



DEDDINGTON HOSPITALITY HUB

DEDDY-CATED TO THE FUTURE OF GREAT
HOSPITALITY IN OUR PUBS, CAFES &
RESTAURANTS IN DEDDINGTON PARISH

**SURVEY IS LIVE!
USE THE QR
CODE OR LINK
TO HAVE
YOUR SAY!**



THE RED LION
THE UNICORN
THE CROWN & TUNS
POPULAR CHINESE
THE GEORGE INN
BARFORD
THE DEDDINGTON
ARMS
FOODIES
DUKE OF C
BENGAL SPICE

[HTTPS://WWW.SURVEYMONKEY.COM/R/NLDVRCG](https://www.surveymonkey.com/r/NLDVRCG)

FOR MORE INFO, NEXT STEPS
AND CONTACT DETAILS
FOLLOW THIS LINK
[HTTPS://BIT.LY/3X4KJED](https://bit.ly/3X4KJED)

RESULTS AT THE NEXT FARMERS MARKET!

Support Deddington Hospitality – Survey Results

November 2024

GREAT
RESPONSE
RATE

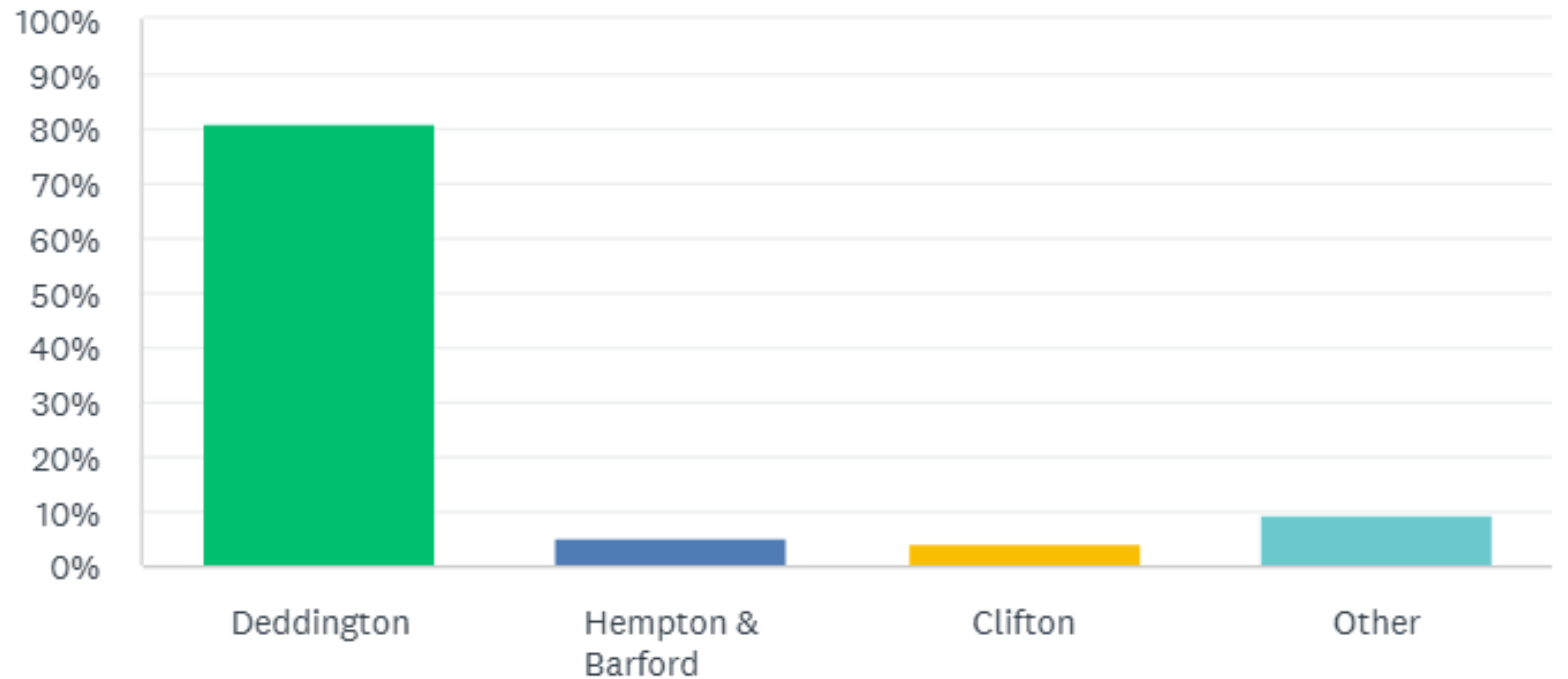
SURVEY GROUPS AND MARKETING POTENTIAL

319 RESPONSES

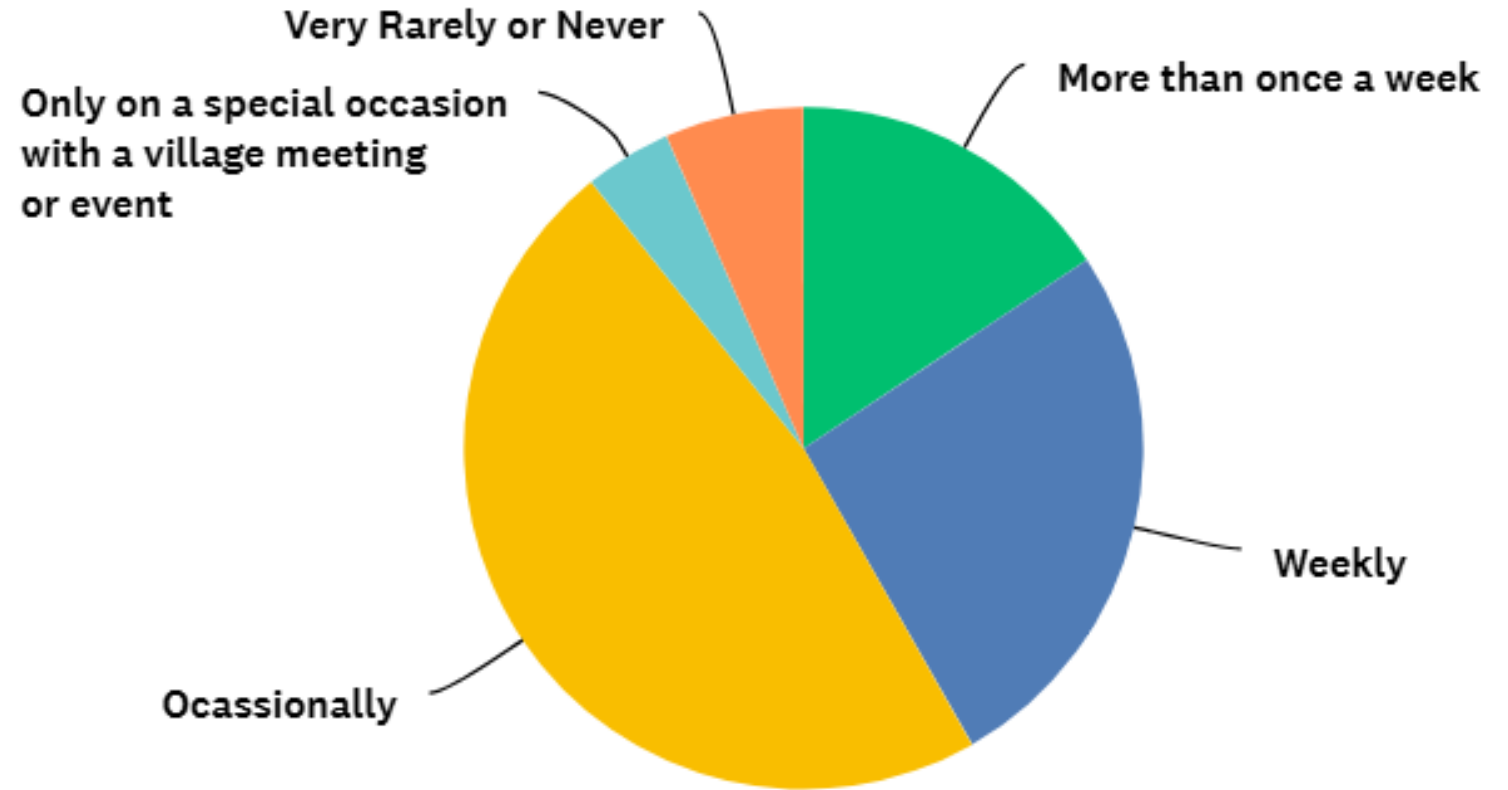
420 Engaged

	Original Whatsapp	Survey completed	Willing to receive marketing
20-35 year old with no kids	5	24	14
Young Family with Kids Under 14	41	51	34
35+ Female with no family or with kids over 14	89	58	49
35+ Male with no family or with kids over 14	86	41	35
Working from Home most days	0	40	30
Super Seniors, the Retired	31	105	71
	252	319	233
	100 didn't survey		
		Emails	214
		Phone no.s	164
	SO WE NEED BOTH TO REACH		
Conclusion: Deddington News, Online, Email and Whatsapp broadcast monthly			

