

# **A Village Café, Hub and Shop for North Muskham?**

**Consultation survey:  
summary findings and  
results**

**February 2025**

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## Introduction

The village consultation and survey gathered community opinions on the possible development of a community café, hub, and shop. This summary report of the findings and results reveals a mix of enthusiasm, excitement, concerns, diverse and conflicting perspectives, and practical considerations.

Below, are the results and findings from each of the questions posed. Where appropriate, illustrative comments and quotations from those who responded in the surveys are offered (in italics) to build a picture of what was learnt.

Many respondents saw the initiative as an opportunity to enhance village life by providing a social space for residents of all ages, particularly the elderly, young people, home workers, and young families. A café and hub were widely considered as a way to reduce isolation, enhance wellbeing, encourage local meetups, and serve as a gathering place for community groups, exercise classes, and support networks. The shop, while seen as convenient for essential items, sparked debates over its viability, potential competition with existing businesses, and the challenge of sustaining fresh goods.

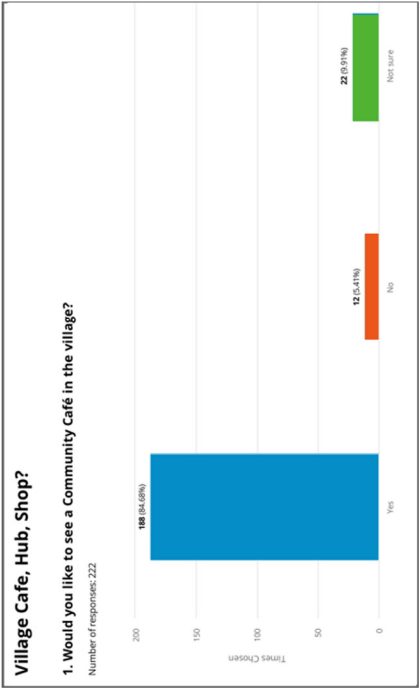
The findings indicate widespread support for a practical approach, offering staple groceries alongside a welcoming café environment. Residents emphasised the need for reasonable pricing, good quality food and drink, and services - such as parcel drop-off points or postage - that would make the space a regular destination. However, concerns about financial sustainability, and reliance on volunteers must be carefully addressed.

Overall, the survey reflects strong interest in a space that fosters community connections while being adaptable to local needs and economic realities.

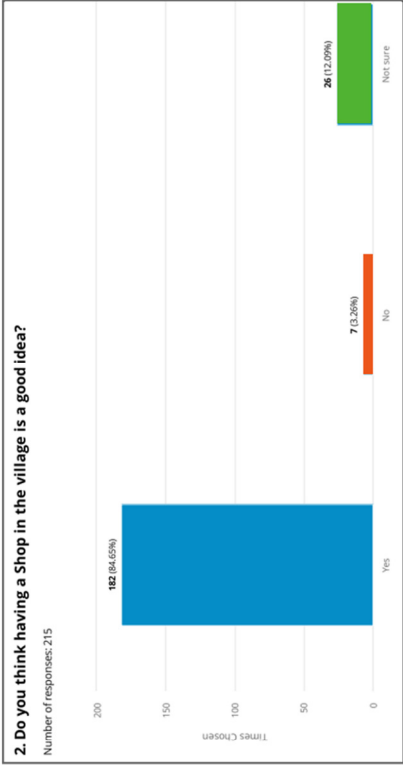
Thank you to everyone who helped prepare the survey, tested it, promoted and distributed it, collected completed forms and to all who took part.

