

Pub is the Hub Case Study

SHOULDER OF MUTTON VILLAGE SHOP, KIRKBY OVERBLOW, NORTH YORKSHIRE, DL11 7JH



APPLICANT AND BACKGROUND

David and Kate Deacon are the licensees at The Shoulder of Mutton in Kirkby Overblow, roughly halfway between Harrogate and Wetherby, and having established themselves in the village over the last four and a half years, along with their young family, they decided to open up a small retail establishment in the village alongside the pub.

PROJECT SUMMARY

It has been quite an undertaking for David and Kate, the licensees of the Shoulder of Mutton, but also one that they had planned on right from the beginning, as Kate explains; "We had the idea before we came here, but because of the realities of running a pub, especially being new to it, you soon find that a year has gone by. In our case it was two years before we were able to look at the shop idea again."

The intention is that the shop will serve as a village convenience store for everything from cereals, cakes, jams and butter to fish and meat, even supplying pet foods too. It is envisaged that as the shop's reputation grows it will become easier to source and attract this type of produce into the shop. David and Kate have an existing supplier base and ultimately the shop will also become a destination as well as a convenience.

There is a substantial benefit in providing local produce for sale, both in terms of ease of availability for the shop and to distinguish it from other shops in the area e.g. farm shops. It is ideally suited to take advantage of locally produced goods from the surrounding areas.

Says David; "We already have quality suppliers to the pub, whose produce we intend to sell through the shop as well. We are providing a meat and fish service, but we won't have either on display. We will have a blackboard showing what people can order, from rib-eye steaks and sirloins to all types of fish. We will then make sure we fulfil the orders in 24 hours."

OUTCOMES

- David and Kate have a belief that success is down to good management and maintaining quality.
- A redundant building has been brought back into use.
- Because the shop is on the pub site, the shop will share the overheads with the pub rather than being a stand-alone business.
- Ensuring viability will ensure that the shop remains a focal centre, so that it can continue to offer local people social and economic benefits.
- The shop also provides employment for at least two local people.
- The shop has helped to reposition the pub business and emphasise the focus on high quality food and service.
- The pub and shop have won numerous awards which have been very valuable in marketing the business

LESSONS TO LEARN

- Keep on top of the project and financial management
- Working in partnership provides support and insight
- Team work is important and you need to have the time to drive the project forward
- Build on the reputation of local services and produce

PROJECT CAPITAL COSTS

Total expenditure of around £30,000

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