

# **Transition Bro Gwaun Surplus Food Project & Community Cafe**



## **Financial Impact Survey Summer 2017**



Intro from Chris, incl:  
Brief background to SFP and café  
Reasons for demolition  
Reasons for survey  
Future of SFP ?and LEFs?

## INTRODUCTION

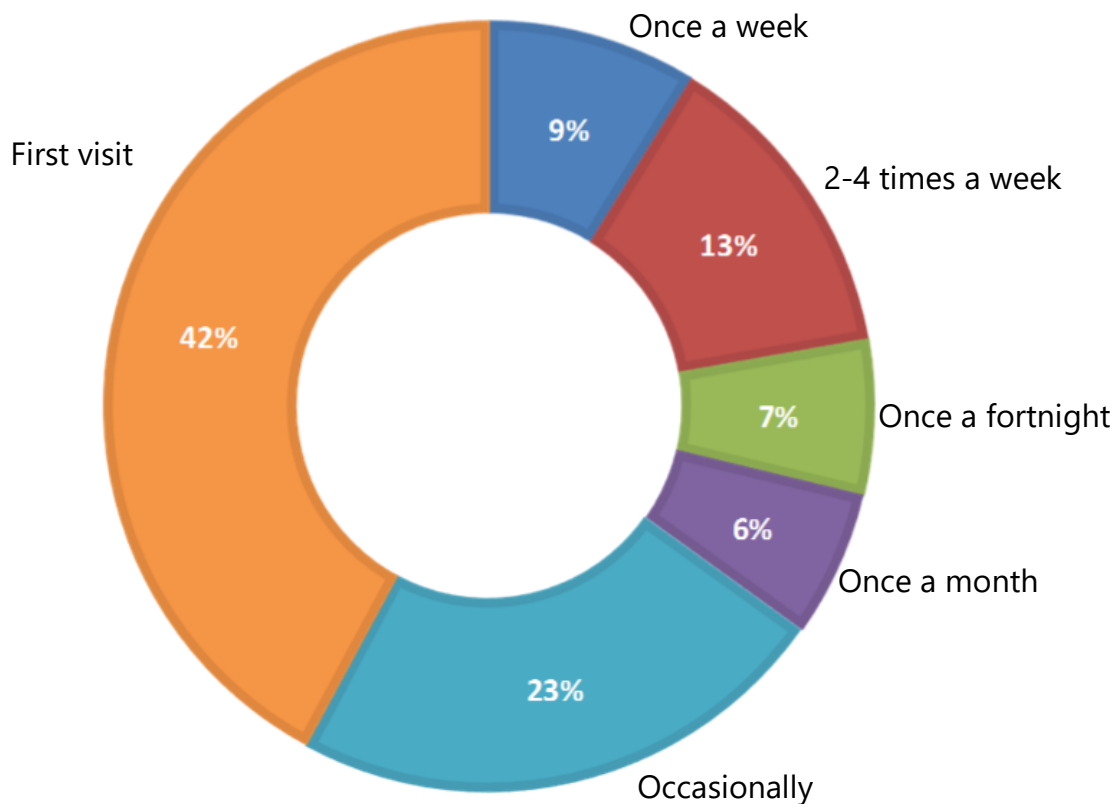
Transition Bro Gwaun carried out a survey over a 3 month period (June - Aug 2017) to evaluate the economic, educational and social contribution that its Surplus Food Project and Transition Cafe makes to the local community and the implications of the loss of this valuable resource.

## RESPONDENT PROFILE

During this period a total of 1153 people visited Transition Cafe. Of these 1153 visitors and customers, a total of 261 people (23%) completed the attached questionnaire.

Over one-fifth of respondents indicated that they used the cafe once to four times a week. Just under one-quarter of the sample used the cafe “occasionally”, whilst a large proportion were making their first visit. Of these, many commented that they were likely to return, and some were visitors and holidaymakers.