Nigel Pimlott

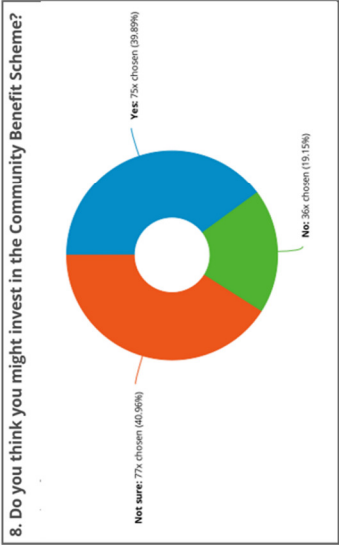
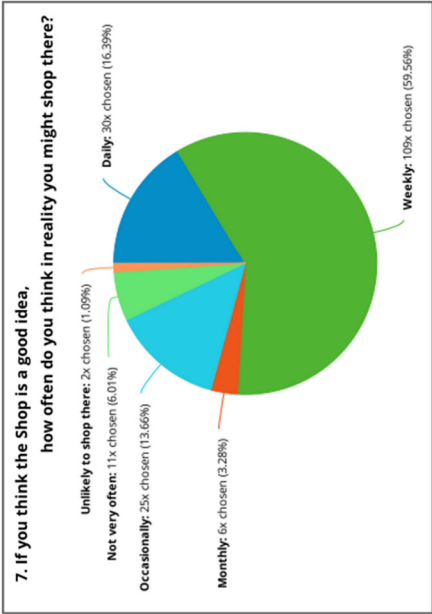
Summary Infographic



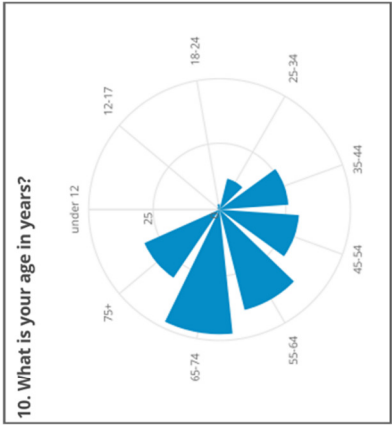
Approx 85% of people supported the idea of a café  
Approx 85% supported the idea of a shop  
Around 40% of people said they would invest in a Community Benefit Scheme



The ideas suggested for the café and shop were welcomed. A village shop and café could serve as a vital hub, serving a diverse range of groups, supporting a wide-range of activities  
Any proposed shop should focus on essential everyday items. 60% would shop there weekly, but concerns were raised about the ability to support a shop, making it crucial to ensure sustainability.  
Strong support for a café to meet and socialise in and access activities not otherwise available locally



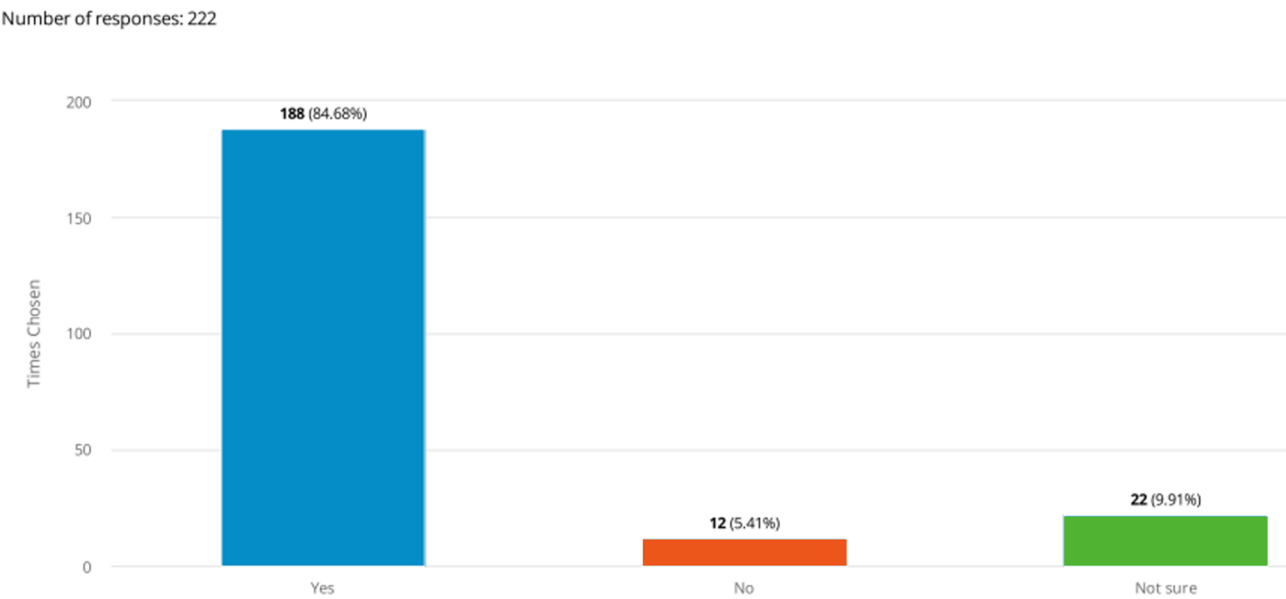
224 people undertook the survey  
193 people did the survey online, 31 used the printed version  
Almost all participants were aged over 25, and twice as many women participated as men  
Not everyone answered every question (which is fine)



