

East Anglia Brickmakers, Norwich, Norfolk

Licensee Pam South says she and daughter Charley are committed to helping people in their local community, commenting: “Without them, we couldn’t survive.”

Although the Enterprise Inns’ outlet is on the outskirts of Norwich, it was the only pub that raised money — a total of £200 — for an “SOS bus” stationed in the city centre to help youngsters who have over-partied in the pubs and clubs.

Generally, the charities chosen for support are those in the immediate vicinity of the Brickmakers. Charley explains: “Nine times out of 10, they are charities close to us or our customers because they can see where their money is going.”

The majority of fundraising activities are geared around live music, with most of the bands playing for free at the events.

Pam and Charley also like to support a local school and every month the youngsters come along to play music inside one of the pub’s two rooms equipped with stages and all the necessary sound equipment. One room is dedicated to providing young and up-and-coming bands with a venue where they can practise playing in front of a live audience.

To keep youngsters off the street, the pub has its own ID cards that allow 16-year-olds access to hear the live music played every night. The cards contain details such as date of birth and parents’ contact details.

