

Annual Meeting (2024)

Swan Clewer Community Interest Company

Sunday 8th September 2024

Meeting Agenda

- The Directors:
 - Willie Calvert: Finances for 2023 and 2024
 - Hollie Harrison: The Swan and its community groups
 - Richard Allen: The Green Room Foundation
- Pub Events
 - General Manager, Micky Foden-Andrews
- Friends of The Swan
 - Chair of the Friends committee, Anne Tebbatt

Finances

Willie Calvert

Directors Report

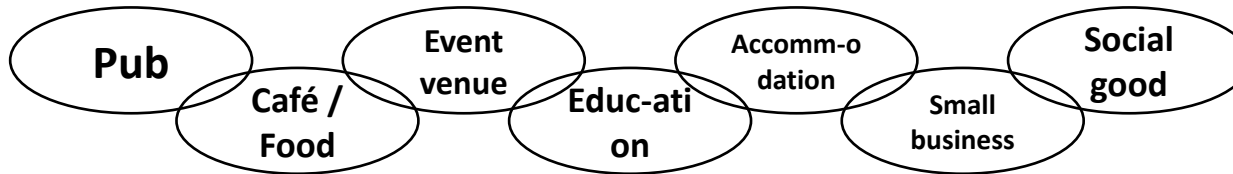
- Purpose and values
- 2023 Financial Accounts
 - Profit & Loss
 - Balance Sheet
- Re-financing
- 2024 Trading

Our Purpose and Values



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

2023...



Remember 2023?

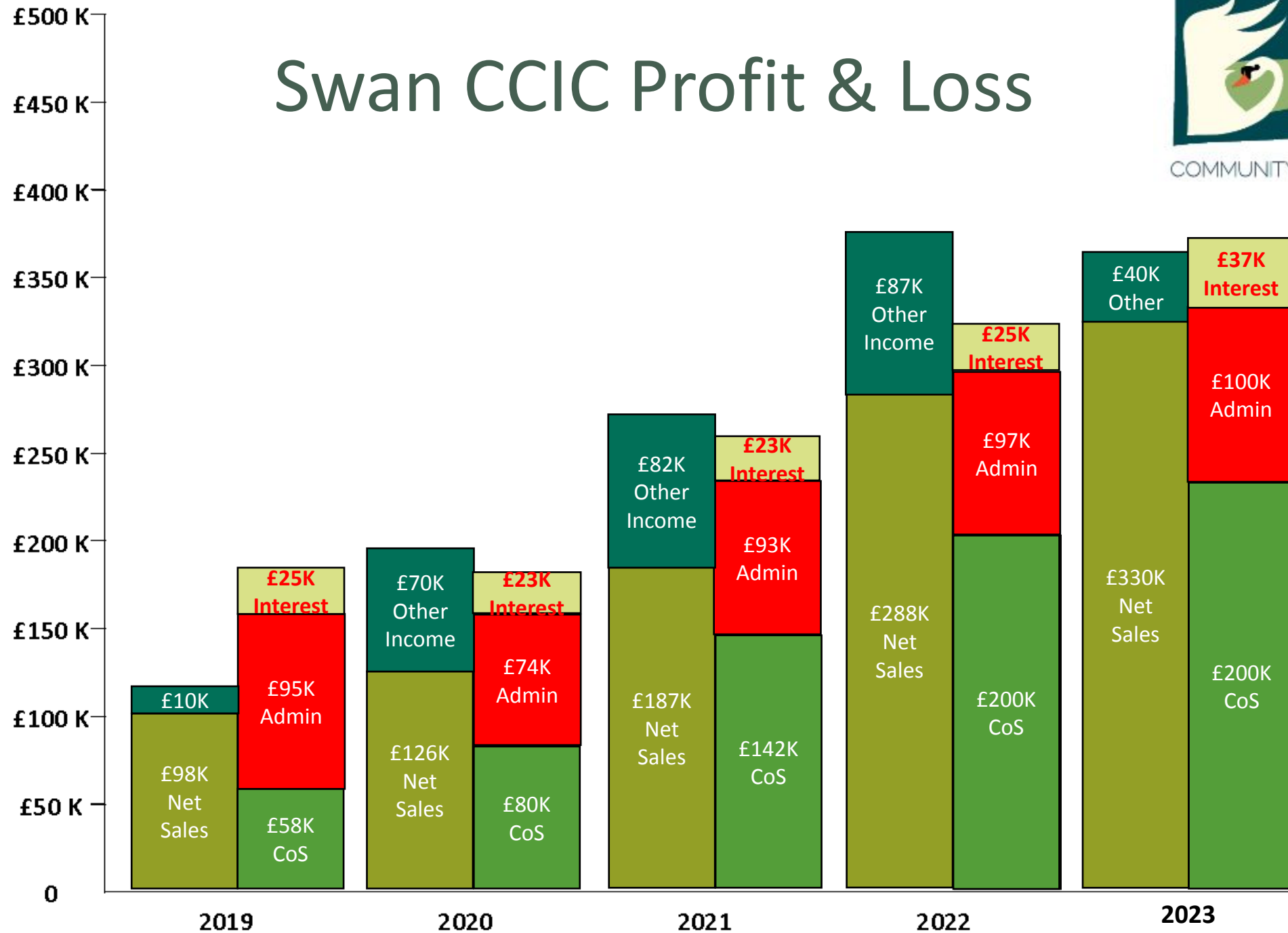


- **Natural disasters**
- **Ukraine / Gaza conflicts**
- **Coronation ceremony**
- **Interest rates peak at 5.25%**
- **No significant capital spend**
- **Successful third SwanFest**
- **Open Forum launched**
- **In 2024 Good Beer Guide**
- **Launched re-financing**

Profit & Loss 2023

	Notes	2023 £	2022 £
Turnover		329,837	288,084
Cost of sales		(235,893)	(200,076)
Gross profit		93,944	88,008
Operating expenses		(99,951)	(97,205)
Other operating income		39,948	86,727
Operating profit		33,941	77,530
Interest receivable and similar income		59	7
Interest payable and similar expenses		(37,396)	(24,826)
(Loss)/profit before taxation		(3,396)	52,711
Tax on (loss)/profit	4	843	1,532
(Loss)/profit for the financial year		(2,553)	54,243

Swan CCIC Profit & Loss

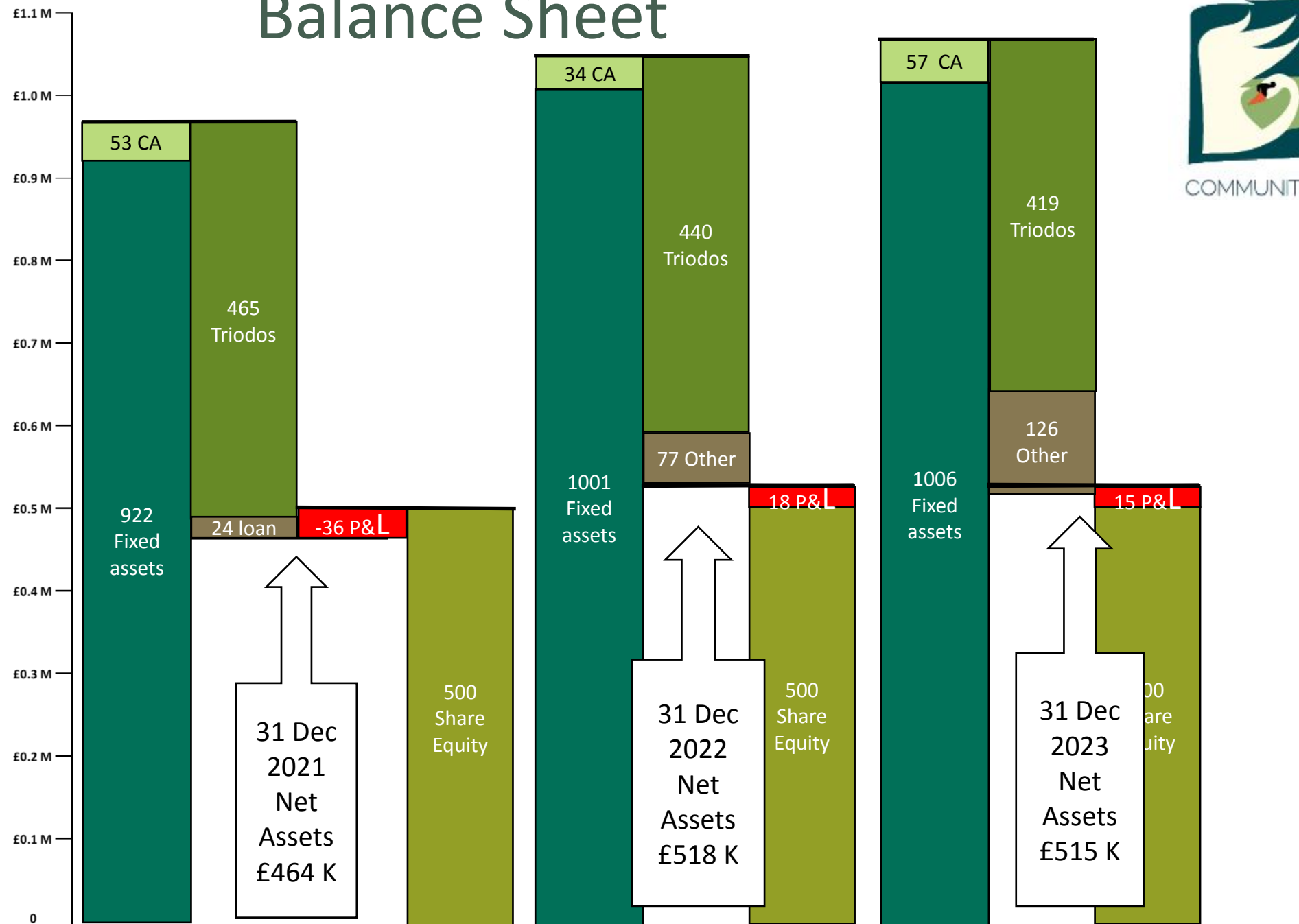


Balance Sheet as at 31 December



		2023		2022	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	5		1,005,855		1,001,477
Current assets					
Stocks		2,086		14,500	
Debtors	6	14,917		19,456	
Cash at bank and in hand		39,773		-	
		<u>56,776</u>		<u>33,956</u>	
Creditors: amounts falling due within one year	7	<u>(92,738)</u>		<u>(50,105)</u>	
Net current liabilities			<u>(35,962)</u>		<u>(16,149)</u>
Total assets less current liabilities			969,893		985,328
Creditors: amounts falling due after more than one year	9		(452,028)		(465,422)
Provisions for liabilities			<u>(2,130)</u>		<u>(1,618)</u>
Net assets			<u>515,735</u>		<u>518,288</u>
Capital and reserves					
Called up share capital	11		500,000		500,000
Profit and loss reserves			15,735		18,288
Total equity			<u>515,735</u>		<u>518,288</u>

