



business in
community
hands



Our Community Benefit Plan

Our vision is: -

- Create a central focal point for village life.
- To be a catalyst to re-invigorate the sense of community and support local businesses.
- To refurbish the building, making it accessible to all, including the less mobile.
- To restore lost amenities such as the village shop
- To restore the hub of the village with a pub & café that supports the local economy, enhances village life, helps alleviate loneliness and reduces rural isolation.

Due to Covid restrictions, and the unavailability of any suitable venue, much of the consultation has been by Zoom with councillors and other authorities, Facebook and other social media with the villagers and supporters and ultimately, persuading the local postman and making use of existing volunteer distribution operations to distribute questionnaires to all the houses to get as much feedback on a variety of questions seeking out what type of pub everyone would like to have in the village. The questions asked a range of questions from frequency of use, meal offering, other activities (live music etc), other services such as library, café, postal services, social clubs (schools, cycling etc), drop-in centre for single parents and toddler groups as well as sounding out investors, volunteers and support. There is a strong support for a local shop and café which are now part of the Society's plans.

N.B. The full results can be seen in the Business Case.

The local community of Foulden is a small rural agriculturally based village on the edge of the Brecks, in the District of Breckland, and consists of 176 dwellings. The post office and shop closed 25 years ago and the primary school some 50 years ago leaving no other amenity other than the Village Hall (built by the villagers over 40 years ago) and the White Hart Inn. From the data collected from the 2011 census, Foulden and its immediate area is deemed to be the one of the highest areas of deprivation in the country for housing and local services.

Deprived of any regular local transport, the village follows the trend for the area where more than 28% of the households with no adult employment and 40% having only 1 or no forms of transport available. The village age structure shows, out of 430 people in 2011, 26% are over the age of 60: +45% over the age of 55, with 16% below the age of 15. With the withdrawal of local services for young children and families such as Sure Start Centres within the district, there is a growing need for community support particularly for the 6% of households with lone parents with dependant children. Access and support for the 30% of the households with one person with long term health or disability, coupled with an aging village demographic, a village with poor public transport cries out for local support to help invigorate the social wellbeing of the

community which the proposed hub, The White Hart Inn, can be part of.

The planning of the amenities and services that the pub will provide will reflect these different and disparate groups ensuring the pub is at the heart of the community.

The leaflet questionnaire (asking for views, ideas, wishes, and commitment) was sent out twice to ensure a full coverage of the 176 households of the extended village with the purpose of:

- To ascertain the community's potential use of The White Hart Inn in the future (numbers, times, activities, expectations of additional services)
- To understand what the village would require of a Community pub (expectations of additional services and opportunities)
- To explore the levels of interest in Community Funding (social investors)
- To determine further non-financial support (volunteering to assist in running the day to day and provide management support, advice and experience)

The Volunteer Team consists of

- 3 off ex Pub Landlords/Ladies
 - 1 off Accountant
 - 12 off to help in the bar and B&B services
 - 1 off hotel owner (retired) to advise on set up and operational methodologies
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- Use of the local postman & parish Newsletter delivery team, who volunteered to ensure 100% leaflet coverage, which was then followed up by the committee members visiting every house to engage in feedback as well as far as possible in these COVID days to pick up any unreturned completed questionnaires.
 - Results so far, we have received a total of 101 responses representing a return rate of just over 57%. This excludes the responses via Facebook.
 - We made use of Village community newsletters and Facebook to reach beyond the Village to elicit the same feed back as the questionnaire as well as tapping into their experiences & advice of similar projects. Facebook has now over 129 members. A source of support and discussions on what could/would work for a community pub.
 - Open dialogue with The Blue Bell, Stoke Ferry who are very local and are offering advice, support.
 - Protect Pubs & Community Pubs Network are Facebook pages which have offered advice and information during the information gathering phase.
 - The Management committee of 7 people meet weekly (monthly during the winter months) to discuss The Plan via Zoom. 2 members are also Parish Councillors.
 - Foulden Tweets – an email-based format which distributes news and information but also

receives support and advice from the subscribers.

