



The HUBDATE

Working to Support Pubs and Publicans to Create New Services and Activities in their Local Areas



INSIDE this issue

2-6

Latest Community
Service Projects

7-9

Latest news and Meet
the Team

10-13

Social Media



John's COMMENT

John Longden, chief executive, Pub is The Hub

Emerging from the past two years, it has been both amazing and rewarding to see the range of diversification and social isolation projects tackled during the Covid impacted period. This has created a feeling of respect for and awe of how many good adaptable publicans have survived with their local pubs and their staff – they are some of the true social heroes.

The tenacity and help provided through our Pub is The Hub advisors and administration team, supporters and trustees has been remarkable with more projects and initiatives to ease isolation being supported than ever before.

Our work was further enhanced through the Winter Warmers poetry initiative, completed in collaboration with our theatre friends at Inn Crowd, in praise of local pubs and publicans.

During Covid we were also able to complete our research with Cornwall Rural Community Charity into the social values created by publicans with their pubs in their local area. A performance benchmark against which all businesses could measure themselves.

Our new strategic focus has evolved to recognise the strong potential to help and inspire more pubs to diversify in the next three years as we see an increasing number of publicans and other rural businesses look to futureproof their business and help in their community areas through diversification.

This range of recent projects is a wonderful testimony to everyone's hard work and the collective and collaborative support from all our publicans, funders and team members.

Thank you and Best Wishes to you all



pub is the hub



Latest COMMUNITY SERVICE PROJECTS

All these projects have been opened with the expert help and a Community Services Fund grant from Pub is The Hub.

The Marquis of Granby, Granby *Nottinghamshire*

A new grocery store and coffee shop at the Marquis of Granby in Granby, Nottinghamshire, is proving a popular lifeline for local residents.

The pub is owned by wife and husband team Sara Barton and Sean McArdle, who also run the Brewster's Brewery at Grantham, and is run by manager Adam Purcell.

The Dragon Street Store and Coffee Shop were opened to support people living in Granby and the surrounding villages as it is a 9-mile round trip to the nearest supermarket and transport links are limited in the area.

The shop, which opens during the pub hours in the week of 4pm to 9pm and 10am to 10pm at weekends, offers a range of essentials such as bread, milk, cheese as well as its own Brewster's Brewery beers.

"We have had such great support and positive feedback from local residents to the shop."

The coffee shop currently opens at weekends between 10am to 4pm offering coffee from local roaster 200 Degrees and cakes from Bristol-based baker Cakesmiths.

Sara said: "It has been such a challenging time for local people and the village store and coffee shop is proving to be such a lifeline.

"It is great to see members of the community come together for a coffee or tea and to socialise at the weekends."

She added: "We have had such great support and positive feedback from local residents to the shop. The brilliant thing is that we also have lots of customers coming into the shop from the neighbouring villages who are also without any local shop."

Pub is The Hub regional advisor Nigel Williams said: "Both the grocery store and coffee shop are much needed in this area which has very limited local amenities. The village store has been great in helping to support those living locally and the coffee shop is really key in proving an opportunity for local people to connect and socialise."



The Queen Inn, Brandeston

Suffolk

With our help and support The Queen in Brandeston, Suffolk has opened a village store, café and new community seating area to help local residents.

The pub, which is run by publican Caroline Aitchison, with her daughter Harriet and son Alexander, opened a village shop during the first Covid-19 lockdown and it proved so popular that it has become a permanent fixture.

The nearest major supermarket is over 10 miles away and with limited transport links in the area there were challenges for locals to get their essentials.

Part of a barn, which is situated beside the pub, was converted with inside and outside seating, to help bring members of the community together.

The store offers a range of essentials along with a specialist range of Italian and Spanish products.

Caroline, who has run the pub for the last seven years, said: "During the first lockdown when we opened a temporary village shop and we also delivered essentials and vegetable box deliveries to local residents."

"As well as helping our locals we have been able to support small, local suppliers."

She added: "Our local store became a lifeline to villagers so we have made it a permanent service."

Harriet added: "The new outside seating area and café offer is also proving really popular with the locals, many of who want to meet especially in the wake of the Covid pandemic."

Pub is The Hub regional advisor Terry Stork said: "This family-run pub is a real hub of the community. The village store has proved really popular with those living locally and is an important amenity especially for older and more vulnerable customers who find it hard to travel.