Balance Sheet



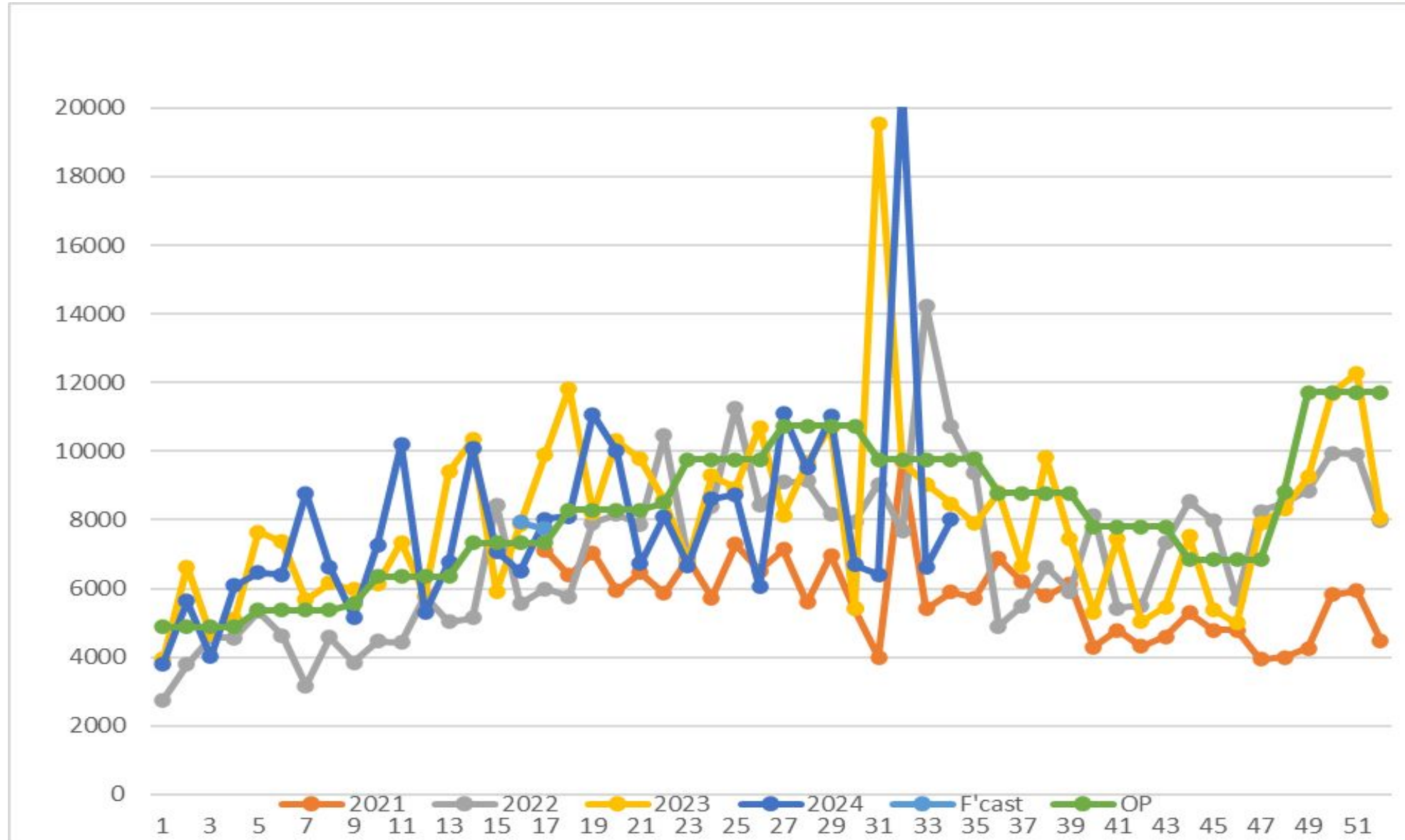
Successful re-financing 2023-4

Loan Offer	£15,000 from 57 investors
Share Offer	£12,000 from 6 investors
	£12,000 from GRS / WC for W&EB
	£39,000
	£27,000 cash received
	£12,000 reduction in creditors

2024...



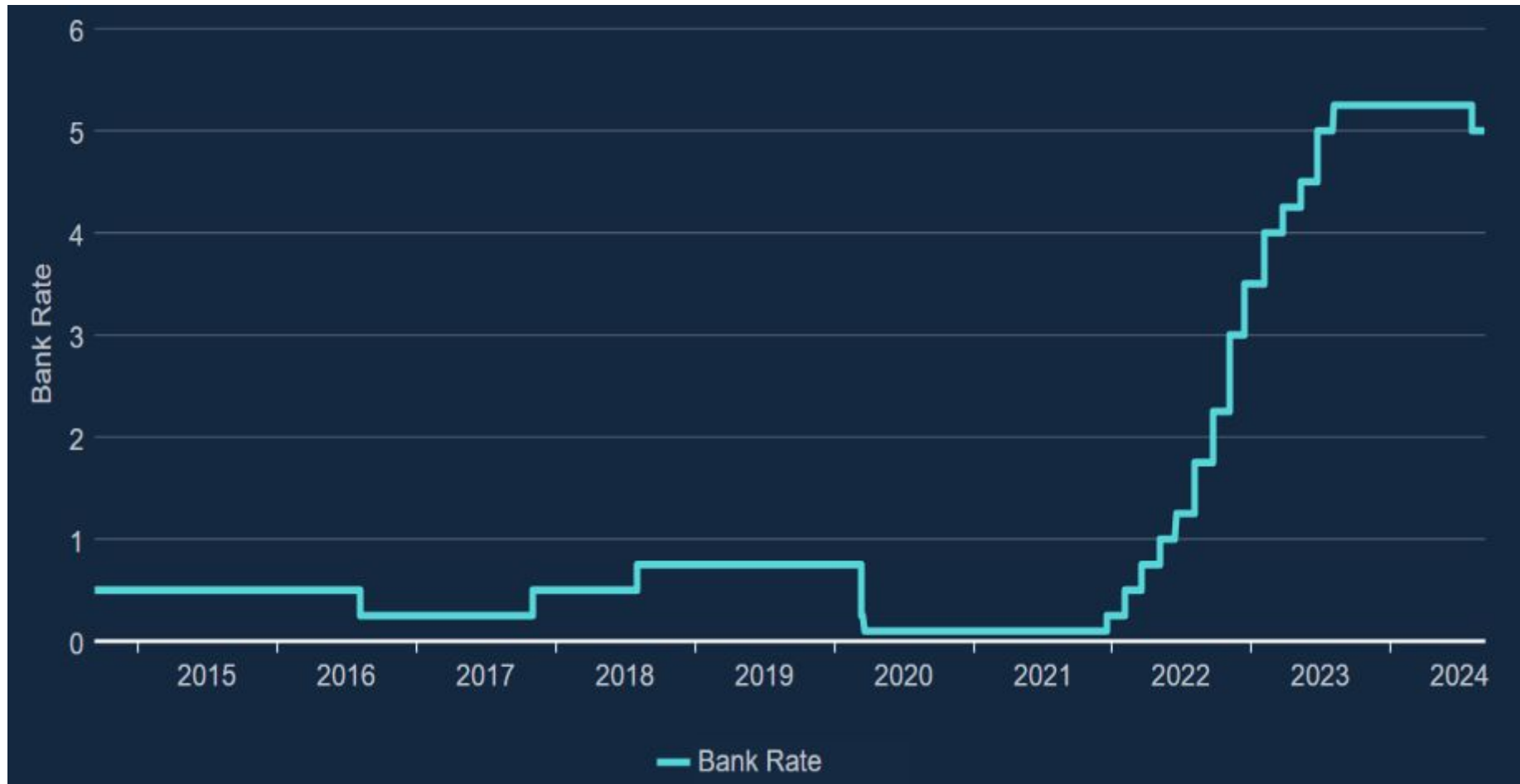
Weekly sales erratic



Swan Clewer CIC July YTD Report £	Q1		Q2		July	
	Actual	Budget	Actual	Budget	Actual	Budget
Trading income	66,031	59,925	82,607	91,650	33,844	46,530
Other Income	1,187	4,500	5,328	4,500	786	500
Total Income	67,218	64,425	87,935	96,150	34,631	47,030
Cost of Sales	27,019	23,970	35,615	36,660	12,341	18,612
Staffing	32,326	18,870	25,951	28,860	9,679	12,210
Utilities	5,874	4,590	6,395	4,296	1,618	1,438
Other costs	5,155	5,332	6,786	5,547	5,668	4,935
Mgage interest	9,640	9,639	9,512	9,511	5,044	3,142
Contingency		8,500		6,500		2,000
Profit / Loss	- 12,796	- 6,476	3,676	4,775	280	4,693
Mgage repayment	5,491	5,491	5,619	5,619	1,902	1,902
% Margin	59%	60%	57%	60%	64%	60%
% Staffing	49%	31%	31%	31%	29%	26%
KWh consumed	30,167	25,000	17,787	15,000		