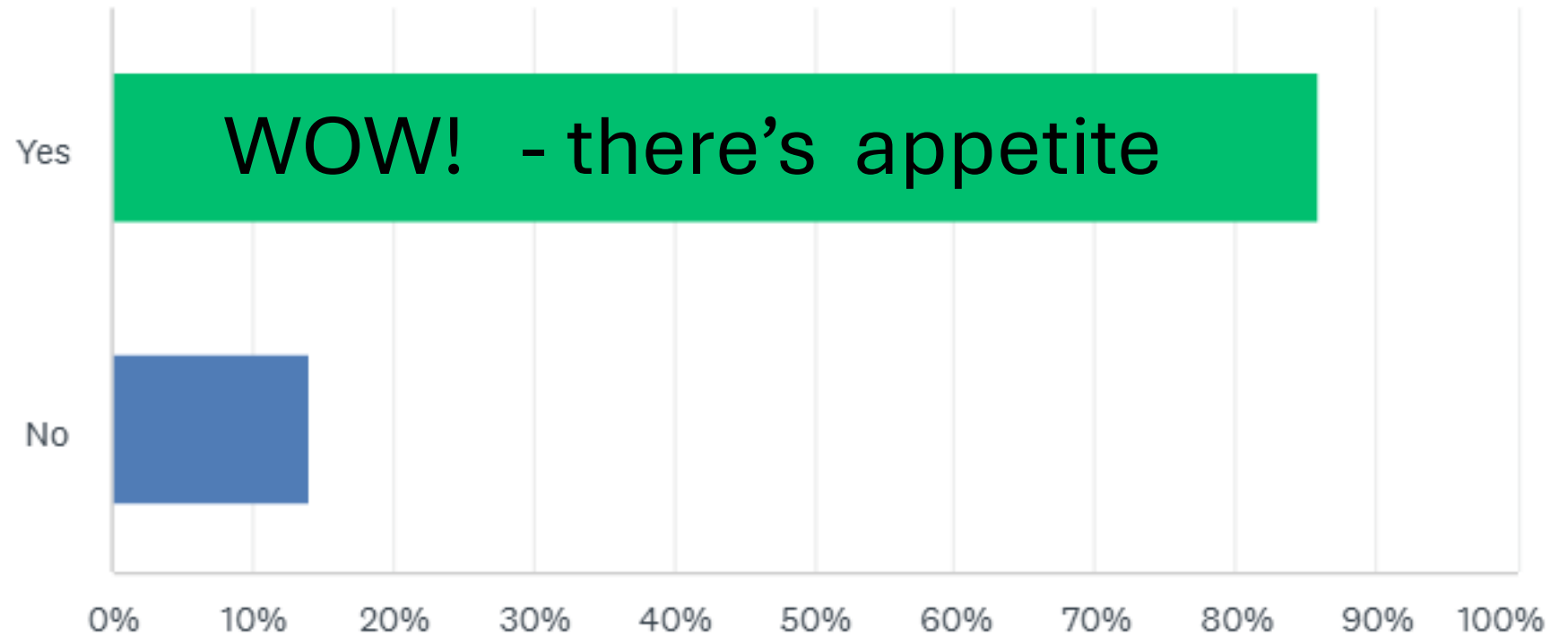
Where Do You Live?



How often do you currently frequent any of the Pubs or Restaurants in Deddington?



Going Forward
– Would you
like to use the
Pubs and
Restaurants
more often?

