



pub is the hub

THE hub

News from the heart
of Pub is The Hub



Small businesses connecting communities

SPRING 2017

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Vote for investment in your local

To be successful these days, pubs have to be doing more than selling food and drink. Small businesses such as pubs are playing a wider and more crucial role in supporting local services and activities, connecting communities together across the UK.

Aside from our own Community Services Fund there is little or no financial help for small family businesses wishing to invest in community services and activities. This, despite having suitable premises available, existing staff and contacts with suppliers providing a wealth of combined local knowledge about what may be needed and can be supported successfully.

They appear to be at an investment disadvantage compared with community enterprises and other forms of social, asset-based investment that do have funding opportunities. That is why we will



always support and recognise these hardworking businesses and ensure they get the help they deserve to get the best out of rural and urban Britain.

If nothing else vote for pubs, good licensees and their communities!

Simon Theakston

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

Thanks to our sponsors



John Longden with Andrew Percy MP and David Paterson.

Funding boost kick starts the year

The start of 2017 brought two great pieces of funding news for Pub is The Hub:

In January, the Department for Communities and Local Government pledged £50,000 to the Community Services Fund, followed in February by a £50,000 donation from drinks and pubs giant, HEINEKEN.

Community Pubs Minister, Andrew Percy said: "We want our rural pubs to thrive, not only as vital social spaces, but also offer a range of much needed important local facilities."

David Paterson, Corporate Affairs Director at HEINEKEN added, "We are pleased to

join the Government in its support and match their donation. We share Pub is The Hub's belief that the pub should be the centre of vibrant community life."

Pub is The Hub set up the Community Services Fund in 2013 as a fund of last resort to kick start diversification projects for pub where no other funding existed. Pub operators with their communities are able to apply for grants of up to £3,000.

See pages 6 and 7 for more information about how the fund continues to change perceptions of pubs; supporting communities, driving local economies and employment and providing important community hubs.



Simon Theakston, John Longden and Simon Townsend (EI Group)

Wadworth's host 15 Year Celebration

In March, His Royal Highness the Prince of Wales visited the Wadworth brewery in Devizes and took a tour of the site as part of a 15 Year Celebration event for Pub is The Hub.

His Royal Highness concluded the visit as the guest of honour at a reception for Pub is The Hub and its supporters in the Visitor's Centre.

John Longden, Chief Executive of Pub is The Hub since its inception in 2001 thanked the assembled guests saying: "Together with our patron we wanted to say an enormous thank you to the organisations and businesses who have

been stalwarts in supporting Pub is The Hub through the years. We exist entirely on donations and goodwill support from people who understand how much hard work goes into running a rural or community pub and also how vital these places are for economic, cultural and social cohesion."

Speaking about the event, Chris Welham, CEO of Wadworth said, "It has been an absolute pleasure to welcome His Royal Highness and representatives of Pub is The Hub to our brewery. I'm a firm believer that with a viable local pub, the community in which you live becomes a much better place."



John Longden thanks HRH



Mark Blythman, Greene King and Graham Evans MP



Geoffrey Bush, Diageo Foundation and Mike Clist, BII



David Paterson, HEINEKEN and Joe Ferns, Big Lottery



HRH arrival

Not such an ugly duckling

The Black Swan in Little Dunham near King's Lynn in Norfolk re-opened its doors again last November after a three year closure broadening its appeal with a café and book exchange.

The new owners of the pub Nicola and Richard Ward have refurbished the pub with extensive structural improvements to the fabric of the building to make it more viable. At one side of the bar is the café area and on the other side is some



comfortable seating and a book exchange area supported with a £4,000 grant from the Community Services Fund.

Nicola said: "So far the café and book exchange have already attracted local community groups from the area to come and meet here in the day while the tea,

coffees and Paninis are just as popular in the evening as the usual bar service. Our coffee machine is always on!"

Nicola with Richard Ward, pouring a cup of tea for Terry Stork



New café and shop: part of community plan

Just a year after the Dog Inn village pub at Belthorn in Lancashire was re-opened by a community group, the pub has opened a café and shop in the pub.

The café and shop was identified by the community early on in the planning process as a place for groups to meet during the day and a place to buy essential but often forgotten daily items.

An area was quickly identified within the original pub layout but with thick walls, no drainage and no dedicated utilities it was a challenging task. Assisted with a grant of £4,000 from the Community Services Fund, Patrick's Tea and Coffee Shop was

opened to serve drinks, snacks and a range of convenience provisions, goods and gifts for the village.

Kathryn Sharpe, a community nurse and secretary for the Board said: "Malcolm Harrison from Pub is The Hub has been invaluable in helping and advising us on about the café and shop and in providing the grant to make the necessary changes, for which we are enormously grateful."