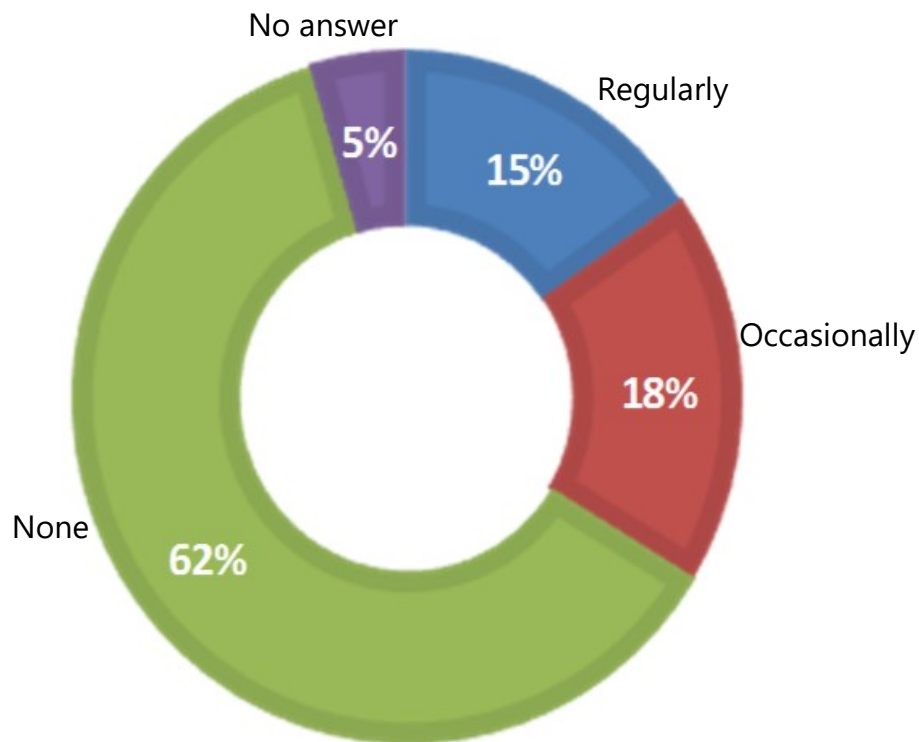
How often do you use Transition cafe?



## SOCIAL, EDUCATIONAL AND PROMOTIONAL VALUE

The importance of first time and visiting customers cannot be underestimated. Their comments highlight the draw of the Transition Cafe for both locals and tourists and how the unique appeal of the cafe as a place that “educates, feeds and employs people” must be recognised as a visitor attraction its own right. We will see some of the comments from visitors later on which reflect the positive impression that their experience of Transition Cafe made on them, and that many of them take information and ideas about developing similar sustainable projects back to their own areas.

Have you attended activities/meetings/events in the cafe?



Customers were asked if they had attended meetings, activities and events at the cafe. Of the 261 respondents, one-third indicated that they had, either regularly or occasionally. This highlights the importance of the role of Transition Cafe as not only a place to eat and socialise, but also as a place to learn, practise and share new skills and as a venue for meetings and talks on environmental and social issues, including housing, the refugee crisis, and the greening of Fishguard and Goodwick. The classes, groups, courses and events attended included sewing, knitting and craft, cooking, storytelling and music. A number of people had also attended one of the various special evening dinners.

## ECONOMIC VALUE

Respondents were then asked if Transition Cafe was the main reason, or one of a number of reasons for visiting Fishguard, or because they were already in town.

Over one-third of the sample (34%) stated that the cafe was the main reason they had visited Fishguard.

<p>Visiting Transition Cafe is the main reason I have come into town.</p> <p>89 people</p> <p>Average spend: £27.35</p> <p>Total spend: £2434</p>	<p>Visiting Transition Cafe because I was already in town and decided to come in.</p> <p>77 people</p> <p>Average spend: £44.35</p> <p>Total spend: £3415</p>	<p>Visiting Transition Cafe is one of a number of reasons for me to visit town.</p> <p>70 people</p> <p>Average spend: £29.14</p> <p>Total spend: £2040</p>
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A total of £7889 was spent in Fishguard by the total sample of 259 respondents. So almost one-third (30%) of the money was spent solely by those who had come to Fishguard to visit the cafe.

A further quarter of the total sample (27%) stated that Transition Cafe was “one of a number of reasons for visiting town”. This sample accounts for a total expenditure in Fishguard of £2040.

This suggests that a sum of approximately £4,474 was spent in Fishguard by people citing Transition Cafe as either the main reason or one of the reasons for coming to town. This implies that over half (56%) of the total of £7,889 spent by the sample was brought into Fishguard by those who had come either wholly or partly to visit the cafe.

This shows that the economic value of Transition Cafe cannot be underestimated. Further to this, if we extrapolate the total expenditure for the total footfall of the cafe over the 3 month period, the expenditure would be £35,108 annually.

Furthermore, the total expenditure extrapolated for those coming to Fishguard mainly to visit the cafe would be £19,976.

## RESPONDENTS COMMENTS AND FEEDBACK

Respondents were asked to give further comments and suggestions at the end of the questionnaire. There was overwhelming support for the café and its future, and many issues were discussed. Out of the sample of 259 respondents, well over a half made comments, all of a positive, supportive nature. Some were general comments praising the café and enthusing what a “great place” it was, whilst others specifically praised the food and the welcoming, friendly, social environment. Many expressed their sadness and disappointment at the café closing and expressed their hopes that it would continue in new premises.

