



pub is the hub

# THE hub

News from the heart  
of Pub is The Hub

THE ARMS  
AT SHOULDHAM



# Finding funds for rural services

Pubs see direct cash benefit from fund of last resort



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## Introduction - Hope springs eternal



**How wonderful it feels to be moving into the Spring season once again.**

Demand from licensees, local authorities and communities for our support and independent advice continues to grow and it is always a major challenge to stretch the limited resources available to remote and less affluent regions.

In this issue of The Hub we will go into more detail about the latest funding partnerships as well as updating you on just some of the many and varied projects we have been working on. From libraries to defibrillators all that is wonderful about supporting communities is here to see.

With news of three important grants awarded to Pub is The Hub this year we are encouraged by the prospect of some community initiatives in partnership with local authorities such as East Sussex, Devon and several others.

Whilst last year saw a visit to Buckingham Palace when our Chief Executive, John Longden, collected his OBE from our patron HRH The Prince of Wales this year we have seen a visit to Number 10 and a chat with the Prime Minister recognising our Big Society Award.

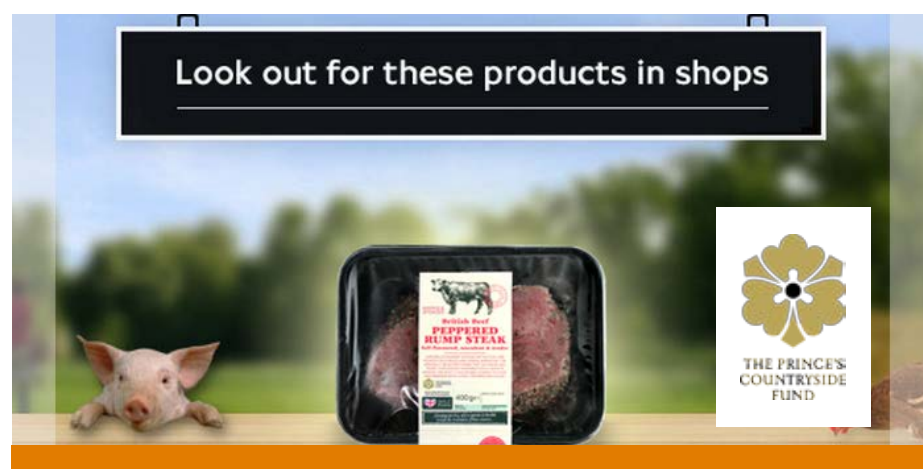
And finally, we cannot forget the collaborative and heroic work of our community stalwarts; the licensees, landlords and pub operators who work tirelessly in pursuit of excellence.

Let's keep this great work up together!

*Simon Theakston*

*Simon Theakston DL  
Chairman of Pub is The Hub and  
Executive Director of T&R Theakston Ltd.*

## Thanks to our sponsors



## Support the PCF so they can support you!

Elizabeth Buchanan, a Trustee of The Prince's Countryside Fund urged delegates at a recent PCF forum event to support the organisation as much as they could so that they can continue their fantastic work.

Founded by HRH The Prince of Wales to help secure a brighter future for British farmers and the countryside, The Prince's Countryside Fund (PCF) is celebrating its 5th anniversary in 2015. In the five years since its inception, the fund has invested over £5 million in rural Britain and this year's grants aim to find the farmers of the

future, improve rural livelihoods and create thriving rural communities.

Supporters can raise funds, write or Tweet about the fund or simply choose everyday supermarket products when shopping that carry the PCF logo such as Jordan's Granola, Country Life butter and milk, Marks and Spencer Rump Steak and Ginsters Cornish Pasties.

Please view their website at [www.princescountrysidefund.org.uk/support-the-countryside](http://www.princescountrysidefund.org.uk/support-the-countryside) for full details. Tweet them @countrysidefund

The Department of Communities and Local Government has confirmed that it will continue its support for Pub is The Hub's Community Services Fund for local services projects with a further contribution of £100,000.

## Cash boost direct to pubs

This initiative set up by Pub is The Hub was first launched in April 2013 as a 'fund of last resort' to help pub licensees wanting to diversify and provide essential services within their local communities. In just under two years, the Community Services Fund has supported more than 40 projects from Yorkshire to Cornwall and Norfolk to Herefordshire generating new services such as shops, post offices, community centres, libraries, IT support and Wifi access for over 53,000 local people. In addition, the projects have created new jobs and supported local suppliers as well as helping all ages within the community to retain their social cohesion and local spirit.