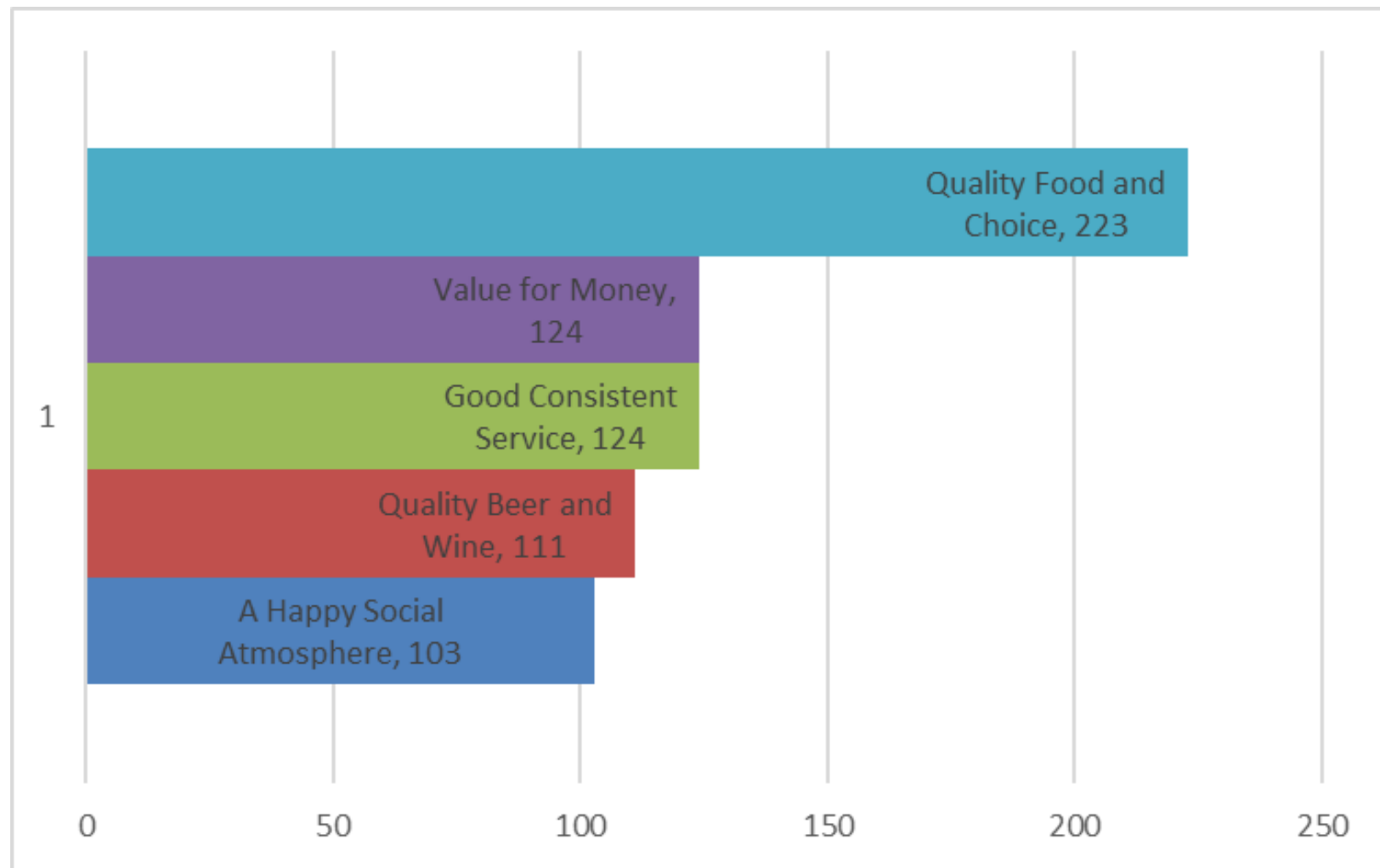


The Main Priorities Top 5 Most Important

From your answers, there were 5 main priorities for our hospitality venues.

