



The Swan Clewer Community Interest Company

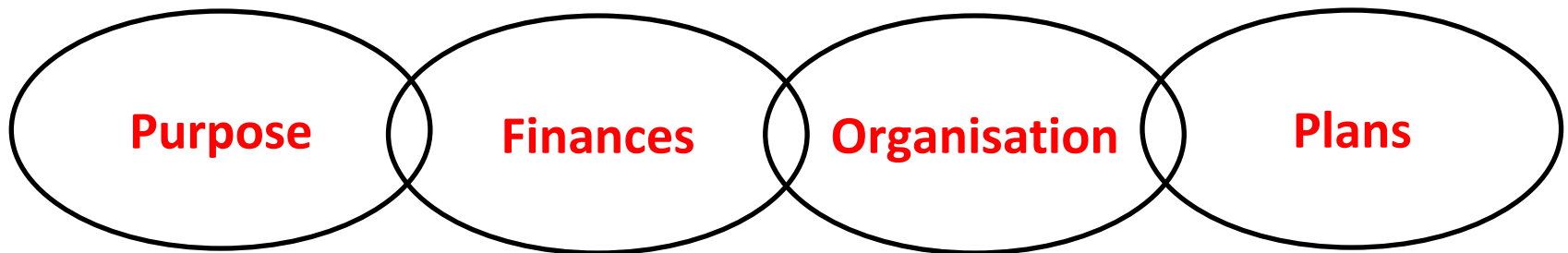
**Annual General Meeting
July 11th 2020**



Swan Clewer
Community
Interest Company

Building a social venture

AGM 11th July 2020



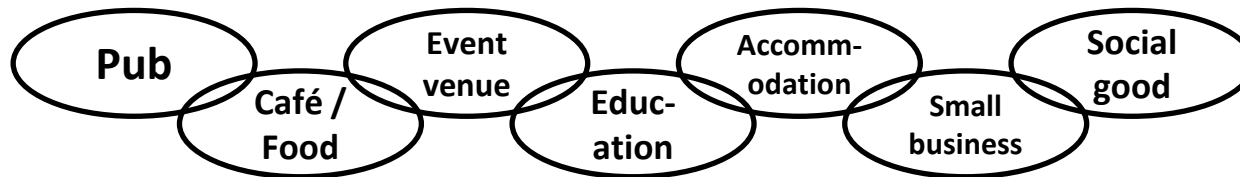
Our Purpose and Values



Swan Clewer
Community
Interest Company

Established 2018 to purchase freehold, refurbish pub and build a social venture around a community, incorporating a school

Develop The Swan as a community hub for Clewer...



COMMUNITY: We contribute to making our local community a better place to live

SUSTAINABILITY: We run the site in an environmentally and economically sustainable way

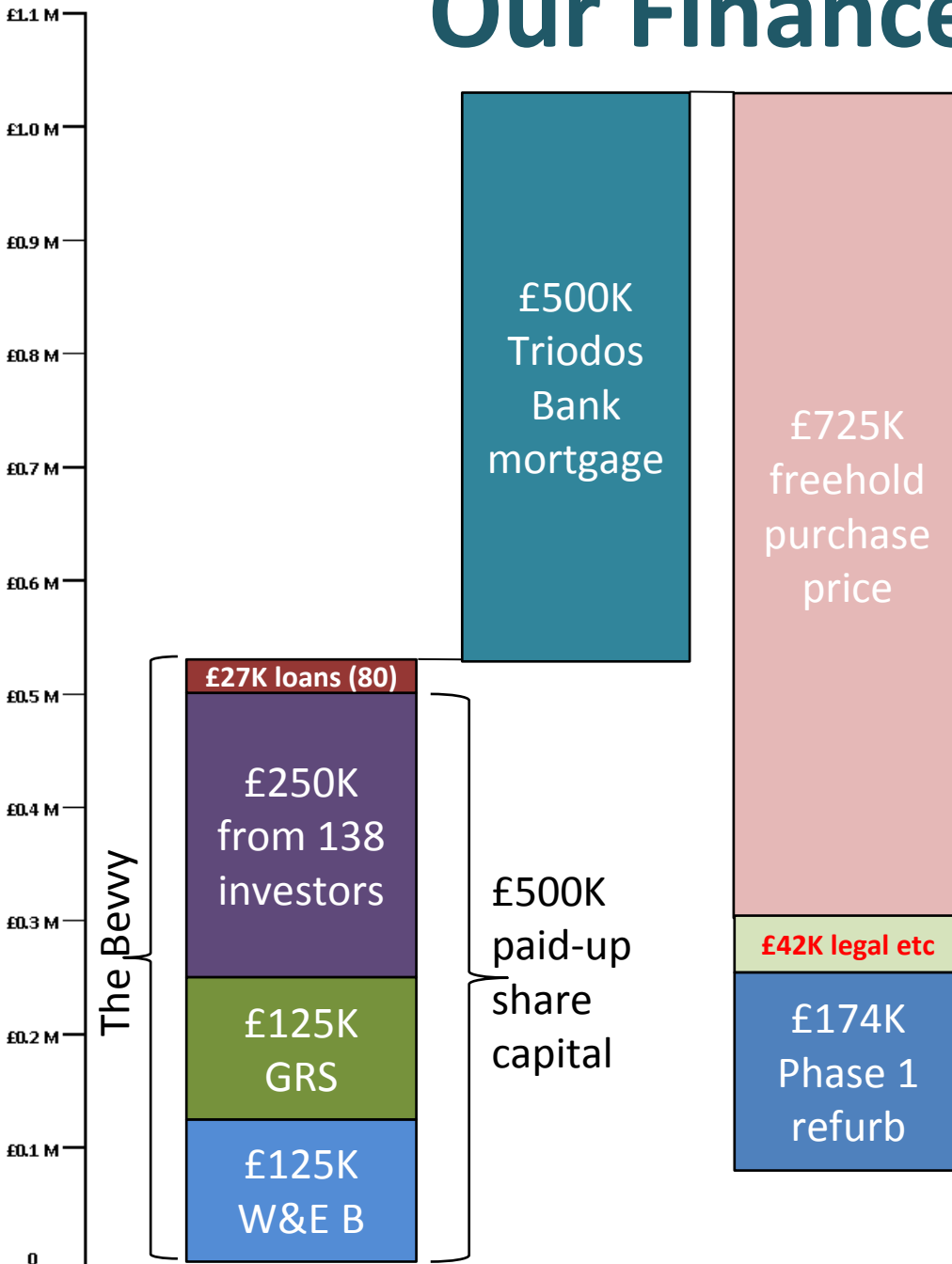
INCLUSIVITY: We're open and welcoming to all, including those most at risk of being marginalised