John Longden Chief Executive of Pub is The Hub said: "We see good licensees can, and do, work with the public, private and voluntary sector to improve the local economy and community well-being. For every £1 we invest, we are able to leverage at least another £1 from private and public funding."

Kris Hopkins Community Pubs Minister said: "Pubs are at the heart of so many of Britain's villages and towns which is why we are continuing to fund Pub is The Hub so it can carry on helping rural pubs get involved with their local community."



Community Pubs Minister Kris Hopkins celebrates with Pub is The Hub's Trustee Anthony Miller at The Wheatsheaf, Tooting Bac.

## Big Lottery Fund supports our advisory service



**Pub is The Hub has secured funding for its popular advice, guidance and training service for England for a further three years by the Big Lottery Fund's Reaching Communities programme.**

The organisation will receive £452,000 over the next three years enabling its Regional Advisors to continue work with interested local authorities in matching community priority needs with additional services which can be provided by the local pub and a good licensee.

The continued funding follows the success of the first three-year programme launched in 2011 which inspired a variety of projects

around England across eleven local authorities which resulted in a range of twenty-seven different services from shops and libraries to help for elderly residents.

John Longden, Chief Executive of Pub is The Hub said: "We are so delighted to continue to have the recognition and support from the Big Lottery Fund. This will help the organisation to fill a very important role in advising great licensees to provide a variety of much needed and vital services within their small local communities. We only exist through donations and grants such as this so fundraising is always uppermost in our thoughts.

East Sussex, Devon and several other county councils are planning to launch

initiatives with Pub is The Hub having seen and, in some cases visited the successful initiatives from previous counties.

"To have this long term support also gives us the confidence and ability to continue to raise funds directly for good licensees who just need that small financial leg-up to diversify their services.

The funding will not be spent in direct support for the pubs themselves so Pub is The Hub will continue to work with other sources of private and public funding as well as fundraising for its own Community Services Fund which gives grants of up to £4k per project direct to pubs separately.



# Community Services Fund makes a difference!

Two years on, the Community Services Fund has contributed £153,804 to 44 pubs across the country directly impacting over 53,000 local people. A further 6 projects are in the pipeline.

This is our very own fund available to pubs who are hoping to diversify and have exhausted all other possible routes for funding their initiatives. Licensees can get in touch and make a straightforward application for a grant of up to £4,000 providing their project meets certain criteria around providing new or re-homing existing services for the community.

Trisha Hughes, the Community Services Fund co-ordinator said: "Initiatives funded by this grant are proof that they don't need a lot of money to get them off the ground."

For every £1 contributed by the Community Service Fund at least another £1 is contributed from private or public funds.



## Historic village pub re-opens after 18 month closure with a bakery and community cafe

A thirteenth century pub in Brockdish, south Norfolk opened its doors after an eighteen month closure thanks to the vision of an entrepreneurial family and some divine inspiration from Norfolk County Council and Pub is The Hub.

The Old King's Head in Brockdish near Diss closed in September 2013 when it went up for sale but was bought in July last year by an entrepreneurial brother and sister team, Jonathan Townley and Louise Lees.

Norfolk County Councillor, Martin Wilby, officially opened the pub having been instrumental in supporting Jonathan after a chance meeting at a Parish Council meeting last summer. As a result the Norfolk County Council's programme of funding for rural pubs has brought Jonathan's vision of a community café and bakery into the pub's new future.

All this comes courtesy of a £4k grant from Norfolk County Council and advice and support from Terry Stork, regional

advisor for Pub is The Hub which added to Jonathan's own investment of £8.5k.

Jonathan explained: "I am enormously grateful to Norfolk County Council for their grant and to Pub is The Hub for their guidance and encouragement."

*(L-R) Martin Wilby from Norfolk County Council, Jonathan Townley for The Old King's Head and Terry Stork from Pub is The Hub*



Tony Gibson from Riverford Farm Dairy with Pig and Whistle licensees, Donna and Phil McCann

## Pig and Whistle raise a pinta to their new village shop

Phil and Donna McCann from The Pig and Whistle pub near Totnes in Devon raised a pint of milk with the more traditional pint to mark the opening of their new village shop with their local milk supplier.

They applied for a grant from the Community Services Fund to convert the pub's cellar and storeroom into a self-contained shop with access directly from the car park. They have used the £3,800 grant from Pub is The Hub to pay for the building working work whilst paying themselves to move the cellar equipment and for all the shop's fixtures and fittings.

