

Woodstock Social Club Community Survey Report

Executive Summary

This report presents an analysis of survey responses from 290 community members regarding the Woodstock Social Club. The survey aimed to understand community members past experiences with the club, their attitudes toward a potential new community space, and their preferences for services and amenities.

Key findings include:

- **Strong Interest in a New Community Space:** 60.6% of respondents indicated they would use a new well-run community space at least once a fortnight, with many indicating they would visit more frequently than they did the old club.
- **Diverse Age Representation:** The survey captured responses across all age groups, with strongest representation from 45-65 (41.7%) and 65+ (31.7%) demographics.
- **Service Preferences:** Bar/pub services, live music/entertainment, and social spaces emerged as the most desired amenities.
- **Significant Sports Bar Interest:** A notable 46.2% of respondents requested football on TV, with 36.6% requesting other sports viewing, indicating strong potential for a dedicated sports bar element.
- **Financial Support:** Community members indicated willingness to invest approximately £63,700 in community shares, with 143 potential investors.
- **Volunteer Support:** Many respondents expressed interest in supporting the project through various skills and time commitments.

Demographic Profile

Age Distribution

The survey captured responses across all age groups within the community:

Age Group	Number	Percentage
16-24	19	6.6%
25-45	52	17.9%
45-65	121	41.7%
65+	92	31.7%
Under 16	1	0.3%
Prefer not to say	3	1.0%
Total	288	100%

Previous Club Membership

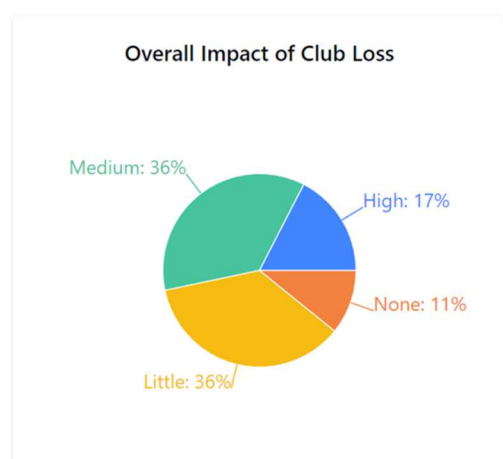
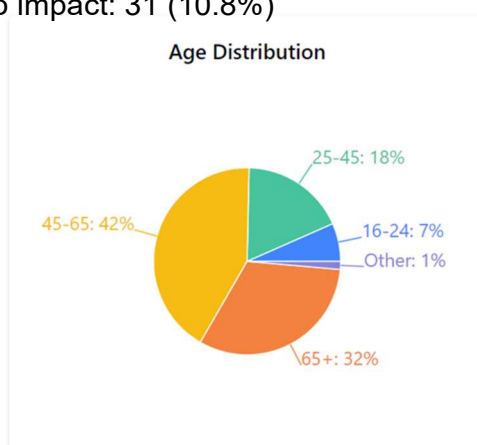
- Yes: 139 (54.1%)
- No: 118 (45.9%)

Impact of Losing the Social Club

Overall Impact

Respondents indicated varying levels of impact should the social club be lost:

- High impact: 50 (17.4%)
- Medium impact: 103 (35.9%)
- Little impact: 103 (35.9%)
- No impact: 31 (10.8%)



Impact by Age Group

The perceived impact varies significantly across age groups:

Age Group	High	Medium	Little	None
16-24	6 (31.6%)	7 (36.8%)	4(21.1%)	2 (10.5%)
25-45	4 (7.7%)	24 (46.2%)	18 (34.6%)	6 (11.5%)
45-65	20 (16.5%)	34 (28.1%)	52 (43.0%)	15 (12.4%)
65+	16 (17.4%)	38 (41.3%)	29 (31.5%)	8 (8.7%)

Notably, the 16-24 age group reported the highest percentage of "High impact" responses, while those aged 45-65 were most likely to report "Little impact."

Usage Patterns

Previous Usage

Respondents reported their usage of the old club during the 12 months prior to its closure:

- Daily: 2 (0.7%)
- 2-3 times per week: 33 (11.5%)
- Once per week: 35 (12.2%)
- Once a fortnight: 21 (7.3%)
- Once per month: 61 (21.3%)
- Less often/ Not at all: 136 (47.4%)

Potential Future Usage

When asked about potential usage of a well-run community space:

- Daily: 1 (0.4%)
- 2-3 times per week: 55 (19.5%)
- Once per week: 68 (24.1%)
- Once a fortnight: 49 (17.4%)
- Once per month: 83 (29.4%)

- Less often / Not at all: 26 (9.2%)

Usage Frequency Comparison

The comparison between past usage and potential future usage shows a significant positive shift:

- Increased frequency: 171 (60.6%)
- Same frequency: 92 (32.6%)
- Decreased frequency: 19 (6.7%)

This indicates strong community interest in a revitalized social club, with nearly two-thirds of respondents indicating they would use a new facility more frequently than they used the old club.

