

George e-Survey - Analysis of Results

Introduction

The survey was designed by Bill Evans and George Hering with technical support from Ray Lewis. It was carried out using Google Forms during April 2020 and sent out to all Society Members and Friends of the George via MailChimp. At the time of the survey, Covid19 restrictions prevented a village wide consultation but it was felt that a survey via an online form to all Friends and Members would give a representation of the views of the whole community. A copy of the survey questionnaire used can be found [here](#)

Categories covered

The main categories for the survey were as follows:

1. Food – your three favourite places to eat and drink in the local area
2. Food – your three favourite types of food
3. How often do you go out to eat snacks, lunch, evening meals, Sunday lunch
4. Food - Would you support the introduction of a wood fire pizza oven
5. Drinks - what are your three suggested choices of drinks and brands
6. Drinks – Would you support having a micro-brewery
7. Activities – What three suggestions for activities would you like to see in The George
8. Additional comments

As a thank you for completing the survey, 5 respondents were chosen at random to have a voucher for a free meal for two when the George opens.

Coverage

282 emails were sent to the members and 253 to Friends. But it should be noted that a number of people appear on both the Friends list and also the Members list. Therefore, at the time of the survey, some Friends would have received the survey request twice but would have completed the survey only once. Since then, and to avoid future duplication, the friends list has been updated to indicate which are 'Friends only', i.e., not also members. At the time of the survey, there were 142 who were not also members. So, the total audience for the survey was 424 (282 + 142). The number of completed responses received were 156 representing a response rate of 37%.

The results

The following sections contain the high-level survey results for each of the main questions. They have been extracted from the master response spreadsheet which can be found [here](#) which contains all individual responses. For brevity, only the top scoring responses are included in the summaries below.

Section 1 – Where are your three favourite places to eat and drink in the area

These are the top 5 choices

Favourite Place 1	Count	Favourite Place 2	Count	Favourite Place 3	Count
Greyhound	43	Greyhound	20	Greyhound	11
Coach & Horses	14	Bengal	11	Bengal	9
Crown Ufford	11	White Horse	10	Anchor	8
Bengal	10	Coach & Horses	9	Coach & Horses	7
White Horse	4	Crown Ufford	8	Crown Ufford	6
Total respondents	156		154		148

Observations/comments

From this result we can take a lot in terms of value, pub layout, service, and quality of food.

Unsurprisingly the Greyhound took top place, its location to Wickham Market, friendly management team and mid-priced food offering was always going to make it a favourite.

Section 2 – What are your favourite types of food?

These are the top 6 choices

Food type 1	Count	Food type 2	Count	Food type 3	Count
Traditional pub food	22	Italian	27	Italian	22
Roasts	20	Indian	24	Fish	16
Fish	19	Fish	16	Indian	15
Italian	18	Asian	11	Asian	11
British/English	17	Salads	7	Veggie/Vegan	9
Total respondents	155		147		144

Observations/comments

Italian food came top of the 'type' of food therefore a pizza oven might be considered for themed pizza evenings. Traditional Pub Food, Roasts, and fresh seafood were also strong suggestions.

Vegetarian and gluten free menus were seen to be essential.

Section – 3 How often do you go out and eat the following meals each month.

Frequency	Snacks	Lunch	Sunday Lunch	Evening Meal
none	22	19	63	15
Once a month	28	62	56	83
once a week	34	28	4	12
twice or more a month	33	29	13	36
Twice or more a week	28	11		8
Total respondents	145	149	136	154

Observations/comments

The numbers above are from those members and friends who completed the survey. 156 responses were received.

Monthly totals are follows:

Snacks: 454 Lunch: 320 Sunday Lunch: 98 Evening Meal: 267

Section 4 – Would you support the introduction of a wood fired Pizza Oven

No	35
Yes	120
Total respondents	155

Observations/comments

As Italian food was marked so highly a wood fired pizza oven seems logical. The Station at Framlingham are very successful with this option throughout the summer months.

