

COMMUNITY ENGAGEMENT PLAN

BROCKWEIR INN COMMUNITY
BENEFIT SOCIETY LIMITED

FCA Registration number 9278



Table of Contents

Community Engagement Plan for the Brockweir Pub	3
Phase 1 – Initial consultations and conversations	4
March to August 2024	4
Phase 2 - Buying the pub, renovating and creating a community hub.....	7
August 2024 to August 2025	7
Phase 3 - Running the Brockweir Inn.....	10
August 2025 onward	10
Governance.....	13
<i>Section Two : How we have met the aims of our Community Engagement Plan to date (or so far).....</i>	14
<i>Appendix One</i>	16
<i>Appendix Two</i>	19
Report of the Focus Group Meetings	19

Community Engagement Plan for the Brockweir Pub

The Brockweir Inn Community Benefit Society's (BICBS) aim is to bring the pub into community ownership and to return it to its position at the centre of community life. Our pub is a hub that can anchor the community together, increases social resilience and community cohesion. To ensure that all the community has an opportunity to contribute to the project and the project plan reflects the views of all the community, we need to ensure that our community engagement and participation is comprehensive and effective.

This plan sets out how we will engage with the community during the three phases of our project:

- Phase 1: Consultations, conversations, and gauging community support.
- Phase 2: Buying the pub, renovating and creating a community hub.
- Phase 3: Running the Brockweir Inn

For each phase we will identify target groups, key activities, and outcomes, as well as timings. We will also explain how we will monitor the success of our engagement with the community, and the governance and reporting that will be put in place.

This plan will cover the next 18 months. It is a dynamic document, and we intend to adjust our plans in the light of what we learn along the way in order to maximise the positive impact the project can have on community life. Our communication with our community is a key part of the 'Saving the Brock' process.

Phase 1 – Initial consultations and conversations

March to August 2024

Phase 1 is about informing, listening and collecting the widest possible range of community voices to ensure the plan we have for the pub reflects the needs of the community it will serve. We will create multiple ways to communicate with the community including creating a website, and Facebook page. We will need to ensure that we provide opportunity and enable the harder to reach groups to have their say, to make sure as many people as possible feed into the plans we have for the pub. We will then collate and review the feedback.

As well as gauging the level of interest and support in the project, it will also be important to test the appetite for investment and ask people to pledge their support to the share offer. In June 2024 will launch the community share offer and then we will ask people to buy shares.

Consultation Target Groups:

Residents living in Brockweir and Hewelsfield

Residents of surrounding communities

Local businesses and contractors

Visitors from further afield

Existing community assets/hubs including Mackenzie Hall, Moravian Church, Village Shop & Cafe

Existing community groups e.g. History Society, Garden Club etc.

Non-traditional users of the pub/people who did not use the pub before

People working from home who may be isolated

People living on their own who may be isolated

Retired people

People with limited mobility

Immediate neighbours to the pub

Previous pub goers

Key Messages:

‘Save our pub’ and bring it into community ownership

Pledge and then buy community shares to help buy the pub

Help us to make our pub a great place for everyone

Communication Channels:

- Community meetings
- Events
- Village Newsletters
- E-updates and email
- Website
- Focus Group Meetings
- WhatsApp groups including Brockweir Social for previous pub goers
- Local Village News

Key Activities:

Listening:

- Round table conversations with representatives of other community groups.
- Collaborative events with the Mackenzie Hall.
- Engagement with local businesses.
- Engage with local festivals and events by have a stand.
- Focus group sessions to engage people who have not attended previous public meetings.
- Creation of a questionnaire to gather opinions and ideas for ensuring the pub serves the community.

Disseminating

- Public meetings to keep the community informed of progress and to gauge how sentiment towards the project support for community ownership of the pub develops over time.
- Creation of website with information about the project, news, events and activities as well as information about how to get in touch and a sign-up for updates.
- Regular updates informing the community what is happening via email, social media channels, community news publication and printed newsletters in key locations.
- A Facebook page will be created and publicised.
- Provide on WhatsApp groups.

