

Pub is the Hub Case Study

The Wheatsheaf, Church Road, West Beckham, Norfolk, NR25 6NX



The Wheatsheaf is a 'hidden gem', situated 6 miles from Cromer in the small rural village of West Beckham (just 300 residents). Licensees Stephen and Daniella Moorby took over the running of the pub in December 2014, and changed it out of all recognition from a mediocre establishment to a truly vibrant pub which is very much part of village life in West Beckham. With Stephen and Daniella at the helm The Wheatsheaf is now a traditional English pub with a renowned restaurant and superb accommodation. They host special events throughout the year, which have attracted people from far and wide, including music nights, food themes, race nights, and many other featured occasions bringing the community together.

PROJECT SUMMARY

Daniella and Stephen had always talked of having something beyond the traditional pub, a place to serve tea and cakes and offer local produce and with this in mind Daniella made contact with 'Pub is The Hub'. With Daniella's vision and help and advice from PiTH, the idea of a delicatessen and tea room began to formulate, along with the notions of also putting Stephen's culinary skills to good use, adding a Senior Citizens Luncheon Club, plus the intention to start 'IT' training in the winter months to bring their vision to fruition.

OUTCOMES

West Beckham lacks any amenities other than the pub, and now villagers and the many tourists that come to this area no longer have to travel beyond the village to find some basic commodities. Home-made jams and chutneys, freshly baked goods, bread and cakes along with local produce are now available to buy. Stephen and Daniella have put their hearts and souls into the Wheatsheaf and have transformed it into a thriving pub offering something for everyone. The Wheatsheaf 'Foodie Bouquet' tea Room and deli is now a meeting place, and the Senior Citizens' Club is helping to combat isolation for the more elderly in the community. Foodie Bouquet is adjacent to the main entrance, giving easy access to all who come to this outstanding pub; locals and tourist alike have voted with their feet, making The Wheatsheaf a true village hub.

LESSONS TO LEARN

- Licensees full of ideas, enthusiasm, energy and enterprise can really help the community.
- Opportunity for customers to purchase newly baked produce and locally sourced fresh food.
- Addressing a long standing need for an essentials shop/deli, so that villagers can get their basic commodities.
- The Senior Citizens' luncheon club helps to reduce loneliness and social exclusion.
- Generating a positive perception of the pub, through Pub is The Hub.

Project Costs £

Total Project Costs	£9,500
Contribution from Licensee	£5,500
CSF Grant	£4,000

LICENSEE CONTACT:

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PUB OWNER:

Stephen and Daniella Moorby

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Free House

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