Donna said: "Since taking on the pub, we have tried to reinvest everything we could into improving our service for the surrounding community and its many visitors and we're seeing increased trade as a result. Since taking on the pub and developing our trade, we have created 18 new jobs here at the pub. Our new shop venture will create a further four part-time positions for local people as well as providing an outlet for local suppliers.



The pub's ex-landlady from the 80s & 90s, Barbara Quinlan cuts the ribbon for the shop; watched by current landlady Elaine Martin and local MP, Andrew George.

## Setting up shop in the car park

The Lion and Lamb pub in Ashton near Helston in Cornwall didn't let lack of space put them off! They opened their new village shop in a Portakabin in the car park!

Licensees Graham and Elaine Martin had been running the Lion and Lamb for ten years and had seen the demise of the local post office and shop five years ago. They applied for a grant from the Community Services Fund to support the cost of a self-contained shop in a Portakabin in the car park and used the £3,500 grant to pay for the installation of an electricity supply, CCTV cameras, ramp and a step into the shop for full accessibility.

Elaine said: "We have also followed the changing nature of the leisure market and realised that long-term business sustainability has to come from diversification. We're hoping that both the shop and pub feed off each other to maintain footfall."



## Emergency boost for the 'heart' of the village

A Scotton pub has raised the funds to provide an automated external defibrillator for the village with help from rural pubs supporter, Pub is The Hub.

The Guy Fawkes Inn at Scotton near Harrogate raised nearly £2,000 in less than three months with the help of one of the pub's regular customers to provide the piece of life-saving equipment. The defibrillator is situated on an exterior wall at the rear of the pub so that any villager can access it in an emergency.

Licensee, Lisa Walker is an ex-coronary nurse so understands how valuable the equipment can be when time is of the essence and said: "We are about 15 minutes away from Harrogate for the ambulance and by the time it arrives in the village it could be too late to save anyone who is having heart problems. This device is absolutely fool-proof and can be the difference between life and death. When anyone dials 999 from this

area they will be given the key code for the equipment and directed to come and retrieve it from the pub."

"The idea came about from one of our regulars who wishes to remain anonymous. They have helped to raise the money by asking for donations from villagers and we have had a collection jar on the bar. It's incredible how quickly the money was raised and we are enormously grateful to Pub is The Hub for adding £100 to the collection from their Community Service Fund."

Pub is The Hub Advisor for Yorkshire, Trisha Hughes said: "When Lisa approached us for support we were delighted to help. They are keen to highlight that this equipment belongs to the village and not the pub, providing an essential service for the community."



# A share of the local

With over 180 enquiries in the last three years resulting in over 50 pubs in the UK that are run and/or owned by their local communities we have produced a new information and advice pack to provide immediate help.

Available as a printed pack or downloadable from the website, the Community Ownership advice pack was researched and created for communities to use at the point at which they realise the plight of their local pub and organise their first exploratory meetings.

In addition, the licensing solicitors, Poppleston Allen have also provided a short guide to getting the licensing in place and advice on any additional requirements such as placing tables and chairs outside.

John Longden, Chief Executive for Pub is The Hub explained: "Whilst we have been advising community groups over the last

three years it has become apparent that they had become quite creative in the way that they were establishing themselves. All prospective pub-owning or operating communities can learn from them.

"We also felt that it was important to show groups that a good conversation with the existing owner about possible leasehold or tenancy options would avoid having to raise a very large amount of money to purchase the pub out at the outset; although sometimes this is the inevitable conclusion.

"Finally we always think it is best for groups to make contact with others that have done the same thing so that they can

explain the short cuts, pitfalls or sheer hard work involved. We now hold a database of every community group that has made an enquiry through Pub is The Hub in order that we can follow their progress, hopefully through to completion and ask those who are successful to share their experiences."

The pack can be downloaded from the Pub is The Hub website or you can request a printed copy to be sent to you from the office by telephoning 01423 546165.



## All together now

**Two co-operative groups, the Angler's Rest in Bamford in Derbyshire and the King's Arms in Shouldham in Norfolk bought their pubs in well-publicised share issues and are now enjoying their new community assets.**

At the Angler's Rest, not only did they buy their pub for over £275k among 300 villagers, they refurbished it, relocated the village post office and opened a new café all in one building.



Ben MacIntyre, a director of the Bamford community Society, which runs the Angler's Rest explains,

"When we started on this project we had a vision of a business that was really at the heart of the community, run for the benefit of both local people and to attract new visitors to the area."