Promoting

- A request for people to pledge purchase of pub shares to test the market and interest for a community share offer publicised through public meetings, newsletter updates and local Village News.
- Community Share Offer launch event and a public meeting launch meeting to publicise and inform people of the share offer. The Share Offer will be promoted via social media, newsletters, website, and press releases to the local press. Drop-in sessions will be publicised where people can come and ask questions, and the shares can be promoted. We will also seek to engage a network of outreach people to connect with nearby communities.
- People who pledged share will be emailed to thank them and tell them about share launch
- Asking local businesses to become sponsors of the project
- Fundraising activities, mainly organised by members and groups in the community in support of the project.

Outcome/Benefit:

A community that feels included and well informed.

Project plans and actions that reflect the communities needs and wants

Ensure the pub, when it opens, addresses the needs of the community it serves.

As many people as possible involved in the project

Monitoring

- ✓ We will document feedback from the questionnaire, public meetings and focus groups. This will be done by collating the responses and discussing them at the S/G meetings. The feedback points will be appraised on their merit, cost, time to complete and usefulness. They will then be incorporated into plans.
- ✓ We will document attendance to all events, including fundraising activities to monitor public support.
- ✓ We will keep checking with a range of individuals in the community to test if they feel they are receiving sufficient feedback on the project, and react if this is not the case

Timings

The public meetings, questionnaires and focus group meetings in Phase One should be completed by the end of May 2024 to enable the feedback from the activities to feed into the Business Plan in mid May and grant applications in early June.

Communication in May to June 2024 will concentrate on the share launch and the grant applications June 2024.

We anticipate the end of Phase one in August.

Phase 2 - Buying the pub, renovating and creating a community hub

August 2024 to August 2025

Once we have secured community ownership of the pub, we will bring the community together to celebrate. There will be launch events to celebrate this important milestone of the project. We will then begin the building renovation, returning it to a functioning pub and community hub.

Building on all the feedback ideas gathered and the relationships built in phase in Phase 1, the BICBS community engagement will focus on enabling people to get involved in the refurbishment in a number of ways. We will have a list of people who wish to volunteer from the phase one questionnaire results and a list a skilled/experienced people. Several sub-groups will be created to be responsible for different aspects of the renovation and the development of the pub and community hub. Each sub-committee will be led by a Steering Group member or volunteer that has the relevant skills and knowledge. People who have identified that will be interested in this area through the questionnaire will be contacted. Also details of the sub-group will be advertised through the website and newsletters so other people can volunteer. We aim to have sub groups members that reflect the diversity of our community and that offer a range of different skills, knowledge, and opinions. As an example in the community garden sub-group we would contact people who offered garden skills in the questionnaire, we would attend a Brockweir Garden Club meeting to invite members and post up a message detailing information about the garden sub-group on the website and in newsletters. People will be able to choose if they want to help in one volunteering session, a few sessions or be involved in the sub-group in a more involved way. Through the sub-groups and working parties we will also be aiming to develop skills and build community cohesion and resilience. We anticipate jobs such as painting, decorating, gardening, and garden designing.

We will also developed more structured opportunities for volunteers to get involved with the project. We plan to create opportunities for people of all ages to learn new skills, including heritage crafts. We plan to do this by identifying the key areas like wall building, create dates when we will run taster sessions with the experts to give people experience of the skill.

Building on the relationships we created in phase one with local businesses we will be asking for sponsorship and support in this phase of the project.

Volunteer Target Groups:

Residents living in Brockweir and Hewelsfield

Residents of surrounding communities

Shareholders

Community groups

Young people from Brockweir and Hewelsfield and surrounding communities

Brockweir Youth Club

Unemployed people

Previous pub goers

Questionnaire respondents

Key Messages:

Help build our pub

Volunteer to help make this a great pub

Support our heritage and help shape our story

Communication Channels:

- Website
- E-updates
- Village newsletter
- Volunteer events
- Attending local community group meetings e.g. Garden Club, Youth Club
- WhatsApp groups including Brockweir Social for previous pub goers