"The seating area and café is crucial in helping those in the community connect with others to combat feelings of loneliness and isolation."

In addition to the village shop the pub also has an ice cream parlour. It opens Thursday 10am to 3pm and 5.30pm to close, Friday 10am to close, Saturday 10am to 3pm and 5.30pm to close and Sunday 12pm to 6pm.



The Royal Oak Hotel, Beckermet Cumbria

Publicans Rebecca and Joseph Richards have come to the rescue of local residents by opening a new village store at The Royal Oak Hotel in Beckermet, Cumbria.

The shop has been opened in a former pool room after the publicans took over The Royal Oak in March 2021.

The premises had been closed for two years, but was reopened after a refurbishment, with a focus on good quality food that is proving popular with diners locally.

The store is needed in the village as there are no other shops and it is around four miles to the nearest supermarket.

Many villagers rely on family and friends to deliver shopping as there are limited transport links too.

The shop, which opens between 9am to 8pm everyday, offers essentials such as bread, milk and local produce as well as takeaway foods such as pizzas and fish and chips.

"We have had such great support and positive feedback from villagers when we reopened the pub and introduced the new store."

Rebecca said: "It has been such a challenging time for local people and the village store is proving to be such a lifeline. Customers have asked that we start to stock meat products such as bacon and sausages so we already talking to a local butcher to broaden the range we offer.

She adds: "We have had such great support and positive feedback from villagers when we reopened the pub and introduced the new store. A lot of new faces have come into use the shop and we love it when customers stop for a chat, so we can see how they are doing."

Pub is The Hub regional advisor Malcolm Harrison said: "The store's opening has really helped Beckermet residents who now have somewhere to go for their essentials, takeaway food and also to have some of that much needed social interaction.

"Rebecca and Joseph have stepped in to help the villagers of Beckermet offering not just a village store but a great pub that a lot of support from those living locally."



The Bosville Arms, Rudston

Yorkshire

Yorkshire publicans Sharon and Martin Hincks have opened a community café at the Bosville Arms in Rudston, near Bridlington, to provide a place for locals to meet up and socialise.

As well as offering a place for local people to get together the café also appeals to walkers, cyclists, parents and carers of young children as well as older residents in the village and surrounding area. It offers Italian artisan coffee, hot chocolates, a range of teas, including Yorkshire Tea, as well as cakes made by local business Ginger Bakers.

The café is open daily between midday to 5pm but there are plans to extend this with a breakfast offer. The pub also offers a pre-order service allowing groups to book in for breakfasts.

The community-owned pub had been closed for five years before being bought out by local villagers through Rudston Community Pub Ltd.

The Bosville Arms was the only community facility left in Rudston, apart from the village hall, as the village had already lost its shop, petrol station and post office.

"The community café is an important part of the pub in offering somewhere for locals and groups to connect and come together."

Publicans Sharon and Martin Hincks, who jointly have 27 years working in the pub sector, opened the pub in May bringing the local back to its former glory and making it the hub of the local area.

Sharon Hincks said: "The community café is an important part of the pub in offering somewhere for locals and groups to connect and come together. People are really enjoying the café vibe and meeting with old friends and new ones there too."

Pub is The Hub regional advisor Nigel Williams said: "This community café is really key in helping local people to connect and socialise, particularly after the lockdowns of the pandemic which caused many people of all ages to experience feelings of loneliness. The pub has already become a hub of

COMING SOON

The Halfway House, Polbathic, Cornwall

Farmers Arms, Newquay, Cornwall

The Caradon Inn, Cornwall

The Ivy Inn, Calne

Community Allotment Garden

Farmers market

Village Store

Village Store



New Harp Inn, Hoarwithy Herefordshire

Publican Adrian Shaw of the New Harp Inn in Hoarwithy, near Hereford, has reopened the pub's village store to support local residents and tourists, after it was previously destroyed by flooding.

The store, which provides part-time employment for two people, was severely damaged by Storm Dennis in February 2020 just before the Covid-19 lockdown hit.

The storm also flooded the main pub building, which underwent a full renovation, reopening in August 2020.

The village store wooden structure, which was attached to the side of the pub, also needed a complete rebuild. It quickly became obvious how vital the store was to many people in the village who could not travel on the limited bus service to the nearest town for groceries.

The store offers a range of local produce and essential items including milk, eggs, bacon, tinned food, ice cream and pasta which it supplies to local residents in the village and holidaymakers at a local campsite.