Many respondents specifically enthused about **the economic and social ethos** of the café and what a great asset and initiative it was:

*“I love the way the ethos of the café shows how individuals can come together to work for a common purpose, so empowering each other and benefitting the wider community”.*

Another customer states

*“This café is a gem. There is lots of happiness and kindness. It is welcoming, affordable and comfortable. It would be foolhardy to demolish such a gem without considering how such a valuable community service could be relocated. The space contributes to the local economy, but also offers a social space, positive well-being and huge social value.”*

Customers appreciated and recognised that the café was much more than just a place to eat, and that it was in fact a **“community hub”**. As one respondent stated;

*“This isn’t just a café, it’s a real community hub, an information point, a gathering of community-minded active volunteers and a welcoming place for people of all social backgrounds, locals and visitors.”*



Many people mentioned what an important role the café played in offering not only a place to socialise and/or learn new skills but as a place that offers **opportunities for volunteers to gain work experience and future employment.**

As one person stated;

*“It would be a great shame if the café came to an end. The value isn’t just for those who come to workshops or activities or to eat. It is also a huge value for volunteers, it alleviates isolation and gives people the opportunity to learn new skills and improve their employability.”*

Another respondent echoed these sentiments;

*“As a newcomer to the area I felt very isolated and lonely, until I discovered Transition Café and was able to meet friendly local people, develop my skills in the kitchen and network for other forms of employment. Without Transition Café, I don’t know how I would have managed.”*

It is also apparent from the survey how the café enhances the image of Fishguard in the eyes of visitors to the area, and what **an important tourist and visitor attraction** it is. It has been appreciated by many visitors, some of whom wish to **emulate it in their own towns:**

*“Lovely place and friendly staff. Coming from Paris and staying here for a week. I will make the Transition Café my headquarters for my stay. I love the concept and might import it!”*

And, *“What a great idea! We would love something like this in Oxfordshire where we are from. It is a wonderful resource and gives a good impression to visitors”.*

Other similar comments from visitors include:

*“We have come all the way from Surrey for a holiday and heard about the café on the radio. It is the only reason we came here today and think it is a wonderful endeavour!”*

And, *“We are a part of Transition Cheltenham and were really pleased to see this place. It is a great initiative, **building community resilience in the face of climate change.** It is something every local and regional council needs to consider”.*

It is apparent from the survey that the Transition Café is a great asset to Fishguard, both economically, educationally and socially, and that it offers a unique and valuable experience to both locals and visitors alike.

*“Having a café like this is a really positive thing for Fishguard. It shows that the town has a 21<sup>st</sup> century outlook and points to a sustainable future for the town/area. Cafes such as this have enormous social, economic and environmental impact on communities and I believe should be made **a strategic priority when planning for the future**”.*

This evaluation was carried out by Tom Latter and Aeron Knapp Fisher, the survey was created by Chris Samra and the document presentation was compiled by Corinne Castle.

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Or visit: [www.transitionbrogwaun.org.uk](http://www.transitionbrogwaun.org.uk)



## PLEASE HELP US

As you may know, the building that Transition Bro Gwaun (TBG) and its cafe occupy is to be demolished in December 2017 to make way for a new road scheme. TBG started in 2007, and we are looking for an alternative venue in which we can continue to work with the community to develop sustainable projects in the local area.

To help us make plans we need evidence of our impact on the local economy, so we'd be very grateful if you could answer the following. This questionnaire is anonymous - please use one copy per person.

1 How often do you use Transition cafe?

2-4 times a week

Once a week

Once a fortnight

Once a month

Occasionally

First visit

2 Have you attended activities/meetings/events in the cafe?

Regularly – please list everything you have attended:

.....

.....

Occasionally - please list everything you have attended:

.....

.....

Not attended activities/meetings/events in Transition Cafe .....

3 Is your visit to Transition Cafe today:

The main reason you have come into town

One of a number of reasons for visiting town

Because you were already in town and decided to come in

Other (please specify)

.....  
.....

4 Please indicate approximately how much will you spend while you are in town today:

Retail purchases - £ .....

Services or activities - £ .....

Accommodation - £ .....

Other (please specify) - .....

5. Do you have any other suggestions or comments?

Thank you for completing this questionnaire – please put it in the box on the cafe counter.

If you would like to know more about our project developments please ask to be put in touch with Chris or Corinne, or, for more information and contact details, see our website [www.transitionbrogwaun.org.uk](http://www.transitionbrogwaun.org.uk)