Mortgage Interest also doubled

(Our rate = Base + 4% but minimum 4.75%)



2024 Operating Plan detail

£	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Wet	18,000	19,800	23,400	27,000	30,600	36,000	39,600	36,000	32,400	28,800	25,200	43,200	360,000
Dry	3,150	3,465	4,095	4,725	5,355	6,300	6,930	6,300	5,670	5,040	4,410	7,560	63,000
Other	500	3,500	500	500	3,500	500	500	500	20,500	3,500	500	500	35,000
Total Gross Sales	21,650	26,765	27,995	32,225	39,455	42,800	47,030	42,800	58,570	37,340	30,110	51,260	458,000

Wet	15,000	16,500	19,500	22,500	25,500	30,000	33,000	30,000	27,000	24,000	21,000	36,000	300,000
Dry	2,625	2,888	3,413	3,938	4,463	5,250	5,775	5,250	4,725	4,200	3,675	6,300	52,500
Other	500	3,500	500	500	3,500	500	500	500	20,500	3,500	500	500	35,000
Total Net Sales	18,125	22,888	23,413	26,938	33,463	35,750	39,275	35,750	52,225	31,700	25,175	42,800	387,500

Wet	9,000	9,900	11,700	13,500	15,300	18,000	19,800	18,000	16,200	14,400	12,600	21,600	180,000
Dry	1,575	1,733	2,048	2,363	2,678	3,150	3,465	3,150	2,835	2,520	2,205	3,780	31,500
Other	500	3,500	500	500	3,500	500	500	500	20,500	3,500	500	500	35,000
Total Gross Margin	11,075	15,133	14,248	16,363	21,478	21,650	23,765	21,650	39,535	20,420	15,305	25,880	246,500

Staffing	5,550	6,105	7,215	8,325	9,435	11,100	12,210	11,100	9,990	8,880	7,770	13,320	111,000
Staff contingency	2,000	2,000	1,500	1,500	1,000	1,000	1,000	1,000	1,000	1,500	1,500	1,000	16,000
Triodos bank interest	3,227	3,213	3,199	3,185	3,171	3,156	3,142	3,127	3,112	3,097	3,082	3,067	37,778
Utilities	1,547	1,534	1,509	1,463	1,422	1,411	1,438	1,449	1,479	1,515	1,539	1,545	17,851
Monthly expenses	1,077	1,077	1,077	1,077	1,077	1,077	1,077	1,077	1,077	1,077	1,077	1,077	12,928
Annual expenses						215	3,158		171	4,185			7,729
Repairs & renewals	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Sales promotion	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Contingency	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Total fixed costs	15,101	15,629	16,200	17,250	17,805	19,659	23,724	19,453	18,529	21,954	16,669	21,709	223,685

Operating profit	(4,026)	(497)	(1,953)	(888)	3,673	1,991	41	2,197	21,006	(1,534)	(1,364)	4,171	22,815
------------------	-----------	---------	-----------	---------	-------	-------	----	-------	--------	-----------	-----------	-------	--------

Triodos loan repayment	1,816	1,830	1,844	1,859	1,873	1,887	1,902	1,917	1,931	1,946	1,961	1,976	22,745
Triodos Op Balance	418,662	416,845	415,015	413,170	411,312	409,439	407,551	405,649	403,733	401,801	399,855	397,894	395,917

What Makes The Swan Special?

Hollie Harrison

We're more than a pub...



the swan

♥ We're the heart of the community

♥ With lots going on

♥ And a unique story to tell

Where everyone is welcome

Green Room Foundation

Richard Allen

Last year...



students are enabled to become increasingly **independent** as they start to prepare for adult life.



In the sixth form, the majority of students do not study academic qualifications. Instead, they benefit from a highly effective **vocational curriculum** which prepares them well for supported routes into **employment**.

These opportunities are tied together into a coherent curriculum based on the school's '**ROCCIT**' competencies to ensure that all pupils learn skills such as **resilience, communication** and **teamwork**



well-planned work experience and **enterprise opportunities** are threaded through the curriculum at every opportunity.

truly bridging the gap from education into entrepreneurship

[Home](#) > [Education, training and skills](#) > [Inspections and performance of education providers](#) > [Inspection and performance of schools](#)
> [School performance tables and Ofsted reports](#)

Press release

Single headline Ofsted grades scrapped in landmark school reform

Government pushes ahead with reform agenda by scrapping single headline Ofsted judgements for schools with immediate effect

From: [Department for Education](#) and [The Rt Hon Bridget Phillipson MP](#)

Published 2 September 2024

A step in the right direction

Reduces unnecessary
pressure

Schools have character and
individuality

Should not be boiled down
to a 'word'

We have character and
individuality...



Unions and teachers call Rishi Sunak's new education plan 'a misdirected fantasy'

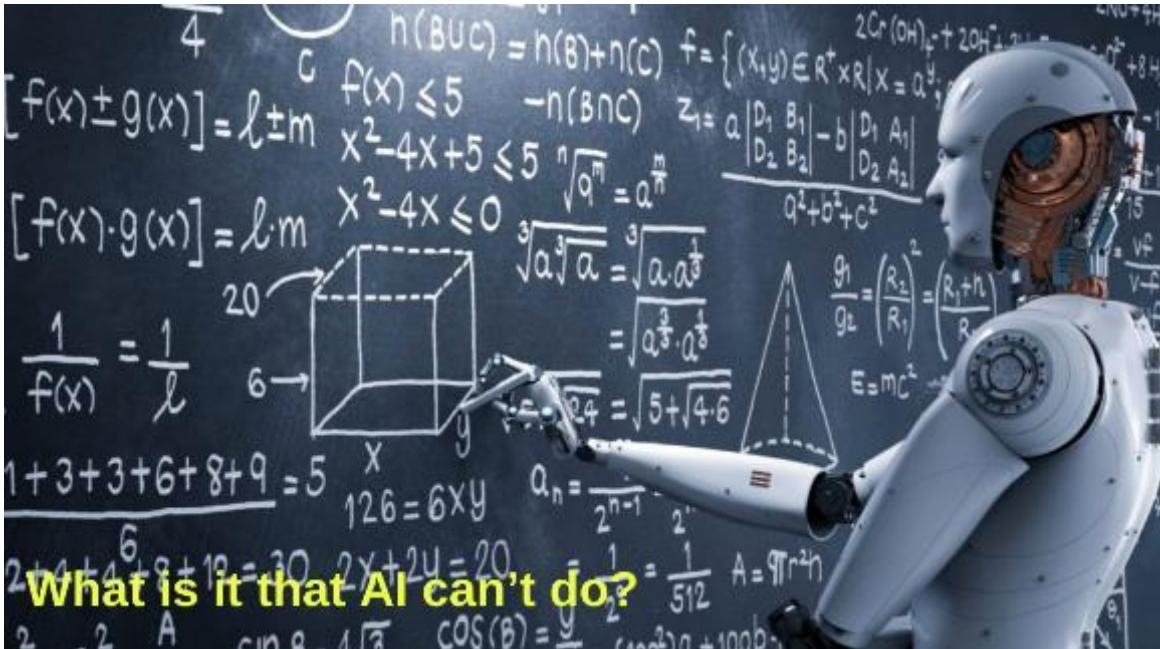


T-LEVELS
THE NEXT LEVEL QUALIFICATION

**ADVANCED
BRITISH
STANDARD**



"There are so many immediate crises that schools are now dealing with, from recruitment and retention, to crumbling school buildings and the lack of support for pupils with SEND,"



Britain's schools are facing an epidemic of bad behaviour

Thousands of 'ghost children' missing most of their schooling

Record rate of teacher departures as 40,000 quit sector last year

School closures: Dozens were at risk of collapse due to risky concrete

Last year we looked at all these challenges facing education

This year let's look at a specific area that is informing our practice...