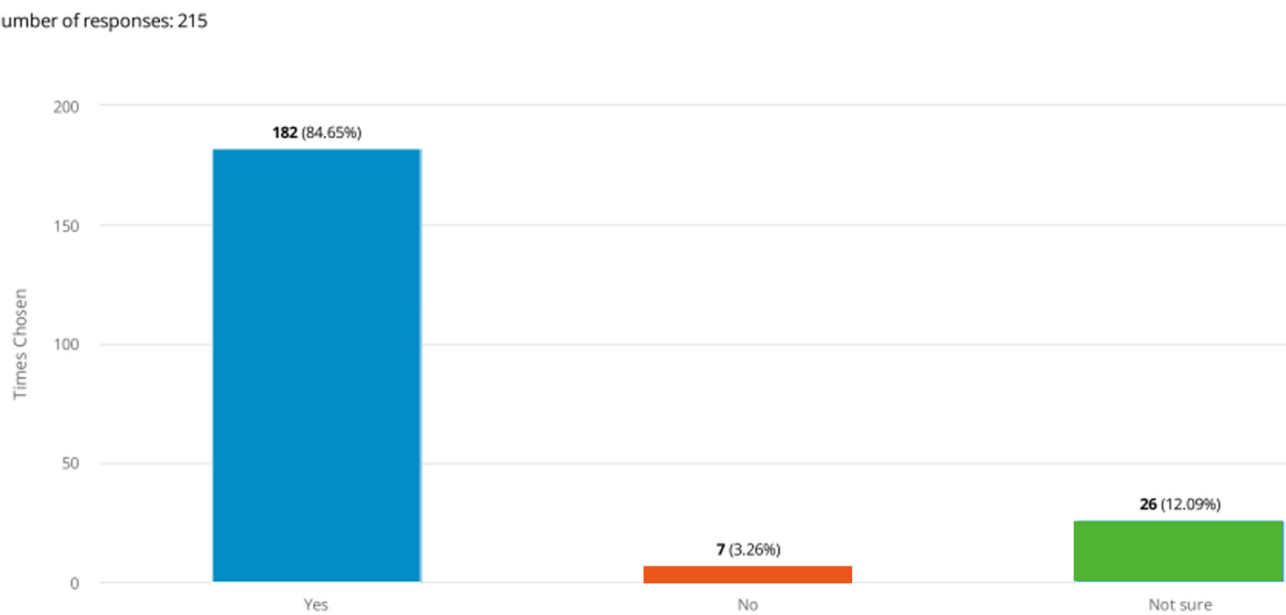
thanks for  
your participation

# Responses to Survey Questions

## 1. Would you like to see a Community Café in the village?



## 2. Do you think having a Shop in the village is a good idea?



## 3. Please use this space if you would like to state the reasons for your answers or to add any comments about the Café, Hub and Shop idea

A village shop and café could serve as a vital social hub, offering essential goods like milk, bread, and newspapers while fostering social connections and benefitting residents, particularly for those without transport or experiencing isolation.

*Having a community cafe would be a great place to meet other people from the village and surrounding areas and we would definitely benefit from having more community space.*

However, concerns exist about sustainability, as previous shops have struggled due to low footfall, and competition with existing local businesses like the Muskham Pantry must be considered. Some people said they want a small shop, others a big one like a Co-op. Many people said prices need to be low, whilst others highlighted the challenges of a shop staying viable.

*A shop would be a positive asset to the village but it needs to be well supported to be sustainable. Providing staff to run both a cafe and shop needs to be carefully planned.*

*Every community shop I have known has closed due to lack of customers, after initial interest.*

A combined café and shop model, featuring locally sourced goods and a welcoming space for social and community interaction, may have the best chance of success if carefully planned and adequately supported by the community.

