

Pub is the Hub Case Study

The New Inn, Llanddewi Brefi, Tregaron, Ceredigion SY25 6RS



The New Inn at Llanddewi Brefi is a traditional pub which provides a large selection of real ales which customers enjoy in front of the open fire. In the summer months visitors can enjoy the beer garden and the views of the beautiful Brefi Valley.

The village of Llanddewi Brefi is in the second largest Parish of Wales, and historically one of the most famous. It has a long and significant place in the history of Wales dating back to the Roman times. The nearest town is Tregaron, which is three miles away. Llanddewi Brefi has a population of approximately 600 people, and has a local shop, two chapels, a church, a school and one other pub. Unfortunately the village no longer has its Post Office which closed in 2011.

Yvonne Edwards has been licensee at the New Inn for 25 years, and prior to that worked in retail for 13 years.

Yvonne received an invitation from Pub is The Hub to a local diversification workshop and decided to attend this to get some information, as although business was doing well she wanted to add another service for the local community to the pub, as she felt this would be advantageous.

Following the workshop, the local Pub is The Hub Advisor for Wales visited Yvonne at the pub and further information, examples of previous schemes and ideas were discussed.

Locally there is no cinema or community meeting room space available, so these Yvonne felt would make excellent additions to the New Inn. There was already an extension to the pub, and Yvonne required a grant to help furnish it and put the projectors in. There was also an application within the grant for funds to upgrade the kitchen as future plans also include offering a luncheon club which is being launched early in 2015.

Although the project has only just launched in Autumn 2014, feedback so far has been really positive.

In addition to the cinema club and community meeting space the New Inn also hosts many charity events, Cockerel and Pig racing, a monthly Pudding Club for the local PTA and evenings for Air Ambulance. The pub has set up a book exchange / small library area for customers and sells local produce on behalf of the producers including jams, preserves and chutneys.

Total project cost £13,000

Ceredigion Micro Business Investment Fund Grant £5,000

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