RESPONSIBILITY: As individuals we take responsibility for our actions and promote a culture of personal integrity

Our Finances 2018-9



Swan Clewer
Community
Interest Company



2018-19 Accounts

Profit & Loss Account:

£174 K loss (= refurbishment cost)

Balance Sheet:

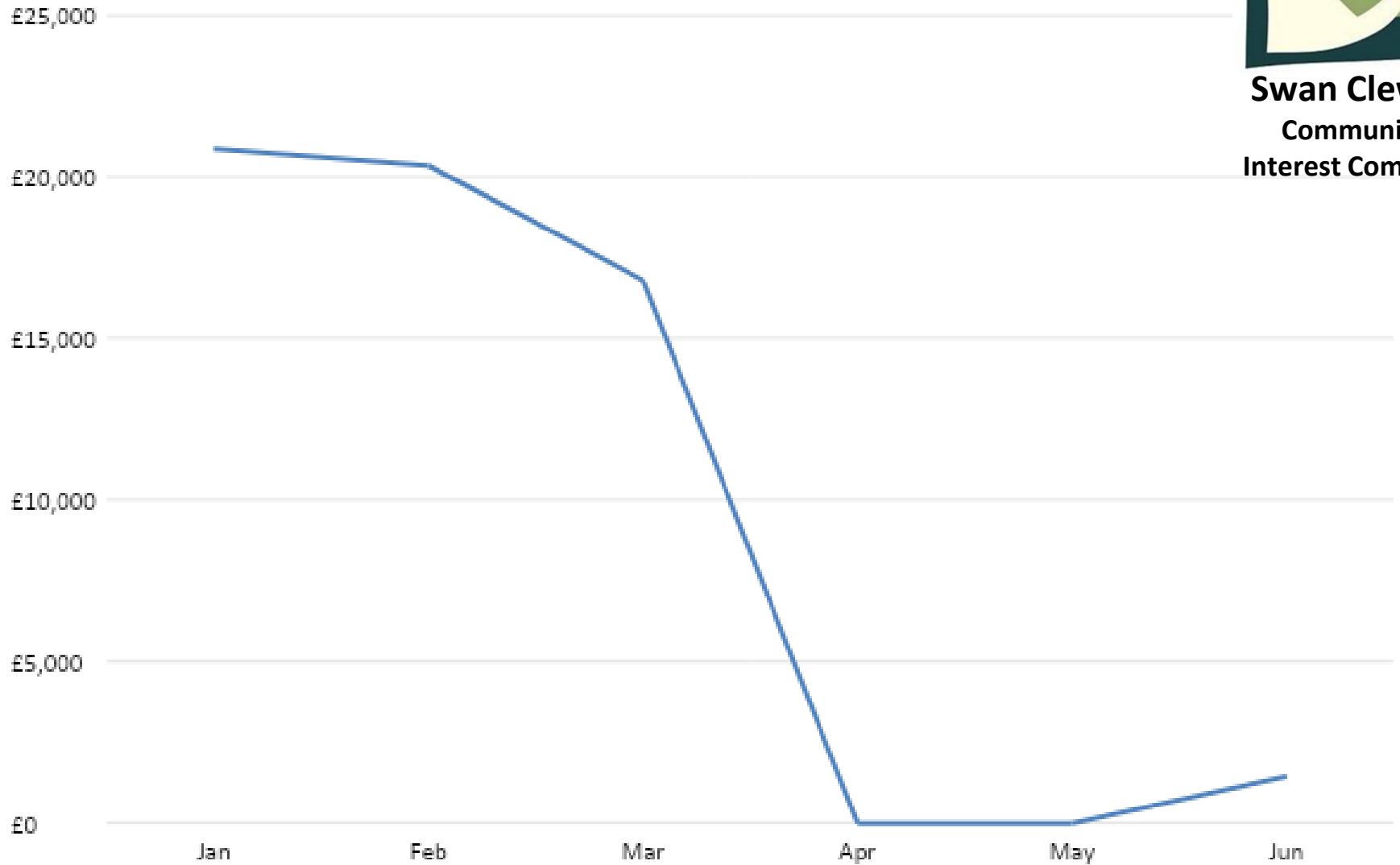