"It was more important than ever to make sure this key social amenity remained for those living in the village."

Adrian said: "I have always been a supporter of Pub is The Hub and its great work in helping publicans to diversify their businesses to help local communities.

"We were devastated when the flooding destroyed the shop and we needed help to get this back up and running. The challenges of Covid-19 hit at the same time so we realised it was more important than ever to make sure this key social amenity remained for those living in the village."

Pub is The Hub regional advisor Roger Belle said: "Those living in the village really felt the loss of their local village store. "Adrian had the backing of the Parish Council and many local residents who were keen to see this reopen. It was a privilege to help the people living in Hoarwithy to get their village store back."

COMING SOON

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Farmers Arms, Newquay, Cornwall
The Caradon Inn, Cornwall
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Community Allotment Garden
Farmers market
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Pub is The Hub to support Welsh pubs after being awarded new £25K grant

Pub is The Hub will be supporting diversification projects for Welsh pubs after receiving a grant of £25,000 from The Prince's Countryside Fund.

The new two-year programme will enable Pub is The Hub to help some pubs provide much needed local services and amenities in rural areas across Wales.

This could include a wide range of diversification projects such as village stores, community cafes, IT Hubs, allotments and libraries.

Malcolm Harrison, Wales advisor and director at Pub is The Hub, said: "This marvellous support and encouragement from The Prince's Countryside Fund will make a big difference to many rural communities in Wales, enabling Pub is The Hub to support local diversification projects at a very challenging time for people and businesses in many rural areas.

"This marvellous support and encouragement from The Prince's Countryside Fund will make a big difference to many rural communities in Wales."

"We are looking for good publicans in Wales with pubs that can offer a vital service to people in their local area."

Pub is The Hub chief executive John Longden said: "This new project funding from The Prince's Countryside Fund will allow Pub is The Hub's Community Services Fund, to offer small grants together with advice and guidance, to help local publicans make a difference in their rural Welsh communities."

Keith Halstead, executive director, of the PCF said: "The PCF is pleased to support Pub is the Hub in developing its support to rural communities across Wales. The pub is often at the heart of community life and the PCF's investment in this vital project will enable more publicans to provide essential services which residents need."

TO READ MORE

Go to www.pubisthehub.org.uk/news



Ireland launches pub diversification scheme

Ireland has launched a scheme to help to support rural pubs to diversify their facilities following the model of UK-based Pub is The Hub.

Its 'Pubs as Community Hubs' pilot programme is to be rolled out in five rural locations in Cavan, Kerry, Donegal, Clare and Cork following €50,000 in funding which has been provided to the Vintners Federation of Ireland (VFI) by The Department of Rural and Community Development.

The initiative is set to be expanded to other parts of Ireland if the pilot is a success. Diversification services will include community cinemas, digital hubs, book clubs, arts and crafts workshops and community meeting spaces.

The scheme has been modelled on the Pub is The Hub scheme in the UK, following lengthy support and discussions between VFI and Pub is The Hub.

The Minister for Rural and Community Development, Heather Humphreys TD, said: "Often people in rural areas might have to travel many miles to access certain services. In other instances, there may not be a suitable meeting place for local groups to come together for activities.

"It is great to see Ireland supporting rural diversification in its pubs."

Through the 'Pubs as Community Hubs' initiative, we want to see how rural pubs can diversify during quiet trading times by acting as community cinemas, book clubs and meeting spaces for local community groups."

Ceo of VFI Padraig Cribben welcomed the initiative: "Pubs are a vital part of Irish life but as local communities evolve it's more important than ever to understand how our pubs can continue to enhance their offering to the villages and towns they serve."

Pub is The Hub in the UK has been running for 20 years and has helped over 600 pubs to diversify their services to help local communities.

Pub is The Hub, chief executive, John Longden added: "It is great to see Ireland supporting rural diversification in its pubs.

"Pubs with great publicans at the helm can be the heart of many local areas helping to offer vital services and combat social isolation and loneliness."

TO READ MORE

Go to www.pubisthehub.org.uk/news



MEET THE TEAM

*Nicky Harris, Pub is The Hub's
Community Services Fund administrator*



Nicky shares insights on the work and achievements of the Community Services Fund, including tips to publicans looking to diversify their pub's services

Getting involved with PiTH: Our chief executive John Longden heard I had a background in administration, having worked in independent schools for over 20 years, and after retiring I decided I needed a new challenge and joined Pub is The Hub in 2017. I oversee the Community Services Fund from project enquiries to payment of project grants. All projects have to be viable and approved collectively. I work closely with all advisors to ensure projects run smoothly and record information relating to projects so we can measure their performance, such as their social value.