319 reponses left us in no doubt

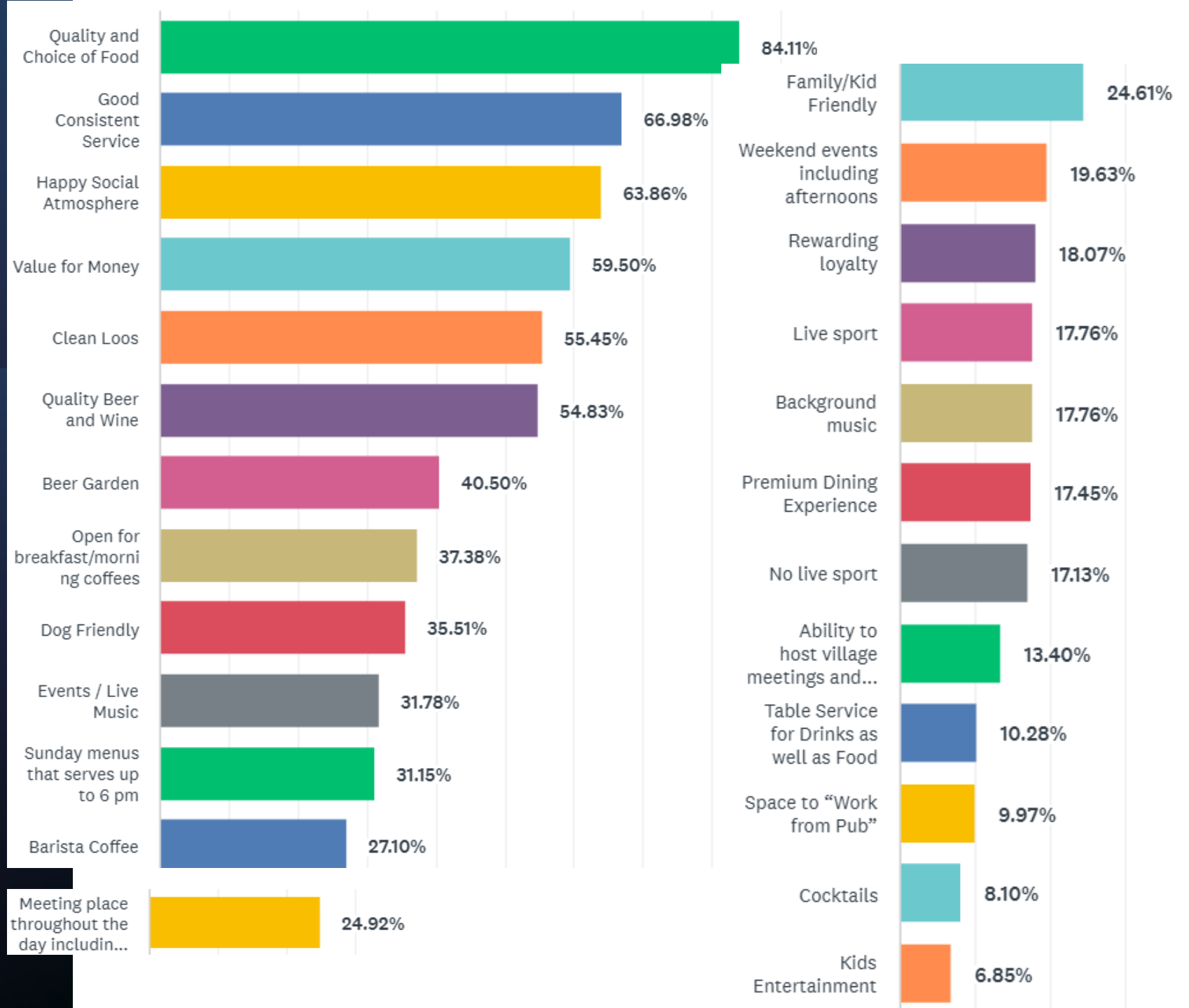
The most important with 223 is Quality Food and Choice



What is Important to you?

Everyone could choose as many as they wanted.

- % is how many of you chose.
Eg 84% chose Quality & Choice of Food



Villagers Ideas

Give us 5-10 new ideas that would make you use the Pubs/Restaurants more often?

PTO

- **Consistent Opening Times**
- **Friendly and Welcoming Staff**
- Good Consistent Service
- Modern Beers
- Innovative Menus
- Wine Pairing
- **Small Plates for Seniors**
- Sharing Plates
- **Light Bites**
- Breakfast
- **A list of Pubs you can work from in the day which have wifi**
- Quality over quantity – small plates/tapas etc
- Afternoon Tea
- Bottomless Brunch
- Discount for the over 60s
- Evening Entertainment –Live Music, Comedy etc
- Cocktail of the Month
- **Monthly Themed Cuisines – International Flavours**
- Adult only times
- Separate Kids areas
- Quiz Nights/Games Nights
- Take Away
- Online Menus
- **A decent coffee shop**
- Vegetarian Options
- Afternoon Opening Hours
- Local and national newspapers
- Pool Table/ Darts/ Pubs games
- **Workspace**
- Singles Nights
- Loyalty Rewards and Cards
- Beer Festival
- Karaoke
- **Premium Dining – none in the village**