Net assets = 500 – 174 = **£326K**

Our Finances 2020



**Swan Clewer
Community
Interest Company**

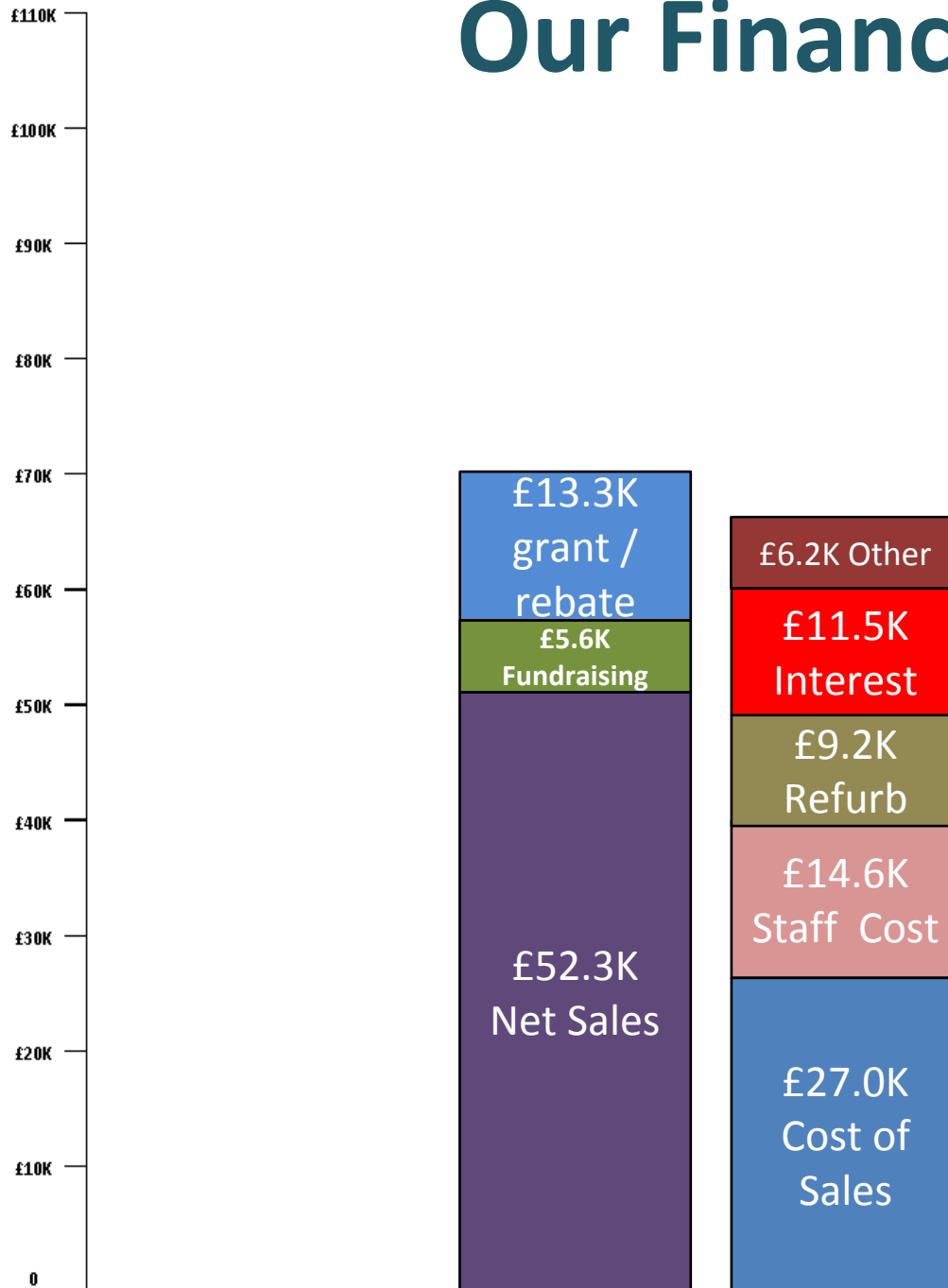
Gross Sales 2020



Our Finances 2020



**Swan Clewer
Community
Interest Company**



2020 June YTD Estimate

* Trading profit £10.7K on £52.3K sales

* Overall profit £2.7K – including:

