

BULLETIN, September 16th 2020

Warm greetings to all shareholders of the MCBS and other supporters of The Bell at Yarpole, here is another general update on progress which we hope will be useful and informative. There is lots of good news:

- MCBS has received the first full rental payment of the new tenancy, and the committee believes that the Society's fortunes will now enter a period of positive balances.
- There have been many very good reviews of The Bell, both on public review sites and on social media.
- The Bell at Yarpole was voted third in the Hereford Times' "12 Best Places" in the EatOut to HelpOut scheme.
- The pub has also gained the TripAdvisor 'Traveller's Choice' listing.
- Pictures of Nick's food have reached Tom Kerridge, with a 'like' via Instagram!

There are also the shareholder opinions that come in via the mcsfeedback@gmail.com email, and we thank you for taking the time to write these. The committee collect all of them, both complimentary and critical, and the latest batch was taken to the second Tenancy Review meeting on 14th September for discussion. **PLEASE REMEMBER: customer service issues should be an on-site matter between the customer and the staff/tenants, but any comments about the general direction or style of the tenancy should be sent to the committee via mcsfeedback@gmail.com.** Thank you.

Nick and Dom have responded to many of the August points; for example, Nick has added some lower-priced 'Specials' to the pub's offering, and this raises a relevant issue:

The Specials don't appear on the pub's website because they change every day, and even during the day. The board will be brought to your table to show you what Nick has made from that day's best produce.

Another thing worth saying: *even if you don't have a social media account, you can click on the relevant button (eg Facebook) on The Bell's website and see some of the posts.*

For anyone who is concerned that their feedback has not resulted in the sort of changes that they would like to see, do bear in mind that the pub has only been open for six weeks! However, and this is an important point:

We must all accept that it is Dom and Nick's own business to run and it is for them to find the right model that combines popularity and sustainability.

The committee would like to wholeheartedly thank and praise the garden group, who, under Paul and Gill Humphreys, have really worked magic on the pub's front garden. It looks especially lovely in the warm September sunshine we are currently enjoying. Also, Jeff Woodfield's team of painters have made a big difference to the front façade – it's as fresh as paint, as they say! The garden, the new 'sunbrellas', and the fresh paint create a much-improved kerb appeal, something which has been in short supply for a good long while. Indoors, the clean and polished atmosphere, the fresh flowers and the friendly staff all make for a lovely welcoming feeling that is greatly appreciated.

There will shortly follow another bulletin to Shareholders only, concerning the Annual Members' Meeting 2020. The committee is also about to launch a second share offer. If you have not yet joined the membership, a new opportunity to do so will be publicised in the next couple of weeks and we look forward to welcoming new faces! Best wishes, your Management Committee