The group are not standing still with their improvements and Kathryn added: "Next on our list is a restaurant!"

Katherine Sharpe Back: (from left to right), are volunteers Diane Fallon, Harry Simpson & Rebecca Grimshaw

42 metres of books on the menu

Pub customers and villagers are enjoying a quiet pint and the choice of hundreds of books in the new library and reading room at The Brisley Bell in Norfolk.

The library was created by owners Amelia Nicholson and Marcus Seaman through an appeal on social media for books. The resulting donations filled seven shelves, each six metres long! The shelves and seating were provided by a grant of £1,500 from Norfolk County Council.

The reading room is an ideal venue to provide digital inclusion training, something



Amelia Nicholson, Terry Stork and Marcus Seaman.

that the couple to run in tandem with a senior citizens luncheon club. They also have ambitious plans for a camping-glamping site and letting accommodation that will boost the local economy and create employment.

Terry Stork from Pub is The Hub who helped to co-ordinate the project said: "In all the hustle and bustle of today's noisy world it is lovely to think that the Brisley community can enjoy a quiet pint and a book in their village pub."

New shop saves 15 mile round trip

With the closure of the village shop followed by the loss of the Post Office and a reduction in village bus services, Rob and Anne Gormanley from The Swinburne Arms in Stamfordham, Northumberland were inspired by Pub is The Hub to develop the old stable at the back of the pub into a village shop.

With support from the parish council, residents and community groups, the couple received a grant from the Community Services Fund for £4,000 which was then matched by the pub's

owners, the Capheaton Estate. The couple invested the remainder of the project costs themselves and the shop was opened last year employing two local part-time employees.

Anne Gormanley said: "Our dream was to breathe life back into the pub but we quickly realised that the village was crying out for this other essential service. We've had tremendous support from the whole village and we are delighted with everyone's reaction."

Anne and Rob Gormanley with customer Bill Telfer in the shop



Projecting new ideas in the community

Customers at the community-run Stoke Canon Inn near Exeter are now enjoying celebrity talks, club meetings, informative courses and film nights courtesy of their new projector and pull-down screen funded by a £400 grant from the Community Services Fund.

Successfully run by the community for six years the Stoke Canon Inn have a busy and thriving entertainment schedule put together by the groups Chairwomen, Alison Bloomer including themed food nights, a book club, bingo, live music and quiz nights. With the new projector and screen they have introduced talks by local 'celebrities', Desert Island Discs with the local vicar and a three-week course on birdwatching.

Maureen Mitchell, secretary for the community group said: "The addition of this equipment has really increased the number of activities we can put on at the pub and we have found Pub is The Hub to be a valuable source of information and inspiration."

COMMUNITY SERVICES

Here's a graphic analysis of what has happened since Pub is The Hub launched its Community Services. The funding has come from UK and Scottish government, Norfolk County Council, the Prince's Countryside Fund and the Prince's Foundation.

LOCAL JOBS



£107,000
TOTAL ASSETS
MARCH 2017



PROJECT INVESTMENTS

Grants do not
have to be big:
The average
CSF grant per
project is

£1,905

£165,755
in Community Services
Fund (CSF) grants



Our grants encourage
further investment: For
every £1 given in a grant
from the CSF, a further
£1.68 is leveraged through
other grants and private
investment.