Children's emergency mental health referrals in England soar by 53%

Exclusive: NHS data showing 600 emergency referrals a week should be a 'wake-up call' for the government, MPs and health leaders say

For children and young people, [the latest evidence](#) suggests that rates of mental illness may be growing at a faster rate than amongst adults. **Between 2017 and 2022, rates of probable mental disorder increased from around 1 in 8 young people aged 7-16 to more than 1 in 6. For those aged 17-19, rates increased from 1 in 10 to 1 in 4.**



RMS

Mental Health & Wellbeing in 2023 in the UK

*Data from Champion Health

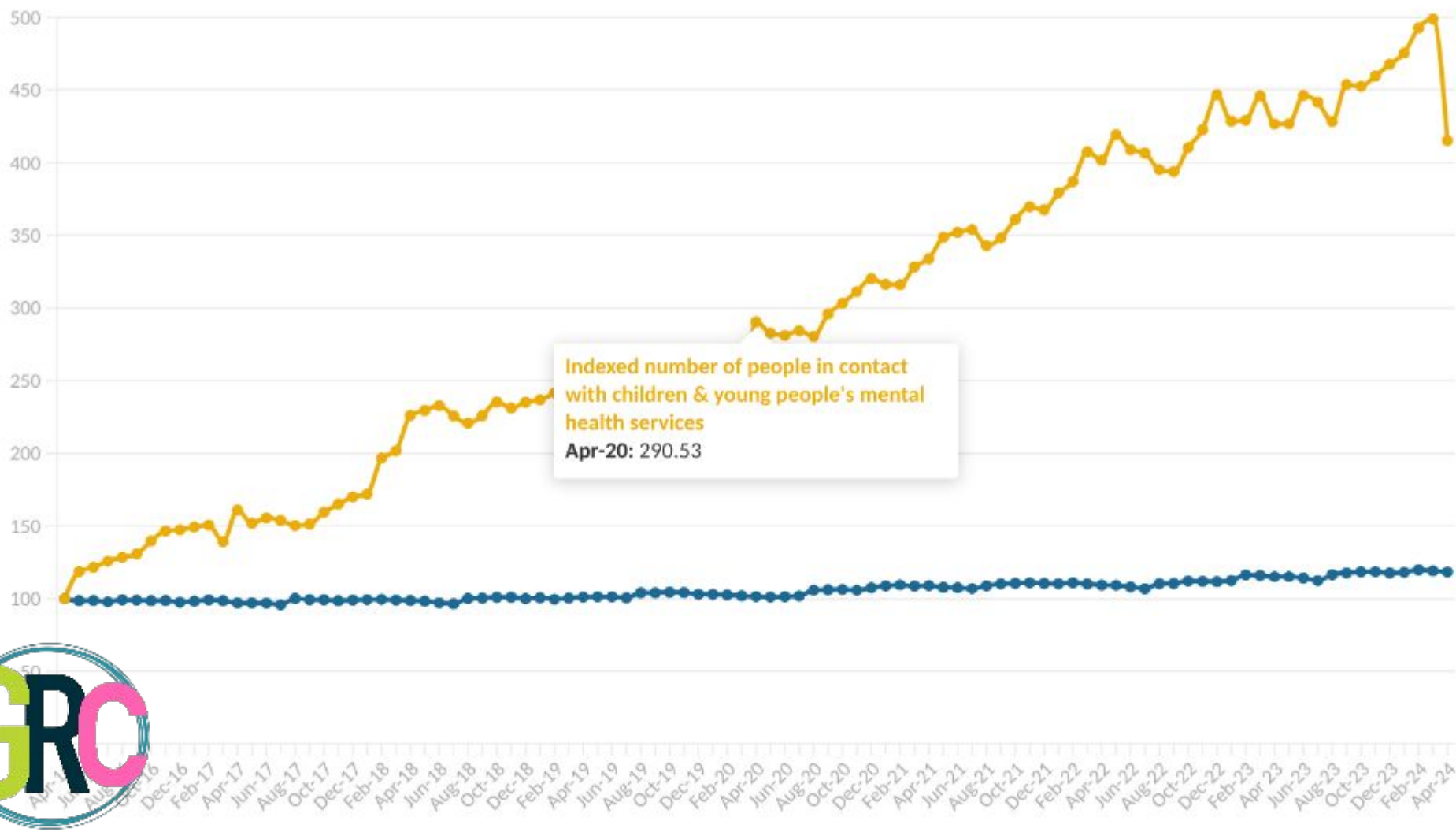




1 of 1

Within child and adolescent mental health services (CAMHS), the number of doctors **has consistently not kept pace** with the large increase in demand for services.

■ Indexed number of FTE doctors in child & adolescent psychiatry
■ Indexed number of people in contact with children & young people's mental health services



The last 8
Years

CAMHS
referrals vs
Doctors





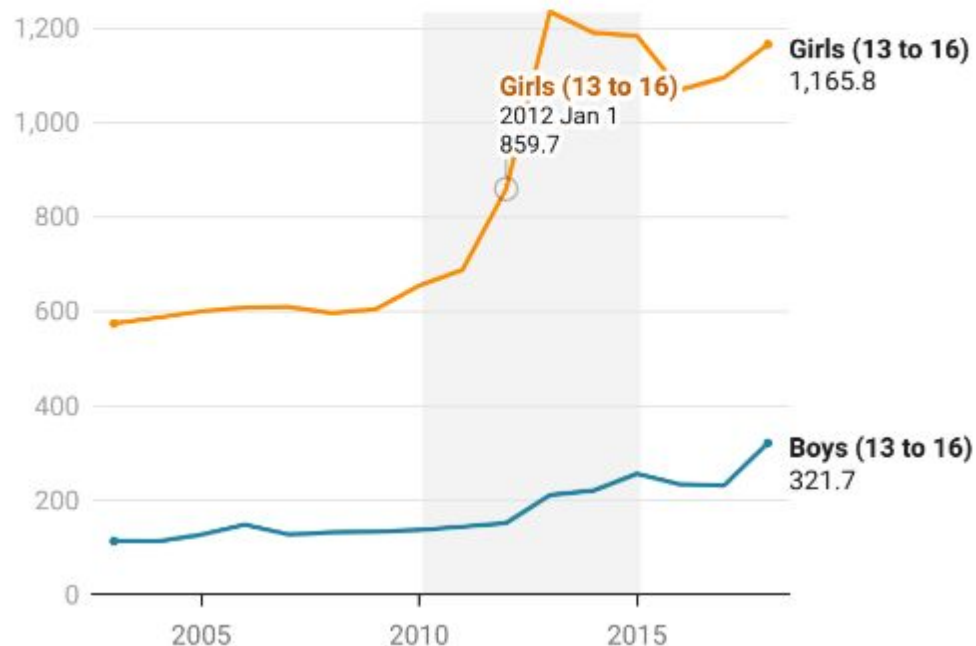
FREE THE ANXIOUS GENERATION

1. The Youth Mental Health Crisis

It starts in the early 2010s...

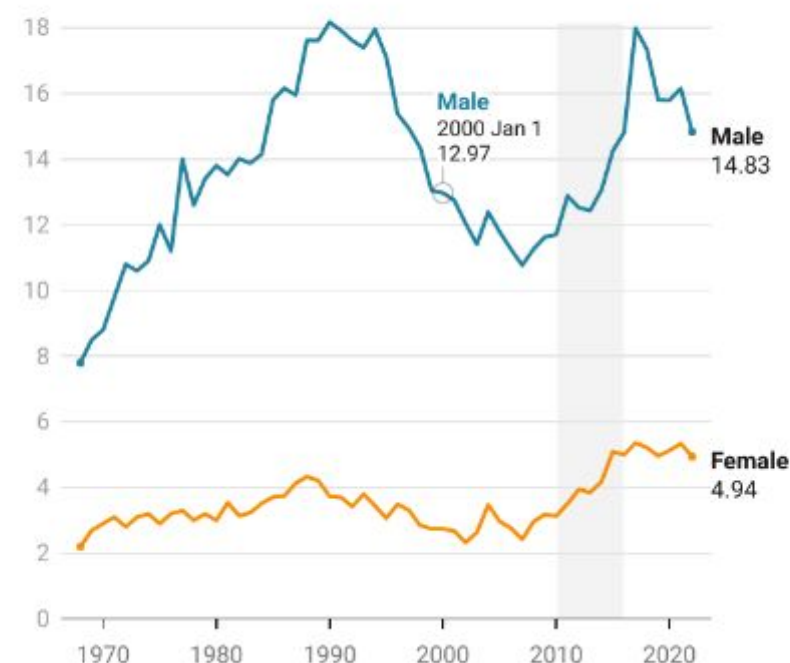
UK Self-Harm Episodes (Ages 13-16)

Rate per 100,000 Population



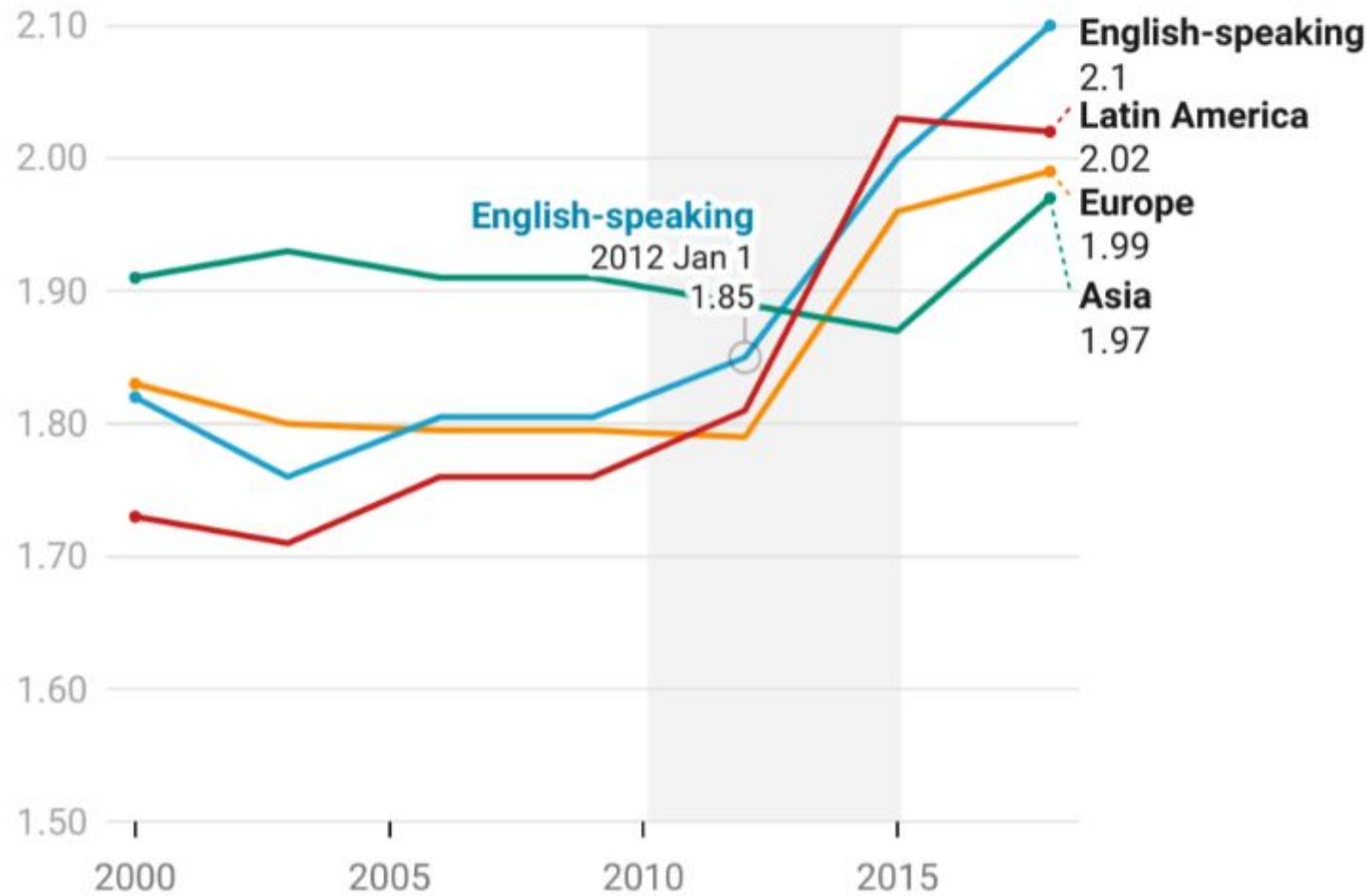
U.S. Teen Suicide Rate (Ages 15-19)

