



Hard: created a beach at her pub

West Country Crown Inn, Giddeahall, Wiltshire

The Crown Inn might be many miles away from the seaside, but that hasn't stopped the Enterprise Inns leasehold from having its own beach. The beach has been created by licensee Pam Hard, who got the idea after seeing sand being dumped in Birmingham city centre to create a beach-party atmosphere.

A previously unused area of the garden has been transformed into a seaside setting by placing £800 worth of sand, planting palm trees and adding deck chairs, sun loungers and parasols. In addition, a disused boat, which had been in a farmer's field for 20 years, has been converted into an outside bar. The total cost of the beach came to around £2,000.

Hard says: "People are always looking for something different to capture their imagination. So what better way in land-locked Wiltshire to engage people's imagination

than giving them the opportunity of spending a couple of hours on the beach? When the sun comes out, we get very busy as people will head towards us rather than staying at home."

Throughout the outside area, attention has been paid to creating attractive scrub and floral displays, which are further enhanced at night-time by discrete lighting installations.

Hard has also created a comfortable, sheltered outdoor eating and drinking area in the courtyard of the pub.