

The Survey

Thank you for taking the time to complete this survey.

Most questions are in the form of a statement to which you can agree or disagree on a scale of 1 – 5. Other questions ask for specific answers which can be ticked or circled. Mark all those that apply. No questions are compulsory. If you can't answer a question, just leave it blank. There is space to add comments if you wish, or please feel free to add another sheet. If you would like further copies of this survey for others in your home, please feel free to make your own copies and please mark them clearly "COPY" on the first page.

Your use of the pub

1. ***"Generally, I visit The White Lion..."***

- Very regularly (Twice a week or more)
- Regularly (Approximately once a week)
- Occasionally (A couple of times a month)
- Rarely (Less than once a month)
- Never

2. If you rarely or never visit The White Lion, what would encourage you to visit more often?

3. ***"When I step through the door, I feel I am made very welcome."***

Strongly agree 1 2 3 4 5 Strongly disagree

4. ***"I usually visit the pub..."***

- By myself
- With my partner
- With my family
- With friends
- In a larger group

5. ***"I usually visit the pub..."***

- Just for a drink
- Just for a meal
- To enjoy a meal and a drink

6. ***"I think the pub opening hours are seasonally appropriate."***

Strongly agree 1 2 3 4 5 Strongly disagree

7. If you disagree, please say what changes you would like to see.

Products available in the pub

Drinks

8. ***“When in the pub, I usually enjoy...”***

- | | |
|-------------------------------------|---|
| <input type="radio"/> Ale | <input type="radio"/> Spirits |
| <input type="radio"/> Lager | <input type="radio"/> Cocktails |
| <input type="radio"/> Cider | <input type="radio"/> Low or zero alcohol drinks |
| <input type="radio"/> Guinness | <input type="radio"/> Gluten free or vegan drinks |
| <input type="radio"/> Bottled beers | <input type="radio"/> Soft drinks |
| <input type="radio"/> Wine | <input type="radio"/> Hot drinks |

9. ***“I think the range of drinks available in the pub is just right.”***

Strongly agree 1 2 3 4 5 Strongly disagree

10. Are there any other types of drinks that you would like to see on offer?

11. ***“Considering the bar prices in other comparable pubs in the area, I think the drinks prices at The White Lion are acceptable.”***

Strongly agree 1 2 3 4 5 Strongly disagree

12. If you disagree, please provide some examples.

Food

13. ***“I think the variety of food on offer at the pub is excellent and there are always several exciting choices on the menu to tempt me!”***

Strongly agree 1 2 3 4 5 Strongly disagree

14. If you disagree, please explain.

15. ***“I think the overall quality of the food served in the pub is excellent.”***

Strongly agree 1 2 3 4 5 Strongly disagree

16. If you disagree, please say why.

17. ***"I think the portion sizes served are just right."***

Strongly agree 1 2 3 4 5 Strongly disagree

18. If you disagree, please say why.

19. With just a few exceptions, all the starters and main course dishes on offer are freshly prepared by chef Clive in the kitchens at the pub and are cooked to order.

"Considering the freshness and quality of the dishes produced, I think the prices on the menu are very reasonable."

Strongly agree 1 2 3 4 5 Strongly disagree

20. If you disagree, please say why.

21. During last summer, chef Clive produced a selection of South African dishes on the 'Braai', (South African BBQ, a style currently unique locally to The White Lion) including his speciality dish, ribs with tangy sauce which was so successful, Friday nights became exclusively Rib Night!

"I enjoyed the South African speciality dishes and the ribs, and I would be happy to see these continue on the main menu and specials list throughout the year."

Strongly agree 1 2 3 4 5 Strongly disagree

22. Please say if you have any other comments or suggestions regarding the food.

Service

23. ***"I feel the bar and table service is always courteous, polite and efficient."***

Strongly agree 1 2 3 4 5 Strongly disagree

Families

24. The pub provides a children's menu, a selection of soft drinks, snacks, high chairs, colouring sheets, crayons and a shelf unit full of games and toys.