£9.2K spent on refurbishment

£11.5K mortgage interest

£10.0K grant / £3.3K rates rebate

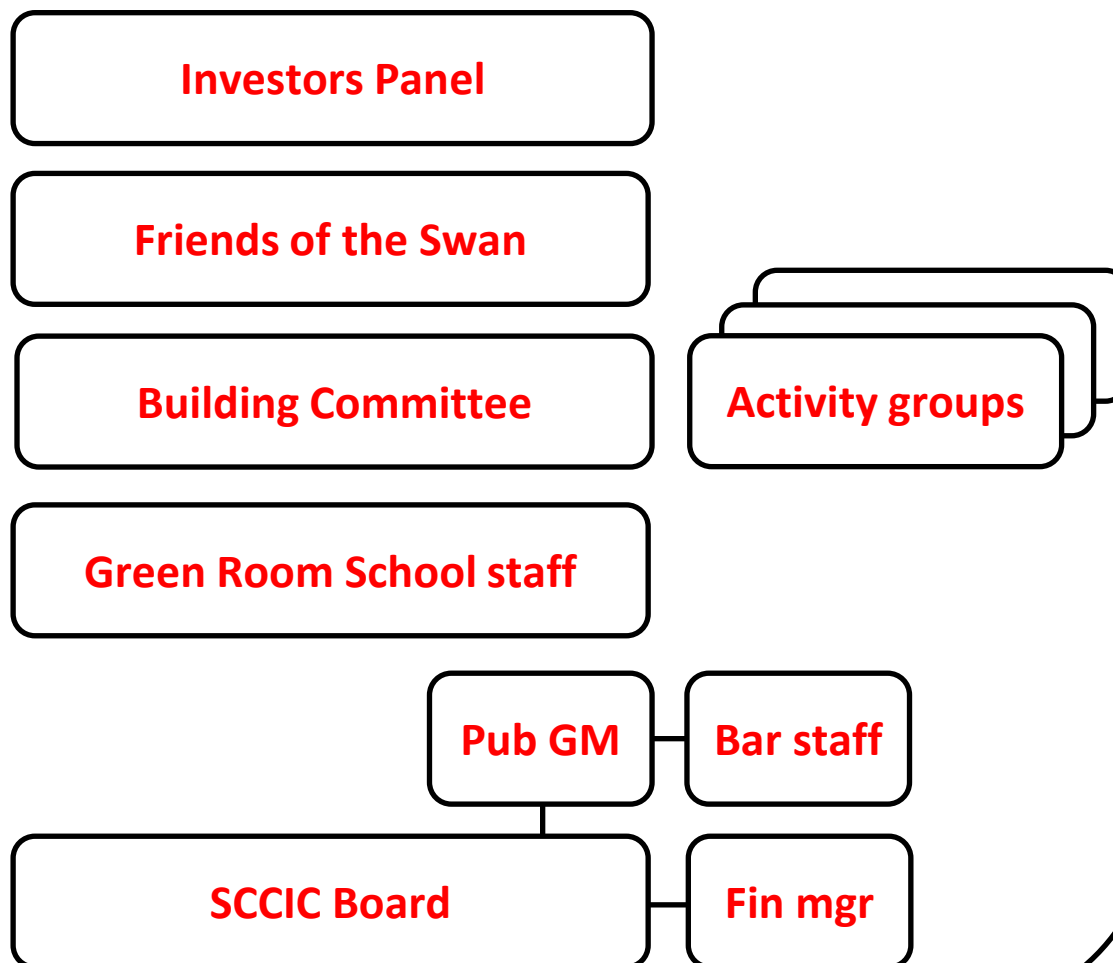
Also made £6.2K mortgage repayment

Our Organisation



Swan Clewer
Community
Interest Company

The Bevvv (shareholders, lenders, volunteers)



Our Site Plan



Swan Clewer
Community
Interest Company

Phase 1: Pub & Schoolroom

£180K spent; £15K to go

Phase 2: Kitchen

£5K spent; £30K to go

(thanks to donated equipment)

Coach House

Work in progress
(thanks to Brendon)