The range of different diversification projects and their success stories are the best things about my job. Being part of the PiTH family is also good fun.

I was responsible for trying to obtain a set of racing roosters as a 70th birthday gift for HRH The Prince of Wales, who initiated the creation of Pub is The Hub in 2001. HRH had played the game during a visit to The New Inn at Llanddewi Brefi and our chief executive thought it would be fun to find him some for his birthday. Checking the roosters worked down the office corridor created a few laughs.

What advice would you give publicans thinking about diversifying their pub's services?

Be open minded and don't assume you know what your village wants. Always consult your locals as to the type of project they would support. Residents need to be committed to a venture to ensure they feel the loyalty to support the pub long term. The parish council and local authority need to be onboard too as they can help in many ways.

What are some of the other benefits to publicans of working with Pub is The Hub on Community Services Fund projects?

I have always maintained that the free advice and expertise of our 12 advisors is the biggest benefit of Pub is The Hub's Community Services Fund. Between them they have so many years of industry knowledge and are able to give valuable insights and advice to both experienced publicans and new entrants.

They are trusted and respected because of this independent experience. Free BII membership for a year, which is offered to all publicans at PiTH project pubs, is also very popular for business support.

The PR support that all new project pubs are given is also a huge benefit, as many publicans find this area difficult to navigate and often lack the appropriate contacts.

TO READ MORE

Go to www.pubisthehub.org.uk/news



Round up SOCIAL MEDIA

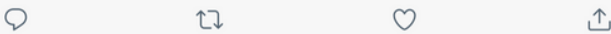


 **Torfaen Economy & Enterprise** @TorfaenBiz · May 3
Pub is the Hub 2022 – Community Grants

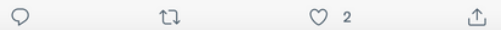
Grants of up to £3,000 are available to enable rural **pub** owners, licensees, and local communities to work together to help support and sustain local services in Wales, Scotland and England.



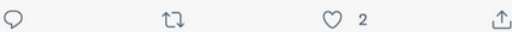
pubisthehub.org.uk
Community Services Fund - Pub is The Hub
 Community Services Fund If you would like to consider ways in which your pub could diversify an...




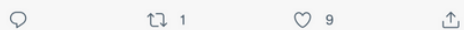
 **HOSPITALITY & CATERING NEWS** @HandCNews · Apr 8
Pub is The Hub to support Welsh pubs through new grant
[hospitalityandcateringnews.com/2022/04/pub-is...](https://hospitalityandcateringnews.com/2022/04/pub-is-...)



 **PubistheHub** @PubistheHub_uk · Apr 13
 Pub is The Hub is to help pubs in Wales to diversify their services after receiving support from The Prince's Countryside Fund @countrysidefund If you are interested in learning more go to ow.ly/ohLg50IBNSL



 **PubistheHub** @PubistheHub_uk · Mar 29
 Great news that Ireland has launched its own pub diversification scheme called 'Pubs as Community Hubs' to help rural pubs diversify their services, following the model of Pub is The Hub. ow.ly/CKU450luYks



NottinghamshireLive @nottslive · Mar 7

A Nottinghamshire pub has diversified by opening up a grocery store and coffee shop



nottinghampost.com
Grocery store and coffee shop open within Nottinghamshire pub
Diversifying and providing essential local services.

1

Brewsters Brewery @BrewstersBrew
Mar 8

Our lovely little pub is in the papers. Alongside the bar we opened a grocery shop in our unused kitchen and sell locally roasted @200Degs coffee with cake thanks to a grant from @PubistheHub_uk
#grantham #valeofbelvoir #rushcliffe

Grantham Journal @GranthamJournal
Great for the pub - and what an asset for the village and surrounding area @PubistheHub_uk

<https://t.co/j6hZ1HDLmM>

1 1

Grantham Journal @GranthamJournal · Mar 8
Great for the pub - and what an asset for the village and surrounding area @PubistheHub_uk



granthamjournal.co.uk
Village welcomes grocery store and coffee shop
A grocery store and coffee shop have opened at a Vale of Belvoir pub to provide lifeline for village residents.