Key Activities

- Launch events to bring the community together to celebrate - the community purchasing the Brockweir Inn is an important milestone in the history of the village. During this phase it will be important to set aside time to celebrate what the community has achieved. This will involve community barbeques, afternoon teas and informal events where the focus is to socialise and celebrate each other rather than working on tasks.
- Telling our story - volunteers will be offered the opportunity to get involved in co-curating a community exhibition to be permanently displayed in the pub. We are seeking to work with artists in developing artwork based around reimagining past life in Brockweir in addition to building on existing historic photographs and the history of the village and of the Brockweir Inn, which dates to 1793 as a public house.
- While much of the building work requires specialists, there will be plenty of opportunities for people to get involved in the renovation of the pub through tasks that don't require specific skills. A programme of volunteering opportunities will be put together once the building plan is established with the contractors and other key partners.
- Sub-groups will be formed to involve the community in developing key areas of the pub e.g. developing the beer garden and car park with a focus on well-being and biodiversity.
- Shareholders specific activities as part of the community share offer to incentivise being a shareholder e.g. early access to see the pub once we have bought it, a shareholder celebration event to celebrate buying the pub.
- We will ensure all volunteering activities are inclusive by asking each volunteer whether they have any specific needs, we can address barriers and find ways to make it work.

Outcome/Benefit:

Engage with young people in the community to develop skills and increase employability.

Foster sense of pride in what the community can achieve.

Improve mental health and wellbeing.

Reduce social isolation through group tasks/working.

Enabling greater community cohesion.

There will be relaxing area and more seating space create by the establishment of the community garden.

People will be better informed about Brockweir's history through the community heritage exhibition.

People will have been involved in a range of inclusive activities

People will feel part of the group/project where they can make friends and make contacts.

Monitoring

- ✓ We will keep track of volunteering hours and ask volunteers to fill in feedback forms via follow-up-email and handing out paper based forms at events
- ✓ We will record the number of people/volunteers involved.
- ✓ We will use wellbeing charts to monitor the difference taking part in activities makes to individuals at the beginning and end of events.
- ✓ The various events will be documented in writing and with photographs.
- ✓ An end of phase report will be produced showing all the activities that have taken place.

Timings

This phase will run from August 2024 to August 2025

Phase 3 - Running the Brockweir Inn

August 2025 onward

Having completed the renovation, the Brockweir Inn will be open for business. The manager (tenant) will be in place and running the pub. It is in the community interest to have a thriving pub, and therefore the BICBS's role will change to promoting pub events and encouraging people to keep coming to the pub, bringing life, culture and money into the community. To that end the BICBS will continue to support and promote the pub, promoting activities and events, whilst monitoring and feeding back on the main impact to the community.

The pub will be a place to socialise and spend time together. Most people when asked why it is important to have the pub in the village, have said that it is the informal socialising with people that they have missed the most. The Brockweir Inn will be where you meet old friends as well as newcomers and visitors.

The BICBS and tenant will identify and develop opportunities for increasing business and footfall in the pub. For example the Moravian Church, which is located close to the pub, would be an ideal venue for music and theatre events and the pub could provide food and drink. These kind of partnership events could be developed and marketed by BICBS going forward.

Also the pub can offer additional services to other community hubs like the Moravian Church who are aiming to hold LGBT+ weddings in the future. The pub could offer food and drink packages for the wedding parties and this will be explored by BICBS.

BICBS will communicate with its shareholders, promoting events and activities in the pub to encourage them to use the pub as much as possible. Also the BICBS will ensure that the wider community is informed if there are further share launches, to ensure the membership of the BICBS is renewed and continues.

Once the pub is operational there may be opportunities to provide work experience and employ local people. The BICBS and tenant will explore these possibilities and develop them going forward.

Marketing and Promotion Target Group:

Pub users and previous pub goers
Residents living in Brockweir and Hewelsfield
Residents of surrounding communities
Community groups
Local young people
People living alone and/or isolated
BICBS Shareholders
Other community hubs like Moravian Church e.g. LGBT+ weddings

Key Messages:

Use our fantastic community pub
Come back to the pub
Support events, clubs and activities in the pub

Communication Channels:

- Shareholder updates
- Posters
- Website, Facebooks posts
- Village News
- Local news, TV, Radio
- Church networks
- WhatsApp groups including Brockweir Social for previous pub goers

Key Activities:

- People who have bought shares (shareholders) will receive a planned series of updates and information aimed at engaging them in the pub.
- The creation of the community hub - A multi-purpose, accessible community space which can facilitate meetings, community support offers, crafts and other activities run by community groups and individuals.
- Together with the future tenant, the management team will explore regular events such as discounted lunches.
- Events such as music nights, quizzes, talks and games nights that will bring the community together.
- The pub will offer employment, particularly to young people in the area, providing them transferable skills and confidence.
- The BICBS will manage membership over the long term to ensure newcomers can buy into the society as others move on.
- Public meetings will continue to be held for major updates and milestones.
- Explore partnership opportunities with other local community groups

Outcome/Benefit:

The pub will be a thriving community asset

More people will use the pub

The pub will be a friendly and comfortable venue for people to use

The pub will fosters community cohesion and resilience

Improve mental health and wellbeing and reducing social isolation

Keep the community informed of pub activities and events

Develop skills and increase employability of local people through work experience

Monitoring

- ✓ A booking system will monitor the use of the community space and which activities are offered.
- ✓ Feedback forms will be given to large booking e.g. wedding parties.

