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FRIDAY UPDATE

27th July

Dear Friend and <<Partner's First Name>>,

WE'RE OPEN!

It seems like a lifetime ago that the Communication and Fundraising Group sat around a table at the W&E Brewery looking at their phones to see who could come up with the best weather forecast for the following weekend; no matter which we looked at, the forecast was the same – heavy rain and thunderstorms. Not to be put off from our task of arranging the weekend's momentous event we set about putting our plan in action. It was very much a Plan A with little regard for Plan B – if it rained, we'd be going ahead anyway – as we had nowhere to execute Plan B!

So, Friday came and brought with it, tumultuous rain, followed by a Saturday that started a little damp and cloudy but cleared to allow our phoenix to rise from the flames – The Swan opened its wings and flew – and we were quite

literally blown away by the response!



Excitement was in the air as we got ready and the first few people started arriving at the gates. Walking along the road and seeing the crowd brought goosepimples to the flesh although the sun was shining, and it was hot.

The bride of the day, passing in a vintage car to her wedding, probably wondered how we knew about her wedding and why we'd all turned up to wave and cheer.



The hours flew by with the arrival of the dray with the customary barrels of beer, a welcome from the Windsor Town Crier, followed by speeches from Richard and Willie welcoming one and all to The Swan, thanking everyone for being such a special part of its journey and opening the bar, officially, to the oldest (97 years) and youngest (11 weeks) people present.



At the unveiling of the new sign, the Comms team, directors and staff quickly swapped their tops for the new polo shirts which were modelled for all to

admire. Swan gifts and Swanbola prizes disappeared with swiftness and polo shirt orders came in aplenty.

More photos can be found on the [website](#) and social media (links below).



So to the sign and logo: you will see a swan gently easing itself out of the trees from downstream, along the green banks of the river and coming into view alongside the river by The Swan; as the swan bends its head forward, it creates a heart, communicating to one and all that herein lies the heart of the community.

Following the opening we want to thank you for your continued custom; we've opened over a month before the pub is ready simply to do so before the August school holidays and to help generate some revenue to fund the mortgage.



With each visit you will notice some difference to the internal decoration, gent's toilets, bar position, doors, equipment and furniture. When the new bar is installed, and we get power for the cellar air chiller, we'll also increase the range of draft products.

We aim that pub pricing should be similar to other local pubs to generate enough margin to pay the mortgage and fund the next phase of development which is the kitchen refurbishment so we can have a food offer. Based on feedback from our local customers we are pleased to say that prices have already been reduced...we listen to what you have to say and will ensure that we continue to do so whilst maintaining our objectives for a pub at the heart of the community.

Please ensure all communication, ideas and feedback is sent to Matt Baker, Bar Manager, at Matt.Baker@theswanwindsor.co.uk – he'll aim to reply within 24 hours.

AT THE BAR



The Swan will be serving snacks – sausage rolls, scotch eggs – from ‘Dublicious’ from Friday night, and when they’re gone, they’re gone; feedback received from the sales and eating of these last weekend was that they are utterly delicious and the eggs are ‘just right’!.

Until the electrics are in place the operation of a cash only bar will continue; it's handy to know that the garage just round the corner has a well-stocked cash point.

BUILDING AND VOLUNTEERING

Building work in the next week will include mist coating the plaster on the walls and painting the ceiling as well as finishing off the electrics. Huge thanks to the Weekday Warriors who have completed the plaster-boarding throughout.

Marilyn, Project Manager, has ‘developed a relationship’ with Crown Paints and once the colours have been tried and tested we will be able to let you know how you can donate a tin of paint for The Swan – look out for next week’s email communication.

Meanwhile for those keen to get mucky – again – there will be another volunteers’ session tomorrow – **Saturday 27th from 9:00am – 1:00pm (ish)**; there’s plenty to do and we’d welcome all help available.

THE WEEKEND

So, as we began, we'll end on a weather theme – Saturday's and Sunday's weather isn't going to be great but the advance forecast looks dry enough during opening hours of 11.00am – 10:00pm, and really, that's all we need. We very much look forward to welcoming you, with open wings, to The Swan.

Keep spreading the word....

Will and Richard

For and on behalf of the The Friends of The Swan



The Friends of The Swan · Clewer · Windsor, Berkshire SL4 5EN · United Kingdom

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