Section 5 – Additional comments on food

This is the complete list of comments

A good Gluten Free range is important (Drinks and Food)
A good variety perhaps themed nights
A menu that offers a selection of dishes and changes regularly.
A strong vegetarian menu, not a token one
A Variety of different food would work well
A wood fired ovens aren't environmentally friendly and just a fad
Affordable
Affordable please
Being gluten intolerant has an impact on what food I can eat therefore important consideration is having a good choice of gluten free dishes
Curries
Decent seafood is sadly lacking around here and being so close to the coast. Likewise championing local producers is a must.
Don't just rely on a traditional pub menu, have some innovation
Enjoy freshly prepared food.
Ensure use of locally sourced naturally dried wood for the above. Make sure portions are not too large, options for smaller portions is good too. Homemade desserts good if possible. Keep packing to minimum with all food items.
Firstly, it is all about the food, then the place, the ambiance - no one likes to eat alone
Food needs to be home cooked and of high quality and not poor quality fast food
Food quality that compares with the Deben Inns plus specials
Food with lots of fresh vegetables
For 'none' above read 'occasionally'
Fresh food / local produce
Fresh local ingredients
Fresh seafood would be incredible. Supporting local business.
Fresh simply cooked local ingredients veggie options
Getting a good chef will make all the difference
Good food, reasonably priced
Good home cooked food with a desert!
Good quality British/ or locally produced food and of course quality coffee
Good quality locally sourced food
Good quality, fresh ingredients, a chef who can build an excellent reputation
Good range of lighter meals and veggie options
Good variety of home cooked food
Have to get the food offering right to attract punters. Lots of strong competition in the local area
Hearty and wholesome please
Home cooked food and good Sunday roast
I am coeliac so can only eat gluten free food
I like a wide variety of tastes and styles but always looking for something new both in tastes and experience
I tend not to like food that is hidden in creamy sauces

I think it's important to have a range of vegetarian / vegan options
I think mid range fairly priced food with variety would work best
I welcome any chef who uses fresh ingredients and can adapt for personal preference & allergies easily
I will eat pretty much any kind of cuisine, but really good burgers are a favourite!
I would be happy to see good quality 'pub grub' with themed nights i.e. curry or steak nights
I would want good vegetarian options
I would wholeheartedly welcome an experimental menu. Traditional fare is always a good idea, but it would be nice to see a new and unexpected dish each month. Not necessarily a permanent addition, but something new for people to try that would not ordinarily be available.
I'd like to see great baguettes, wraps and salads at lunchtime and hearty suppers in the evenings, including spicy curries, fish and pasta dishes.
If a wood fired Pizza Oven is installed I would not want it at the detriment of the main restaurant serving 2 or 3 course meals , particularly in the evening .
If the pub was open, I would eat out more often
I'm not against Pizza, or a wood fired Pizza Oven, but not at the expense of other cooking
I'm not anti pizza. It's just not my first choice. But I like Pizza Express
Irrespective of food types, the menu should be uncluttered and the food well prepared.
It must be reasonably priced so that families can afford it.
It should be very clean, fresh and local
It would have to be good value for money to encourage families to eat there
It's good if you can achieve a home cooked feel, as opposed to a catering standard food.
Keep it simple
Keep it simple....stick to classic British fare
light snacks /soups / burgers /pizzas
Local, not frozen
Locally sourced, Fresh ingredients in meals freshly made on the premises. No processed elements e.g. sauces and no convenience food. We must celebrate the excellent range of ingredients and produce we have in this region. Menus must be dictated by what is best at a given season and menu should be limited to what the Chef can do well.
Maybe world food nights would be an idea
Most people like a big range of foods
My circumstances are hardly 'usual' at present: may alter again in future.
Need somewhere comfortable to sit and have a chat over lunch/supper, not being drowned out by over-loud conversation with everyone on top of each other
Needs to be affordable for all - e.g. Deben Inn prices.
Needs to be varied
Needs to use locally sourced ingredients
None
Not too fancy or precocious
Not too large a range as expertise then drops
one thing done well beats many things done mediocly
Outdoor eating