*It would be good to have both shop and cafe as think it would bring the community together and maybe those people who live alone and isolated would find the cafe a safe place to visit and meet fellow villagers.*

#### **4. Can you think of any other groups of people who might benefit from having a Community Café?**

A community café and hub could serve a wide range of groups and people, including parents, teenagers, elderly residents, sports teams, and those seeking social interaction outside of pub, church and other current settings.

*I think it could appeal to all ages. It would be a good space for teenagers to meet and socialise.*

*It would be great for older people and those living alone to have somewhere to go if they need help or just to get out of the house and see people.*

It could provide a welcoming space for fitness and craft groups, mental health support, education programs, and informal gatherings, benefiting those who may feel isolated or lack accessible community spaces. By catering to diverse needs—from exercise groups and book clubs to youth clubs and social meetups—it has the potential to strengthen community ties and provide a welcoming space for all ages.

Many see this as an opportunity to strengthen village life, offering an inclusive meeting place for all ages and interests. Overall, the involvement of the groups of people presented in the survey were positively received.

*All groups appear to be covered and it would be all inclusive. It would encourage different groups within the village to form, encouraging new hobbies and interests.*

#### **5. If you think the Community Café is a good idea, what do you think should take place in it?**

A community café and hub could offer a flexible space for a wide variety of groups, including young families, retirees, hobbyists, and those seeking social connection.

*It would be a good space for existing groups to use. There are endless possibilities for its usage.*

It could support a wide range of activities, including youth clubs, craft groups, exercise classes, and befriending sessions, while also serving as an informal drop-in for tea, coffee, and conversation for casual visitors.

*Would be good for smaller groups/charities which aren't viable to hire the current MRCC as too large, busy or expensive*

Additionally, it could serve as a supportive environment for specific needs, such as mental health recovery, substance abuse education, and a safe space for children facing challenges at school. Ensuring balance between structured events and open access is key, ensuring it remains welcoming for all and allowing people of all ages—especially the elderly, home workers, and those seeking social interaction—to benefit without competing with existing community spaces like the MRCC.

*All of these things [the ideas mentioned on the survey] look great - just important that it's always open for drop-in guests (like stir-crazy home-workers) even if in use by groups/activities.*

## 6. If you think the Shop is a good idea, what would you like to see it sell and stock?

A proposed shop should focus on essential everyday items such as milk, bread, eggs, newspapers, tea, coffee, and basic groceries, ensuring convenience for locals without competing with the well-established Muskham Pantry. Whilst there were some wanting a big shop, the vast majority of views supported something small and basic.

*Vegetables, milk, tea, coffee, fruit, tinned goods, frozen goods - items that non mobile pensioners would welcome.*

Overall, the suggestions offered in the survey were positively received, with other suggestions including locally sourced produce, frozen meals, over-the-counter medicines, and a limited selection of snacks, confectionery, and beverages, with reasonable pricing to attract regular customers. It could include items like alcohol and long-shelf-life products, while potentially incorporating community-focused initiatives like seasonal pop-ups or swaps for toys and puzzles. There was little support for artisan, 'fancy', deli and expensive items being stocked.

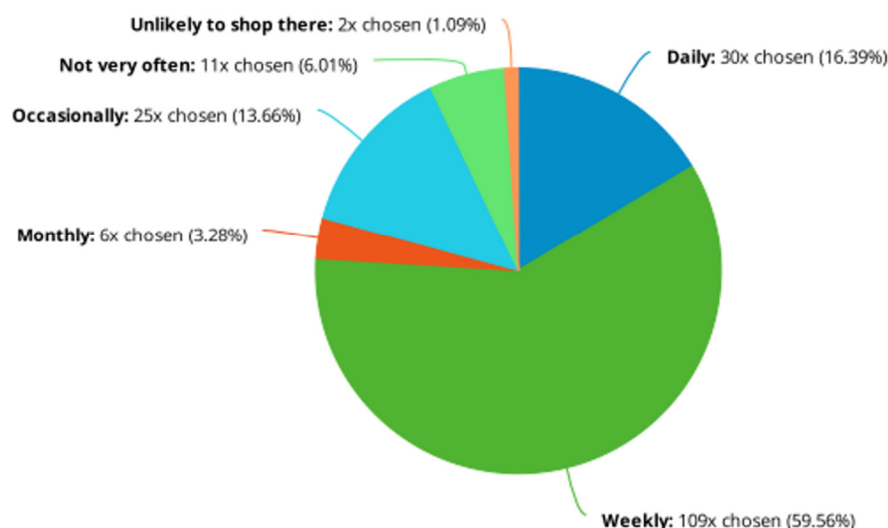
*Basics, don't go over the top. Local produce where possible.*

