

A Guide to Working With Pub is The Hub



Through our Community Services Fund, **Pub is The Hub**

has been able to support nearly

 **200** projects

JOIN INN – LAST ORDERS FOR LONELINESS

NEARLY THREE QUARTERS

OF UK ADULTS

THINK LONELINESS IS GOING TO BE

A SERIOUS ISSUE

(SOURCE: CAMPAIGN TO END LONELINESS) **BEYOND COVID-19.**



71%



**Pub is
The Hub has**

**12 EXPERT
REGIONAL ADVISORS**

**on hand to support publicans,
across the UK**



FOR EVERY £1 SPENT
ON A PUB IS THE HUB COMMUNITY SERVICES FUND PROJECT IN THE FIRST LOCKDOWN
BETWEEN £8.98 AND £9.24
OF SOCIAL VALUE WAS CREATED



The total population figure for those benefitting from projects currently stands at 187,205

with 428 jobs being created

Pub is The Hub provides help and support to publicans and pub owners that wish to diversify their businesses to support people living in their local area and works with local authorities and other organisations interested in providing local services.

To make an enquiry, or find out more about our work contact The Pub is The Hub office on T: 01423 546 165 or E: support@pubisthehub.org.uk

During the last 20 years Pub is The Hub has been able to help over 600 pubs diversify, with nearly 200 receiving both advisory and direct financial support through our Community Services Fund.

The identified social value impact of these projects has made such a positive difference to so many local communities.

From our work, we believe many more pubs, publicans and communities, could benefit from future help and support. Pubs and their publicans are going to be crucial in helping local areas rebuild, and will be able to support a variety of Government priorities for a better economic recovery.



Good viable pubs as small businesses will always evolve and remain at the heart of their local areas and many publicans will continue to rise to the challenges. Pub is The Hub now estimates 1,000 more pubs and local areas could benefit from services if they can be directly supported in the future to diversify.

A local services diversification fund, which could provide access to funding over a longer term, such as three years, would inspire and plan the permanent repositioning of rural services for everyone and help show individual publicans we really care for what they do in their community.



Our campaign 'Join Inn – Last Orders for Loneliness' is also set to become more relevant as we emerge from the impact of the pandemic and economic challenges. The initiative specifically looks to support publicans and their communities tackle the growing societal issues of isolation and loneliness. This can ensure pubs are accessible to all and be relevant to their local areas needs.

We work in collaborative partnership with many organisations and have to thank all our supporters and sponsors for helping us to do such important work.

We would appreciate your help - Let's do it together.

John Longden, OBE
Chief Executive
Pub is The Hub

What is unique about Pub is The Hub?

Pub is The Hub is a not-for-profit organisation, inspired by King Charles III when he was The Prince of Wales in 2001, to offer independent specialist advice to publicans and their communities on rural services diversification, so they can provide viable local services at the heart of their communities.

We are an independent national advisory body working directly with publicans, linking up with both private, public sector and charity partners, to support regeneration priorities.

Pub is The Hub has worked with great publicans, pub owners and their

communities to open village stores, libraries, cafés, cinemas, gardens, allotments, play areas and much more. Since 2013, we have been able to offer small grants through our Community Services Fund to help appropriate local projects.

Our values

We encourage publicans, communities, pub owners, breweries, local authorities, relevant organisations and the private sector to collectively work together to address needs, which can be provided by the local pub and a good publican. We believe in and admire the great work that good publicans and their staff can provide to support their local areas.





How does Pub is The Hub operate?

We have a team of 12 specialist regional advisors across the country and regional hubs that can provide free advice and in some cases arrange help with funding for diversification projects. These advisors and our team have an incredible amount of industry experience ranging from running pubs to being trade director of a brewery, regional chair of the British Institute of Innkeeping (BII), heading up an industry trade association to being licensed property advisors. Any publican that completes a project is also eligible to a free year membership to the BII.

Partnerships

Pub is The Hub has collaborated on a number of successful partnerships with local authorities and professional bodies. We work at a national and regional level with pub operators and owners, organisations as well as Government departments. We also work with various associations including Men's Sheds, INN CROWD, PubAid, the Licensed Trade Charity,



Creative Lives, British Beer & Pub Association, UKHospitality, CAMRA, SIBA, Campaign to End Loneliness, Eden Communities and Together Coalition to support publicans beyond their diversification projects.

Funding

As a not-for-profit organisation we have to rely on the financial support from all our funders. We have been privileged to have received grants and support from various sources including the Government, The National Lottery Fund, Royal Countryside Fund, Diageo, Heineken, Greene King, Stonegate Group and many other regional supporters and individuals. To keep our vital work going however we always need to secure more funding for the many diversification projects that are seeking our help and advice.

Pub is The Hub originally created its Community Services Fund in 2013, with the support of Diageo and the Ministry of Housing, Communities & Local Government, which has helped nearly 200 pubs to diversify their services. Under the terms of the fund a publican can receive a small grant of up to £3,000 to add a new service to its pub to help the needs of its local community. There are currently 38 different types of services or amenities that have been created.

This can be anything from adding a village store, IT Hub, library, garden, allotment, craft cabin to a café. Each project is bespoke and each publican receives free advice based on what is needed as a service in

their local area. Once the project has been finalised the pub also receives complimentary PR to drive media coverage, which helps raise awareness of the pub's new services.



Bringing people together and helping to tackle the issues of loneliness is a focus of The Ty'n Llan in Llandwrog, North Wales.