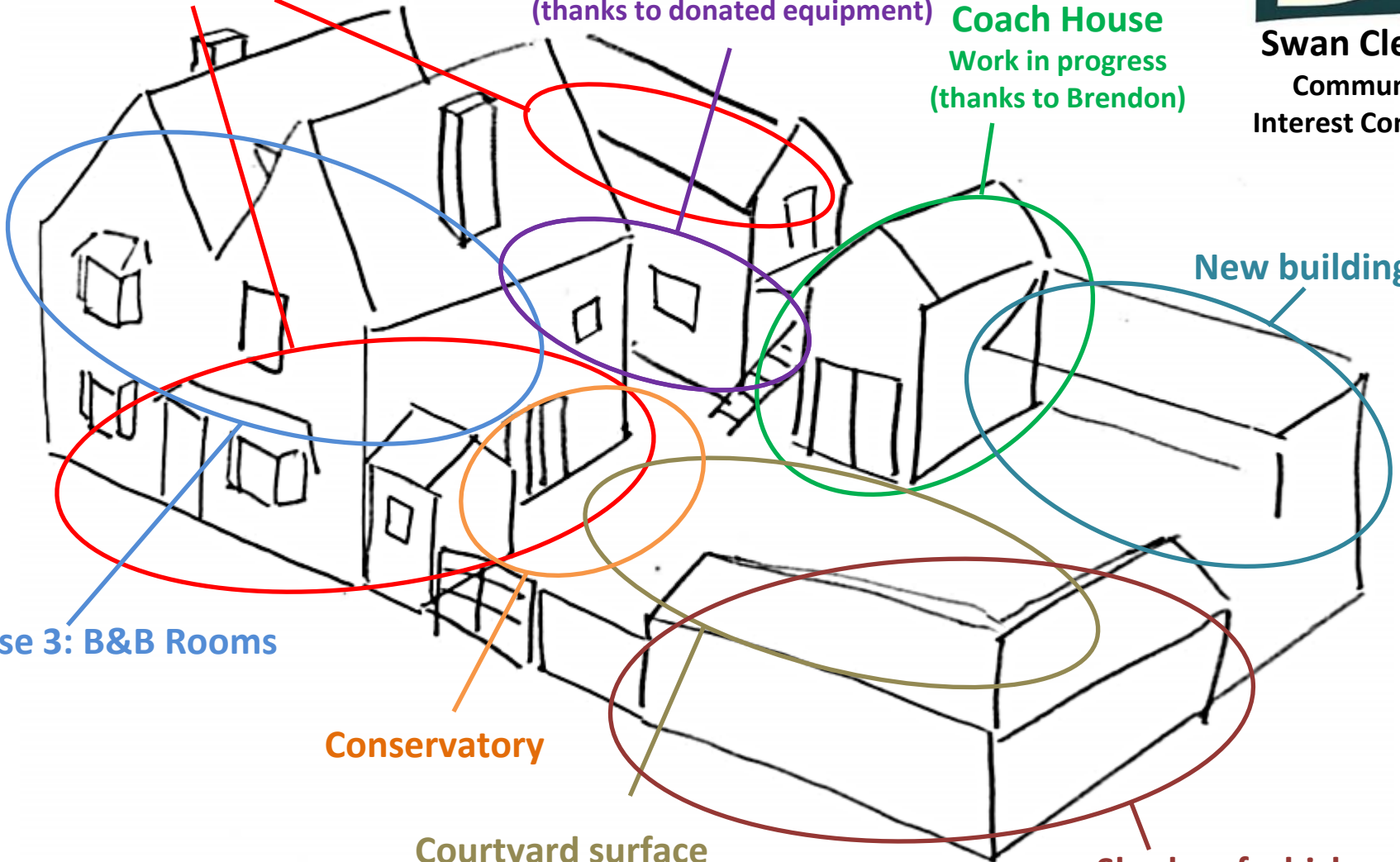
New building

Phase 3: B&B Rooms

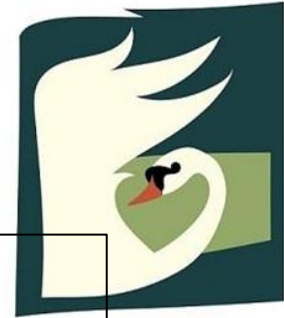
Conservatory

Courtyard surface

Sheds refurbishment



Windsor's Community Hub



Swan Clewer
Community
Interest Company

Place for events



Swan Cycle Project



Business activities eg



Community

Sustainability

Inclusivity

Responsibility

Home for Community Groups





Building A Community

Friends of The Swan



Anne Tebbatt



Louise Winch



Peter Clifford



Rachel Cross



Ian Birch



Ken Sutherland



Richard Douglas

Our Remit

- Communication
- Events
- Community
- Charity
- Fundraising

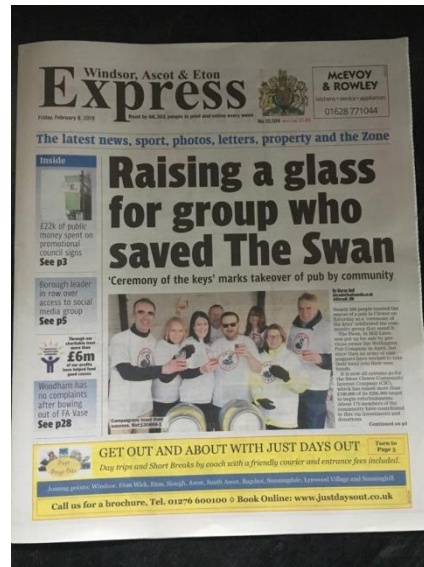


friends of
the
swan

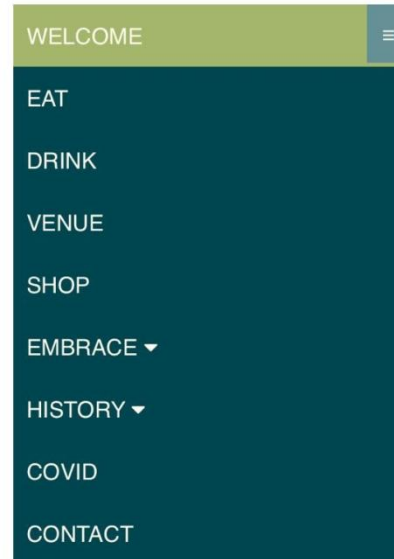
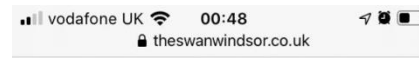
Communication



On Air



In The Press



On line

In Your Inbox



AT THE HEART OF THE COMMUNITY

22 MAY 2020

Hi Anne,

A very special week with lots of news to share:

CLOSE TO OUR HEART



A huge thank you to all involved in the installation

Social & Business Media



Facebook: 1,165



Twitter: 354



Instagram: 504



Nextdoor (Spital)



Utube: 14



LinkedIn

Help Spread the Word!

