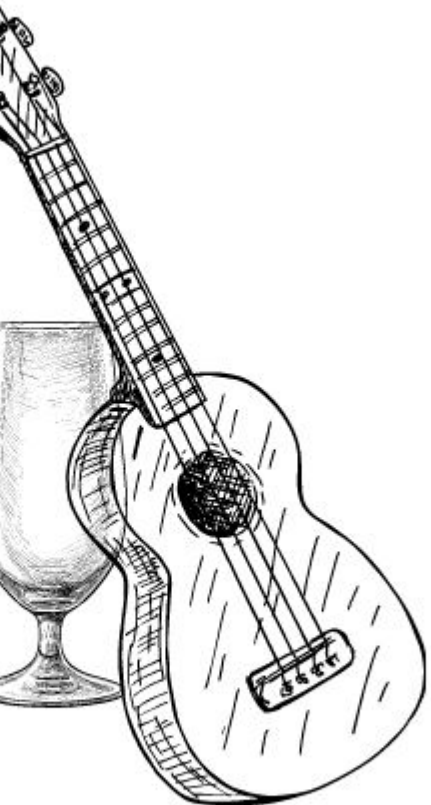




**Creative
Lives**



pub is the hub



Welcoming Creative Groups into Your Pub

Welcome to the session!

Do you feel your pub already welcomes creativity?

If so what kinds of activities?

Is there's anything specific you are hoping to find out today?



Today's session

- Introduction to the host organisations
- Case Studies- processes, insights and learning from existing partnerships and projects
- Q&A
- Introduction to the Welcoming Creativity toolkit
- Toolkit survey- tailoring the contents to your needs
- Session ends, with 30 minutes extra time for further discussion



Introducing: Katie Wiles **CAMRA**





pub is the hub

Jo Bruce – PR Advisor

What is Pub is The Hub?

- Support and advice to publicans on the diversification of essential services and activities.
- Support and advice for rural and urban pubs on helping their local communities especially the lonely or socially isolated, whatever their age.
- Support and advice on the range of options for the community acquisition of pubs.

Encouraging pub services diversification

- Pub is The Hub was inspired by HRH The Prince of Wales in 2001. We are a not-for-profit advisory organisation
- We encourage rural pub owners, publicans and their local communities to work together and publicans across the UK to help tackle loneliness in their local areas
- Our aim is to restore or retain essential local services and activities, making them appealing, accessible and sustainable to all ages and locating them, where possible, in the local pub
- Community Services Fund – grants available to pubs to help support diversification projects – types of schemes supported include community cafes, shops, community allotments, IT hubs and craft cabins.



Recent projects



Pub is a hub for creative activity

- Many Pub is The Hub CSF projects have a natural synergy with creative activity – community cafes are natural homes for arts and craft groups to meet, shops can be an outlet for selling goods from arts/crafts groups hosted at pub for local charity, allotment projects are an ideal home for gardening groups.
- Activities of creative groups can link in well with existing pub activities and community events – eg craft group helping make bunting for a community or pub event. Music and drama groups being be part of your annual Christmas carols event or Bank Holiday beer festival.





‘Join Inn – Last Orders for Loneliness campaign’

- Conceived in 2019, JI-LOL looks to support publicans and their communities to become better connected, helping local people feel less isolated and, in the process, helping to alleviate feelings of loneliness.

How is this achieved ?

- By creating opportunities for people to come together and then supporting them to join in.
- This builds on a trend of “social prescribing”, in which community activities are seen as an alternative to drugs, helping improve health and wellbeing.
- Range of resources available from ‘Join Inn’ campaign – including free guides, posters to help advertise activities and inspirational case studies on what other publicans are doing to help people ‘Join Inn’ through their pub

Benefits of welcoming creativity into your pub

- Hosting creative activity groups can help people in your local area to connect with others and help to start friendships through joining in with people with a shared interest
- The fun, laughter and buzz generated from the creative group using space in your pub creates a lovely atmosphere which is enjoyed by others and helps bring the pub to life during quieter trading times
- Not just a nice thing to do – it helps bring new people into your pub to buy food and drink and who may be keen to host events such as their annual Christmas dinner at your pub
- Helps your business to be viewed positively by others in your community

Help us call
'Last Orders for Loneliness'

"The most important things in life are the connections you make with others."

relation or friendship
point of view.
Friendship [friendly relation and regard between people of mutual interest]

Help make a difference to someone's day by encouraging them to get out and join in one of the regular groups/events that are hosted at our friendly pub.