- ✓ Regular meetings between the CBS Management Team and the tenant will enable monitoring of success of activities as well as the potential for identifying new offers and activities as the pub and community develops. The data will be collected and described in quarterly reports to the Management Team and shareholders.

Governance

The BICBS governance framework will seek to serve four specific stakeholder groups:

- Investor community
- Local residents
- Tenants of the pub
- Interested third parties including community groups local service providers and suppliers

There will also be scheduled BICBS events throughout the year:

- Quarterly Performance Update Meetings - these will be held between the BICBS Management Committee and the tenant(s), with additional invitee's dependent on the agenda and topics of discussion. The meeting will be fully minuted and focus on financial performance and milestones set out in the business plan. The meeting will also include an assessment of the tenants' ability to serve the community and review planned activities and events for the next quarter. Updates from the meeting will be shared with the community through a newsletter.
- Annual General Meeting - led by the Management Team with the tenant and shareholders in attendance, with all local residents being invited. The meeting will include a detailed appraisal of the annual report and accounts as well as an update on planned activities and events for the forthcoming year. Decisions by the Management Team will be held at this meeting by simple vote of the shareholders. The meeting will be fully minuted and highlights shared through a newsletter and the Parish magazine.
- Annual Partner Meeting - Our aim is to work collaboratively with other community venues such as the Mackenzie Hall and Village Shop to ensure that we support, rather than compete with, each other. A calendar of events and potential for working together to deliver events and activities will be discussed at the meeting. It will also be important to look back to learn and improve. It will also be an opportunity to review offers from potential and existing local suppliers, The meeting will provide an opportunity for community ventures and groups to network. It will not be minuted, but highlights will be shared in a newsletter.
- Planned regular meetings with the tenant and the Management committee

The CBS will continue to engagement with the community through our established communication channels, including website updates and updates in the parish magazine.

Section Two : How we have met the aims of our Community Engagement Plan to date (or so far)

Phase One – How we engaged with the community

A table of Phase One interaction can be seen in Appendix One

- We have created a website with information about the project, news, events and activities. The website has an easy mechanism to use to get people to sign-up to get updates straight to subscribers in-box.
- A Facebook page has been created called 'Save the Brockweir Inn'. The page carries weekly updates from the Steering Group alongside opportunities to get involved and publicity for events and activities. The Facebook page is shared with other relevant groups in the area such as Brockweir, Hewelsfield & St Briavels, Brockweir Village Shop and Café, Mackenzie Hall Brockweir etc.
- We have created a WhatsApp group. The same information on the group is shared via several WhatsApp groups that already exist, one of them being Brockweir Social, which was set up following the closure of the pub in order for members of the community to keep in touch. The group currently has 93 members.
- A weekly newsletter is sent out to people who have registered for it with 460 subscribers. People can subscribe to it via the website.
- The newsletter as well as posters for events and activities are posted on public notice boards in the village and key locations.
- An update on the project and ways to get in touch is published in the monthly Parish Magazine for Hewelsfield and Brockweir Parish.
- A public meeting to capture the general support of the public was held on the 05th of March 2024. 85 people attended, and a vote showed 100% of attendees in support of investigating solutions for community ownership of the Brockweir Inn.
- A questionnaire to gauge the level of community support and potential use of the pub received 531 individual submissions. The questionnaire also gave us invaluable insight into how people would like to see the pub used for and how they could be involved.
- A second public meeting was held on the 28th of March 2024 to inform about the results of the survey and inform about next steps, which was attended by 120 members of the community.
- Two focus group sessions were held on the 1st and 4th of May to engage with people who do not necessarily use the pub or those who do not wish to attend large, public meetings (see appendix two)
- Meetings have been held with the following community groups :

- Village shop
 - Mackenzie Hall
 - Moravian church
 - Parish Grasslands Project
 - Youth Club
 - Garden Society
 - History Society
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- A pledge survey was run between the 28th of March and 26th of April 2024, resulting in people pledging almost £300,000 in shares towards the project.
 - Emailed pledgers to thank them for their pledge support. Gave info about share launch and provided early access for them to buy shares.