Additional services like parcel collection, a weekly visiting Post Office, dry cleaning drop-off, or a small craft retail section could enhance community engagement. However, concerns were raised about the village's population size supporting a shop, making it crucial to ensure there's enough demand to ensure sustainability.

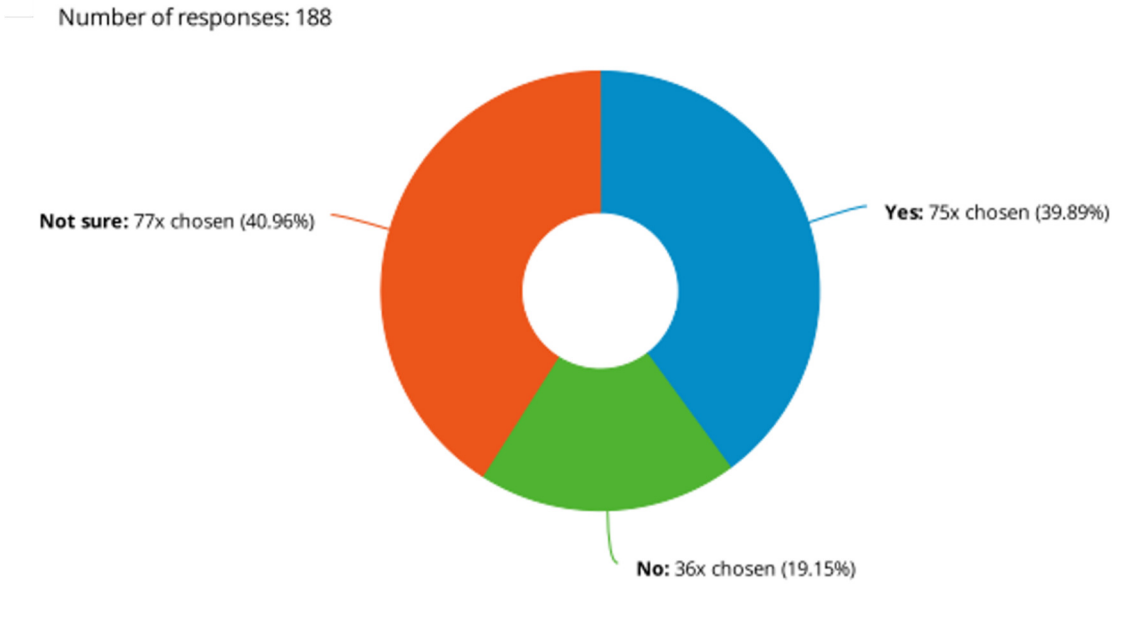
*Not sure the population of the village is sufficient to support a shop with the Muskham Pantry being only a mile away.*

