

THE
DREWE ARMS
COMMUNITY PUB



The Core 'Pub' Proposition

Business Plan Annex 1

ANNEX 1: The Core 'Pub' Proposition

Our aim here is to make the Drewe a destination venue by providing **the food & drink people have always wanted**: simple, delicious, affordable and sustainable and **a brilliant venue to celebrate and entertain**: unique, original, characterful, vibrant all made possible by our **amazing Team**: friendly, helpful, supported and rewarded.

A) Dorothy's Cellar - The Drink offer (AKA wet sales)

The focus here is local and sustainable, so few or no bottled products (prone to fashion fads and less sustainable) and use of polycasks / carafs for wine (70% carbon saving by doing this).

Ale: This will focus on cask ale from tap, two always on, Devon sourced. e.g.: Avocet from Exeter as it's organic and Jail from Dartmoor as it's local and popular. One guest in shoulder months. Two guests in high season.

Lager: One always on, Devon sourced. e.g.: Utopian Lager

Cider: One always on, Devon sourced. e.g.: Sandford Orchards or Grays real Cider.

Spirits: Suggest Devon Distilled plus one value brand for Gin and Vodka plus a small range of top quality malt whiskies.

Soft drinks: Luscombe local products, local apple juice, homemade cordials and mixes.

B) Mabel's Kitchen - The Food offer (AKA dry sales)

Food is a critical part of the plan to put the Drewe clearly on the map as a destination venue. Having a great kitchen is therefore a priority. Whilst our initial focus is doing enough repair and refurbishment work to be able to get the pub open, one of our developmental priorities would be to explore relocation of the existing kitchen. A possible solution is to create a 'open kitchen' and sitting space in, rather fittingly, Mabel's kitchen, and turn over the existing kitchen to cosy 'snugs' for dining/drinking. As far as the offer itself, the focus is 'keep it simple, do it very well', so starting with a limited and simple offer to cut down on waste, storage and power. Locally sourced more important than wide ranged, and all homemade. Although the range is kept small, it will offer something for most people. For example:

Main menu:

Pub favourites
Homemade sausages *
Proper local Ham
Proper pork pie *
Special Ploughmans (not run of the mill)
Devon rarebit: with variations
Proper pasties (fillings to vary)
Homemade bread *
Homemade chips *

The Drewe Arms Community Pub

Specials:

Hot Pie of the month*
Cold Pie of the month
Steak of the month
Organic special
Meaty special
Vegan special
Great local cheese*

(* could also be sold fresh/frozen as part of our Mabel's Pantry retail offer – see later)

Puddings:

Old fashioned, all homemade with clotted cream, ice cream or custard
Crumbles, pies, sponge puds, treacle etc.
Homemade ice cream: vanilla and one other flavour.
Other very unusual homemade specials: Eg: Mars bar Pudding, Ploughman's Pudding, Chocolate and rhubarb sausages.

Special nights / pub offers:

The aim here is to start simple steps in building the pub as a destination venue through regular, quality, affordable and vibrant offers. For example:

Tuesday: 'Souper Tuesday'

Wednesday: Guest chef night / fresh and limited night

Thursday: Free drink with every 2-course meal

Friday: **'World Menu' Foodie Nights** (that can also be hosted in Long Room depending on demand) eg Friday night becomes renowned as curry night at the Drewe.

Saturday: Summer BBQ specials

Sunday: Lunch with a twist - seasonal and local

Sunday evening: Locals night (no food except pasties)

Add in further special offers such as: Breakfast and a pint at weekends, port and cheese offer, food and drink pairings.

Takeaway:

We will 'feel our way' here but the principle is to 'be there' for the local community when inspiration to cook at home, or being back late and tired from work demands an easy solution (this service also links to the Mabel's Pantry concept.)

C) The Café Menu

Depending on demand and layout practicalities, we may set aside physical space for a café but what we are very clear on is that from the get-go, having a café menu offering is very important. Note that this is an area we would again aim to start fairly basically and get better and better at as the trade grows. We see this is a very lucrative and popular trade opportunity that most pubs do very badly – so lots of opportunity here in providing scrummy homemade cakes, pastries and fresh ground coffee (although we may have to start with cafetiere coffee).

D) Long Room Events

The plan here is to develop the Long Room as the 'go to' event space. The Drewe has hosted some excellent, nationally known bands and musical artists in the past, including a truly memorable gig with Wilco Johnson, Norman Watt-Roy and Dylan Howe. The Long Room is a great, intimate and accessible venue and with parking available in the village car park, is more than capable of handling such events.

To get the ball rolling, we would propose 'event nights' throughout the month that utilises this space for regular revenue generating entertainment events and celebrations such as:

Wednesday: Film night (old fashioned films!)

Thursday: Free hire night for parties (min 25 people)

Friday: Live music night

Saturday: Rugby afternoon, or Celebration, or Beer Festivals etc (depending on timings). This is where the main demand will be for bigger celebrations such as weddings, milestone birthdays, christenings etc. (We envisage the venue providing a very good profit opportunity at weekends which needs careful attention and planning to get the balance of use right - so step by step).

Sunday: available for hire

In practical terms we envisage working with our large supporter base and key locals in the entertainment business to develop a programme of music and events across the year. For example, hosting three 'major gigs' with bands likely to draw capacity crowds. These events are likely to have a ticket price of around £20 to cover the cost of a £3k band. Alternatively, 'Battle of the Bands' type events could be put on to showcase local talent with a minimal door price to encourage take up or 'un-plugged' music to support events such as the Beer Festival.

We also plan to kit it out for basic business hire (screen, flip cart etc) to offer a truly different and special training / small business events venue that will attract attention and business during the week.

The garden / outside space also has big potential for events such as alfresco dining in the summer - very special and with the 'wow' factor - family BBQs, Hog Roasts etc. Add in further events (these may 'dove-tail' into our wider community offer as set out in Annex 3): Solstice beer festivals, cheese and cider festivals (Spring and Autumn).

E) The Bunk Rooms - Accommodation

Whilst accommodation is not a focal point, we do see having clean, fresh, basic accommodation as an important part of the overall proposition. Initially, the existing bunk rooms can be relatively easily given a make-over to provide walkers and visitors with a place to stay. Longer term, these and other outbuildings could be upgraded or supplemented with 'pop up' accommodation such as yurts that can provide attractive, different and profitable places for people to stay.

F) Mabel's Larder

In time, we see additional income being generated by a retail offer (especially given the retail vacuum in the village as a result of the closure of the village shop). The principle to start being to make available for sale fresh produce and products used / made by the kitchen and from the cellar eg: homemade bread, cheese, sausages, pork pies, pasties, preserves, wine (in returnable bottles).

This could expand into a wider offering such as gift cards and other 'branded' gifts – T-shirts, pictures and prints, hats, key rings, hampers and local crafts.