Pub is The Hub helped with the purchase of equipment, including a crock pot, soup warmer, bingo machine and garden tools. This has helped to support an over

60s lunch club, local groups, quiz and bingo evenings and provided opportunities for volunteers to be involved in the upkeep of the garden. This was first pub to be supported in diversifying its services in partnership with The Royal Countryside Fund in Wales.



Publican Kerry Wolfe of The Gamekeeper in Woodlands, near Southampton, opened a new children's play area to help entertain local children, and support their physical and mental health through exercise.

She realised there was a need for this vital local service as there are

few activities for younger children to do in the village and a large number of families in the area.

Pub is The Hub published its social value report, which measures the social impact of services in local areas.

The social value that pubs and publicans created by providing local services during the first Covid-19 lockdown was highlighted in 'The Social Value of Pubs and Publicans providing Services in their Communities Report' – published 2021 – with a revised report planned for 2024.

Social value looks at the broad effects that a project is achieving with its work and takes into account the wider social, economic and environmental wellbeing benefits being brought to an area.

The evaluation, undertaken nationally with Cornwall Rural Community Charity, which is experienced in

measuring social value, found that for every £1 spent on a project through the Pub is The Hub Community Services Fund, in the first Covid-19 lockdown, between £8.98 and £9.24 of social value was created.

This illustrated that one pub diversification project with a grant of £3,000 from Pub is The Hub's Community Services Fund could potentially create over £27,000 in additional social value to a local area.

The evaluation analysed various outcomes such as the impact that the projects had on helping support older, disabled and vulnerable people. Publicans worked collectively with local organisations to help reduce isolation and tackle social needs.





In 2018 Pub is The Hub conceived its 'Join Inn - Last Orders for Loneliness' campaign.

'Join Inn' looks to support publicans and their communities to become better connected, helping local people feel less isolated and, in the process alleviating loneliness.

Resources to help publicans include informative guides on how to tackle loneliness and create connections and inspirational case studies on how publicans are encouraging people to join in locally.

As well as a list of useful organisations who can help support publicans to host activities or identify and connect

them with people who would benefit from joining in with others through initiatives in their pub.

Our national approach to tackling loneliness

Pub is The Hub with our team of expert regional advisors, offer simple ideas for publicans on ways they can combat loneliness in their local areas.

The campaign wants everyone to think about doing small acts of kindness, which cumulatively will make a big difference, especially to someone who may feel that no one cares about them.

Read more ideas on tackling loneliness at:
www.pubisthehub.org.uk/join-inn-last-orders-for-loneliness

The Snow Goose in Farnborough, Hampshire, has been cited in the government's Hospitality Strategy Report for its positive role in helping to tackle loneliness in its local area.

This pub, which is run by publican Kate Hayden and partner Paul Warriner, was highlighted in the report by the Department for Business, Energy and Industrial Strategy for its great initiatives which include making the pub open and accessible to all, including through the pub's layout, hosting regular conversations with their staff about the impact of loneliness, which has created a culture of staff automatically checking the wellbeing of their customers and launching a helpline during Covid-19 lockdowns to support anyone feeling lonely or in need of practical support.





Resources can be found at:
www.pubisthehub.org.uk/join-inn-last-orders-for-loneliness

Pub is The Hub and arts project INN CROWD (www.inncrowd.org.uk) joined forces to launch 'Winter Warmers', a campaign to bring cheer, encouragement and hope to publicans, their staff and their local communities during what were very challenging times.



The campaign saw seven talented poets from across the country writing poems celebrating pubs, which were then shared by many publicans across the country with their locals on social media and through postcards of positivity featuring the poem written by the poet from their region.

As part of the initiative a 'National Poem of Thanks to Our Nation's Publicans' was released alongside the six regional poems.

This thank you poem, entitled 'The Public House Rumbles', was written and performed by Suffolk based poet Alexandra Ewing, the daughter of former publican. The aim of this poem was to say a huge thank you to

publicans, who, despite the immense and ever-changing challenges to their own businesses, continued to demonstrate ongoing resilience, tenacity and innovation throughout the unprecedented times.



Here are the views of some people that have the support of and benefitted from working with Pub is The Hub.

"It was important that we were able to connect with locals that were feeling isolated and needed support through the village shop. The expert help from our Pub is The Hub regional advisor and a Community Services Fund grant has really helped those living in the local area."

Publican Laura Cook, The George in Tiffield, Northamptonshire

"We are calling our new craft area 'The Hub' as a mark of our gratitude for the help we received from Pub is The Hub in making it happen."

**Peter Mitchell,
director of the Stoke Canon Inn,
Stoke Canon in Devon**

"The community café has provided a place during the day where people can get together for a coffee, a chat and to meet other people. Many people who come along are very isolated and say they wouldn't get to meet anyone else during the week. The café is brilliant and we love coming here."

Customer of The Blue Bell, Stoke Ferry, Norfolk

"By working with Pub is The Hub we were able to get advice and a grant to provide the village store and coffee shop for people living locally. We have had such great support and positive feedback from local residents to both the village store and the coffee shop. And as well as providing essential local services it is bringing new people into the pub."

**Owner of the Marquis of Granby
and Brewster's Brewery Sara Barton**

"I blush when people praise me for helping support others and I just say to people I don't need any thanks, just make sure you support the pub."

**Vanda Pera, publican of
The Crown Inn at
Capel, Surrey**

"Things like our 'MeetUpMondays' say to people this is a friendly pub and we care about others. People make a value judgement on the things you promote and get a feel for the business. Consumers like using feel-good businesses."

Mick Dore, landlord of The Alexandra in Wimbledon, London



pub is the hub

Get involved, contact us now:

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