A warm welcome is guaranteed!

To find out more about how you can help connect people in our community and a full programme of what groups/events are going on at the pub speak to one of our team or check out:

Upcoming events to 'Join Inn' are:

JOIN INN
Last Orders for Loneliness
Supported by **NEVEREN**

pub is the hub
www.pubisthehub.org.uk

Further information

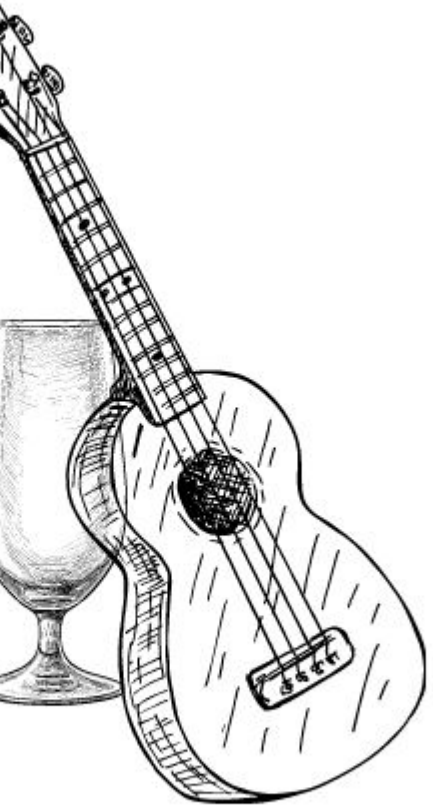
www.pubisthehub.org.uk

support@pubisthehub.org.uk

[FB @ Pub is The Hub](#)

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@Pubisthehub.org.uk](#)





Case Studies



The Hub- New creative space at the Stoke Canon Inn, Exeter



Benefits of providing affordable community space:

- > Activate underused spaces
- > Affordable and accessible
- > Expand your customer base

“the pub prides itself on being at the heart of the local community, providing space for a wide range of activities (including) ... a regular folk night, a book club, bingo and quiz nights, local history talks, live music and dancing.”

“The Hub is available for use by anyone in the local community..... We also keep our hire prices low to ensure that our space is affordable and accessible.”

- Maureen Mitchell,
Stoke Canon Inn Committee Secretary

Creating a new flexible community space in an underused area of the pub



Funding and support

Pub is The Hub provided grant funding and support to this community run pub to build the cabin in the grounds of the pub to provide more space for creative community activities.



Volunteer-led

Local volunteers run activities like the regular folk club who meet regularly in The Hub



The Hub, a new community space at the Stoke Canon Inn, near Exeter

Benefits of creating a community hub in a pub

More groups and activities using the space leads to increase in footfall, and sales of drinks and food

Tips for getting it right

- Work with local volunteers & community groups to find out what they want from a space
- If you can, offer the space for free or at a low cost to make it affordable for groups
- Promote the groups and activities in the pub and on social media to encourage more participants and other groups to use your space



Read the full case study in the Toolkit

LTB Showrooms- Arts venue above The Litten Tree, Coventry



Benefits of the cash free win-win partnership

- > Expand your customer base
- > Activate underused spaces
- > Attract positive press

“Get the partnership right and you’ve got a win-win situation – free marketing, brand exposure, positive association with new communities of interest, which will translate into extra footfall, beer and food sales. There’s no real downside.”

- Alan Denyer, LTB Showrooms

LTB Showrooms- Arts venue above The Litten Tree, Coventry



About the Litten Tree

- > City Centre Freehouse
- > Owned by the City Council
- > Leaseholder employs a team to manage the pub
- > Large open plan gastropub/sports bar
- > USP good value food and drink
- > 1st and 2nd floor unused and had fallen into disrepair
- > Past negative associations

The cash free win-win partnership

The creative partner

Wanted to create an arts space in the city at minimal cost

> Agreed to renovate and activate the rooms above pub as an arts space. Make them safe and inhabitable at not cost to the pub.



The leaseholder

Wanted to secure and activate discussed space at minimal cost during coventry's city of culture year

> Agreed to let Alan and a team of volunteers use the space for free as an arts space.



Benefits of the agreement

Positive press, increased customer base

No financial burden on the creative partner means...