£441,005

has been invested in
community services

Other grants

£15,864

Private
investment

£262,891



**ECONOMIC
OUTCOMES**

S FUND

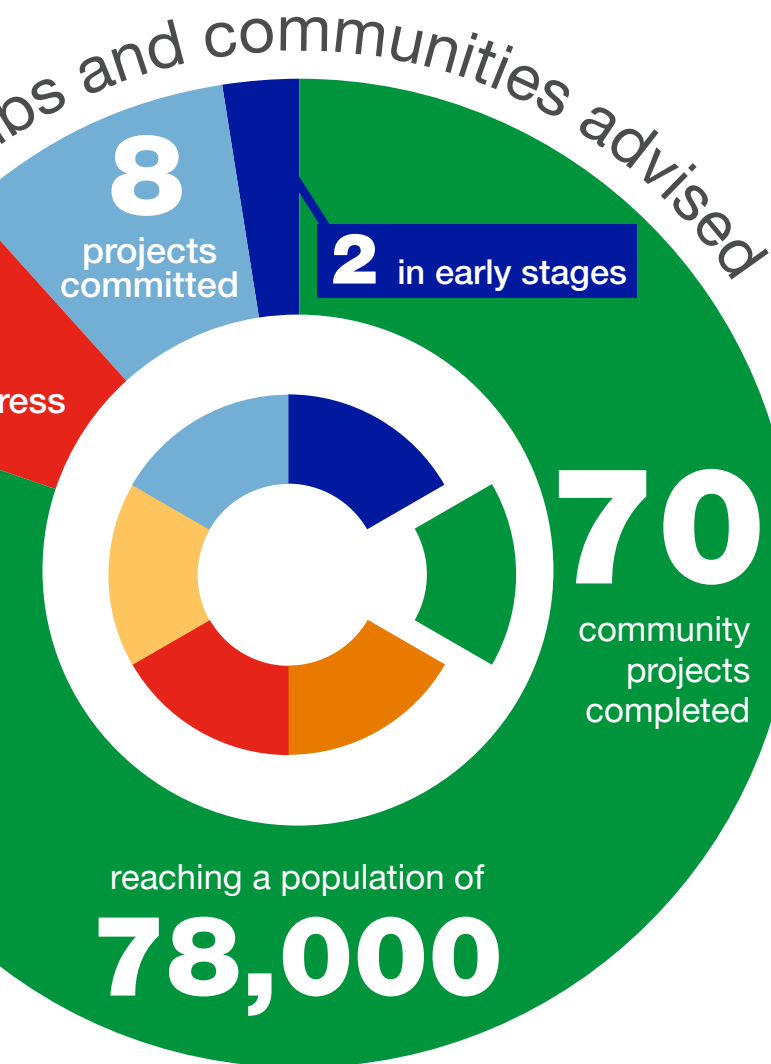
APRIL 2013 -
MARCH 2017

Services Fund in 2013. In four years donations to the fund
fund and numerous drinks producers and pub owners.

397
AT END
MARCH
17

**MEDIA
VALUE**

**£1,534
COVERAGE
VALUE PER
PROJECT**



PROJECT TYPES



The foundation for our success

Since its inception in 2001, Pub is the Hub has been supported by £350,000 in financial support by the Diageo Foundation a community investment programme of partnerships and initiatives across the world.

The Diageo Foundation delivered a significant legacy and after 25 years with its mission accomplished, the Foundation has been wound up, its work now being taken forward through Diageo's global Sustainable Development Strategy.

In one final contribution the Foundation has donated its last £41,500 to the Community Services Fund which it is hoped will help around 15 pubs to diversify.

John Longden, Chief Executive of Pub is The Hub said: "We really cannot thank Diageo enough for their staunch support and commitment over this period of time. They led the way for the rest of the industry to follow and we cannot thank them enough."



Becoming more accessible to the community

At the Pub17 exhibition at Olympia in February, a group of leading licensees concluded that diversification made their pubs more accessible to the community.

In one of the live theatre events, In a Pub's editor, Matt Eley, chaired a panel debate with award-winning operators who are having a positive impact through innovation and diversification.

Jessica Stanton from the Halfway House at Polbathic in Cornwall explained that the introduction of their micro-library had

changed the community's perception of what had been a male-dominated wet-led pub and brought women and children into the pub for a range of services and occasions.

At the Cellar House on the outskirts of Norwich, Victoria MacDonald noticed that her post office had brought many older people, families with children and people who worked from home into the pub. As a result they didn't have to travel into town for their post office services.

Fundraising heroes take the crown

The community village pub, The Burston Crown in South Norfolk was selected as the overall winners of the South Norfolk Community Pub of the Year 2016 in November.

Chosen from a shortlist of five regional winners the winning pub near Diss is run by Steve and Bev Kembery who were delighted to win the accolade along with a cheque for £500 for community use.

The judges in the South Norfolk Council-run competition chose The Burston Crown as their overall winners when they heard about their incredible fundraising activities:

In ten years the couple have raised thousands of pounds through their annual fetes, Christmas fund raising events and on many other occasions throughout the year. Money raised has gone to Macmillan



Nurses, Breast Cancer, Prostate Cancer, the Local Children's Hospice and many good causes which support local initiatives and charities.

Pub is The Hub supports South Norfolk District Council's annual pub competition through its Local Community Champions Scheme.

Online donations

Anyone interested in making a personal donation to Pub is The Hub can now do so via the website at www.pubisthehub.org.uk/donate

Regular fundraising is a part of everyday life for the organisation as it does not have any long-term funding. Pub is The Hub exists entirely on goodwill and donations from drinks and pub companies; grants from the government, the Big Lottery and the Prince's Countryside Fund; and funding from other interested organisations.

The online link shows a short film about Pub is The Hub and allows individuals or businesses to make personal donations.



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:

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