- Check in when you come to the pub
- Subscribe to Utube Channel and upload any videos of events
- Find us on LinkedIn

Business Directories



Google Business



Bing Places



Yell



[192.com](https://www.192.com)



Yelp



Cylex



Brownbook

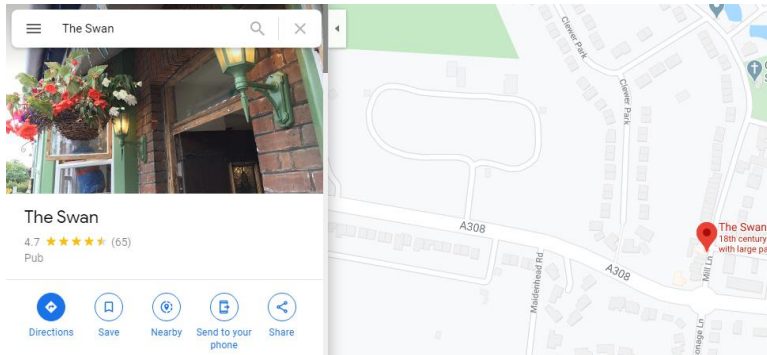


Yalwa



UK Small Business Directory

Our Google Business Presence



LATEST REVIEWS

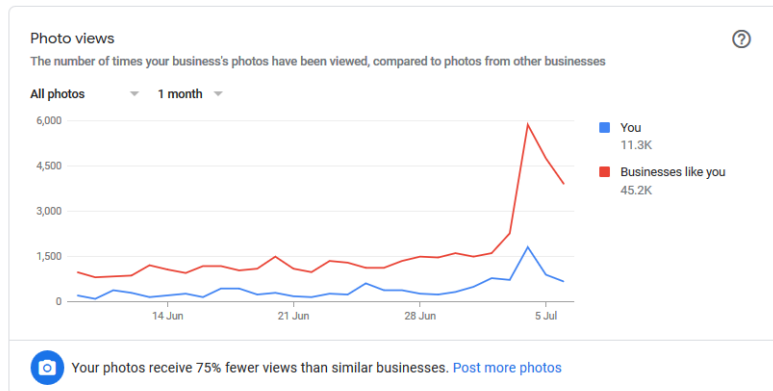


4.7

65 Reviews

7000 views in last 4 weeks

Please post your
photographs onto
Google as well as
social media



Events & Groups



Regular Events

- Quiz
- *Sewing Bee Group*
- *Board Games Group*
- *Book Club*
- *Windsor Knitters*
- *Walking Group*
- *Live Music (with Matt)*

Special Events

- Opening Day
- Sneaky Beak BBQs
- VE Day
- First Anniversary

Events

- BBQs
- Bonfire Night
- Carol Singing
- Morris Dancing
- Pancake Day Races
- Kids Christmas Decorations
- Kids Pumpkin Carving
- Windsor Fringe Venue
- Clothes Swap
- Six Nations



Community & Networking



**Windsor Community
Defibrillator Project**



The Swan Lifeline



Datchet Border Morris



St Andrew's Church



Charity



National
Multiple Sclerosis
Society



£600

MACMILLAN
CANCER SUPPORT



Fundraising for The Swan



- Grants
 - Lion's Den Award: £1,000
 - Quidco Hero Award (Ian Birch): £500
 - Budweiser Safe Pub Scheme: £1,000
- Sponsored Events: £940
- Merchandise: ~£1,000
- Donations: £1,150
- Events: ~£2,000



In Memorium

- Stephen Martin
- Eileen 'Dee' Quick
- Martin Akery
- Adrian Chojnacki



The Swan In Lockdown



Rachel Reads

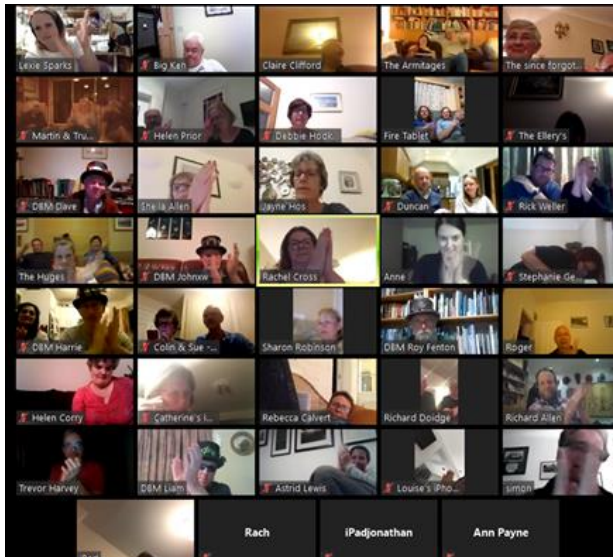


**Virtual
Bingo**



£885

Virtual Quiz Nights



**Sunday Sessions
with Mark &
Sherridan**



Virtual Book Club

Sewing Bee



Into The Future





Year 1

Building a School
...in a pub

The Green Room @ The Swan



Part of the
journey from
day 1 ...



