

Appendix Two

Cross Keys Village Shop, Grasby, Lincolnshire, East Midlands

APPLICANT AND BACKGROUND

Valuable local service

Wayne Clayton has been tenant of Punch at the Cross Keys for a little over 1 year, and wanted to put something back into the local area. There is no shop in Grasby and the villagers, the Parish Council and local authorities gave strong support for the development of the new shop.

The Cross Keys is situated on the edge of the rural village of Grasby between Caistor and Brigg. This project brings a valuable local service to the village and the outlying rural community, who currently have to travel 3-5 miles to the nearest shop, and greatly strengthens the community role of the pub.

The pub is very visible on the roadside and easily accessible to the village, and therefore has the benefit of passing traffic as well as support from the village.

PROJECT SUMMARY

The project has created a village shop in an unused existing outbuilding that adjoins the main road, the pub and the car parking area.

Mr Clayton has carried out a complete refurbishment of what was a dilapidated building. This required removal of an internal wall, laying a completely new floor and covering and adapting the existing door for shop purposes. The walls were dry lined, impressive lighting has been installed, together with a new shop counter, which incorporates both credit card PIN reading and bar code reading facilities.

Externally, with the help of Batemans Brewery the shop has very visible and impressive signing. This was quite a complex project, which was completed within a short timescale, and professionally project managed by a building contractor.

OUTCOMES

The Cross Keys

This project has produced a superb small local shop, which is ideal to attract both village and passing trade on a busy main road. This project fulfils the sustainability ideal, and the village now has a local shop next to the pub to suit their everyday needs.

Trading seven days a week, the shop has great support from the local community, and actively supports local farmers at the same time by selling their produce, together with general provisions.



The project has also created part time jobs. Mr Clayton is relatively new to the property and has worked hard at winning over the hearts and minds of villagers. He has got support from the Parish Council and from people using the pub, and his determination and enthusiasm for the project will make it succeed.

The shop also received support from West Lindsey District Council, who granted planning permission for the project, and the full support of Punch Taverns, the pub owners. The project has created local employment opportunities, with two part-time jobs created.

LESSONS TO LEARN

Cross Keys Village Shop

- Enthusiastic tenant who consulted early with Pub is the Hub and acted on advice given quickly and positively.
- A supportive owner in Punch Taverns who have realised the benefits of creating a village shop in this rural pub.
- Local authorities who supported the scheme and its sustainability aims and proceeded with the necessary speed.
- Enthusiastic village support, including Parish Council
- The enthusiasm and vision of a relatively new licensee was vital to the success of the project
- Completed within a short timescale, largely due to professional project management



PROJECT CAPITAL COSTS (EXCLUDING VAT)

- Total project capital costs £16,749.00
- Applicant contribution £6,749.00
- East Midlands Development Agency grant contribution £10,000.00