

Pub is the Hub Case Study

The Olde Plough Inn, Bere Ferrers, Devon PL20 7JL



This Devon pub is in the village of Bere Ferrers, Devon. Around 300 people live in the village and 90% of the residents are retired. The village has a community club and hall, a branch railway line, which is two stops from the main Plymouth station and many popular walks in the area for both holiday makers and locals. The licensees, Sarah and Ted Williams and their family have been at the pub for a few years now, The Olde Plough offers a range of locally sourced beers and Ted the Chef specialises in local food.

Project Summary:

To turn a small and under-used snug bar into a coffee shop/Deli also selling ice cream. The snug bar has its own entrance, which lent itself nicely to the project. Sarah and Ted approached Pub is The Hub for help from its Community Services Fund to buy equipment for the project.

Outcomes so far:

Another service has been added to the village.

The coffee shop attracts people on the local walks to spend money in both the pub and the village and is helping to combat isolation in the local residents.

Community spirit is strong and the project has increased the standing of the pub with both residents and visitors.

Lessons to Learn:

Sarah and Ted first approached Pub Is The Hub early in 2015 with their idea but at the time, grants and funding were not available in Devon. Then, in March 2016, they attended a hospitality trade show in the South West, where Pub Is The Hub had a stand and Sarah asked again if Pub is The Hub could help. We were able and pleased to help with a grant from the Community Services Fund to go towards some of the costs of the project.

Their story proves that trade shows can be of benefit to your business and that if at first you don't succeed, you should try again!

Project Costs	
Total Project Costs	£4,900
Contribution from Local Authority	Nil
Contribution from Private Sector	Nil
Contribution from Licensee	£4,100
PCF/CSF Grant	£800

LICENSEE CONTACT:

TEL:

PUB OWNER:

Sarah and Ted Williams

01822 840358

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For more information telephone 01423 546165 or email enquiries@pubisthehub.org.uk