



pub is the hub

Making rural pubs  
the focal point for  
community services



[www.pubisthehub.org.uk](http://www.pubisthehub.org.uk)



# A Warm Welcome



Speaking at an event to mark the fifth anniversary of Pub is the Hub in 2007, HRH The Prince of Wales said:

"I launched the Pub is the Hub initiative in 2001, but if someone had told me then that we would have over 300 projects in the Pub is the Hub family, including over 100 Post Offices, 80 shops and 30 computer training centres, I would never have believed them.

"I want to thank you all more than I can say for your support and all you are doing to maintain the services that play such an essential part in binding together rural communities, making them as special and unique as they are."

## What is Pub is the Hub?

- **Pub is the Hub** was initiated by HRH The Prince of Wales in 2001, as President of Business in the Community. It is affiliated to His Royal Highness's Rural Action Programme, and is a 'not for profit' advisory organisation.
- **Pub is the Hub** encourages rural pub owners, licensees, and their local communities to work together. The aim is to support and retain local services, improving the viability of the business which, wherever possible will be located within the pub itself.

**OVER 300** pubs and communities have been supported by **Pub is the Hub** local networks nationally over the last 6 years.

## How does Pub is the Hub help?

- **Pub is the Hub** assists with guidance on the availability of local and regional project funding, and having a thorough understanding of the pub business, is able to advise on the best way to progress with each individual project.
- **Pub is the Hub** projects range from providing local shops to encouraging the local sourcing of products, accommodating Post Office services, providing local school meals, IT training or community centres and even church services.
- Many projects today include a local shop plus other extra facilities that have developed as a result of the original project.

## How Pub is the Hub works

- Rural pubs are at the heart of communities, and Pub is the Hub's experienced advisors help pubs stay that way, by encouraging and supporting the provision of viable local services.
- **Pub is the Hub** provides voluntary advice and guidance with administration support from Diageo, the Post Office, Enterprise Inns, Punch Taverns, Scottish and Newcastle Pub Enterprises, Marstons and other trade bodies including the British Beer and Pub Association, British Institute of Innkeeping and CAMRA, with in-kind support from Business in the Community and several other organisations and individuals.
- Rural pubs and their licensees are essential to communities, and the support for shared services in turn supports the pub.
- Whilst it is hard work serving pints of beer and milk as well as providing groceries and postal services etc, these valuable community services do help to increase trade and create part-time jobs, as well as supporting local suppliers, building important social links and maintaining local community spirit.

## Pub is the Hub in the regions

- Seven regional advisory groups comprising of experienced volunteers across a wide range of industry fields have now been created to offer local assistance for projects.
- Currently regional advisory groups exist in the Midlands, the North West, Yorkshire and the North East, the South West of England, the South East of England, East Anglia and Wales. Groups are also created in other areas when required on an individual basis.
- Volunteers are from the pub, property and drinks industry, together with licensees, Post Office representatives, local and national authorities and trade associations.
- Volunteers work hard to help keep rural services and pubs at the heart of their communities. They help create local employment and local sourcing opportunities because they care about rural pubs and community services.

## How Pub is the Hub is unique

- **Pub is the Hub** is the only national advisory body working directly with licensees and linking up with both private and public sector partners to support rural regeneration objectives.
- At a local level, **Pub is the Hub** acts quickly and looks for innovative ways to ensure rural pubs remain relevant to the needs of their local communities.
- **Pub is the Hub** assists village communities acting as co-operatives who have bought their own pub to ensure it is retained as a services centre for the local area.
- **Pub is the Hub** acts as a catalyst to encourage rural licensees and communities to work together in support of their local needs, being concerned with the retention or return of services felt essential to their area.

## Pub is the Hub in partnership

- **Pub is the Hub** has formed a number of successful partnerships, working closely with regional development agencies, county and district councils, rural community councils and rural partnerships.
- **Pub is the Hub** works closely with Defra, the Council for Rural Communities, the Post Office and other private sector partners to gather reliable research and intelligence on rural pub services.
- **Pub is the Hub** works at a national level, consulting and advising on the needs and opportunities for rural pubs and services within their communities.

**OVER 70%** of villages have no access to a shop, Post Office or alternative services and **NEARLY 70%** of villages no longer have a pub.

## Pub is the Hub benefits

- An independent national body that is able to share best practice and co-ordinate support and advice.
- Projects demonstrate a cost-effective and sustainable business approach to the delivery of essential rural services.
- Projects help to maintain the sense of community which is essential in rural areas.
- Helps pubs remain sustainable by offering new community oriented services.
- We can provide information on innovative alternative financial models such as co-operatives.
- We encourage co-operation and mutual benefit which is an invaluable instrument of community regeneration.
- Our experienced volunteers and industry professionals provide a free service to licensees and communities.
- Our commitment to working in partnership with the private and public sector helps to ensure that the rural pub remains healthy and project funding opportunities can be sourced.
- Projects bring services to people locally and are environmentally responsible, helping reduce vehicle travel and food miles which benefit the wider rural economy through supporting local producers and suppliers.

*"The support from local people and visitors to the area has been fantastic... it is the kind of community venture that I would urge more people to consider getting involved in."*

Louise Dinnes, Black Swan, Ravenstonedale, Cumbria.