



Local Community Services Champions



pub is the hub



LOTTERY FUNDED

www.communitychampions.org.uk

The Local Community Services Champions project

run by Pub is The Hub aims to support pubs that are at the heart of their communities, and to benefit local people through the provision of essential community services and facilities, which in turn may help pubs to become more sustainable and link with local suppliers.

Good licensees can make a very valuable positive contribution to their local communities, and become an inspired central provider of everyday essential services and facilities in rural areas.

Pub is The Hub is looking to encourage hard working licensees to become Local Community Services Champions and support a range of pub-based services and facilities that meet the priorities of the local authority and community, and work hand-in-hand with the pub business.

The Local Community Services Champions programme is supported through the Big Lottery Fund, and aims to help licensees and communities respond to identified local priorities and take actions that will benefit vulnerable groups and individuals, and help to improve the social well-being and health of the local community.



What is a Local Community Services Champion?

A Local Community Services Champion is a licensee who understands the wider community impact of their pub and wants to work with and help improve the range of services provided to the local community, and whose pub can help to meet local priorities, recognising that providing social and community benefits may strengthen the wider role of the pub in the long term.

What are the benefits of getting involved?

Improving licensees' self confidence, awareness and knowledge, and helping them to engage with communities and other organisations, enabling them to diversify and provide a range of 'not for profit' services and facilities that meet the needs of their local community.



Providing significant benefits to the community, particularly the elderly, by increasing social interaction and encouraging people to go out more regularly, meet new friends and widen their social network in order to combat social isolation and loneliness.

Participatory events and activities for older people will be supported that will benefit mental and physical health, and in turn build stronger community links between people of all ages living in small isolated rural communities.

Establishing and providing community services and facilities is a time commitment, but can also be very rewarding, and a way to put something back into the community and meet customers needs.





What are the next steps?

1. In each area, the adviser will work closely with the local authority, licensees and suppliers, to develop a partnership approach, and identify new services and facilities required in the area.
2. A workshop involving licensees, local authorities and other interested parties initiates the process to facilitate the identification of local service priorities, and match these with potential pubs.
3. Where service priorities have been identified, pubs have the capacity, and licensees have the willingness and capability to diversify, then the Local Community Services Champions programme will facilitate the process of delivering improvements to services in each priority area.
4. The adviser will help to ensure that the design and delivery of services can be integrated into the physical environment of the pub, and meet the needs of the local community.



The Local Community Services Champions project supports the valuable 'not for profit' role of pubs, and in doing so helps to realise the great community benefits that good licensees and their pubs can provide.

What kind of training and support is available?

Benefiting from Pub is The Hub's 9 years experience, all training, mentoring and support is provided for licensees as part of the Local Community Services Champions programme.

Training is run locally; involving small informal groups of licensees, and will share ideas and experiences, and explore opportunities for developing new community services and facilities that will help to strengthen the community role of the pub.

Valuable insights will be provided; showing how other rural pubs have successfully provided innovative services and facilities; demonstrating techniques for engaging with the community and understanding their needs; and sharing best practice.

The information can be used to make an immediate difference in your own pub, and advisers will encourage and support licensees to make the changes happen.

There will be an opportunity to step back from the day-to-day running of the pub and take a fresh look at new opportunities that may be available by taking a community-centred approach, and exploring the benefits of developing relationships with local suppliers.

What additional support is available?

Licensees taking part benefit from the support of a Pub is The Hub adviser, who has a strong professional industry background and experience of developing appropriate pub-based services and facilities to meet the needs of rural communities.

The adviser will help identify and target any sources of funding or other resources on behalf of licensees and communities, and assist them when applying for and accessing any local grant support if available.

A website and toolkit with a range of online and printable resources will be available together with a regular newsletter featuring projects, ideas and information from each area.

How do I get involved?

If you are a licensee of a pub in a rural area and you feel that you may be able to provide some much needed community services or facilities with your local authority, please get in touch with us by phone or email and we will arrange for a local adviser to contact you. Our advice is free of charge.



Photo by Frederick Cameron Wilson

Get involved. Contact us now.

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