



RECORD OF DISCUSSION AT THE SWAN CLEWER CIC OPEN FORUM

10 July 2023

Dear Bevy Member,

Please find below notes recording the discussion at the Swan CIC Open Forum held on Monday 10 July 2023.

25 people present including Willie Calvert via internet.

1. Willie Calvert (WC) opened with a review of current finances for the CIC. He emphasised the impact of:
 - a. Recession. Individuals less likely to afford to eat/drink out as much as previously.
 - b. Utilities. Gas and electricity charges much higher than previously.
 - c. Mortgage. Currently seeing mortgage payments of approx. £300/week higher with not likelihood of reduction in the near future.
 2. The combined impact of the above provide difficult trading conditions in the short/medium term. The need to do something different in order to get through the next 12-24 months was noted.
 3. Discussion on options to raise more revenue in the short term included:
 - a. New loan scheme. Only if payback was less generous than original offer and not to be repaid until financial situation is eased.
 - b. New share offer. Unwilling to dilute value of original share offer where investors took a risk at the early stage of the CIC.
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- c. Increase footfall. Many options were considered including street canvassing.
- d. Improve the offer. Further work needed to ensure offer is consistent and attractive. TO include provision of guidance rather than criticism to staff. **Action General Manager**
- e. Increased use of volunteers. Process of front of house volunteers now in place as volunteers seen as best advert for the CIC.

4. It was agreed that WC would provide a written formal proposal on his return from holiday. **Action Willie Calvert**

5. The provision of photographs in the Coach House charting the restoration of the Swan was noted and welcomed. Agreed that this should be extended into the Bar area. Whilst acknowledging the amount of material available via the website it was acknowledged that immediately visible material would enhance customer awareness. **Action Richard Allen/General Manager**

AOB

6. RA advised that a selection process to appoint a Community Director had been satisfactorily completed subject to final agreement that their current employer has not identified any potential conflict of interest. Formal details will be announced as soon as possible.

7. Trudy Lowe updated on 'Chatty Café' and invited members to spread the word and to join the 'chatty table'.

8. Richard Douglas (RD) announced his intention to stand down from role of Company Secretary with effect from the 2023 AGM. A role description will be circulated shortly to seek a replacement. **Action Richard Douglas**

9. Date of next meeting to be advised.

Warm regards,

Will & Richard

For and on behalf of the Swan Clewer Community Interest Company



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