Please do not compete with the offerings at other local cafes & restaurants. Getting the George back is not much use if we lose one of the two cafes, the fish & chip shop, Indian or Marlesford Farm Cafe. The George needs to plough its own distinct furrow which is complementary to existing businesses. Basically, it needs to be a good pub that does food rather than a cafe/restaurant that makes space for drinkers
Please don't do 'traditional pub food'
Please ensure fresh local veg, please support Revetts for meat.
Please use local suppliers. Animal welfare important to me. Coffee with cream should be "allowed" despite the recent insistence that it may be bad for us!
Prefer well cooked English dishes
Quality food at a reasonable price
Quality limited menu prepared fresh as opposed to loads of dishes.
Reason for No to Pizza is I am a Type 1 diabetic, too many carbs in Pizza for me. Again, on a personal note chips are also limited. Alternative options to these like a salad is useful. At my last village pub there was also an option on some foods that would be normally served with rice or chips to have 'half and half'. Also, to generate early evening customers before say 1900 you could choose a free starter!! From my opening comment I may indulge in starters, again preferably typical British, similarly sweets are low on my list of priorities but sweets that I can share with my partner don't go amiss
Research into the use of a Pizza oven would be necessary as I doubt this would be overused.
Sandwiches are good at lunch time
Should be fresh produce
Straight forward pub food e.g. bar menu preferred
Use as much locally sourced and seasonal produce as possible.
we appreciate good pub grub!
We do enjoy going to the Station in Framlingham for wood-fire Pizza
We have gastro pubs nearby
Will only go out to eat somewhere that offers fresh - preferably locally sourced - food prepared and cooked on premises. (Ps we do have Sunday lunch out occasionally)
Wood fired pizza may work as not provided by other pubs in area
Would eat out more in evening if pub was nearby
Would like good pub grub
Would not use the George as a takeaway.
Would really like to see good well-cooked quality food over quantity if they makes sense.

Observations/comments

More comments were received from the food survey than any other section. Many are contradictory therefore hard to get a clear opinion of peoples tastes. Italian, roast and fresh fish were high on the request list as were vegetarian, vegan and gluten free options. A dish of the day was also mentioned.

Affordable, locally sourced, seasonal fresh ingredients cooked and prepared on the premises was a common request throughout.

Section 6 - What drinks and brands would you suggest?

Top three beer brands mentioned specifically

Brand	Count
Adnams	29
Earl Soham/Cliff Quay	10
Aspall	5

Observations/comments

Clearly local beer and cider brands are important with Adnams topping the list.

Section 7 - Would you support the idea of having a microbrewery for the George?

No	33
Yes	122

Observations/comments

Despite the overwhelming vote that it would be nice to have a micro-brewery in the comments section there were mixed views. Opinions that we might be stretching ourselves too far, that there wasn't room on site and that it needed a different skill set.

Section 8 - Additional comments on drinks

This is a complete list of comments

I feel there is a growing trend for low/non-alcoholic drinks
A microbrewery would be amazing!!!
A microbrewery would only increase prices in my opinion
Per square foot you would make more money from a bar billiards table than a brewery. Breweries require expert staff to run them, and they require space you haven't got. Don't do it. Concentrate on your customers, and running the pub, that is a hard-enough job in the current climate.
Affordable!
Again, international drinks nights
all things are possible, but the key thing that will determine success or failure is the quality, talent, creativity, enthusiasm, and charisma of the landlord/lady
any well-kept beers really
Apologies not an expert on brands. Microbrewery sounds ambitious but if there is space then it would be a fabulous idea.
As with food, you don't always want the same thing.
Being 'tee-total', I find it difficult to name drinks, although my partner likes a glass of wine to go with a meal
Broad range to be available
Excellent coffee is a must
For me the choice of good real beer and where to eat are linked. Real ale needs turn over and a microbrewery is risky in terms of having enough turnover and having consistent quality. (The White Lion, Ufford seems to have this problem)
Fruit cordials / Aspalls apple juice will attract non-drinkers.
Gin bars have been growing in popularity for years. A gin and tonic menu may be of interest. The same can also be said of rum.
Good Coffee is required
Good draft beers not just bottled
Guest beers are a great idea
Guest beers as well stock Adnams. Good selection of Gins and Whiskies and good wine list
Have a selection of other spirits available e.g. malt whiskey, rum
I don't drink a lot
I still like the big brewery beers.
I think to begin with choose some quality local beers and ciders along with some favourites like wine -pino grigio/prosecco or spirits - bourbon whisky/Smirnoff vodka etc
Keep beer local
Keep it local either for production or supply.
Love locally produced wines and spirits
Low alcohol beers and wines. New wave IPA beers, though this may be limited due to alcoholic strength.
Make sure the coffee is consistently good, including de-caff. Use loose leaf tea. Good quality fair traded drinking chocolate. We should aim for a "Fair trade" status for The George.

