

London

Canbury Arms, Kingston-upon- Thames, Surrey

Living locally, Michael Person knew the Canbury Arms had plenty of potential, so he pitched for the Enterprise Inns' leasehold and, in March 2005, his business plan was chosen ahead of 14 others.

Person confesses that he didn't know exactly what the

community wanted from its pub, so got out there and asked local people. "They wanted good food; great beers and wine; and no piped music," he says.

To engage the community, fundraising events are staged at regular intervals with the proceeds going to local schools and children's charities. To build links with the local business community, the Canbury hosts quarterly, "networking" breakfasts for the local chamber of commerce and meetings for

the Institute of Directors.

Person also takes local youngsters on placement schemes to give them an insight about working in the hospitality industry. The Canbury's chefs have helped in a scheme whereby single mums on benefits are taught about healthy food and how to cook the meals.

Person's aim is "to stay one step ahead of the recession". The Canbury's latest trade figures show a healthy increase in both wet and dry sales, confirming Person is achieving that aim.



Person: sought locals' opinions