

# Pub is the Hub Case Study

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## Cross Keys, Dilham, Norfolk NR28 9PS



### BACKGROUND

The Cross Keys is situated in the village of Dilham in North Norfolk; Dilham is a small village with a population of 300, and lacking any amenities other than the pub. The pub is under the enthusiastic ownership of Paul & Karen Grothier, who lived in the village for over 10 years before taking over the running of the pub 4 years ago. Therefore they were both well aware of the community needs, and when Norfolk County Council created a fund to support Norfolk pubs to develop community facilities and services, working with the not-for-profit organisation 'Pub is The Hub' they immediately got involved.

### PROJECT SUMMARY

At The Cross Keys Paul & Karen over the years have had many conversations with the villagers regarding the pub providing a shop, and this new initiative was the kick-start they needed. Working with the Pub is The Hub adviser they decided to convert an old bowls pavilion into a Convenience Store and Farm Shop with a Delicatessen service.

### OUTCOMES

After a lot of hard work The Cross Keys became the first completed project only two months after the start of the scheme. The shop provides a friendly local service to the whole community, making life easier for those who find it more difficult to travel. The shop uses local suppliers wherever possible and offers fresh fruit and vegetables and locally sourced meat thereby helping the local economy, and in addition there is a delicatessen service where customers can buy speciality prepared foods. The shop also encourages less car use; therefore there is an environmental saving. This shop gives the villagers and the surrounding community a much needed asset.

### LESSONS TO LEARN

- Local authority backing giving a kick-start to this project.
- Elderly and those without cars can access services more easily.
- Reduces social exclusion for the elderly and infirm.
- Cuts the carbon footprint for the whole community
- Enhances the cohesion and the sustainability of this rural community.

### Project Capital

Total project capital costs	£11,000
Applicant contribution	£7,000
Norfolk C.C. Community Services Fund	£4,000