It has been an enormous challenge for the Community Group, not least because the use of the pub, Post Office and café has exceeded all estimates. In the first two months in the region of 6,000 people have used the café and a further 1,600 customers have used the Post Office during the same period.

In Norfolk, a Tweet from local boy, Stephen Fry to his 6 million followers secured enough publicity to attract a fundraising boost to their target and Shouldham Community Enterprises Ltd was able to purchase the King's Arms at



*Above: King's Arms, Shouldham*

Shouldham in January 2014 with 189 shareholders.

In a year-long battle to save their village pub the community at Shouldham have spurred themselves into buying their pub from Punch Taverns, refurbished and re-opened it last September as a pub and café with plans to cook and deliver school meals this year.

Both pubs have re-invented themselves as day-long facilities by opening cafes as well and we were delighted to encourage both communities by being able to offer £4K grants towards the development of each café from our Community Services Fund.

*Left: Angler's Rest, Bamford*

# Landmark projects in Wales



**98 enquiries**  
**15 completed projects**  
**21 different types of project**  
**12 workshops**  
**8 Welsh counties**  
**67% grant funded / 33% private investment**

From grocery supplies, a post office and hairdressers to camping facilities, a bird preparation unit and a heritage centre Welsh pubs have taken diversification to their hearts to produce some truly landmark projects.

November 2014 saw the conclusion to nationwide joint co-operation project initiative between Pub is The Hub and Cadwyn Clwyd (the Regional Development Agency for Denbighshire and Flintshire) with eight counties and nearly 100 licensees in Wales.

Initiated through Pub is The Hub with support provided by The Prince's

Countryside Fund, the project engaged with over 90 pubs, with financial support for the fifteen pubs that chose to diversify across eight rural counties; Bridgend, Vale of Glamorgan, Ceredigion, Gwynedd, Anglesey, Conwy, Denbighshire and Flintshire. The funding was extended to September 2014 and Pub is The Hub and Cadwyn Clwyd have worked with the Local Action Groups (LAGs) in each area to draw down the capital project funding for schemes approved in their areas.

Malcolm Harrison who represented Pub is The Hub in the co-operation project said: "We had a great response from the Local Action Groups involved in each county who have admitted that it was a more complex process than they had anticipated. They took our ideas and experience to heart and have been genuinely thrilled with the responses from the communities involved."

The Local Action Group in Bridgend concluded: "Pubs are an important landmark in the heart of our villages and we owe it to our communities to provide services that help to maintain stronger, healthier and happier lives for all."

## The Prince's Countryside Fund creates pilot project in the Scottish Borders

In January we announced that The Prince's Countryside Fund had confirmed a £25,000 grant for Pub is The Hub as part of a £650,000 investment initiative in rural initiatives for 2015.

The grant will fund a pilot project for 12 months in the Scottish Borders to identify priority areas and rural service needs with the aim to work with at least

eight rural pubs. Then, with consensus, experience and acceptance from all parties involved, Pub is The Hub will establish an information hub for the whole of Scotland, inviting participation and support from interested regions.

Malcolm Harrison said: "The programme is closely relevant to the PCF's objectives in targeting areas of greatest priority for

rural services. We seek to tackle isolation and loneliness and halt the decline of communities, jointly brought about by lack of services, local jobs and facilities."



## Norfolk sets up its own Community Services Fund



(L-R) Rupert Farquharson from Woodforde's Brewery, John Longden from Pub is The Hub, Brandon Lewis, Community Pubs Minister and Emma Hibbert from Adnams and Chair of the Pub is The Hub in East Anglia

Norfolk County Council were so impressed with the launch of Pub is The Hub's Community Services Fund (CSF) that they decided to launch their own version to support rural pubs in their county.

Launched at the Norfolk Royal Show with the pubs minister at the time and local MP, Brandon Lewis, £30,000 was set aside to create community facilities and services where there are no others in the local area.

Norfolk County Council Leader George Nobbs attended the launch and said: "This initiative has the potential to reinforce the pub's traditional role at the heart of our towns and villages, helping them and their communities to thrive. I hope landlords will be inspired to come up with innovative ideas at pubs throughout Norfolk."

Schemes so far have included the farm shop and delicatessen at the Cross Keys farm shop and the bakery, cafe and gallery at The Old King's Head. There are six more projects in the pipeline with a total of ten anticipated; including shops, a post office, cafés, a book exchange, luncheon club and meals on wheels.