Maybe guest ales & a few special Gins - I can introduce a gorgeous Gin that a good friend makes with the essence of violets in it. He is a renowned expert on violets & has his own Garden Centre with large restaurant as part of the complex in Bridport, Dorset.
Micro brewery is a good idea, but would there be the demand?
Microbrewery is a great idea! Some people may be willing to invest in this only?
Microbrewery only if sufficient locals prepared to work there. Cannot rely on having to appoint only managers who love this
neutral on the micro-brewery
Nice teas
No particular preferences
Non/low alcohol also important - have you heard of One Drop? (Ipswich based)
none
Not a big drinker
Prices should be competitive
Soft drinks should be cheaper than alcohol
Sorry, don't really drink, so not much help here
Sorry, not able to drink beer but support the idea of a micro brewery for others
Specialist Whiskeys, Gins as these can be popular and possibly prompt tasting events. Supporting Local Beers and Wines could also encourage this and beer festivals etc
Start simple then expand range
Stock as much local produce and drinks as possible (although appreciate that you will need to offer a wide selection of drinks to cater for all)
Stock local beers and ciders
Tea, coffee and hot chocolate
The food is more important than the drink, but it would be good to get a reputation locally for providing something other pubs don't necessarily do e.g a range of English wines, summer cocktails, winter gins
The White Lion in Eyke have it right
There are plenty of good microbreweries around already in Suffolk which the George should support
There seem to me to be too many micro breweries around and finding a USP can't be easy. I don't know how profitable they might be
There should always be at least 2 real ales on offer
they should be reasonably priced
This last would depend very much on expertise available, and its cost. Should be kept simple to start with.
Try and source local products.
Very much support local products: especially micro-brewery (? using local spring-water?) ! Perhaps also serving Wickham spring-water, itself?
We want responsible drinking - people will leave The George in a residential area
With the close proximity of housing, a 'drinkers' pub would not be welcomed. I have no objections to a microbrewery, but this could encourage people to be in the pub for longer which could then lead to homes being disturbed.
Would love to see a microbrewery, great idea
Would there be space for a microbrewery?

Observations/Comments

Local beer brands a priority a minimum of two draught beers on sale. Guest beers thought to be a good idea. Good quality low alcohol beers and wines have many supporters. Gin menus seem to be popular.

Regards hot beverages coffee should be consistently good and include de-caff option. A variety of loose tea options also mentioned.

Section 9 - What activities would you like to see in the new George Pub

Here are the top 5 answers

Activity 1	Count	Activity 2	Count	Activity 3	Count
Quiz nights	21	Quiz nights	17	Quiz nights	9
Arts & Crafts	10	Talks & Education classes	9	Elderly club	8
Live music	9	Yoga/Pilates	8	Talks & Education classes	7
Pub games/quizzes	8	Book groups	6	Pub games/quizzes	6
Talks & Education classes	7	Pub games/quizzes	8	Local groups	6
number of respondents	136		132		102

Observations/comments

The ever popular quiz night topped the list with art and crafts and educational talks and classes also very popular.