The School House - Then and Now!



A successful start in September...



Why the Swan?

Preparing for adulthood...



GR6 is a much needed alternative for pupils who are either not ready or not equipped to thrive in a college or school sixth form environment.

Projects for the community



THE GREEN ROOM SCHOOL AND THE SWAN

WINTER FAYRE

Enjoy a hot mulled cider as you browse
our market,
experience our winter wonderland.
Indulge in a tasty burger or hot dog.
Bring the kids to meet Santa Claus!
Enjoy our live entertainment

DECEMBER 6TH // 1:30-10:00PM
THE SWAN, MILL LANE, CLEWER
VILLAGE

Work experience...employment



Linking school with community



The Swan 'Elders'

Matching
people and
passions



EMPOWERING
POSITIVE CHANGE
THROUGH CAREERS
EDUCATION

National Careers Week

NCW

2nd - 7th March 2020

@CAREERSWEEK
#NCW2020



'Real life' Enterprise



The Green Canteen





Year 2

Reaching New Heights

More pupils...

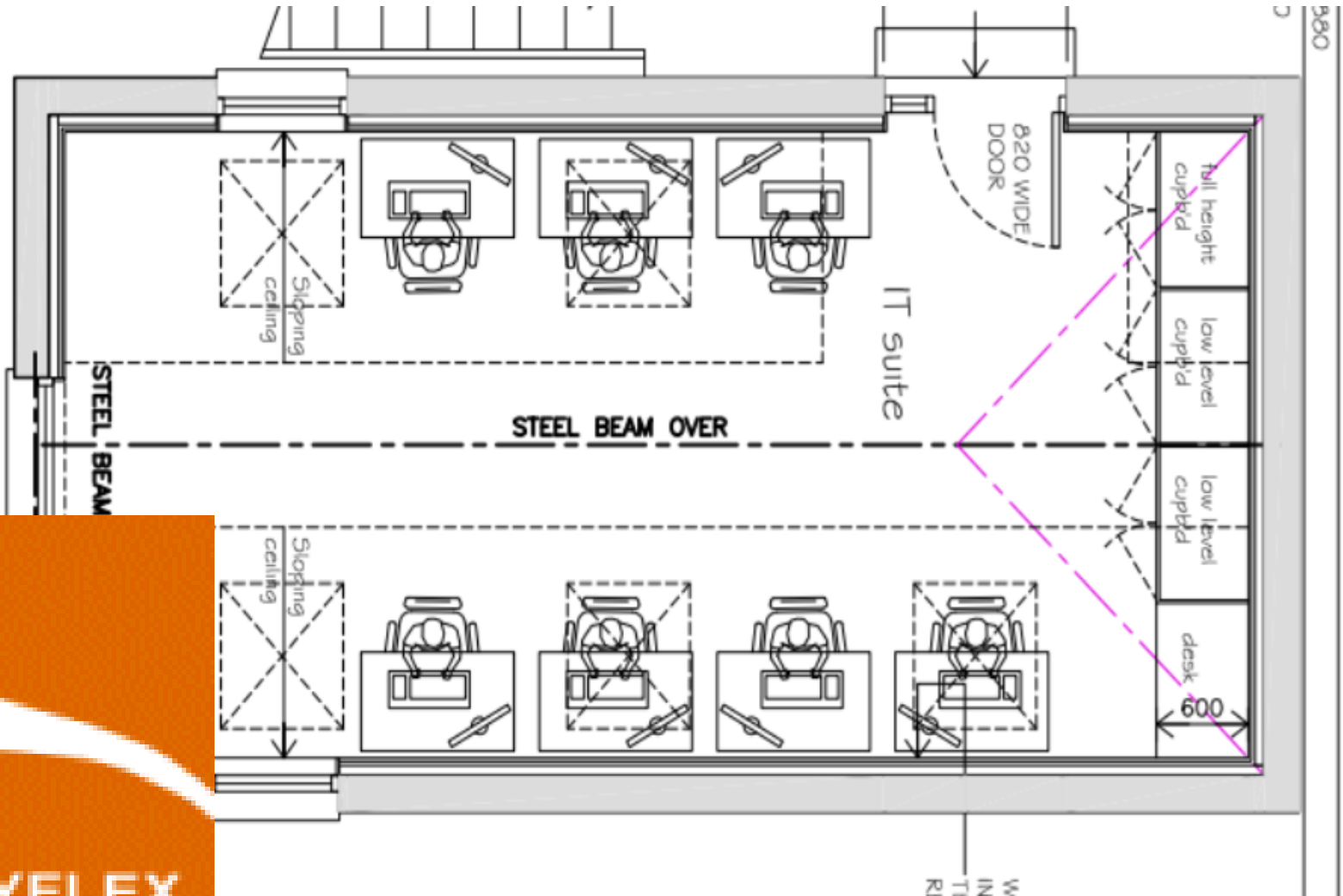


14 maximum

More Space...