Rate per 100,000



School Alienation, Worldwide (Ages 15-16)

Average Scores



The crisis goes beyond mental health...

Since the early 2010s, there have also been substantial declines in

- Academic performance
- Sleep
- Time with friends in-person
- Exercise



What happened?

2. The Decline of the Play-Based Childhood

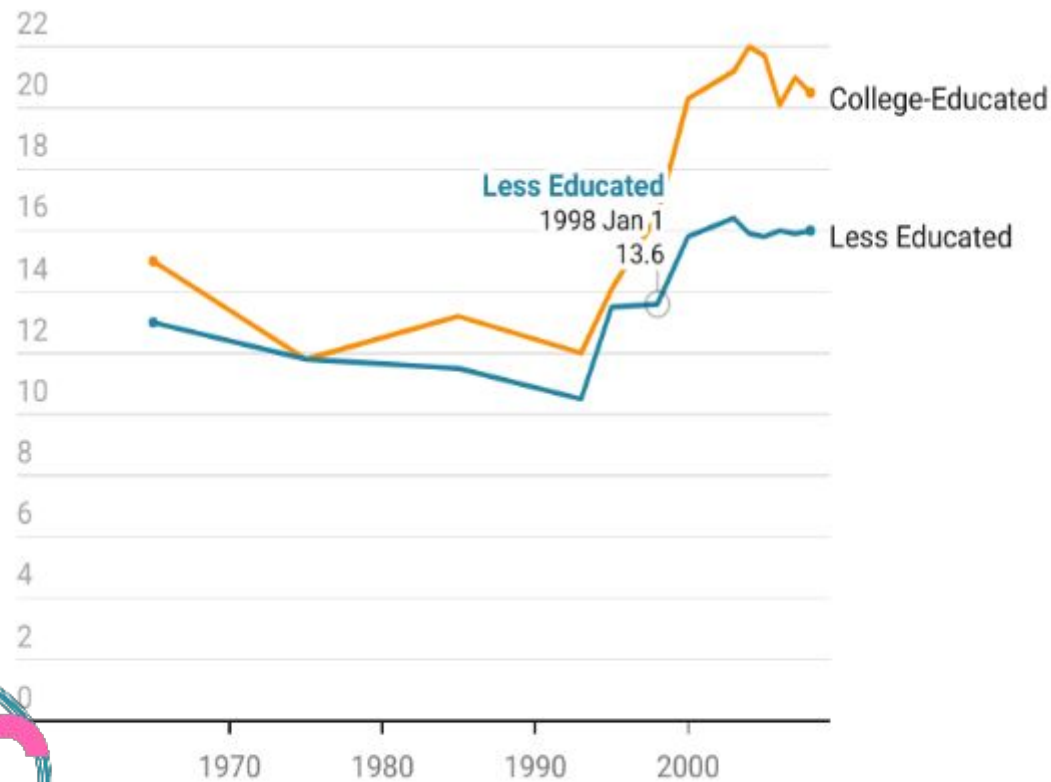


Parenting goes up, socialising goes down



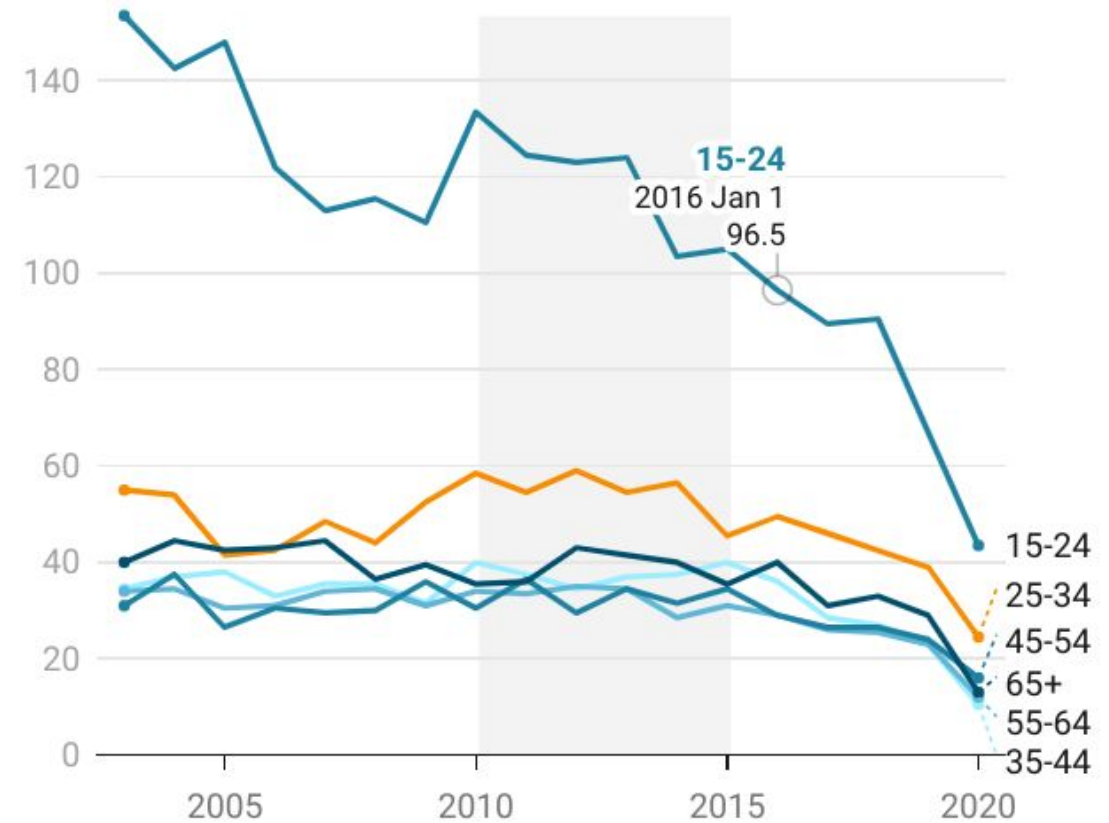
Hours Spent Parenting per Week (U.S. Mothers)