Previous Usage by Membership Status

Former members showed higher frequency of use:

- Former members who visited at least once per week: 55 (39.6% of members)
- Non-members who visited at least once per week: 15 (10.1% of non-members)

Potential Future Usage by Previous Membership

Both former members and non-members showed increased interest in future use:

- Former members who would visit at least once per week: 75 (54.1%)
- Non-members who would visit at least once per week: 31 (26.5%)

Reasons for Not Using the Old Club

The top reasons respondents cited for not using the old club:

1. Outdated decor and tired appearance: 74 responses (25.5%)
2. Assumed it was a private members club: 44 responses (15.2%)

3. Didn't like the clientele/atmosphere: 41 responses (14.1%)
4. Poor range of products available: 32 responses (11.0%)
5. Didn't like the staff: 14 responses (4.8%)
6. Didn't know it existed: 10 responses (3.4%)

Comments Analysis: Barriers to Participation

A qualitative analysis of written comments reveals several key themes that prevented potential users from visiting the club:

1. **Unclear Identity and Purpose** (31% of comments):

- "Who is it for? What events are hosted there that provide an entry point?"
- "I wasn't interested in the activities"
- "I wasn't sure when it was open. Social media posts were never up to date"
- "Some people don't know it's there. It's very important"

2. **Unwelcoming Atmosphere** (27% of comments):

- "I always felt like it was a bit, regulars only and found that a bit intimidating"
- "Did not know any members, and it seemed to be cliquey"
- "The clientele consisted of a couple of specific groups, none of which I belonged to"
- "No atmosphere in the main"
- "Dingy place"

3. **Outdated Facilities** (24% of comments):

- "Darkness! Not suitable for summer!"
- "Dated, cliquey and no events that appealed to us as a family"
- "Decor outdated and no real ales. Food offering poor"
- "Needs better lighting"
- "Couldn't provide adequate catering facilities"

4. **Competition from Alternatives** (18% of comments):

- "There are many exceptional places to enjoy a drink in Woodstock"
- "If I go into Woodstock socially, I would never have chosen a social club"
- "Limited time, and the events didn't hook me enough to go"
- "No reason, just other places to go"

These insights suggest that the club suffered from both physical limitations (outdated decor, poor lighting) and perception problems (unclear membership requirements, perceived exclusivity). Many potential users simply didn't understand what the club offered or when it was open, indicating significant communication challenges. The comments highlight that any revitalized space would need to address not only physical improvements but also community outreach and a clearer communication of its purpose and activities.

Preferred Visit Times

When asked about the preferred visit times for a new community space:

- Weekday Evening: 160 responses (55.2%)
- Weekend Evening: 193 responses (66.6%)
- Weekend Daytime: 129 responses (44.5%)
- Weekday Daytime: 76 responses (26.2%)

Weekend evenings were the most popular time across all age groups, followed by weekday evenings.

Service Preferences

The top reasons people would use a community-owned space:

1. Entertainment (music, drama): 212 responses (73.1%)
2. Socializing with family and friends: 211 responses (72.8%)
3. Clubs (movies, chess, games, book club): 101 responses (34.8%)
4. Meetings for community groups: 90 responses (31.0%)
5. Pre/post recreation activities: 41 responses (14.1%)
6. Workspace or meetings: 40 responses (13.8%)

Preferred Services

The most desired services in the community space:

1. Pub/Bar: 214 responses (73.8%)
2. Regular live music/dance: 177 responses (61.0%)
3. Good Wi-Fi: 142 responses (49.0%)
4. Football on TV: 134 responses (46.2%)
5. Daytime cafe/Afternoon teas: 126 responses (43.4%)
6. Pool table: 122 responses (42.1%)
7. Outside space (Patio/BBQ): 121 responses (41.7%)
8. Comedy nights: 114 responses (39.3%)
9. Other sports on TV: 106 responses (36.6%)
10. Private function space: 103 responses (35.5%)

