

CASE STUDY



The Duck, Stanhoe, Norfolk

Social hub: Village store puts community at the heart of The Duck.

Putting the needs of the community at the heart of The Duck has been the ethos of publicans Rachael and Jeremy Parke since they took over the pub in August 2023.

The Duck, which has been a pub since the 1700s, is situated in the small Norfolk village of Stanhoe which has a population of around 200 permanent residents.

The publicans have already established a thriving trade at The Duck which serves as not only a local pub but a destination food venue. Jeremy, originally from North Norfolk, is the pub chef with a passion for local, traceable and sustainable produce for which he has won many local and national awards. Rachael is responsible for the front of House ensuring the smooth running of the business.

There are few local amenities in Stanhoe apart from the pub and village hall. Rachael and Jeremy soon realised there was a need for a village store to support both local people and visitors to the area as it is four miles to the nearest shop and there is limited public transport.

Members of the local community were overwhelmingly supportive of the idea and the publicans contacted Pub is The Hub for help.

Local suppliers

The store was opened within a garden room in the grounds of the pub in October 2024.

Named 'Stanhoe Stores' it stocks a range of essentials such as milk, bread and household items but also supports local suppliers with produce including meats, cheeses, chutneys, chocolates, fresh breads and pastries.

There are plans to extend the range of products on offer after feedback from customers and they are set to launch a range of recipe kits, designed by Jeremy, for people to cook at home.

Within the store there is also an intimate seating area with a log burner where customers can enjoy a coffee or tea and cake. This is already proving a popular meeting spot with people who are already popping in for a chat and some social interaction.

The store has also created employment with two new jobs.

The store is open Wednesday to Sunday at 9am with breakfast/brunches served, to 4pm, and there are plans to extend the opening times.

The shop can be opened at anytime for customers when the pub is trading.

“We have had so much support from local residents for the village store. The log burner seating area is proving to be very popular with people popping in for a chat, a coffee and to read the paper in a relaxed environment.”

“The store is an essential service that is helping villagers get their provisions without having to travel many miles to the nearest shops. We are dedicated to supporting other local suppliers which will help boost the local economy.”

Publican Rachael Parkes



“Rachael and Jeremy have already established The Duck as the hub of the village. This is a pub that has a fantastic food offer and has something for both locals and visitors to the area.”

“Offering vital local services such as a village shop is so important to rural areas. Stanhoe Stores is not just a place offering those important essentials but it is already a meeting place where people can get together and connect which helps overcome social isolation.”

Pub is The Hub regional advisor Terry Stork