- The Society is now regularly invited to the Parish Council who have indicated support for the Plan and have been invited to request financial support to help with initial admin and survey costs.
- The 2011 census was analysis for the village and the surrounding district as well as government surveys of wealth and deprivation, education and employment, access to services and public transport, age & disability.
- We have used Norfolk Insight: a locality-focused information system providing data and analysis for neighbourhoods in Norfolk and Waveney. It provides up-to-date knowledge of local communities and the evidence-base needed to make better informed decisions to improve services and localities.
- Norfolk County Council: demography and information contained in the following document: <https://csapps.norfolk.gov.uk/csshared/ecourier2/fileoutput.asp?id=11260>
- [Breckland](#) Council: An analysis report that features and provides In Depth Demographic Analysis of Forest. The report is broken down into categories based on Breckland Councils corporate priorities which are: - Your Health and Wellbeing - Your Opportunity - Your Place - Our Services Corporate Priority - Your Health & Wellbeing This section presents information about the community in Forest Ward. It covers the demographic information about the local population, and local health and socioeconomic factors.
- The Society has had discussions with the owners of the Common (a rich biodiverse pingo environment) to sympathetically open it up more for visitors, bird watchers and ramblers. The owner is also the Parish Council chairman
- Local businesses (Project Management, Plumbing, and others) helped with printing and initial admin costs, leaflets, posters & banners.
- Future and planned consultation are with
- National Trust in association with Oxborough hall
- Breckland Brisk Walkers to use the Inn as a information/meeting point
 - Munford Group offer walks on Mondays.
 - Swaffham Group offer walks on Wednesdays and Sundays.
 - Watton Group offer walks on Tuesdays and Thursdays.
 - Weeting group offer walks on Tuesdays.
 - Local doctor's surgeries to provide health advice and similar surgeries.

Core Themes

- **Create a central focal point for village life**
- Reducing social isolation
- Improving health and wellbeing
- Enabling greater community cohesion

- **To be a catalyst to re-invigorate the sense of community and support local businesses**
- Increasing employability
- Creating better access to basic services
- Fostering greater community pride and empowerment
- Re-introducing lost services

- **To refurbish the building, making it accessible to all, including the less mobile.**
- Creating better access to basic services
- Reducing social isolation by reaching out to the disabled and young families.

- **To restore lost amenities such as the village shop**
- Creating better access to basic services
- Reducing social isolation
- Increasing employability
- Re-introducing lost services

- **To restore the hub of the village with a pub & café that supports the local economy, enhances village life, helps alleviate loneliness and reduces rural isolation**

- The Open Arms Report: The Role of Pubs in Tackling Loneliness (2021) confirms the importance of pubs being inclusive: “Pubs must feel inclusive and welcoming. Across the research, the most prominent examples of pubs playing a social role in their local communities tended to be those that catered to a range of customers and made people feel welcome and valued. They need to bring people together so people can socialise across age groups, and other social differences. Some of the most successful community pubs do this with real purpose running a diverse set of their own activities as well as being a place for the community to connect.”

- We will be fostering greater community pride and empowerment.
- Improving the local environment.
- Provide employment and training for young people from the village.
- Providing a place to meet in a safe daytime venue.
- Whilst the plan is not to open every day initially, the White Hart will be available for groups to meet during the day. It is envisaged that toddler groups, outreach charities and the like will provide services for the village in more convivial surroundings than perhaps the Village Hall can provide.
- To provide a takeaway service from the kitchens to reach the least mobile who would still

like to benefit from the Pub's presence.

- To provide work, apprenticeship and volunteering opportunities for younger members of the community both in the hospitality and social services.