Sports Bar Opportunity

The survey revealed substantial interest in sports viewing facilities, suggesting a dedicated sports bar element could be a significant draw for the new community space:

Sports Viewing Interest

- Football on TV: 134 respondents (46.2%)
- Other sports on TV: 106 respondents (36.6%)
- Combined unique interest in sports viewing represents one of the most requested amenities

Qualitative Feedback

Several respondents specifically mentioned sports viewing as a primary motivation:

- "It would be great to have an excellent Sports Bar in Woodstock"
- "Only place in Woodstock to watch live sport"
- "Watching live football"

Demographics and Potential

- Sports viewing interest spans all age groups but is particularly strong in the 25-45 demographic
- Multiple former users indicated they previously used the club primarily for watching sports
- The data suggests this is an underserved need in the Woodstock area

A well-designed sports viewing facility could provide a unique offering in the community while attracting a diverse demographic, particularly during major sporting events.

Catering Preferences

Preferred catering services:

1. Affordable drinks: 233 responses (80.3%)
2. Good beer/wine selection: 206 responses (71.0%)
3. Light bites/bar snacks: 183 responses (63.1%)
4. Locally sourced food and drinks: 138 responses (47.6%)
5. Good service and well-presented food: 127 responses (43.8%)
6. Traditional pub grub: 125 responses (43.1%)
7. Tea, coffee, sandwiches: 122 responses (42.1%)
8. Non-alcoholic drinks: 113 responses (39.0%)

Preferred Catering Times

The most popular times for catering services:

1. Sunday roast: 107 responses (36.9%)
2. Weekend breakfast: 92 responses (31.7%)
3. Saturday lunch: 74 responses (25.5%)
4. Evening bar meals: 71 responses (24.5%)
5. Weekday dinner: 63 responses (21.7%)
6. Saturday dinner: 63 responses (21.7%)
7. Weekday lunch: 58 responses (20.0%)
8. Weekday breakfast: 34 responses (11.7%)
9. Weekday children's "tea-time": 20 responses (6.9%)

Preferred Food Options

Most requested food types and delivery methods:

1. Pies and hot snacks: 129 responses (44.5%)
2. Takeaway options: 70 responses (24.1%)
3. Food delivery service: 33 responses (11.4%)

58 respondents (20.0%) indicated that "Food offering is not important" to them.

Importance Rankings

Respondents ranked various amenities on a scale of 1-10 (1 being most important):

Feature	Average Ranking	Top Priority Count
Pleasant and welcoming space	2.18	159 (56.2%)
Affordable pricing	2.83	101 (36.6%)
Well-kept bar and good food	3.25	67 (25.1%)
Professional staff	3.36	76 (27.3%)
Comfortable/cosy seating	3.48	67 (24.4%)
Regular entertainment	4.50	56 (20.9%)
Good + free Wi-Fi	4.73	60 (22.8%)
Family friendly	4.91	55 (20.5%)
Traditional pub games/sports	5.05	50 (19.0%)
Tea, coffee shop	5.85	25 (9.5%)

A pleasant and welcoming space emerged as the clear priority, with 56.2% of respondents ranking it as their top priority. Affordable pricing and well-kept bar with good food rounded out the top three priorities.

Community Involvement

Volunteer Interest

Respondents indicated interest in helping with the community project:

- Business/Admin support: 35 responses (12.1%)
- Fundraising: 22 responses (7.6%)
- Join a steering group: 16 responses (5.5%)
- Skilled tradesperson: 16 responses (5.5%)

Investment Interest

143 respondents (49.3%) indicated a willingness to invest in community shares:

- £100: 69 respondents (48.3% of investors)
- £250: 22 respondents (15.4% of investors)
- £500: 18 respondents (12.6% of investors)
- £1,000: 22 respondents (15.4% of investors)
- £2,500: 2 respondents (1.4% of investors)
- £5,000: 3 respondents (2.1% of investors)
- £50: 6 respondents (4.2% of investors)
- Other amount: 1 respondent (0.7% of investors)

Total potential investment: approximately £63,700

Average investment per investor: £445.45

Recommendations

Based on the survey findings, we recommend the following for the new community space:

Focus on Social and Entertainment Functions

- Prioritize a well-designed bar/pub area with quality drinks selection
- Develop a regular entertainment program featuring live music and events
- Create comfortable, welcoming spaces for socializing

Develop a Sports Bar Component

- Dedicate a specific area for sports viewing with quality screens
- Feature football and other popular sports events
- Combine with bar snacks and casual food offerings
- Promote as a unique offering in Woodstock

