

Pub is the Hub Case Study

The Cross Inn, Llanblethian, Vale of Glamorgan CF71 7JF



BACKGROUND

After 30 years serving as a landlord in a public house in Barry, Arthur O'Leary saw an opportunity to expand the existing facilities at Cross Inn in Llanblethian, which include a bar and restaurant, and increase the offer for the local community. While an increasing number of local pubs are being bought out by major supermarket branches, Cross Inn has been given a new lease of life thanks to funding from CRC, the Vale of Glamorgan Council's rural regeneration initiative, and advice and support from Pub is The Hub.

PROJECT SUMMARY

The grant awarded to Cross Inn has enabled Arthur O'Leary and his son, Liam, to carry out the necessary renovations to launch the convenience-store service, including the construction of an oak cabinet, refrigeration, lighting and new signage to promote the new facility to locals and visitors.

The new service will enable customers to purchase home-made produce directly from the kitchen at Cross Inn, as well as other produce supplied from neighbouring farms and local providers. The pub will also stock a range of everyday essentials including milk, bread and sugar.

By creating a convenience-store service at Cross Inn, Arthur and Liam hope to attract villagers in to pick up those everyday items that they need as well as encouraging them to stop for a drink or something to eat.

The new facility will give them a great opportunity to enhance their income stream by selling home-made produce while also providing another outlet for local producers to promote their goods to members of the public. If the demand is there, they will also look into offering a meat and fish ordering service where customers can order food from our suppliers and then collect it from them the next day.

Malcolm Harrison, Advisor for Pub is The Hub in Wales said: "Projects like this always need the driving force of great pub operators – and Arthur and Liam are just that. Embedded in the heart of their community, they are well placed to understand the ebb and flow of rural life and its services priorities. We wish them lots of luck in their new venture."

CRC's Rural Hubs grant scheme aims to diversify existing basic services, such as local pubs and community spaces, in order to offer new and improved services, as well as creating and securing a future for vibrant community hubs.

This project has received funding through the Rural Development Plan for Wales 2007-2013 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.

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RURAL COMMUNITIES