1 2

Darren Norbury @beertoday
6 days ago

A new grocery store and coffee shop at the Marquis of Granby in Granby, Nottinghamshire, is proving a popular lifeline for local residents
beertoday.co.uk/2022/03/09/mar... #pub #groceries #coffeeshop @BrewstersBrew @MOG_Granby @PubistheHub_uk



2

PubistheHub @PubistheHub_uk · Mar 21

The Queen at Brandeston, Suffolk, has a village store, cafe offer and seating area, which locals can use to get-together for a chat, all of which are having a positive impact on local residents. Find out more here:

pubisthehub.org.uk/case-study/the...
#pubisthehub



pubisthehub.org.uk
The Queen in Brandeston, Suffolk - Pub is The Hub
The Queen in Brandeston, Suffolk, has a village store, cafe and seating area in the pub's barn to hel...

1 3

Darren Norbury @beertoday
Nov 5, 2021

The Queen pub, in Brandeston, Suffolk, has opened a village store, café, and new community seating area to help local residents beertoday.co.uk/2021/11/05/que...
#pub #community #shop #cafe @PubistheHub_uk



2 3

pub bar **Pub & Bar Magazine @PubandBarMag**
Nov 8, 2021

The Queen in #Brandeston, #Suffolk, has opened a village store, café and new community seating area with the help of @PubistheHub_uk - pubandbar.com/story.php?s=20...



1 2

PubistheHub @PubistheHub_uk · Nov 12, 2021

Yorkshire publicans Sharon and Martin Hincks have opened a community café at the **Bosville Arms** in Rudston, near Bridlington, to provide a place for locals to meet up and socialise. It offers Italian artisan coffee, a range of teas, as well as cakes. ow.ly/UpqZ50GM4b7



1 2

PubistheHub @PubistheHub_uk
Oct 21, 2021

Publican Adrian Shaw of the New Harp Inn in Hoarwithy, reopened the pub's village store after it was destroyed by flooding by Storm Dennis in February 2020. Read about how he reopened with the support of Pub is The Hub. ow.ly/JRS450GhErl



1



@PubistheHub_UK



pub is the hub



Steven Alton @AltonSteven

Jan 23 · Ashbourne

Great work by Rebecca & Joseph at the Royal Oak at Beckermat and the team @PubistheHub_uk. Another great example of why #PubsMatter and why they are the #HeartoftheCommunity @BIandBIAB

The Morning Advertiser @morningad
"It has been such a challenging time for local people and the village store is proving to be such a lifeline."
<https://t.co/vHdMUyhw3>



13



The Morning Advertiser @morningad · Jan 19

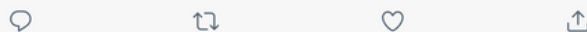
"A lot of new faces have come in to use the shop and we love it when customers stop for a chat, so we can see how they are doing".



morningadvertiser.co.uk

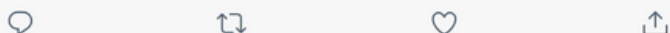
Cumbrian pub opens only shop in village

Publicans of the Royal Oak Hotel in Beckermat, Cumbria have come to the rescue of local residents by opening the only store in the village.



RSN Online @RSNOnline · 8m

@RSNOnline one of our RSP members, @PubistheHub_uk is continuing to support publicans and their local communities. To find out more: ow.ly/N66z50ljZ2E #ruraleconomy #ruralcommunities



Pub Aid @pubaid · Feb 7

Great work from **Pub is the Hub**. This Cumbrian pub is a real force for good in its community. pubisthehub.org.uk/news/cumbrian-... via @pubisthehub_uk



pubisthehub.org.uk

Cumbrian pub opens village store to help local resi...
Publicans Rebecca and Joseph Richards have come to the rescue of local residents by opening a new ...



@PubistheHub_UK



pub is the hub



The **HUBDATE**

*Brought to you with best wishes
& thanks to everyone from:*



John Longden

and regional advisors Anthony Miller, Bill Affleck, Gordon Izatt, Jeremy English, Malcolm Harrison, Nigel Williams, Phil Dixon, Reg Clarke, Roger Belle, Terry Stork, Tim Tempest and Roger Walker.



pub is the hub

And our admin team of Nicky Harris, Community Services Fund Administrator, Kate Thomas, research, fundraising and data, and media advisors Michelle Perrett and Jo Bruce.