Broad Appeal Across Age Groups

- Design spaces and programming that appeal to the significant 45+ demographic
- Include features attractive to younger demographics to build future patronage
- Consider "zoned" areas with different atmospheres and noise levels

Clear Communication Strategy

- Address misconceptions about membership requirements
- Ensure clear signage and publicity about opening hours and events
- Emphasize the community-owned nature of the venue

Food and Beverage Strategy

- Focus on affordable drinks and quality beer/wine selection
- Develop a modest food offering focused on light bites, bar snacks, and "pub classics"
- Consider Sunday roasts as a specialty offering

Design Considerations

- Create a pleasant, welcoming atmosphere (identified as top priority)
- Update decor to address the main complaint about the old club
- Include comfortable seating and consider both indoor and outdoor spaces

Community Governance

- Harness the significant interest in volunteering and investment
- Develop clear pathways for community members to contribute skills and time
- Create transparent governance structures for community ownership

Phased Implementation

- Focus first on core offerings (bar, social space, sports viewing, basic entertainment)
- Add additional services and amenities as capacity and demand allow
- Consider seasonal variations in programming and opening hours

Conclusion

The survey results demonstrate strong community interest in a revitalized social club in Woodstock. With most respondents indicating they would use a new facility more frequently than they used the old club, there appears to be sufficient demand to support such a venture. The willingness of community members to invest financially and volunteer their time further strengthens the case for a community-owned approach. By focusing on creating a welcoming, affordable venue with quality drinks, social spaces, sports viewing facilities, and entertainment, a new community-owned space has significant potential to become a valued community asset that serves diverse needs across **all** age groups in Woodstock.



Appendix1: Data Sources and Methodology

Survey Information

This report is based on data collected from a community survey about the Woodstock Social Club, which received 290 complete responses. The survey was designed to gather information about community members past experiences, preferences, and potential support for a revitalized community space.

Data Collection and Analysis

All data presented in this report comes directly from responses to the survey questions as found in the "Raw data.xlsx" file. Percentage calculations are based on the total number of respondents (290) unless otherwise noted. For questions where respondents could select multiple options, each option's percentage reflects the proportion of total respondents who selected that option.

Key Statistics and Their Sources

1. Demographics and Membership

- Age distribution data from question "1/ What age group best describes you?"
- Previous membership status from question "Have you been a member of Woodstock Social Club previously?"

2. Impact Assessment

- Overall impact ratings from question "2/ What would be the impact on you, your family and social life if we lost the old club in Woodstock?"
- Impact by age group created by cross-referencing the impact ratings with age group data.

3. Usage Patterns

- Previous usage data from question "3/ How often did you and your household members use the old club in the last 12months prior to its closure?"

- Potential future usage from question "6/ How often would you and your family use a well-run large community space in Woodstock?"
- The statistic "60.6% of respondents indicated they would use a new community space at least once a fortnight" was calculated by combining responses for "Daily," "2-3 times per week," "Once per week," and "Once a fortnight" options (173 out of 290 respondents)
- Usage frequency comparison was determined by comparing individual responses between questions 3 and 6

4. Barriers to Usage

- Reasons for not using the old club from question "4/ If you never used the old club, what were the main reasons you did not?"

5. Visit Preferences

- Preferred visit times from question "7/ When would you most likely visit?"

6. Service Preferences

- Main reasons for using the space from question "8/ What are the main reasons you would use a large community-owned space within Woodstock for?"
- Preferred services from question "9/ What services would you most like to see the community space offer?"
- Sports viewing interest from question "9/ What services would you most like to see the community space offer?" specifically the "Football on TV" and "Other sports on TV" options
- Catering preferences from question "10/ Which catering services would like to see in a community owned space?"
- Preferred catering times from question "11/ When would you most likely use catering services (if available) at the society?"

7. Importance Rankings

- Rankings data from question "12/ Please rank the following (from 1 to 10) in order of importance to you"
- Average rankings calculated by summing all numerical rankings given to each item and dividing by the number of respondents who ranked that item

8. Community Involvement

- Volunteer interest from question "14/ Would you or anyone in your household be interested in helping with our community project in any way?"
- Investment interest from question "OR~ (b) Make an investment in shares"
- The potential investment total (£63,700) was calculated by multiplying each investment amount by the number of respondents selecting that amount and summing the results

Appendix2: Significant Comments to take into consideration:

- Busy lives but was slightly tatty!
- Couldn't provide adequate catering facilities
- Dated, clucky and no events that appealed to us as a family with a 12-year-old daughter.
- Decor outdated and no real ales. Food offering poor.
- Did not know any members, and it seemed to be cliquey.
- Didn't know the opening times
- Dingy place.
- I always felt like it was a bit, regulars only and found that a bit intimidating
- I don't really know anyone there
- I live in Wootton. If I go into Woodstock socially, I would never have chosen a social club
- I was never really sure when it was open. social media posts were never up to date.....
- I wasn't interested in the activities
- I wouldn't want to say I 'didn't like the clientele/atmosphere'. It was more that the clientele consisted of a couple of specific groups, none of which I belonged to. I didn't feel unwelcome there, but I didn't feel welcome or at home either.
- Lack of food
- Limited events e.g. live music
- Limited time, and the events didn't hook me enough to go.
- Little idea of what when and who it was for
- Moved away from the area, would have used the club often if still living in Woodstock
- Needs better lighting
- Never knew when it was open
- No atmosphere in the main.
- No decent acts
- No reason, just other places to go
- Not a regular drinker and limited activities
- Not aware of what was on
- Not informed of events
- Not very welcoming, other pub choices in Woodstock, no windows
- Social prices not Woodstock pub prices!!
- Some people don't know it's there. It's very important
- The clientele did have an impact and made the club less desirable
- The club needs a revamp.
- The place looked old and tired
- Thought it was private
- Too clicky
- Unsure of opening hours
- Unsure what was available there
- Wasn't aware of any interesting events
- We came to every kid's disco
- We only went to watch sport or meetings / events
- When we go out in Woodstock it could be for a drink or food, and we didn't think of the social club because of the atmosphere and dated decor.
- Who is it for? What events are hosted there that provide an entry point?

Appendix3: Consumer Suggestions to take into consideration:

- A quiet space to host the weekly quiz.
- A space so young musicians can perform
- Adult dance classes
- Any events after 11pm would be very intrusive
- As a space to hire for performance or classes
- Bar food but not trying to compete with other venues.
- Bingo
- Board games night.
- Cinema night aimed at 11–15-year-olds.
- Community meeting space
- Computer/tech access and support for young people who may not have it at home to get homework done. Maybe even 'do your homework here' sessions.
- Convert upstairs into a gym Woodstock really lacks a gym
- Craft fairs
- Darts
- Family activities
- Family night once a month with food available
- Film club
- Folk music sessions 1/ month
- Football / Pool
- Football on big screens
- Groups like Zumba, yoga
- Gym
- Gym space
- Gymnasium
- Hot pie oven
- I am a musician and music venues are closing it would be a great venue I have gigged at the club, and it's always been fun
- If good Wi Fi would use for workspace / coffee in week to meet colleagues. Decor needs to be clean and fresh though for that too
- If it was a lovely space to hang out and consistent I think more people would use it.
- It would be great to have an excellent Sports Bar in Woodstock
- Kids' discos, Pilates, yoga, drinks, movies
- Large tv, quiet space to sit, subsidised drink prices
- Learn-and-dance fun evenings
- Lectures
- Live local bands
- Live music sessions and open mikes
- Live music.
- Movies, drinks, snacks
- Music sessions, gigs, folk music
- Pool and darts teams / tournaments.
- Right attractions
- Simple but quality home cooked food
- Singing for oldies and oldies' drop-in and chat hours.
- Social groups
- Social space for people with young families

- Specialist talks
- Split the space up. It doesn't work as it is.
- Sports on screen
- Start a chess club maybe on quite weekday
- Student discount to encourage younger patrons
- Talks,
- Tea dance
- The ability to talk without the disruption of Wall to Wall TV input
- There are a number of clubs (i.e. Woodstock Harriers runners) who don't have clubhouses but do need a space. I think there is a huge opportunity for collaboration.
- There is no gym *in* Woodstock. The nearest one is Kidlington. There is demand among locals. I do wonder if you advertised there might be an aspiring trainer who could set up a small/medium gym in the venue... or at the back.
- TV major sport
- Watch sport
- Watching sports - football, rugby etc.
- We always came for Saturday dance
- We desperately need a gym in Woodstock. Please could this be considered. I believe there is demand in the Woodstock community to pay memberships for a gym space.
- We love live music /dancing
- Workshops
- Workspaces for people working from home, but wanting to escape the house and buy a coffee in a work-friendly environment (quiet / plugs / desk space)
- Would be a great venue for watching sport
- Youth using the space

REPORT ENDS