Parenting time suddenly increased in the mid-1990s — the beginning of Gen Z



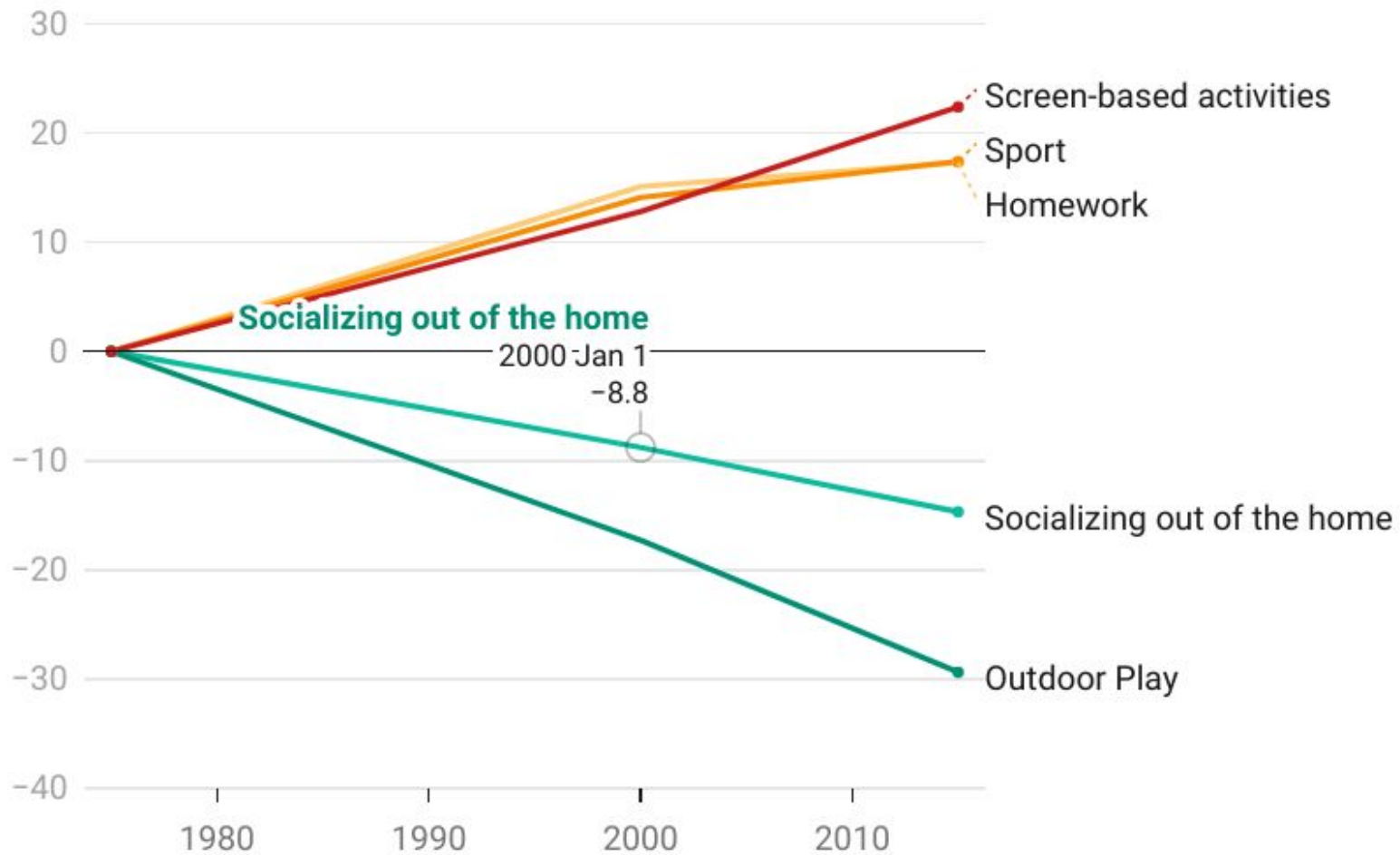
Daily Time with Friends

Minutes per Day



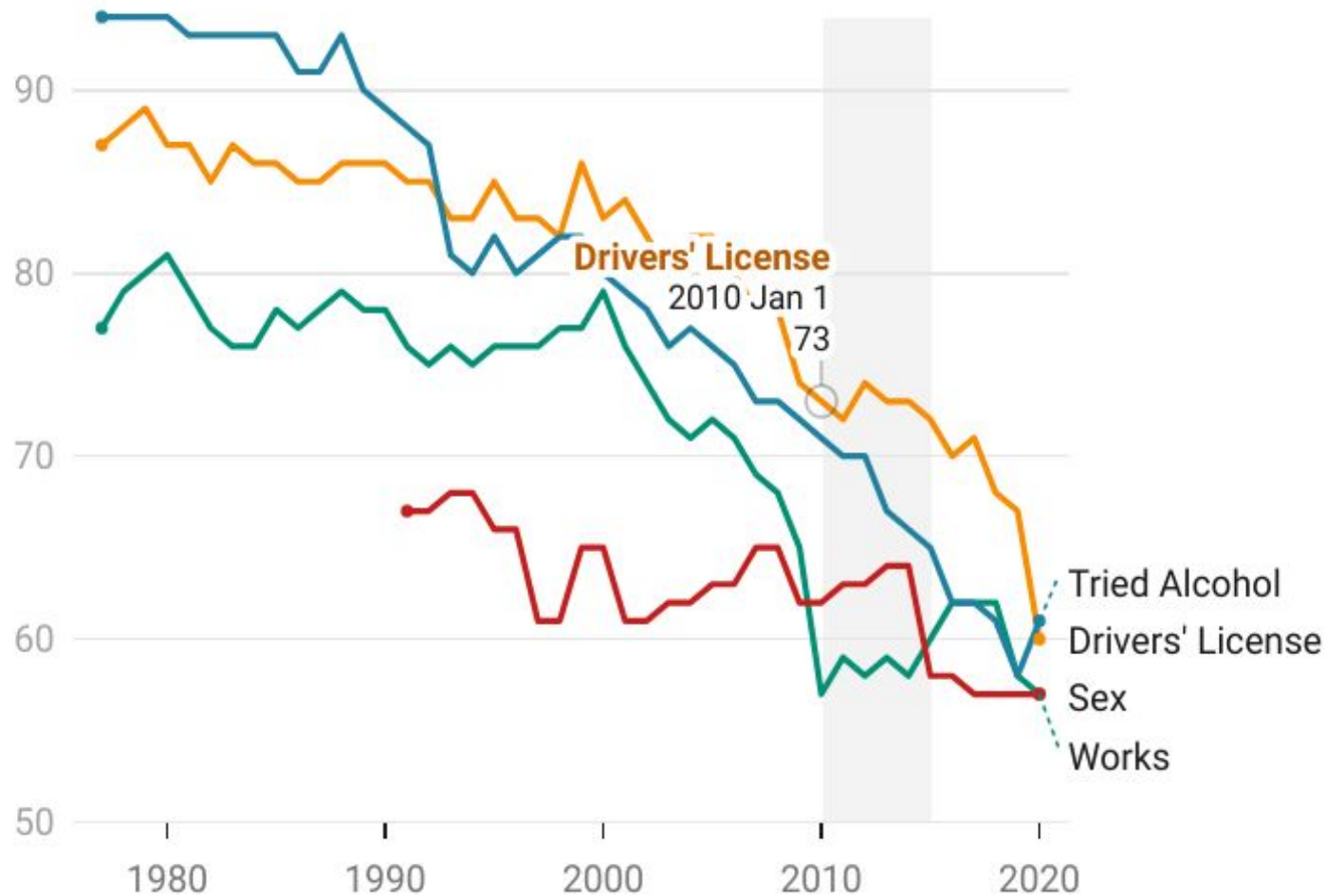
UK Children's Daily Time Use, 1975-2015

Percent Change Since 1975



Semi-Adult Activities (U.S. 12th Graders)

Percent of high school seniors who have ever tried alcohol, gotten a driver's license, had sex, or worked.



And do less of the stuff that they have historically done...



Figure 3.4. An overly dangerous playground in Dallas, Texas, year unknown.¹⁸



Figure 3.5. A playground spinner (or merry-go-round), a staple of 1970s playgrounds.²¹



Figure 3.6. An overly safe playground, offering little opportunity for antifragile kids to learn how to not get hurt.²³

3. The Rise of the Phone-Based Childhood

The virtual world arrives. Smartphones and social media platforms are adopted faster than any communication technology before it...



Share of US Households with Specific Technology (1925-2019)

