

helping smokers stop

Dave and Mel Layfield knew that the smoking ban would be tough on trade at their pub the **Barley Mow** in Exeter – especially given that 80% of regulars were smokers.

So the couple thought, why not help them to stop?

In partnership with East Devon Primary Care Trust, they hosted stop-smoking clinics during the six weeks leading up to the ban, providing a relaxed and supportive atmosphere for those willing to kick the habit.

The Barley Mow was among several Enterprise pubs in the South West to set up quit groups. Due to its success, it's likely there will be a repeat performance in the near future.

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Out of the 16 people – including Dave himself – who received nicotine replacement therapy at the pub, about nine succeeded in giving up for good. Unfortunately, Dave wasn't one of them. But, he says, there's no doubt the clinics gave the business a confidence boost as well as enabling the retailers to show a bit of solidarity.

"We don't seem to have been negatively affected by the ban. In fact, trade has picked up," said Dave.

If you're interested in hosting a stop-smoking group, call your local Primary Health Care Trust or the stop smoking helpline on 0800 1690169.

SUPPORT FOR SMOKERS:
The Barley Mow's Dave Layfield has helped his regulars kick the habit



raising the roof

Pubs play a unique role in raising much-needed funds, and awareness, for worthy causes. Most charities are more than happy to help businesses organise an event on their behalf or simply offer fundraising ideas.



The Star and Garter in Silsoe, Bedfordshire, is one of 30 Enterprise pubs that have held a charity quiz night for Breast Cancer Haven, which provides breast cancer patients with free care.

Retailers Mark and Linda Hewitson hosted their quiz on a Friday night to maximise the opportunity for both the charity and their business. About 120 people took part in the event, which was dedicated to a local woman who was receiving treatment for breast cancer.

"Firstly we asked her if she thought it was a good idea. She was able to spread the word for us which meant more backing for the event," said Linda.

Rather than charge the quiz teams a fee, Linda bought low-key prizes – simple things like tubes of Smarties and tins of biscuits – to raffle off during the evening. More than £300 was generated for the charity.

"It takes the pressure off people and businesses are much more likely to donate things like that than giving money or paying for big prizes," Linda explained.

"The main thing, when organising a charity event, is to talk to people," advised Mark. "We were surprised by how many local people are affected by breast cancer."

The Star and Garter also builds events around its two nominated local causes. The New Year's Eve pig roast and summer 'Silsoe Sausage Festival' have become annual highlights, both in aid of Luton's Pasque Hospice and children's hospice, Keetch Cottage. Plus a swear box at the bar collects about £170 a year.

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quizforcancer

Breast Cancer Haven provides pubs with quiz packs. If you're interested in holding a quiz, or another event, for the charity, contact Suzanne Patrick on **020 7384 0006**.

To find out more, visit www.breastcancerhaven.org.uk

haven breast cancer

fundraising hints

- Get behind a local cause, eg. county Air Ambulance, a school, hospice or animal shelter. Ask your regulars for inspiration
- Support a national or global charity by holding an event on their behalf
- Encourage local businesses and suppliers to donate raffle/auction prizes
- Recruit regulars for wacky sponsored challenges, such as chest-waxing
- Promote your event inside and outside the pub

closer to the community

continued