- LTB Showrooms can be fluid and experimental with the activities it hosts (funding the arts can be time consuming and restrictive)
- Creates a buzz that attracts a multitude of different space users
- Encourages customers through the doors of the pub
- Pub overcomes a formerly bad reputation and gains an additional regular customer base



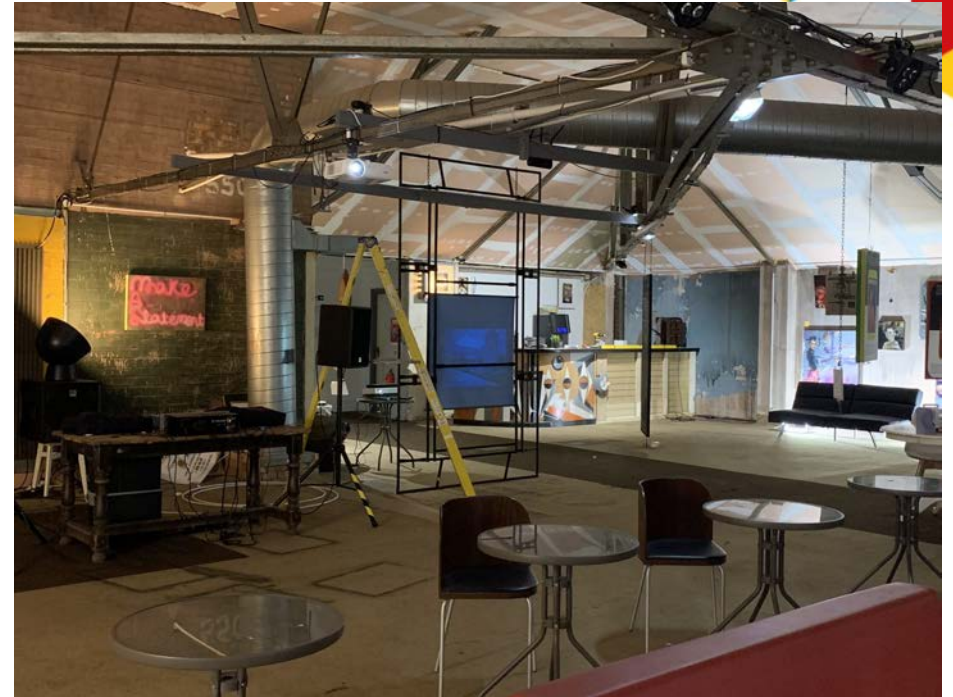
Entering a win-win partnership

Activate underused space

Tips for getting it right

- Ask for/seek out advocates for the creative partner. What have they done before? How reliable are they?
- Have open and honest conversations about what each partner wants to achieve from the partnership. Keep an open dialogue.
- Offer the space for free. Making the partnership non-commercial simplifies the relationship, should not compromise ground rent, and keeps it mutually beneficial.

Read the full case study in the Toolkit



Folk Around Fishponds & F'ukes at The Cross Hands, Bristol



Benefits of providing affordable space to community groups:

- > Activate underused spaces
- > Expand your customer base
- > Increase revenue on quiet nights

“We’ve made a real effort over the last 6-7 years to open our doors to local community groups. We have a great function space upstairs and there’s plenty of space in the main area of the pub downstairs to allow groups like Folk Around Fishponds and The F’ukes to come in on a regular basis to do their thing.

“There’s a real value to the pub as well as it helps to create a great atmosphere and means we have more people in the pub on our traditionally more quieter mid-week evenings. They all buy drinks and some members have a bite to eat too which is great.”

Stuart Harris, Manager of The Cross Hands

Benefits of running our group in the pub



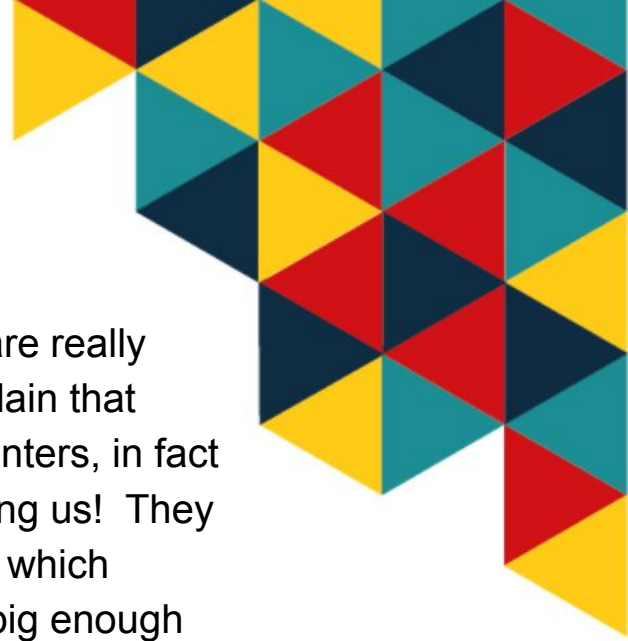
“We came back to The Cross Hands after it was refurbished about ten years ago and one of the reasons we came back is because of the beer! Decent beer was definitely one of the factors. More seriously there’s a good sized function space, which we hire at very favourable rates and they’re very supportive and welcoming which really helps.”