Percent of U.S. Households

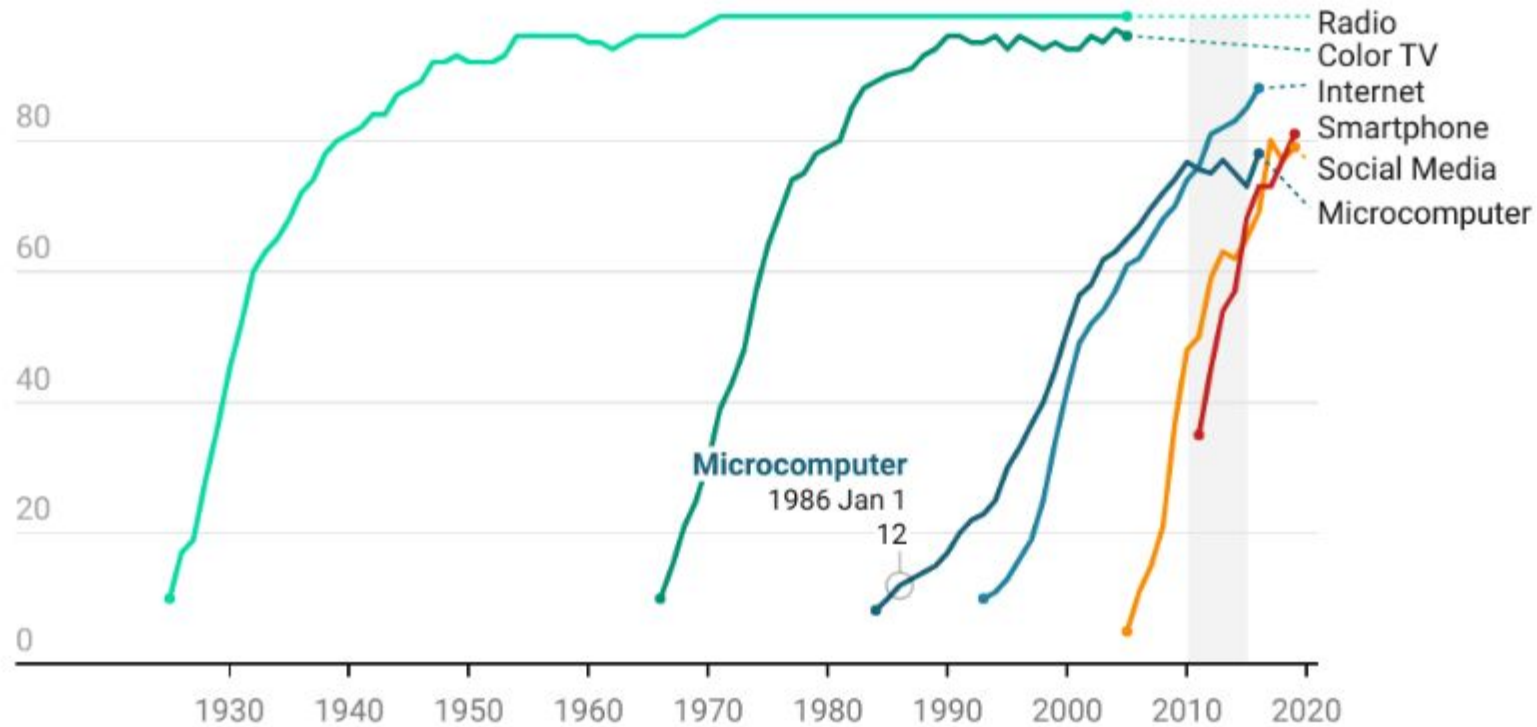


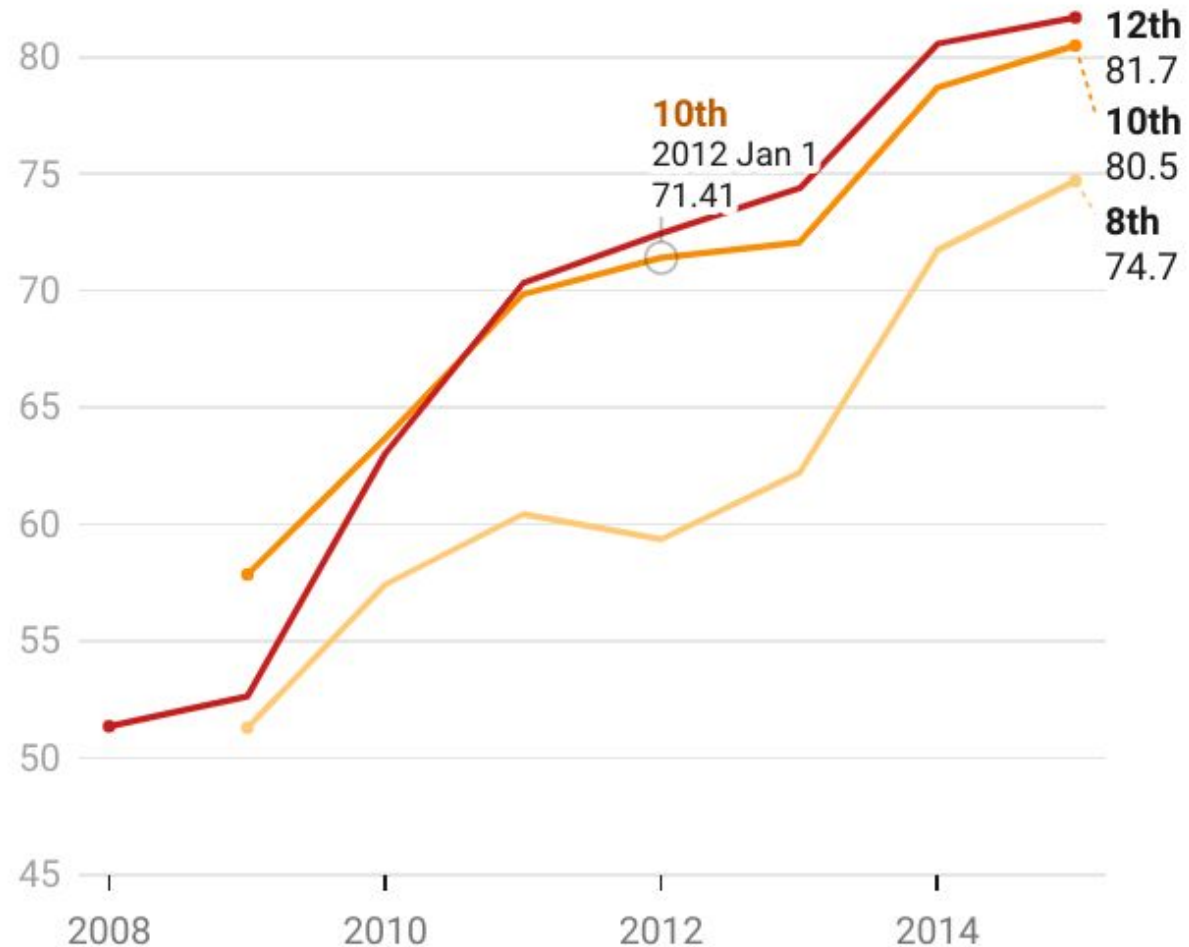
Chart: Zach Rausch • Source: [Our World in Data](#) • [Get the data](#) • [Embed](#) • [Download image](#) • Created with [Datawrapper](#)

Figure 2.6 The share of U.S. households using specific technologies. The smartphone was adopted faster than any other communication technology in history. (Source: [Our World in Data](#).)



Daily Social Media Users (U.S. Adolescents)

Percent of high schoolers using social media "nearly every day"



**The play-based childhood
officially ends as teens' social
lives move onto smartphones
filled with social media apps...**



By **2015**, **one in five** American teen girls use social media more than **40 hours a week...**

By **2023**, more than **46 percent** of teens report being online "**almost all of the time.**"

Childhood transformed into something unrecognizable. And it has caused an epidemic of mental illness among our youth.

1

No smartphones before high school

Parents should delay children's entry into round-the-clock internet access by giving only basic phones (phones with limited apps and no internet browser) before 9th grade (roughly age 14).

2

No social media before 16

Let kids get through the most vulnerable period of brain development before connecting them to a firehose of social comparison and algorithmically chosen influencers.

3

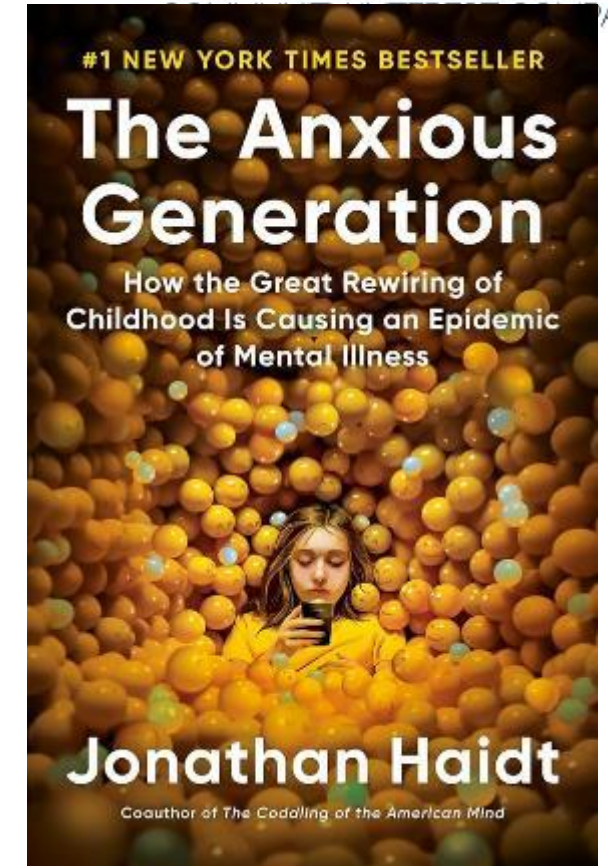
Phone-free schools

In all schools from elementary through high school, students should store their phones, smartwatches, and any other personal devices that can send or receive texts in phone lockers or locked pouches during the school day to free up their attention.

4

More independence, free play, and responsibility in the real world.

That's the way children naturally develop social skills, overcome anxiety, and become self-governing young adults.



What are we doing about it?

The GRC Team



Development Area 1

Phone Free College

Remove student use of mobile phones during college day to promote engagement and wellbeing

Development Area 2

Social Programme

Introduction of timetabled teaching of interpersonal skills and experiences

the **GREENROOM** college



Start a path...

2024-25



Development Area 3

Assessment & Progress

Increase opportunities to celebrate and demonstrate student achievements

Development Area 4

Development Of 104

Expansion and improvement of GRC useable site area

Development Area 5

WIG - Simple



Development Area 1

Phone Free College

Remove student use of mobile phones during college day to promote engagement and wellbeing

Week 1:

- **27/28 students gave up phones with little to no resistance**
- **Students are talking to each other... and us!**
- **‘This is actually better than last year because I’m not just constantly checking my phone for news updates or just messaging my mum when I get worried’**
- **Engagement is up**
- **Parents are struggling**



EPIC

THURSDAYS



Update on 104 Maidenhead Road



Planning Application still awaiting outcome

Submitted in June

Discussed at Open Forum in July

Due to be completed by August 6th



PLANNING APPLICATION

DEVELOPMENT AFFECTING THE SETTING OF A LISTED BUILDING

Appn. Date: 12 June 2024 Appn. No.: 24/01286
Type: Full
Proposal: Change of use of building from Class C3 (dwelling) to Class F1 (school) together with associated landscape alterations and installation of Shepherds hut in rear garden.
Location: The Lodge 104 Maidenhead Road Windsor SL4 5EX

You can inspect the application and plans at <https://www.rbwm.gov.uk/home/planning/first-planning-application> or they can be electronically viewed at our Customer Service Centre at Maidenhead Library, St Ives Road, Maidenhead or Windsor Library, Bachelors Acre, Windsor. The opening hours are Monday, Tuesday, Thursday and Friday between 9am and 7pm, Wednesday between 10am and 7pm, Saturday between 9am to 5pm and Sunday between 11am and 2pm.

In addition, in rural areas, copies of the applications may be available via the Parish Council.

