



Raven Mad Ltd – trading as “The Raven Inn”

www.raveninn.co.uk

REconomy Project

Mission

To re-open and, subsequently, keep open “The Raven Inn” community pub, the only pub in our village -- providing an inclusive social hub for locals to keep in touch with one another and to access services such as a Post Office counter.

In addition, we have preserved a circa 1772 historic building that was becoming an eyesore when the village took over the lease, with a view to preventing the landlord converting it to housing. We now have a “full repairing” lease which means we are responsible for the upkeep inside and out, keeping it open for future generations.

Is there a link with Transition?

No.

Your product or service – how much does it help improve resilience in your local community or elsewhere?

We provide a venue for people to meet and socialise. In addition, we provide employment opportunities, both paid and unpaid, which increases community cohesion.

Employees

One full time, three part time and approximately 35 to 40 volunteers.

Are you in profit? If not, when do you anticipate being so? How long have you been trading?

Last year’s turnover was approximately £200,000 and we broke even. We don’t aim to make a distributable profit as all surpluses are ploughed back into the business or donated to local community causes. We have been trading for three & a half years.

What is your company structure and why did you choose it?

We chose to be a Company Limited by Guarantee. We are a not-for-profit social enterprise as this allows us to apply for grants reserved for such third sector organisations.

What about financial sustainability? Are you trading or part-trading without money?

We started with a small loan (£2,000) from a TV production company to stock the bar. They were filming a documentary about us called “Save your Boozer.” The business is cash generative and so we soon repaid the loan and negotiated credit terms with our suppliers, which have sustained us since then. In order to strengthen our cash flow, we have diversified by providing accommodation in addition to food and drink.

Are you looking to build more common wealth & ownership and is priority your profit sharing and/or community benefits versus more traditional investor returns?

Our constitution prevents us from creating any returns for investors so as the business grows and becomes more valuable the community is the only entity to benefit.

Localisation – are you sourcing, distributing and interacting locally?

Wherever possible we source all the ingredients for our menu from local suppliers. Likewise we specialise in serving beers from microbreweries located in North Wales and the Border region. The staff we employ are either from the village itself or within 10 mile radius, thus helping to provide income locally.

Climate impacts – negative, beneficial or neutral?

Our policy of sourcing goods locally and of providing local services in the community that people might have otherwise travelled out of the immediate area to enjoy, reduces the road miles travelled and therefore the resulting environmental impact. We continue to investigate the feasibility of installing more climate friendly systems, including heating and hot water.

Anything else you want to share with us?

We believe that we have proven this business model works for community enterprise, which is reflected in the fact that we have been trading for 4 years in August, whilst other similar ventures have sadly failed. This is largely due to the response of the village and the hard work and determination of a core number of volunteers. Running a pub as a social enterprise is very demanding and has many “behind the scenes” tasks.

We endeavour to provide excellent customer service as we know to continue have a pub for the village – we also need visiting customers!