Section 10 - Additional comments on activities

This is the complete list of comments

a place which is welcoming and socially inclusive
A quiet place with no intrusive music or noisy activities - and definitely no sports TV
Access could be a big issue as the room is upstairs. I would hope plans would include a lift although I know this will be expensive.
Activities aren't for everyone, so there must also be times without.
Activities should be at a village level so that locals want to come to the pub, not that they may feel outsiders in their own village.
Activities that bring the village together & enhance the social well being of all would be most welcome.
activity 4: health: both info and classes, sport (monthly George run?), etc. avoid activities already catered for in the area
Agree with all the above suggestions. Race nights can be popular too
All of the above suggestions sound good! How about a small community garden too or kitchen garden?
Also book club, comedy night, Open mic (karaoke),
am unlikely to use additional activities as parking is difficult & will get more so.
Anything that benefits the community would be good (may be difficult if it clashes with village hall events?)
As a new facility the pub needs to link in with existing groups who may want to run classes and events that could be marketed to the wider community (ie outside Wickham Market as well as to Wickham Market residents).
As an Easton resident rather than Wickham Market - feel I'll be more of a passive supporter of the pub rather than taking part in activities
Book shelf
Bring and mend sessions are becoming popular too.
Comedy
Dart board
Dementia group
Difficult to answer as room size and flexibility not known
do not have to many options to start with
Don't get too carried away with trying to provide everything for everyone at this stage. Those with the loudest voices seldom have the most sustainable ideas
Don't have lots of different events, they never work
Good Wi-fi is a must. No TV
I am concerned that some activity plans may detract from local premises already offering yoga, screenings etc
I am not local and would not be able to participate too much unfortunately
I can't think of anything else that isn't covered in your list above
I don't Live in WM so it's unlikely I will be involved in activities
I don't want recorded music, televisions, any machine or activity which encourages gambling. I want an emphasis on good food and drink.

I literally Live next door to the pub and have kids so would appreciate Live music being kept to a minimum on Saturday nights
I note that lunch club for elderly was listed above, why not any age group!!!! Difficult to answer the activities question as not sure of room size
if you have a visitor-could they stay there?
I'm sure that all age groups should have opportunities, particularly youngsters whose options seem pretty limited locally. Being old I can't suggest ideas though!
I've not really given this much thought.
Joint collaboration with Village Hall Committee to ensure you are not treading on each other's toes. Both the pub and the Village Hall are essential to village groups
Let's not get too ambitious, Live feeds of mass entertainment can be done at the Village Hall
Live entertainment (not karaoke!)
Local Clubs and interest groups, in Art.
Local Interest talks
Meetings with buffet lunch
Needs to be flexible as demand changes
Nice to have activities not readily available elsewhere locally - especially stuff relevant to all ages as suggested above
No Juke Box. Semi- Sheltered area (for the smokers) with suitable heater.
No TV - of any kind and No 'muzak'
Not sure about darts/pool games
open-minded, flexible response to 'hosting' both the particular and the general.
Other activities mentioned are already catered for elsewhere in the village. The George must not take custom from the Village Hall.
Parent and baby not mum and baby please.
Parking is a major issue / access with prams and mobility issues
Should actively encourage people who are on their own
Some community events on special days like royal events St George's day or St Patrick's day. Just something!
The George will be in competition with the New Village Hall project if it offers community rooms. This is not needed at The George.
The pub doesn't need to replicate any activities already offered in Wickham.
The suggestions already made cover what I would like to see in the George
There has to be something for everyone of all ages & interests not just exclusive for certain members of the community
Use a noise limiter and don't do 21st birthday parties.
Various card & board games to create a traditional pub atmosphere
Various to bring in people to use the pub
We already have a range of activities, groups and classes on offer in the village or nearby and would have to think about offering something different.
We are parents of a 6 year old so a child friendly pub with consideration for children would be great an enable us to use the pub a lot more.

We don't necessarily want to go to a pub for an activity - more to enjoy some good food and drink in an attractive interior. Pensioners lunches are a great idea but need to consider how people with mobility scooters / walkers etc will access the pub including how they'll get there as roads are so narrow.