## 7. If you think the Shop is a good idea, how often do you think in reality you might shop there?

Number of responses: 183



8. Do you think you might invest in the Community Benefit Scheme?



9. How much might you invest in the CBS?

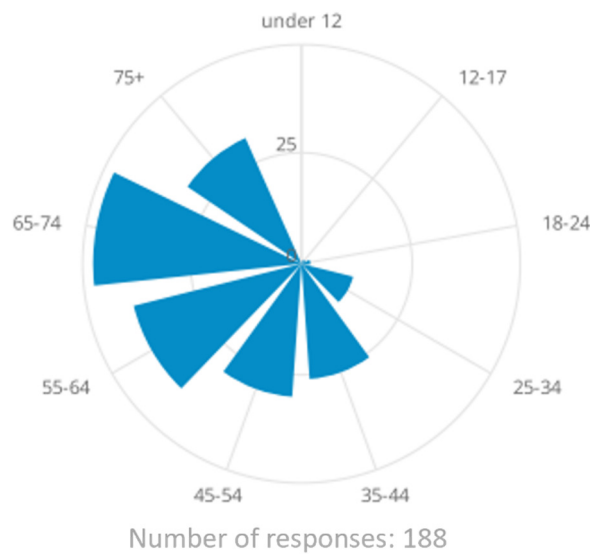
If investments into the CBS were made at the levels indicated by respondents, then a figure of around £10,500 might be raised. This figure could increase markedly with a few larger investments (which a couple of respondents indicated they might make), or equally not be achieved if respondents didn't follow-through on investing the amounts indicated.

When placed into an online Word Cloud generator, the indicative investment amounts are - with the larger the number (in £s) or words displayed, the greater the frequency of that investment amount - as follows:



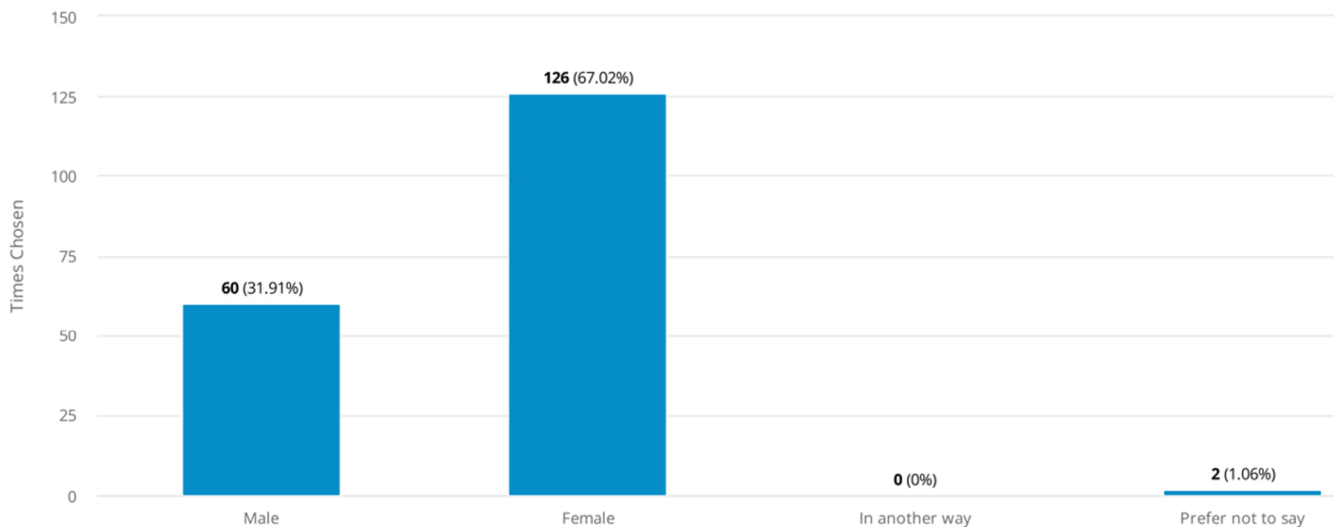


10. What is your age in years?



11. Which of the following best describes how you think of yourself?

Number of responses: 188



Additional Miscellaneous Results

There were 224 responses in Total. Most surveys were completed online - 193 were completed on line, 31 on printed forms.

There were 457 views of the online survey (pre-launch testing and admin exaggerated this figure), with 49% of people going on to do the survey. Average completion time was 08:10 minutes.

All but 3 of the participants who completed the survey were aged 25 or older.

Over twice as many women participated as men

Not everyone answered every question (which is fine). There was a 84.8% full completion rate: 190 surveys were done in full, 34 partially completed.