Appendix One

Details of how we have communicated

Date	Venue	Invites	No. Attending	Reason	Outcomes		
					Outcomes	Outcomes	Outcomes
05/03/2024	Mac Hall	open to all	70	To garner community support and inform of opportunity to seeking funding to community purchase of pub	Outcomes		
05/03/2024	Online form	open to all	500?	Questionnaire to ask for feedback on project and ask for support with project	Ask for people to volunteer skills/time to project	Ask if people would be willing to buy shares	
18/03/2024	Adam's House	other village community group reps	5	To ensure other community groups know of community bid for pub and to seek support	Email of support from community groups		
28/03/2024	Mac Hall	open to all	100	To update community of questionnaire responses and seek additional people for S/G	Ask for people to take additional roles in steering group	Ask for donations	Ask for pledges
30/03/2024	Emailed newsletter	opted in	384	Report on what was discussed and agreed at Village Meeting (28/3/24). Thank you for offers of support. Advertise how people can pledge. Reiterated socials details. Encouraged fundraising ideas.	Confirm what community has agreed	Ask for pledges	
06/04/2024	Emailed newsletter	opted in	384	Confirmed additions to Steering Group. Confirm number of share pledges to date. Advertise dates of fundraising events. Inform all of upcoming focus group meetings. Ask for peoples memories and stories of Brock and asked for photos.	Ask for photos of Brock Inn and people to share stories of pub	Keep people involved	

Date	Venue	Invites	No. Attending	Reason	Outcomes
14/04/2024		emailed newsletter opted in	384	David Rodney joined S/G. Pledge update £175000. Update on fundraising events. Ask for peoples memories and stories of Brock and asked for photos.	Encourage people to pledge shares Reminding people fundraising event dates Ask for photos of Brock Inn and people to share stories of pub
23/04/2024		emailed newsletter opted in	384	Pledge deadline. CBS registered and bank account opened. Formal docs in process. Ask for peoples memories and stories of Brock and asked for photos. Website address and up soon.	Encourage people to pledge shares - Deadline soon (26/4/2024) Formal group formation - confidence and professional Ask for photos of Brock Inn and people to share stories of pub
01/05/2024	Village News - Parish magazine	subscribed	468	General update on projet so far	Inform community Provide contact details
01/05/2024	Reading Room	Invited	11	Focus Group Meeting for hard to reach people to discuss how pub can be community hub	Ideas on community activities pub can run Feedback on areas of concern with the projet Include people not already involved in project
04/05/2024	Reading Room	invited	6	Focus Group Meeting for hard to reach people to discuss how pub can be community hub	Ideas on community activities pub can run Feedback on areas of concern with the projet Include people not already involved in project

Date	Venue	Invites	No. Attending	Reason	Outcomes		
07/05/2024	Emailed newsletter	subscribed	384	Promote the Share Lunch Party on 1st of June	Promote Share lunch and event	Encourage people to buy shares	Keep people enthused about project
12/05/2024	Emailed newsletter	subscribed	384	Update on the project - Plunkett Foundation awarded Advance Support package to project; Andy Plummer joined the Steering Group as treasurer	Keep people informed	Keep people enthused about project	

Appendix Two

Report of the Focus Group Meetings

Focus Group Meetings

We held two focus group meetings on the Wednesday the 1st of May at 7pm and on Saturday the 4th of May at 11am in the Reading Room of the Moravian church, close to the Brockweir pub.

Background

Despite having two public meetings previously that were well attended, we were conscious that there would have people who had not attended the public meetings. We were also aware that there were people in the village who were not part of the 'pub crowd' and thought that a community pub offered nothing for them. The focus group meetings were designed to talk to these people.