Weekly Low cost dish of the day

With the village being well served at the moment, The George will need to make itself a "go to" venue

You just want somewhere with a welcoming atmosphere. Open door policy

Observations/comments

A broad range of activities would be welcome in a format that is not available elsewhere in village. Pub must be inclusive to everyone, so access and facilities are important. Ensure the pub is welcoming to all age groups.

Quiz nights are always popular and for those groups that are looking for a serviced meeting room the upstairs area might host meetings with drinks, buffet lunch, teas and coffees. Arts and crafts courses, talks and educational classes, private functions / gatherings and other group meetings could be held here.

Others pointed out that we should build an activities programme slowly and be sensitive to locality.

Section 11 - Additional overall comments

This is the complete list of comments

<ul style="list-style-type: none"> - Would be good to have space to book for private functions / gatherings. - Please be dog friendly!! - Bar snacks menu as well as meals
A good outside space, family orientated
A limited menu done well is better than a big choice done badly.
A pub that brings new with old. Highlighting the history of the george maintaining the beams etc character wherever possible.
A pub that suits everyone, friendly and warm
A welcoming atmosphere with good seating - the old Chequers was a good example for those who remember it
Access to upstairs for old and disabled. I.e. lift
Accessible and welcoming for a diverse community population and interests
Aim for minimum cost initially to get things off the mark
As previously mentioned, this pub is very close to homes and being disturbed by inebriated individuals / groups on the way home from the pub is of great concern to me. This would need to work as a more of a restaurant and not old-fashioned style pub.
avoid being too ambitious; start with sure things and add more risky ones as activities become established; recruit local talent for talks, activities by asking widely who could do what
Can provide a congenial and cheap meeting venue for many of our local organisations
Can't think of anything else at the moment. Good luck and thanks.
Collaboration with local artists (art on walls for sale). Dogs and wellies?
Comfortable seating and warm
Comfortable seats and dining chairs – we're not as young as we were!
Comfortable, welcoming, inclusive, encourage people to come in for tea/coffee, cakes, snacks etc
Concentrate initially on the pub & food element rather than the community hub. Done well these will pay the bills. If Wickham hasn't sustained the community ideas in its existing buildings, then they may not be sustainable just because we throw money at a new venue
Cycle parking.
Dogs welcome
Don't try and be all things to all people. Focus on inclusive activities that can't easily be found nearby
Easy access and good atmosphere.
Ensure there is a good area for drinking as well as food. Area for friends to meet and be in a bar area as well as book a table to eat. Good luck with it all.
excellent work so far. thanks for all your hard work
External seating area for the summer months & don't let the provision of meal tables take away space for people who only wish to sit and have a drink on occasions.
Friendly staff - with a knowledge of the area, so that they can help and engage potential tourists/visitors.
Genial hosting is prime to a successful pub.
Get some young people involved now not just old farts