## Survey Methodology

1. The consultation survey was designed by Nigel Pimlott to meet the desire of the partners involved so they could consider levels of support for, and decide on any most appropriate next steps, regarding the possibility of a village hub, café and shop. Drafts of the survey were prepared and then commented on and tested by 6 local individuals, with the final text being approved by all the partners.
2. The consultation survey ran between 31 January 2025 and 22 February 2025.
3. It was promoted to those who live in the village and those who visit and/or use the village regularly via: Facebook, the Muskham Messenger, posters put up around the village, fliers left in public spaces, an article in the Muskham Magazine, and it was mentioned in a variety of church, Parish Council and other public meetings. Muskham Primary School also emailed all the parents/carers of their pupils inviting them to consider completing the survey.
4. Printed copies of the consultation survey were delivered to each household in the village, with respondents invited to return them completed to any of 7 drop off/collection addresses in the village.
5. Surveys were completed anonymously both online (via web-based provider SurveyHero) and on the printed paper copies. The answers from the printed forms were manually typed up into SurveyHero to produce one combined set of online and paper results.
6. The quantitative data results were generated automatically by SurveyHero.
7. The qualitative data generated by the survey was analysed using accepted academic research methods (embracing Grounded Theory) and AI. The individual answers offered to each of the questions were submitted to ChatGPT and DeepSeek with a request to provide a summary analysis of what was presented. The analysis provided was then combined, cross-checked against the data to ensure accuracy and authenticity, with minor editing taking place to bring further contextualisation.

## Village Consultation: a Community Hub, Café and Shop?

**This is a village consultation about a Community Café and Shop possibility for North Muskham. It is an opportunity for us to share ideas, and consider possibilities for a vibrant, shared space and community hub that meets local needs, in a new building added to the existing Muskham Rural Community Centre.**

The Parish Council, North Muskham Methodist Church (NMMC) and the committee of Muskham Rural Community Centre (MRCC) have been discussing an idea and partnership for a village Community Café and Shop. We have a brilliant community centre, but it cannot offer easy, general access for all, on all days of the week because of its current bookings. There's lots of possibilities, but nothing has yet been decided as we would like to know what you think about the idea. The MRCC (village hall) is a fantastic asset but it's success, means it is often booked up.

We would like to hear from as many people in the village as possible – if they need some, parents/carers might help younger villagers answer the questions. Your views, opinions and ideas are really important to us. The project will only become reality with the support of the village.

You can complete this paper version of the survey consultation and return it to any of the addresses shown on the last page of this document, or complete the survey online via the QR code or this web link:

**[www.surveyhero.com/c/gvy7u4d7](https://www.surveyhero.com/c/gvy7u4d7)**

The consultation ends on **22 February 2025**.

There are **just 11 questions to answer** and several of them are 'Yes/No' or tick box questions. For some questions, we've given some further information to help inform your answers. Answers given will remain anonymous. If you prefer not to answer any of the questions, simply move on to the next question.



The purpose of the Café and Shop would be to provide an additional inclusive space to benefit the people of North Muskham and surrounding area in ways that make a difference in people's lives. The idea would:

- **Be with and for the village** - developing a village hub that builds relationships, supports local people, and enriches village life
- **Build a self-contained space** – using the land currently owned by the Parish Council; semi-detached to that leased by MRCC; where NMMC would sell their current chapel building and invest the proceeds into the project. (The likely project timescale is 18 months and it will only proceed if protection can be assured to all parties should there be a need for the Methodist Church to seek return of their investment)
- **Provide a range of opportunities** - supporting people, groups, organisations and stakeholders to meet, share life and build community, combat isolation and social deprivation, support sustainability, and champion ambitions to lessen the impact of climate change
- **Establish a 'Community Benefit Society' (CBS)\*** – starting a new partnership between the Parish Council, MRCC, NMMC and members of the local community. This has been recommended to us as the best management vehicle for the project
- **Welcome people** of all faiths and none – enabling NMMC to use the hub as their new home
- **Recruit and train volunteers and supporters** who would run the project, supported by the possibility of a Methodist lay worker to manage the hub on a daily basis

\*More info about being a CBS is set out later in this consultation

**1. Would you like to see a Community Café in the village?**

Yes ☐

No ☐

Not sure ☐

**2. Do you think having a Shop in the village is a good idea?**

Yes ☐

No ☐

Not sure ☐

**3. Please use this space if you would like to state the reasons for your answers or to add any comments about the Café, Hub and Shop idea:**

If we were to have a café, a range of hot and cold drinks and things like cakes, snacks and toast could be served. The café space could also be used as a village hub and meeting point.