Villagers Ideas

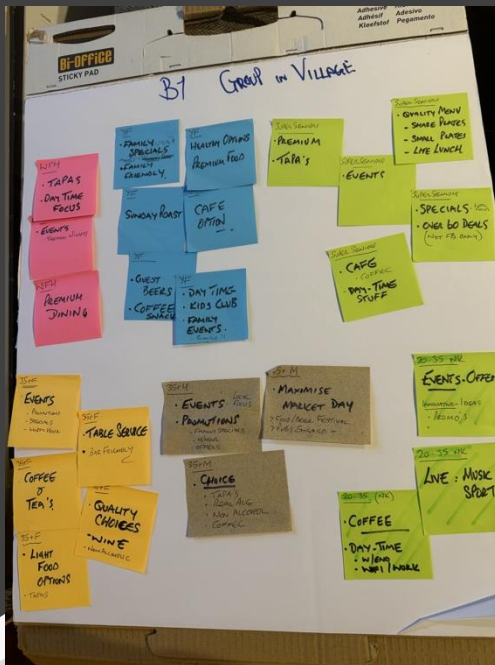
The detailed
anonymized list of
comments is available
on request from
Hamish

- Comfy Seating
- Gluten Free Options
- **Warm and Cosy in Winter**
- Card Games- Poker/Bridge
- Boules/Board Games
- Seasonal and traditional Events – Summer BBQs, Halloween, Bonfire Night, Xmas, carol singing
- **Simple Lunch Menus**
- Kids playground
- Kids Menu/ Lunch boxes during the day
- Coffee and Cake
- Wheelchair access
- Live Sports
- Baby Changing facilities
- Weekly Parents and Babies meet up time with toys and colouring
- Steak Night
- **Charity Pub Quiz - changing charity**
- **Social Events**
- **Wine and Tapas**

- **Being Made to feel Welcome**
- Pop up food vans
- Film Nights
- Sunday Brunch
- Talks – Hosting clubs to do talks like Deddington History Talks
- Happy Hours
- **Get Clubs in or People to run courses – drawing/crochet etc**
- **Welcome local clubs, groups and networking events**
- Offers on Market Days to attract customers
- **Atmosphere is Key**
- Fair Prices
- Communication – What's on? When Open? Specials? Not everyone is on Facebook!
- CAMRA Membership
- Reopen Otters
- B&B Rooms
- Good Prosecco and Wine Options

Hubbers Priority Highlights

our conclusions



How to Create More Sales

- Food consistency and quality
- Welcoming and Happy atmosphere for all
- Friendly and Safe zones – kids, dogs, noise
- Reasons to come out
- Build Market Day
- Offers that build visits eg Seniors, family

New Options Requested most

- Barista Coffee and good morning service 100 said this
- Tapas, small plates 60
- OAP welcome and offer 50
- Events and reasons to come out 100

Marketing Plan - monthly to be confirmed

The Plan

Monthly collect
of what's on

Offers

Daily Specials

Monthly reasons
to visit

Monthly News Page

Monthly Deliver

- Deddinton News
- Deddington Online page
- Whats app
- Deddington Email, Facebook

1. Form for operators by 15th each month
2. Deddington News and Online page by 20th
3. Send out 25th for next month

WHAT'S ON IN DEDDINGTON
DEDDINGTON HOSPITALITY HUB

SPECIAL EVENTS EACH WEEK
Tuesday Pizza 2:1 @Deddington Arms
Wednesday Pie night @ Unicorn etc

OFFERS & DEALS
seniors discount @

NEWS From our Operators

REASONS TO COME OUT THIS MONTH!
Tuesday 5/11 Fireworks
Tuesday 12/11 Pub Quiz @ The Red Lion

COMMENTARY

DEDDY-CATED TO THE FUTURE OF GREAT HOSPITALITY IN OUR PUBS, CAFES & RESTAURANTS IN DEDDINGTON PARISH

Support from Hospitality Hub

OPERATORS

- What do you need?

- Do you want to meet regularly?

HUBBERS OFFERS

- To keep Whatsapp Groups going
- To organise monthly marketing
- To identify champions from village and help enthuse with groups and launch new ideas/events
- To meet up and help operators succeed