If you have any comments on the application you can email planning@rbwm.gov.uk or write to:

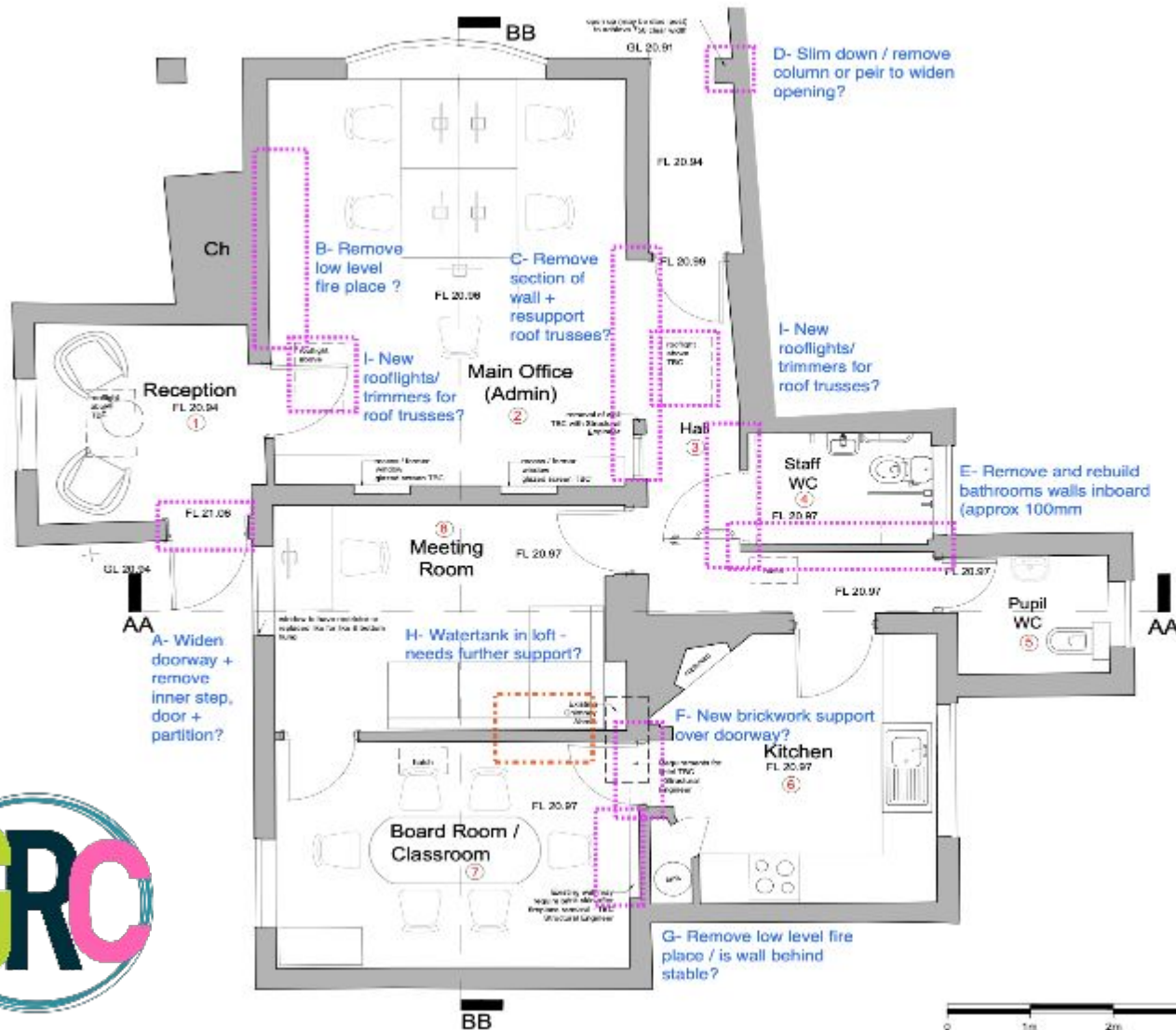
Planning Royal Borough of Windsor and Maidenhead Town Hall St Ives Road Maidenhead Berkshire SL6 1RF

Please quote application number 24/01286/FULL in any correspondence, which must be received no later than 10 July 2024.

NOTICE IS TO DRAW ATTENTION TO THE FACT THAT FULL DETAILS OF THE APPLICATION ARE AVAILABLE. NO FURTHER PUBLICITY WILL NORMALLY BE GIVEN TO ANY CHANGES TO THE APPLICATION UNLESS A FURTHER APPLICATION IS SUBMITTED.

Please note that when making comments on a planning application your reply will be made available for public inspection both at the Council's offices and on the Council's website. When corresponding by e-mail, please send your comments as an attachment to help avoid your e-mail address being published (but please include your postal address in the attachment). Similarly when responding by letter please include your postal address but do not include your e-mail address, telephone number or signature to help avoid them being published.

104 Plans – The Lodge



Undertaken asbestos report, damp survey and structural engineer's review to understand what is possible with the Lodge

Currently working with architects to create a 'Plans Check' to submit to Building Control for minor alterations and improvements to the existing Lodge building

104 - The Site



Intended Shepherds Hut location



Local Legends: Supporting community projects that matter to Virgin employees

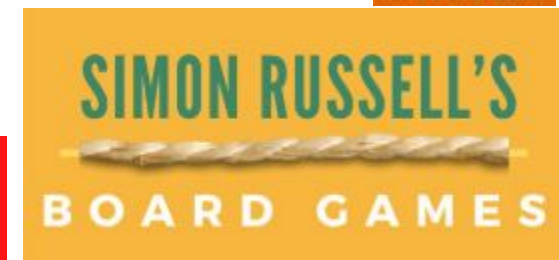


 **unite**
local legends



Big thank you to Louise Winch





Community 'The Bevy'





It is these connections that help us to combat isolation and addiction. Build our community and have some fun in the process!

A word from our Chair of Trustees...

Peter Rawling

Pub Events 2024

Micky Foden-Andrews

What have we done so far...?

- Burns Night
 - St Patricks Day
 - Mothers / Fathers Day
 - Easter
 - 5th Birthday Party
 - Karaoke Nights
 - May the 4th
 - Pride Weekend
 - Christmas in July
 - SwanFest
- Movie Nights:
- Rocky Horror
 - Sound of Music
 - The Producers
 - Mamma Mia
 - Dirty Dancing

Food Offerings...

- Micky's Kitchen Takeovers
- Willie's St Andrews Day takeover
 - Ren's Caribbean Kitchen
- Peter McConkeys Fine Dining
 - Angkana Thai Food
- Ian & Lou Weekend Kitchen
 - Epic Thursdays (GRC)
 - Green Canteen (GRC)

Beer/Lager/Wine improvements

- March 2024:
 - Changed wine suppliers to Majestic
 - Better price to the Guest
 - Working party to decide the wines on offer over the bar
 - Bottle of House Wine - £19.50!
- Over 35 Different guest Lagers, Beers and Ciders since 1st January 2024

What's coming up?

- The Great British Pub Awards FINAL - 17th September 8pm
- The Swan Skills Fayre - 21st September
- Oktoberfest - 27th 28th 29th September
- Halloween Freak-End Party - 26th 27th October
- Bonfire Night - 5th November
- GRC Winter Fayre - 6th December
- FoTS Winter Fayre - 13th December
- Breakfast with Santa - 21st December (Book now!)
- New Years Eve Bonanza - 31st December
- Movie Nights
 - Monty Python and the Holy Grail - September 29th
 - Halloween related film - October 27th
 - Chicago - November 24th
 - Muppets Christmas Carol – December 22nd

COMING IN 2025
DINNER AND CABARET
EVENINGS MONTHLY
STAY TUNED!

Friends of The Swan

Anne Tebbatt

In Memoriam



Andrew (Bill) Sinclair

27th August 1964 – 22nd February 2024

In Memoriam



Rene Lowe

6th February 1922 – 8th February 2024



What Do We Do!



What have we been up to....

• **Trudy:**

- Development of Rental Policy
- Social Media & Newsletter
- Chatty Cafe

• **Ian**

- Maintenance Support
- Quiz Kitchen (with Lou)
- Courtyard Flowers & Gardening

• **Anne**

- Treasurer & Admin
- Events & Special Projects

• **Peter**

- GBPA Entry
- 'What Makes the Swan Special' Initiative

Charity



Charity	£2,770
MacMillan (2023)	£370
Royal British Legion (2023)	£364
Swan Support (Jul'23 to Jan'24)	£790
KGVI Day Centre (Feb'24 to Jun'24)	£1,245



£2,504 in 2023

Fundraising Activities



Fundraising

£12,760

Dublicious

£130

Donations

£700

EasyFundraising

£259

Events

£7,890

Food (Quiz)

£3,330

Merchandise

£450



Expenditure...

- Amplifier: £500
- Courtyard Garden: £300
 - *Thank you to Ian and the Gardening / Watering Group*
 - *Thank you to Izzy for her 'Swan in Bloom'*
- Refurbishment: £450
- Induction Hob: £130
- Miscellaneous: £50

Total: £1,430



Fix the Front!



- Refurbish & Repaint Woodwork
 - Windows
 - Fascias
 - Bay Supports
- Refurbish Slates & Leadwork
- Restore & Repoint Brickwork
- Refurbish Chimney Stack
- Double Glazing
- Refurbish Pub Sign
- Upgrade Gutters & Downpipes
- Install Lighting

The Plan

- Stage 1: Ground Floor & Pub Sign
 - Utilise existing funds
 - Improved kerb appeal at eye level
 - Improved warmth in the pub – reduced heating costs
 - Reliant on weather and availability of trades
- Stage 2: 'The Rest'
 - Requires scaffolding to the front of the building
 - Will need to be done in better weather (2025)

Expected Cost.....

Anticipated Cost

£40,000

Current Bank
Balance:

~£14,000

Coming Soon...



- More of the same, plus.....
- The Swan Christmas Card!
- Saturday 30th November: Special Event....
- Friday 13th December: Christmas Market
- January 2025: Burns Night
- Any ideas – please come and speak to us!



Thank You!