“The affordability of hiring this space enables us to keep our entry fees low so hopefully everyone can afford to come, we never turn anyone away. Our sessions are popular and we often have up to 30 people in attendance which has a positive impact on the bar takings so it works well for us all.”

**Grace Walsh and Tony O'Hare
Folk Around Fishponds**

**Grace Walsh & Tony O'Hare (G&T) from Folk Around Fishponds
who meet regularly at The Cross Hands, Bristol**

Benefits of running our group in the pub



“The team at The Cross Hands are really welcoming and they never complain that we're upsetting the rest of the punters, in fact we've actually had people clapping us! They always reserve the space for us, which makes us feel welcome and it's big enough that you don't feel like you're upsetting people who are eating or anything like that. It's free which really helps and it's accessible as we meet on the ground floor so there are no steps to deal with which is great too.”

“The landlady was very welcoming of the idea of us meeting there. We don't really have money to hire somewhere, so she offered to accommodate us in the back area of the pub for free.”

Nicki Townsend,
one of the founding members of the F'ukes

Fishponds ukulele group, The F'ukes, who meet regularly at The Cross Hands, Bristol

Benefits of welcoming creative groups into your pub

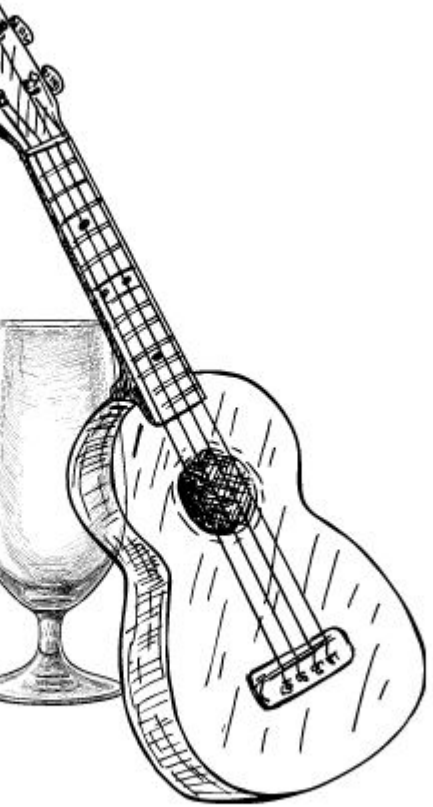
More groups using the space leads to increase in sales of drinks and food on quiet nights

Tips for getting it right

- Make groups feel welcome
- Reserve a suitable space for them
- Offer the space for free or at a low cost to make it affordable
- Promote the groups on posters in the pub and on social media to encourage more participants and other groups to use your space



Read the full case study in the Toolkit



Any Questions?



Welcoming Creativity Toolkit

Bespoke guide for publicans and leaseholders on how to welcome creativity to:

- Reinvigorate your pub following the pandemic
- Further establish your pub as the hub of the community
- Help to expand your customer base
- Create a buzz in your pub during traditionally quieter times
- Activate underused spaces
- Attract positive press

The Toolkit will be available at creative-lives.org and will be sent to you via email 4–6 weeks from today



Welcoming Creativity Toolkit

Including more case studies...

The Louis Armstrong: Dover



- > Expand your customer base
- > Increase revenue on quiet nights
- > Reinvigorate your pub following the pandemic

The Bevy: Brighton



- > Further establish your pub as the hub of the community
- > Building partnerships

Welcoming Creativity Toolkit

Including tools, templates and practical resources such as...

A customisable poster



A window badge



Today we
launch
**Welcoming
Creative
Lives!**





Help us to tailor the toolkit...

5 Multiple choice questions
coming up on screen





Cheers for coming!



Last Orders!

30 minutes extra time to talk about:

- > any ideas you've had during the session
- > support you need to overcome specific challenges
- > any further questions