The overall timeframe and implementation plan

1. **Spring 2021:** **Community Share Issue**
2. **August 2021:** **Purchase the pub**
3. **February 2022:** **Refurbishment of pub and
Installation of all fixtures and fittings and equipment**
4. **March 2022:** **Open the pub with basic facilities**
5. **April 2022:** **Continue to roll out all additional services**

Besides the Pub/Restaurant activities, the planned extension of services to benefit the Community

1. **Hosted Hub & Services**
2. **Drop In Café**
3. **Pathways into Employment**
4. **Accessible Activities, Facilities & Services**

1. Hosted Hub & Services

1. Post Office
2. Parcel Collection Centre
3. Essentials Shop Counter
4. Tourist Info Centre
5. Book Exchange
6. Informal Business orientated meeting space with WiFi

- Facilitate access to essential services and not pub services especially for the older, less mobile, isolated people.
- A café that supports the local economy & businesses, enhances village life, helps alleviate loneliness and reduces rural isolation. Providing an informal meeting spaces for volunteer and business groups.

- Introduce an “essentials counter” selling basic foodstuffs, stamps, confectionery & newspapers.
- Provide a book lending/library and an early learning meeting point for young mothers and families.
- Provide a regular venue for social clubs such as bridge, photographic, ramblers, history society, providing entertainment, fellowship and learning.
- Provide a regular art venue for the local artists.

TARGET GROUPS:

Local residents, visitors & tourists, trades people, self-employed people, local businesspeople

DESIRED OUTCOMES

Enabling greater community cohesion

Reducing social isolation

Improving health and wellbeing

Increasing employability

Creating better access to basic services

Improving the local environment and

Fostering greater community pride and empowerment

OTHER:

- The local community, through shared ownership, will own the building in perpetuity which they can use and fashion for their use and benefit.
- Local people will feel committed to the facilities offered by the pub and involved in its success.
- The pub will provide a centre for young & old to meet; to connect and break loneliness barriers and provide support to individuals in need.
- The pub will replace lost services in the village.
- It will support local business and provide opportunities for our volunteer groups.
- The Open Arms Report (2021) states: “Pubs are places that have an important social function in providing a space for different forms and levels of social interaction, including offering the opportunity to make new friendships. Going to a pub, particularly for older respondents, is not necessarily about drinking alcohol, but to have a hot drink or meal out.”

2. Drop In Café & Essential Shopping

1. A social hub for locals, volunteers and visitors

2. A meeting place for young people and families
 3. Home delivery of meals and essential shopping
 4. Dementia Café
 5. Low Cost Lunches and Suppers
- With the ethos that the White Hart Inn is for the benefit of the village, part of the activity of the pub will be to run a café outside normal opening hours for the serving of alcohol. It will continue to provide a meeting place where the young to the old can meet enjoying each other's company and support, so continuing the objective to reinvigorate the community spirit.
 - The café, with support from Alzheimer's Society, will operate as a weekly/monthly dementia café. The support of the senior members of the community during the day is paramount as there are no existing structures in place.
 - To support the elderly pensioners' lunches and the like will be provided either within or delivered around the village as the demand requires.
 - To maintain an "essentials" shop (bread, milk, eggs, fresh veg, newspapers,) managed by volunteers for in particular single parents with dependent children, the less mobile or people without transport. Once established, additional services such as post-office support (parcel pickup and delivery, stamps) will be introduced to improve the viability of the shop operation. The shop, besides providing work experience, apprenticeship, and volunteering opportunities for all members of the community there will be an element of the operation open for some entrepreneurial management to reflect the demands of the village.