# If you want anything done – ask a busy person!

Two of our busiest advisors are at either end of the country working in some of the remotest rural counties and their tenacity is just one of their many admirable qualities:

Reg Clarke has been in the licensed trade for some time, managing his first pub over 30 years ago before moving to a Courage tenancy in 1987 where he spent 15 years. Since then he has been involved in the trade as a relief manager, followed by an eight year stint working for the British Institute of Innkeeping (BII) recruiting members.

For the last two years Reg has been supporting Pub is The Hub in Cornwall, Devon and the South West and there are probably very few pubs that he doesn't know or hasn't visited.

A Londoner by birth his working life began in the Royal Navy and he has two grown-up daughters and more recently a granddaughter. He learned in his Royal Navy days that to get on in life you have to like people and that is still the best quality in any licensee – that and serving a good pint!

Terry Stork also has a seafaring past having been an ex-officer in the Royal Marines. He joined the beer and pubs industry in the 1970s working for Whitbread, Davenport's Brewery and



Terry Stork (Top), Reg Clarke (Bottom)

Darley's Brewery in a variety of roles from stock taking to regional management. He retired in June 2010 after 26 years at Elgood's Brewery from his job as Tied Trade Director and was persuaded to put his experience and knowledge to good use by working a couple of days a week for Pub is The Hub.

Terry developed a network of professional contacts with his wealth of experience which he puts to good use while dealing with pubs throughout Norfolk, Suffolk, Essex and Cambridgeshire.

His easy-going style makes him a favourite with licensees but he has the heart and stubbornness of a Yorkshireman which means he champions each and every project to the end.



## Looking good from every angle

As anyone with a smart phone or tablet will tell you, the majority of internet browsing is done on mobile devices these days, so it was for that reason that Pub is The Hub re-launched its website just before Christmas with special thanks to HGA.

Not only does our brand new website look great on a laptop or PC, it also runs on a mobile website platform when browsing on smartphones and tablets so we're looking good from every angle!

**Get in touch:**  
[www.pubisthehub.org.uk](http://www.pubisthehub.org.uk)

## Could you add your time and experience to support Pub is The Hub?

We are always very keen to hear from experienced pub, estate and brewing professionals who know a thing or two about pubs or retail services. If you have some time to offer for some modest expenses then please do get in touch with our office in Harrogate.

John Longden, Chief Executive of Pub is The Hub said: "As Reg, Terry and any of our other volunteer advisors will testify, the work can be a roller coaster ride but no-one would stay involved if it wasn't also the most enormous fun and very satisfying in helping great licensees and communities to make a difference!"



Lisa and Malcolm talking to David Cameron

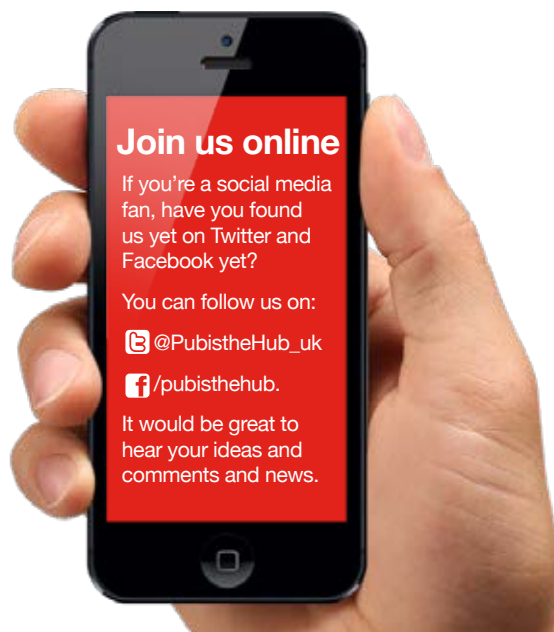
## Behind the big black door

As recipients of a Big Society Award by the Prime Minister's office, two members of the Pub is The Hub team were lucky enough to be invited to a very special reception at Number 10 Downing Street earlier this year.

## Get in touch

To make an enquiry, find out more about our work or to chat through an idea, please contact Sam Hope, in the Pub is The Hub office:

**T:** 01423 546165 **E:** [samhope@pubisthehub.org.uk](mailto:samhope@pubisthehub.org.uk) **W:** [www.pubisthehub.org.uk](http://www.pubisthehub.org.uk)



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It would be great to hear your ideas and comments and news.