<p>Getting the restaurant/food part right is the number one priority. Very few people go to pubs these days just to drink. If the restaurant builds a reputation similar to the Greyhound it will be a success and attract people from far and wide. The ability of pub/restaurant users to park either on the hill or in the car park behind Cafe 46 is important. The same applies to users of the other facilities.</p>
<p>Happy with whatever you decide</p>
<p>Have the committee considered an agreement with the restaurants in Wickham Market to supply food for the George. A similar arrangement as with the Fat Cat in Ipswich.</p>
<p>I am truly excited by the concept of a communal meeting area that will be so central to the village. Not JUST a pub, but somewhere for everyone to meet and share in so many possible activities and chances to learn new things. A quiet place where friends can meet and share a meal. A place where laughter and song can lift the spirits. I look forward to it a great deal.</p>
<p>I feel I've been asked the wrong questions in this survey, as what I like locally isn't necessarily indicative of what's missing or needed in Wickham, and likely to generate sufficient local support. Although I welcome being asked as a shareholder and local resident, I look forward to an experienced hospitality expert coming on board to help find The George's own way! Good luck to all involved.</p>
<p>I have contacted you before about accessibility for wheelchair users and people with mobility difficulties; both in and out of the building and to all facilities within it. I hope you have ensured in your plans that this is addressed.</p>
<p>I have heard people who used the old George say "Of course, they won't want people like us in there" We must make sure that all local people are welcome.</p>
<p>I hear many requests for "family Sunday Lunches", +other (weekend?) daytime family opportunities</p>
<p>I hope it can be seen as a family public house.</p>
<p>I just want a Traditional village pub serving excellent beer and reasonably priced well prepared food</p>
<p>I think decor and ambiance are really important too and it would be great if consultation was given on these choices when the time comes.</p>
<p>I think the Campsea Ashe Station is an example of a lovely design, super rooms and facilities-run by nice people----I know the George will be different but maybe along the lines of the station.</p>
<p>I'd like to frequent an establishment that offers good quality food and drink that's not too fussy</p>
<p>If a smoking area is mooted can it be located well away from doors or dining area</p>
<p>IF POSSIBLE, SEPARATE DRINKING & DINING AREAS</p>
<p>Informal - so that you can turn up in walking boots etc. Have segregated areas where dogs allowed, no dogs, children allowed, child free areas etc etc so pub can provide for different interest groups without one adversely impacting on the other.</p>
<p>It is imperative that the new George balancing a place to eat as a treat and a place to socialise over a drink. Getting the balance wrong will not deliver a country community pub. Many pubs have a dining area and a bar area to separate the two. It also allows people with dogs to dine in the bar. We like to eat out where there is a place where dogs are welcome.</p>
<p>It looks like all the popular bases have been covered which is great and appeals to a wide audience young and more mature.</p>
<p>It needs to be affordable to dine etc, but still good!</p>

It needs to be family friendly and dog friendly and open to cyclists and walkers
It should have a welcoming atmosphere that all stems from whoever is the licensee, with the decor reflecting the village's past.
It would be Fantastic to have a traditional style pub back in the village with information about the previous pub's history incorporated into it.
Looking forward to seeing it open!
Make an excellent choice of the person to run it!
Make sure you have enough space for customers to eat. People do not come to a pub to drink in this modern age, it is food that draws them in. Whether food provides profit is another matter. Don't forget that a commercial kitchen also requires space. If nothing else you need space for the chef, comi, and washer upper, plus room for waiting staff to move around in. Don't bother with a brewery, concentrate on your core activities of running a pub with a good food offering and great atmosphere, and making a profit. These alone are hard enough, a brewery requires a different set of skills completely, and will not add profitable value to the site.
Need to make good use of outdoor space at back to attract families for Sunday lunch/snacks and drinks.
Needs to be as inclusive as possible, but difficult to please all the people all of the time.
Needs to be like a country pub not like a restaurant that sells beer
No background music please
No games/slot machines, low key background music at times, always fresh veg, food theme nights e.g. curry night, pie night. Brunch menu.
No strong feelings on this
Not a sports pub please - something for families with good food
Not to have loud 'background' music.
Outdoor space is key i.e. Pub garden also parking and safe access
Outside space if possible
Parking is essential for us and is likely to become even more difficult in Wickham so access for a 'destination' pub is very difficult.
Parking is going to be a major issue
Parking may be a problem, could the time restraints on free parking be relaxed
Perhaps spaces could be as flexible as possible to make them suitable for a range of activity? Personally, I would welcome a quiet area, though I appreciate that this may not be possible all the time. Will there be space for a Patanque game?
Please control any parking along George Lane. As parking is extremely limited near the George, people will park anywhere, sensible or not. It needs a strong system of prevention or there will be conflict.
Please don't turn it into a "loud" music pub
Please ensure that the George is not over priced & too up market this is a village pub and has always been the heart of the community & Wickham has now lost that sense of community due to it being overrun with people moving here with no knowledge of the past
Please keep it quiet and pleasant.
Please make it dog friendly
Pub games, dependent on available space