"I feel the pub provides a welcoming environment for families and the facilities provided are appropriate."

Strongly agree 1 2 3 4 5 Strongly disagree

25. If you disagree, please say how you would like to see it improved.

Your comfort whilst in the pub

26. ***"Overall, I like the ambience of the pub and I feel very comfortable when inside."***

Strongly agree 1 2 3 4 5 Strongly disagree

27. ***"I think the room layout, the furniture, the fixtures and fittings, the wall décor, the lighting, etc. are appropriate and tasteful."***

Strongly agree 1 2 3 4 5 Strongly disagree

28. If you disagree, please specify what you would like to see improved and how.

29. ***"I think the acoustics in the pub are acceptable and the noise levels are appropriate considering the number of people inside."***

Strongly agree 1 2 3 4 5 Strongly disagree

30. If you disagree, please explain.

31. ***"I think the background music played in the pub is appropriate and at an acceptable volume."***

Strongly agree 1 2 3 4 5 Strongly disagree

32. If you disagree, please say how you would like to see it improved.

33. During last year, the courtyard garden of the pub was refurbished, deep cleaned and decorated with pot plants, hanging baskets, etc. and further improvements are planned in the near future.

"I think the courtyard is a comfortable, inviting and relaxing space. I would be happy to enjoy a drink and a meal outside in the summer."

Strongly agree 1 2 3 4 5 Strongly disagree

34. If you disagree, please say why and how you would like to see it improved further.

35. ***"I think the outside of the pub is well maintained, attractive and welcoming day and night, and is an asset to the lovely street scene around the square."***

Strongly agree 1 2 3 4 5 Strongly disagree

36. If you disagree, please say why and how you would like to see it improved.

Entertainment

37. The pub regularly provides a wide range of entertainment including live music, open mic nights, bingo, quizzes, TV coverage of major sporting events and other community activities (e.g.: breakfasts). If you don't often attend these events, please say why, and what improvements you believe could be made to make them more attractive.

38. If the current selection of entertainment events is not of interest to you, please say what forms of entertainment you would be more likely to attend.

Promotion of events

39. Kerry works very hard to promote all the food and entertainment events at the pub and to make sure as many people as possible get to hear about what's happening. Currently, the main source of promotion is social media, in particular, Facebook where the events are always listed on several local pages. She also makes sure that there are A4 posters around the pub and on various notice boards around the village, and there is a chalk board outside the pub with 'What's On This Week' information.

“I know where to easily find information about events at the pub and I feel I am kept notified in an appropriate way.”

Strongly agree 1 2 3 4 5 Strongly disagree

40. If you disagree, please say how you would prefer to be informed. (There is a separate sheet at the back of this survey where you can give your email address or other contact information if you choose.)

Accessibility

41. The pub building is very old and convenient step-free access for mobility impaired guests is not easily achieved. However, ramped access is available via the back gate, through the courtyard garden. There is also a dedicated disabled toilet provided.

“Considering the historical nature of the building, I think the facilities provided for disabled and mobility impaired guests is adequate.”

Strongly agree 1 2 3 4 5 Strongly disagree

42. If you disagree, please explain how you think the access and facilities could be improved.

The running of the pub

43. As described above, the pub is managed by Kerry and Clive with a committee looking after the behind-the-scenes business, and a team of trained volunteers and kitchen porters.

“I believe the current arrangement works well and I am happy with the way the pub is being run.”

Strongly agree 1 2 3 4 5 Strongly disagree

44. If you disagree, please explain why.

45. Are there any improvements you think could be made by the management and the committee to improve the running of the pub and to make it more attractive to more people?

46. And finally...

“I would be very happy to recommend The White Lion to friends and family.”

Strongly agree 1 2 3 4 5 Strongly disagree

Please feel free to use the space below or add another sheet if you would like to make any additional comments.

Thank you once again for taking the time to complete this important survey. It is hoped that the information gathered will demonstrate the opinions of the residents of Broadwindsor, and as a result, the success of the pub at the heart of the village will continue to grow from strength to strength!