

Pub is the Hub Case Study

The Duke of York, Pomeroy, Flagg, Derbyshire SK19 9QG



Background:

The Duke of York is situated alongside the Ashbourne to Buxton road in the rural hamlet of Pomeroy, near to the village of Flagg. The pub is in a relatively isolated location. In the pub grounds is a large, busy caravan/mobile home and camping site with first class facilities in a separate building, which includes toilets, showers and washing facilities.

The pub's licensee, Bridget Dicken, contacted Pub is The Hub advisor, Hugh Wilson, for advice and support in creating a small convenience shop in an unused store in the pub. The shop would have direct access to the garden area and would be close to the caravan park. The local community supported the project in a survey carried out by the licensee.

Project summary:

The shop that has been created is not a “walk around” unit but operates as a kiosk with direct access to the garden and into a covered area. The existing window to the store was enlarged so that it was inward opening in kiosk-style usage. There is extensive external access from car park, pub garden and the camping site. The covered area immediately adjoining the shop has tables and chairs so is suitable for all weathers. The shop houses under-counter freezers and a variety of stock. The shop also takes telephone orders and has them ready for collection. There is a community notice board in the covered area and the pub will take parcel deliveries for undelivered items in the village.

The caravan and camping park is situated in a location with magnificent views of the Derbyshire countryside and the convenience store adds to its already extensive facilities. It is also helpful for local people for basic items and saves a 7 mile journey to Buxton or 15 miles to Ashbourne.

Initially a Community Services Fund grant was offered, but the pub owners, Robinsons Brewery, decided that a large element of repair work was included in the project costs and the decision was taken that as an important addition to the campsite, they would fund the project.

Outcomes so far:

1. The convenience shop provides a successful new facility for the local community and guests using the pub's large campsite.
2. The shop has encouraged greater use of the pub by local people.
3. The shop considerably helps the long term viability of the pub in this very rural location.
4. The efforts by the Licensee to develop the Duke of York encouraged the Brewery to invest in this project.
5. One part time job has been created.

Costs:

The advice given by Pub is The Hub with this project encouraged Robinsons Brewery to support the tenant and fund the project with a total cost of circa £6,000 which includes items provided by the tenant herself.

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