TARGET GROUPS

- Older people, especially those with disabilities and/or no transport
- People on reduced income
- Everyone in the village as well as visitors and tourists

DESIRED OUTCOMES:

Enabling greater community cohesion

Reducing social isolation

Improving health and wellbeing

Increasing employability

Creating better access to basic services

OTHER:

- A safe place to meet providing a centre for young & old to meet; to connect and break loneliness barriers and provide support to those in need.
 - To provide a source of basics for a rural community which can feel to be remote when the weather is bad so giving comfort and reassurance to all, not just the elderly.
 - Provide a centre to extend similar services on a trusted framework.
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3. Pathways into Employment

1. Apprenticeship Scheme
2. Work experience placements for college students or school pupils (+16)
3. Volunteer opportunities
4. Norfolk Return to Work Scheme
5. Access to free WiFi and home office space

- As a venue to encourage volunteering and support charitable work as well as providing a skill learning environment
- Initially the pub will be reliant of volunteers to help run the services the daily/weekly tasks of the operation. This will provide an opportunity for those in the village to use their present or past vocations to serve the community, such as catering, food service, befriending & counselling,
- It will be a point of service to provide work experience in school holidays and apprenticeship opportunities for the young people in the village, primarily in food catering and management.
- Young people will be encouraged to apply and work in the Pub so enhancing their social and life skills, working in the bar, kitchen and maintenance tasks, work shadowing with experience volunteers.
- The garden and other areas will allow for a small allotment area to encourage children and others to get involved in creating a sensory garden or in life skills growing produce for the kitchen.
- The café, shop and other services will provide opportunities to learn customer service and organisational skills for the youngsters as they start to leave full time education.

TARGET GROUPS

- School leavers

- 16+ children with career choice development
- Ex-offenders (who are accommodated in halfway housing in the village)
- Volunteers of all ages
- Unemployed work experience or opportunities.

DESIRED OUTCOMES:

Enabling greater community cohesion

Reducing social isolation

Improving health and wellbeing

Increasing employability

Creating better access to basic services

Fostering greater community pride and empowerment

OTHER:

- Provide a learning centre for the young or people returning to employment; an apprenticeship or work experience venue.
- Provide a space for those volunteering and working to develop a sense of ownership & responsibility and association with their community through working with and alongside others.
- In time to look at developing opportunities for disabled or less active/mobile of the community to add value to the community wellbeing.

4. Accessible Activities, Facilities & Services

- Once the pub has been modernised to allow for safe access to the various entrances and there is room for the least mobile visitors, the Hub will work with local agencies like West Norfolk MIND at the Merle Body Centre and the GP surgeries to provide training and contact so the Hub can develop into a local point of information and give support with mindfulness and wellbeing, as well as other stress related issues.
- Staff will be trained in First Aid and special training to use the Village's defibrillator so being a local centre of expertise for the village.
- As part of the work to upgrade the premises, a hearing loop will be installed. Signage and literature/menus will be available for people with sight impairment, so that people can move freely throughout the building.
- The menu and food services will not deter but actively encourage people with special dietary requirements.

- There is a demand from the Village, as output of the surveys, for the Hub to provide Health clinics. Discussions are planned with the local health providers and doctors' surgeries to investigate the extent of the available and frequency of the services on offer. As a minimum, information and contact details will be available for the villagers to gain access to.
- The Hub will be a planned stop off/meeting point for ramblers and cyclists so space will be set aside for bike storage and cleaning facilities. The foyer will be set up as an information centre for walks, cycle routes, neighbouring events and sites of interest, with maps and literature, linking in with local points of interest such as Oxborough Hall

TARGET GROUPS:

- People experiencing loneliness, isolation and mental health issues.
- Mental health support groups e.g. West Norfolk MIND
- Health training and learning – community support workers
- Specialise visitors – doctors, health workers etc who will all help to support all these elements of the village community.

OUTCOMES:

Enabling greater community cohesion

Reducing social isolation

Improving health and wellbeing

Creating better access to basic services

Fostering greater community pride and empowerment

OTHER:

- The Hub provides help and support for the proportion of local residents and people identified in the census: less mobile, older people dependant on external services which now can be brought closer to the point of use.
- We will extend the support and offer the facilities to visitors who will be reassured and receive local support whilst visiting the area.