

The "Knocks" Newsletter 1/2018

JULY 4, 2018 JULY 4, 2018 BY THE AUCTIONEERS ARMS

Our Auctioneers so far...

Wow what a start! We'd like to apologise to shareholders for the limited information apart from what has appeared on Facebook. We had hoped for a successful start to our journey but never fully expected the love shown by so many old and new faces visiting our new community pub/ hub. We'd like to give you a little update of the weeks since opening and can't truly appreciate how fast time is flying. We are hoping to do a communication every month rounding up the key areas to keep you informed with as much information as possible. If you have any suggestions on how we can better improve our communication strategy we welcome your positive feedback.



We'd also like to thank Tracey again on behalf of us all for the great amounts of effort she has put into the community Pub/ Hub since opening and wish her all the best for the future and hope she pops in for one in the not too distant future.

So what have we achieved so far?

- Successful shareholders evening prior to opening
- Successful opening weekend, amazing to see lots of old and new faces to the community pub/ hub
- 4 Live events so far, bringing music and dancing back to the local community and visitors to our pub/ hub, with more to come.
- 3 BBQ – The last BBQ ran by the shareholders and volunteers allowing the purchase of a new freezer for the future events and for kitchen use
- Meat all supplied by our local butchers Shukers.
- Ice cream van came to site allowing us to also support local small businesses giving back to the community.
- Supporting the world cup but especially England.
- Bought new outside furniture from a local supplier within Staffordshire to allow our customers to enjoy the so far beautiful weather, with donated umbrellas from the brewery.
- PUB quiz now every Tuesday – keep up the good work quiz master.

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The Gavel

We have received some excellent feedback from customers about our new Coffee/cake area known as “**The Gavel**” which is helping make everyone smile with some lovely daytime delicacies and extremely large cake portions a vital part of the Hubs future success as we invite not just those looking for a drink of alcohol. It’s great to see so many families using the facility which was a huge part of our original vision contained within our Share Offer.



We’ve employed a few more staff since opening to our team: welcome to Sam, Amber, Brogan, Colleen, Bethan, Daniel, Kerry, Kyle and Lisa. Thank you for your continued efforts and hard work without you we’d never thrive now and in the future.

We have had a few customers query our policy on “No children allowed in the bar”: We take all comments seriously and although we recognize that we cannot please everyone this is something that the Management committee *may* be reviewing at their first AGM.

Again thank you all for taking the time to invest, give up your free time and show faith in our community pub/ hub and look forward to seeing each and every one in our successful community project.

Consultancy work

Caverswall Community Society are pleased and delighted to be able to welcome our new, temporary relief Manager Terry to the Auctioneers Arms Community owned pub. Terry has offered to give his valuable insight into the industry to help build upon the amazing start that we have had with our journey so far.



Terry is vastly experienced in the pub industry and has in-depth knowledge to help shape the day to day running of the Community Pub /Hub. He will be looking at all areas of the business alongside our original business plan and will advise us upon what he feels is best in order to sustain and improve the business going forward.

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The main focus of Terry work will be:-

Implementing and policing daily procedures; Opening/closing, cashing up, ordering stock, clocking in/out, customer & employee standards, waste management, Staff training, Marketing, Increase sales & profits (pricing, upsell, repeat business & word of mouth), Reduce costs (banking fees, waste, utilities & payroll), Recruitment, Rotas, Assist in the recruitment and training of a permanent manager, design & implement menu/food offering.

Terry Stated:

"I aim to reduce the amount of stepping in that the committee currently have to do by implementing systems that will run the business more efficiently and train all the staff on these ways of working."

"I am very keen to help out in the progress of the business, with my expertise and experience in this industry. I am passionate about seeing this project work and intend to commit fully to helping this business grow."

We hope that all our investors and customers will show a warm and friendly welcome to Terry who will endeavour to support us, the staff and the community.

On behalf of Caverswall Community Society I would like to thank you all for your ongoing support and look forward to seeing you in our "Community Owned Pub"

Kind Regards



Brian Griffiths
Chairman – Caverswall Community Society