Children and parents/carers, those retired, and those not working could drop in. Those studying, working from home, or business people wanting a local space to meet, might also make use of the space. Young people's groups, craft and hobby groups, organisations, groups and societies and people experiencing illness, disability, or vulnerability of some sort could meet in a welcoming and safe environment.

Café volunteers, Methodist Church members, as well as passers-by (e.g. drivers from the A1, Caravan Club visitors) could also enjoy the space and opportunities.

**4. Can you think of any other groups of people who might benefit from having a Community Café? Please name them in this space:**

The research we've undertaken to develop the Café idea suggests lots of activities, community services, benefits, and social opportunities could be offered in the space. These include things like:



These are just ideas at the moment.

**5. If you think the Community Café is a good idea, what do you think should take place in it?**

If the Shop went ahead, it might sell things like basic essentials, newspapers, stamps, snacks, fresh milk, bread and locally sourced food. It could link to the village allotment, swapping seeds and plants and distributing surplus fruit and veg and be a collection point for parcels.

It might offer seasonal and pop-up retail opportunities along with the sale of things like crafts, honey, cards, jams and chutneys made by local people and/or be a space where tools and equipment could be loaned and shared. There could be a foodbank element to the Shop, giving away food to those in need and/or exploring food pantry possibilities.

**6. If you think the Shop is a good idea, what would you like to see it sell and stock?**

**7. If you think the Shop is**

**a good idea, how often do you think in reality you might shop there?**

- Daily☐
- Weekly☐
- Monthly☐
- Occasionally☐
- Not very often☐
- Unlikely to☐

If we proceed, it’s proposed that a Community Benefit Society (CBS) is established to manage it all. A CBS is owned by the people that live, work, or support the community it is set up to benefit. In our case, members will be villagers, MRCC and NMMC folks who will be given the opportunity to invest in the CBS developing the Café and/or Shop. Investments can be from as little as £20 up to £5000 (to be formally confirmed asap) per person. Each member will hold one share in the CBS. The number of votes a member has does not increase with the size of investment they make; it will be one investment, one vote. We believe this is a democratic model that we think will work well for the village, with an elected management board for the hub being independent of the Parish Council, MRCC, and NMMC. No dividend will be paid but the board may determine that interest be applied to each investment. Investors may be able to withdraw their sum after a period of 2/3 years when the project is sustainably established.

If there is support for the ideas, it is proposed it will be funded by the sale of the current NMMC chapel, grant funding, support from local and national businesses, and investments in the CBS from people in the village. The CBS would be ‘not-for-profit’, and any profits made from the Café, Hub and Shop would be reinvested in them, the MRCC and other village infrastructure as determined by the management board.

**8. Do you think you might invest in the Community Benefit Scheme?**

Yes ☐

No ☐

Not sure ☐

**9. If so, and without obligation, how much might you invest?**

Finally, it would help us to know your age range and gender so we can better understand the needs and desires of different groups of people.

**10. What is your age in years?**

Under 12 ☐

12–17 ☐

18–24 ☐

25–34 ☐

35–44 ☐

45–54 ☐

55–64 ☐

65–74 ☐

75+ ☐

**11. Which of the following best describes how you think of yourself?**

Male ☐

Female ☐

In another way ☐

Prefer not to say ☐

If you would like to receive email updates about the Café and Shop idea, please send an email to [nigel@pimlott.org](mailto:nigel@pimlott.org) with **UPDATES** in the subject line (your data won't be used for any other purpose).

**Completed surveys can be returned, by 22 February 2025, to any of these addresses:**

28 The Grange

Ramblers, Ferry Lane (First bungalow on left on Ferry Lane)

23 Manor House Drive

Boddington House, Main Street

4 Mackleys Lane

4 Edge Close

Church Cottage, Marsh Lane (next to St Wilfrid's Church)

**On behalf of the Community Benefit Scheme development team at the Parish Council, MRCC and NMMC ...**

**THANK YOU SO MUCH**

**for taking the time to participate in this consultation**

If you have any questions about this consultation, please contact, Nigel Pimlott

e: [nigel@pimlott.org](mailto:nigel@pimlott.org) t: 07940545469