

Pub is the Hub Case Study

SALUSBURY ARMS COMMUNITY PLAYGROUND, TREMEIRCHION, DENBIGHSHIRE. LL17 0UN



APPLICANT AND BACKGROUND

The Salusbury Arms is located in the small village of Tremeirchion in the West of Denbighshire, overlooking the Vale of Clwyd and St Asaph. Anna Beveridge bought the pub in September 2009 with the intention of re-establishing the pub at the heart of the village, following a number of years of poor trading. As well as refurbishing and developing the pub she felt that the pub could provide more facilities to the village.

PROJECT SUMMARY

When the pub reopened and began trading Anna discussed with her customers and more widely in the village for ideas of services and facilities that were needed.

Following the discussions it became apparent that there was no play provision for children in the village, as the only play area was in the school, which wasn't accessible out of school hours. The pub therefore proposed a community playground on land to the rear of the pub, next to the pub car park and away from the road.

The village was supportive of the idea and following the provision of a capital grant from the Wales Rural Development Programme, through Cadwyn Clwyd, the playground was completed and opened in May 2010.

The playground has proved an immediate success with the village because it is available every day, all year round and is particularly popular at the end of the school day.

OUTCOMES

The new community facility has contributed to the health, safety and general well being of children in the village community, who all enjoy playing on the new equipment. The play facility is used by many children on a daily basis during the week and at weekends and helps to promote social and community development for the children and families.

The new facility has provided a space for children and parents to meet and socialise and represents an important local community asset, which has brought the village together in support of the scheme and has resulted in other projects between the pub and village.

The playground was sourced within North Wales, and Cadwyn Clwyd working in partnership with Pub Is the Hub was able to move quickly to ensure a valuable community project was created and completed.

LESSONS TO LEARN

- The new facility has helped to strengthen the role of the pub as the hub of social and community life.
- The project has made full use of the available land on the site of the pub.
- Strong community support was essential to the success of the project.
- The success of the project has given the licensee confidence to develop further community projects in future.

PROJECT CAPITAL COSTS

Total project capital costs	£8,960
Applicant contribution	£2,240
Grant	£6,720

LICENSEE CONTACT: Anna Beveridge Tel. 01745 710262 **PUB OWNER:** Privately owned

PUB IS THE HUB CONTACT: Malcolm Harrison Tel. 01423 546165