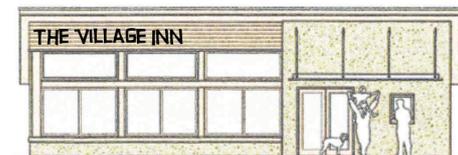


# Glenfarg Village Inn



## The Business

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### ***THE VISION***

The plan is to create a licenced premises (the Village Inn) offering a country pub environment, where people can gather for a drink, a bite to eat, a meeting or a cup of coffee/tea. Since the closure of the Glenfarg Hotel in November 2015 there has been no licenced operation in the village. Anyone looking to have a social drink or bite to eat with friends has had to travel outside the village to Milnathort, Bridge of Earn, Abernethy or Kinross (often using a very limited bus service).

The Village Inn will be a very different offering from the Glenfarg Hotel and its little used public bar. The plan is to have much more of a country pub feel where locals and visitors alike can enjoy a welcoming environment, just as they do in thousands of villages throughout the UK.

In the absence of the hotel, the village hall has hosted regular 'pop-up-pubs', bar-b-que and restaurant nights, all of which have been very successful and very well attended. The local appetite for something more permanent is obvious. A permanent premises with regular opening hours that services the demand without the need for people to travel several miles should thrive.

Having lost the hotel there is an overwhelming desire for a new project to succeed and open as soon as possible. The hotel was the beating heart of the village and urgently needs to be replaced with a permanent alternative.

### ***FUNCTIONS OF THE VILLAGE INN***

1. To operate as a Pub during stated opening times, serving alcoholic, non-alcoholic and soft drinks.
2. To serve coffees, teas, etc. during those licenced opening times.
3. To operate a bar meal service during stated hours.
4. To serve as a venue for meetings during the day (or informally in the evening).
5. To be available for groups to operate a café type service during the day, enabling residents to pop in and socialise over a cuppa and sandwich.
6. To be available for private or business meetings subject to availability.

### ***WHO WILL BE RUNNING THE VILLAGE INN?***

The Hub would be run by an operating committee who would nominate an Operations Manager to oversee the day to day running of the operation. The Village residents include at least 3 people with many decades of experience running licenced premises.

### ***THE MARKET***

Residents living in and around Glenfarg and Duncricvie would form the bulk of the potential market. The population of approximately 800 is steadily growing and three current residential developments will add another 50 or 60 households. This represents a sizeable local market with no 'walkable' alternatives or competition.

Given the location on Main street passing trade will also be attracted which will further supplement the business. It is also likely that, as time passes, the inn will attract business from other local villages and towns.

## ***SWOT ANALYSIS***

### **Strengths**

1. Unopposed licenced premise in Village.
2. Offers a pleasant and comfortable environment for customers to socialise in.
3. Operated by village residents for the village's benefit. Large amount of goodwill within the village for the success of this much needed facility.
4. Experience and knowledge of previous Glenfarg Hotel owner in the planning and operating of the new venture.
5. Availability of experienced food operations managers within the village.
6. Ready availability of both voluntary and paid staff.

### **Weaknesses**

1. Limited food operation — which although suitable for many people on a casual eating basis does not fulfil the role of a Restaurant operation.
2. One size fits all — there will only be one lounge and it is therefore imperative the operation is managed sensibly and professionally to ensure a pleasant environment for everyone to enjoy.
3. Outside seating will (probably) not be possible, however with the advent of development on the Village Hall site this may change.
4. Capacity limitations due to the size of the building. It's possible that on odd occasions the hub will be overcrowded but unfortunately finance and envisaged footfall does not allow for a larger build.
5. A new build will not have the atmosphere or allure that might be present in an older building.

### **Opportunities**

1. This is an opportunity to bring a much needed vital community asset to the Village and help ensure it remains as a vibrant and sustainable community.
2. New part time employment opportunities will become available.

### **Threats**

1. The most dangerous threat to the project would be for it to be badly managed. The hub will need to be run professionally with the customers' needs to the forefront, too often licenced premises fail due to bad management, indifferent service and below average food.
2. Provide a good comfortable environment with attentive, professional service and appetising food (competitively priced) and there really should be no threat to the project succeeding.

## ***COMPETITION***

The nearest licenced premises is the Bein Inn which lies 3 miles north of the village but is not accessible by foot. The Inn concentrates mainly on residential and food business and is therefore not frequented much by villagers unless they are wanting a meal.

The next nearest pub is in Milnathort — The Village Inn — which offers a very pleasant 'rustic' atmosphere but does not serve food. It is currently frequented by many villagers wishing to have a drink together. There are also pubs in Bridge of Earn (7 miles) but these are too far away to offer any serious competition to a new Inn in the village.

The huge advantage of a Village licenced hub is that it would be assessable by foot, in the way the hotel was before its premature demise.