Communication

We gave much thought to how we could communicate with our 'audience'. Posters and social media broadcasts would bring the 'pub crowd' to the meeting, who had already interacted with us through the public meetings, discussions and the questionnaire. So we decided to spread the invite to the focus group meetings through two key people in the community, using their networks. MH is very involved the church, and has lived in the lower village many decades and LS is the Parish Council clerk and has a wide group of friends and colleagues in the village. We spoke to them about who we were trying to get to the focus group meetings and why. We briefed them on when the meetings would be and gave them some postcard sized invites we have prepared.

Structure of the Focus Group sessions

- | | |
|---------|--|
| 5mins | Welcome and update on what's happening with pub and CBS plan and time frame |
| 5 mins | The importance of the pub being a community hub again but better |
| 20mins | Interactive look at concerns and benefits of the pub with post-it notes – A long roll of paper was stuck on the wall with one end titled 'Possible Benefits' were pictures of a range of activities that could be provided in the pub including desk top games, knitting groups, history groups, lunch group, Whist drives were stuck on the other end of the paper was titles 'Possible Concern' We asked people to use their post-it notes to add groups or activities that they would like to see in the pub and to write on any concerns they had. Smaller stickers were available so people could then 'vote' on what they thought were the best ideas or concerns. |
| 10 mins | Talk through/explore peoples choices of what they would like – drilling down on the ideas to find out ideal frequency of activities, space requirements, food offering?, quiet space, noisy space, so we really understand what it is they want. |

5 mins Positive wrap up of meeting, letting them know what will happen next and how to get in contact.

Focus Group Meeting 1 – Wednesday 1st of May at 7pm

11 people attended the meeting

After initial concerns/At the start of the meeting people expressed concern that if the pub was to offer more than drinking it would take business away from the other resources in the village e.g. Village Hall, Village Shop and Café, Church and church groups. We were very clear that it was not our intention and in fact we were eager to work with the other to develop ideas. The group were very engaged and posted a number of ideas and there was a lot of discussion on each of the small tables there were seated at.

Ideas:

- Repair Club (most popular)
- Book club
- Water/toilet access for walkers passing the pub. Drinking fountain outside of pub (most popular) Serving hatch/food window
- Walking club with social base
- Darts and dart team (most popular)
- An area for dogs but not all of pub
- Evening meal take-away
- Sunday lunches (most popular)
- Craft clubs
- New name for pub
- Folk music evenings
- National themed nights

Concerns:

- Not clashing with other activities/events
- Opening hours, licence hours, closing time (most popular)
- Are the questionnaire a true representation of the village? (most popular)
- What happens if it fails as a pub?
- Parking for the pub (most popular)
- Sewage and electricity issues

While talking through the feedback the group picked up on the questionnaire results conducted in March not being representative of their views, so we offered to re-open the questionnaire form to ensure they could add their feedback to the questionnaire results.

10 of the 11 attendees put their email addresses down to receive emailed updates from the CBS.

Memorable quotes:

‘The pub isn’t just about drink.’

MH who attended the meeting said ‘Everyone here feels they have been included in the pub discussion.’

Following the meeting we received follow on ideas from a number of the attendees and they have been added to the list above.

Focus Group Meeting 2 – Saturday 4th of May at 11am

6 people attended, although one of those attended before the meeting to raise concerns on a one-to-one basis. The person was thanked for raising their concerns and they were added to the feedback of the session.

Benefits/Offerings

- Food delivery and transport pick-up to the pub
- Facilities for walkers (advertise in Offa's Dyke's Ass guide) including water, ice creams etc.
- Community Garden

Concerns:

- Lack of Parking /congestion
- Importance of the right tenant
- Opening times
- TV in pub for sports events (could be done in conjunction with Mac Hall)

Discussion also focussed on how the Moravian church could work together with the pub on music events. As the pub is limited on space, bands could play in the Reading Room and the pub could provide the food and drinks for the event. This could also be extended to outdoor plays, on the grass area outside the Reading Room.

Conclusion

The conclusion of the focus group meetings is that they were a very important part of the community consultation. They allowed us to talk to people who we would not have come into contact with through the public sessions. The smaller sessions allowed more detailed discussion, which highlighted a number of points that the CBS will incorporate into the Business Plan as a result. These include:

- Provision of facilities for walkers to the village
- Utilising quieter pub times for scheduling community groups and activities
- A new name for the pub going forward
- The importance of holding an event with one of the other community hubs soon after the pub opens to show willingness to work with all community.

The pub will automatically draw the pub goers, but to be a successful community pub we also need to draw the non-pub goers.