and to build old people's homes instead. This stands against an overwhelming request by the village to rebuild the pub.

A notice board will be incorporated inside.

One person asked for a casino.

## 9. Details for inclusion in the Design

The issues that will be carried forward to the Design Team are as follows:

*D1 Sage Green will be the colour of the walls of the George*

*D2 The front garden will have railings and hedging.*

*D3 The front garden will be designed to take into consideration the on-going maintenance requirements.*

*D4 The front garden will have power supplies for the flexible provision of lighting.*

*D5 The front garden will be designed to discourage parking in front of the George*

*D6 The Courtyard Space will include a cycle parking area.*

*D7 There will be a pizza oven - it is noted that consideration is required regarding possible odours disturbing neighbours.*

*D8 The Courtyard Space will include a designated smoking area, including cover for inclement weather.*

## 10. Issues for consideration later in the programme

Many of the issues raised do not impact on the design of the George, as they are operational in nature. They are recorded here for consideration later in the programme.

N1 The use of temporary structures such as planters, pots, window boxes, etc, are recommended by many. These give flexibility to the garden design and can be put away when the plants have finished flowering.

N2 Planting of the front garden should include fragrant and tactile plants for the visually impaired.

N3 It is recommended that box is not used for hedging due to problems with box blight.

N4 Attracting wildlife would be welcome. The use of insect hotels, bird boxes, bat boxes, suitable planting, etc, is recommended.

N5 A children's play area was requested.

N6 A wide range of views were expressed regarding the menu. This will be decided nearer the opening time, but in any case will be flexible to meet the varying customer demands.

N7 There was a strong demand for quiz nights, music in the form of karaoke, folk evenings, open mike, traditional pub games such as darts, pool, etc. These will be considered as part of the operational planning of the George and be the subject of further consultation.

N8 Several people want a quiet cosy bar area with sofas and arm chairs. The layout of the bar and restaurant areas will be considered as part of the operation of the George.

N9 The possibility of having work space will be considered as part of the operational planning.

N10 The possibility of seating in the front garden is to be considered.