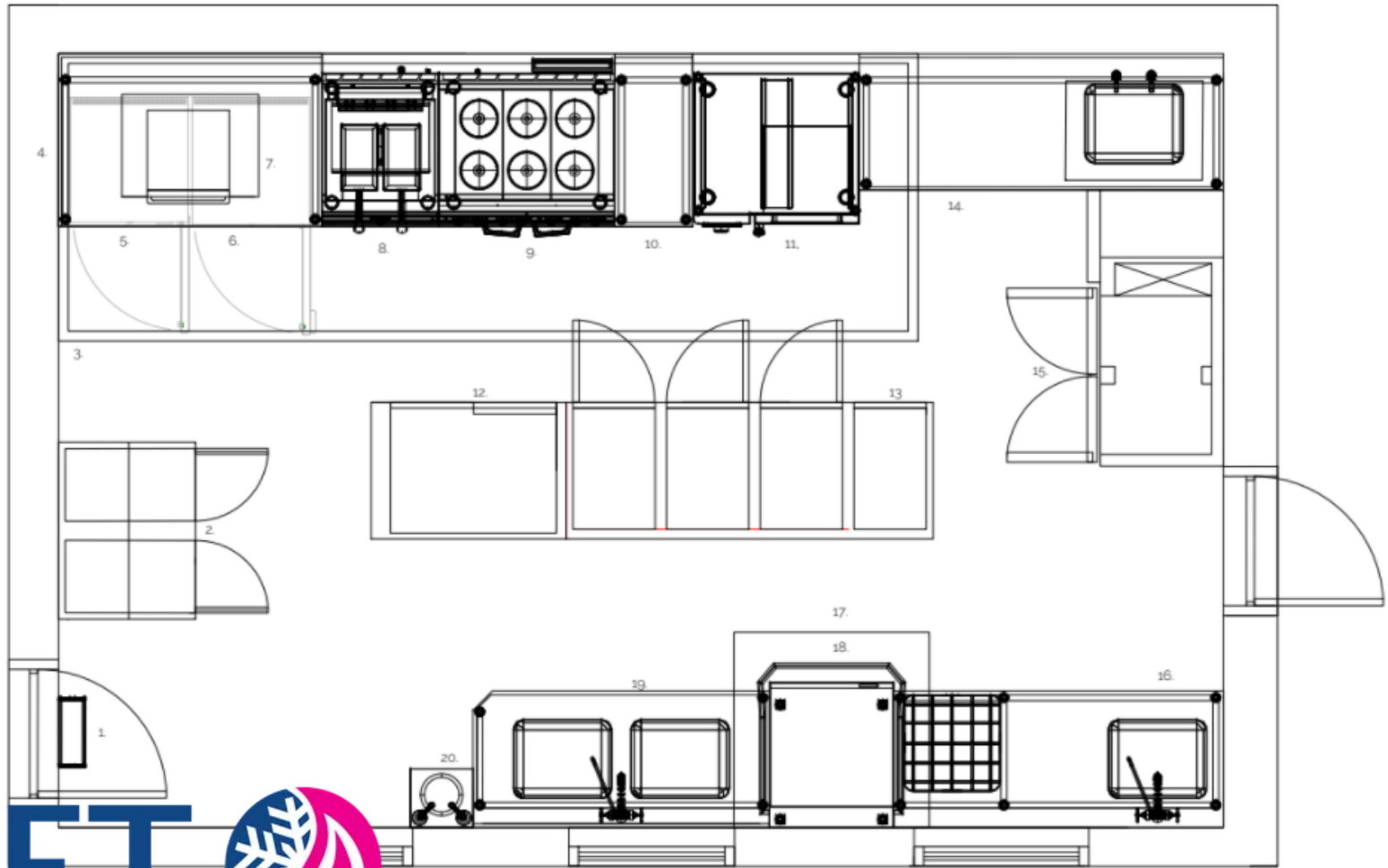


University of Miami



JAYFLEX

More options...



More focus...



RESILIENCE

ORGANISATION

COMMUNICATION

COMMUNITY

INITIATIVE

TEAMWORK

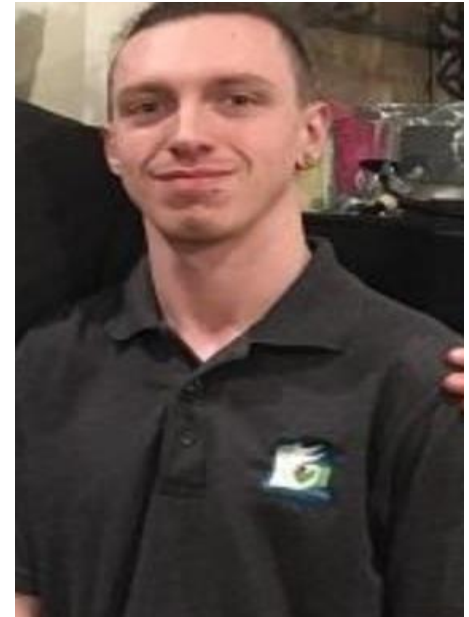
More presence...



Green
Trainee



Blue
'Punter'



Grey
Staff



Q&A

Richard Douglas - Company Secretary