Pub needs individual character i.e. Local themes. Pub needs welcoming staff and atmosphere created by design/surroundings.
Regret my poor response but the pub of the future needs to attract younger clients, sports TV may be important. for a community response. Especially if the British Legion continues to open up to a wider range of custom.
Rest room design - especially ladies - cubicles need to include a place or hook so handbag doesn't have to be put on the floor, and a basin. Basin essential as occasionally women have bloody hands and it is not good that they have to go out of the cubicle to wash. them. Noisy hand dryers are horrid so if we now are compelled to use those, better to have them in the cubicles. Mirror and shelf in the communal bit, as that's quite companionable.
Space for outside activities on warm evenings/days
start small
Thanks for doing this. It would be good if the george could support a full range of the community recognising and celebrating its diversity including financial.
The balance between old & young is a key issue. I would not want it to be a gathering place of any ages who then act irresponsibly on leaving at night. As an example of the previous George, dropping their empty bottles in my front garden on their way home!
The George is in a residential area so would have to be careful about noise generated. I think Sunday lunch would be a good draw as it was popular when available with previous landlord.
The interior decoration - it needs to be good and imaginative to compete with other establishments and the staff need to be both welcoming and interesting.
The Landlord makes a good pub from our experience!
The New George needs to cater for and be appropriately priced to draw customers away from The Greyhound, its closest rival pub.
The pub needs to be a true community hub WM is so geared towards exclusion of new people we have been here 5 years and have offered to do many things and we just get kicked back and excluded.
Think I have covered most things. My previous village, Bournheath, Worcs, tho' only having an electorate of less than 400 people had 3 pubs so to buy a home in Wickham Market with no pub was a bit of a shock to the system. The best supported pub in the village not only had a drinkers bar for locals and regulars on way home, it had a superb carvery initiated by the Managers tho' the pub itself belonged to a Pubco (can't remember which one). The second most popular pub was a free house tho' ales were limited (both pubs had draught ciders). Their bar and restaurant food was very good traditional fair added to which there was a Mexican theme. Food for thought!! The third pub had more downs than ups tho' the Pubco which owned the first pub sold it onto another Pubco about 18 months back and installed Managers with experience in the Black Country. I understand it has failed again and has closed. This third pub also had a drinker's bar and a lounge/restaurant but for 10 years or more this has failed miserably on the food front and obviously could not survive on its limited passing drinks trade. Hope these comments have not confused you
This has to appeal to a wide range, so not too foodie and as many community events as possible
Try to keep it a pub rather than a glorified village hall which we already have, and which is being improved
Try to rebuild keeping environmental concerns and sustainability in mind. Materials, insulation, heating options etc. Aim to keep the build and building running with less carbon emission and less waste.

<p>Very exciting, make sure the venue is as 'natural' as possible thinking about products and waste. Link up with Allotment Association maybe in terms of space veggie produce in exchange for tokens for free beer/coffee etc. Give opportunities for local people to help, work experience etc. Free wifi essential as this is still not available at the Village Hall! this will be a huge bonus for small group meetings.</p>
<p>We hope only living just down the road from the pub it does really well and becomes a real local hub for meeting people and enhancing Wickham. I think the appearance of the pub is going to be very important. This is a great opportunity to do something quite cool and classy rather than rebuild what was there before (I'm talking about the decor).</p>
<p>Well done to everyone for all your efforts</p>
<p>What Wickham Market needs is a quality local pub that serves good food, no more than that</p>
<p>When are we going to see any activity in the renovation of the pub?</p>
<p>Wickham has always had a good number of 'drinkers' and they are still Wickham even though there is no pub</p>
<p>Worth considering arrangement to reimburse car parking charges to encourage people from outside Wickham to eat at The George.</p>

Observations/comments

The George should be a village style pub with character that highlights the history of the building.

We should make good use of outdoor space and there should be free WiFi

Manager / landlord needs to ensure a well-managed friendly atmosphere. It should be inclusive for all and dog friendly.

The George needs to have a good balance between those that want to meet for a meal and those that pop in for a drink with friends.

It should be rebuilt with the environment and sustainability in mind and include Cycle parking.

Noise is seen to be a potential problem and should be carefully managed. Parking was also seen to be a problem some suggested that paid for parking in the village should be reimbursed.