

Pub first to scoop quality award



Thursday, April 19, 2012



The Cornishman

LUDGVAN'S local is celebrating an esteemed honour in the pub industry by recently winning a much-coveted Quality Service Award.

The popular pub near Penzance is the first in Cornwall to have scooped the national award, which is judged by Cask Marque – the national body that verifies beer quality and the quality of the customer experience.



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The award stands as true testament to its excellent service standards from a national mystery customer scheme, first being assessed on how regularly it cleans its beer lines before then receiving a mystery visit by a Cask Marque assessor who focused on first impressions, service, the bar, drinks, food and the toilets.

After passing the mystery visit with flying colours, a technical services team then assessed the pub's cellar standards before the award was finally announced to exalted landlords Andrew and Beverly Hay.

The quality services scheme is run by Punch Taverns, which operates over 5,000 pubs throughout the UK.

Lisa Smart, Cornwall's regional partnership manager who handles 45 pubs in the county, says: "The aim of the Quality Service Award is to recognise those pubs that achieve the highest standards. There are lots of excellent pubs in the county and the scheme is a sort of kite mark provided by an independent assessor that recognises these outstanding pubs. The external accreditation body, Cask Marque, has a great track record in driving quality within the pub trade through recognition of good operators who are achieving excellent standards."

She adds: "The White Hart is a fantastic example of a pub which delivers a brilliant customer experience and we're delighted to recognise the team's hard work and dedication."

In addition to a certificate, the pub has received posters and branded glassware to serve as a poignant promotion for its award and ensure that they continue to maintain their signature high standards for many years to come. Hosting an array of regular events and entertainment such as monthly quizzes and trips out, the first Friday of the month also sees Ludgvan Ladies Lunch at the White Hart, where friends old and new are welcomed for a fun catch up. With a daily-changing menu comprising both bar snacks and fine food, the couple also stock a selection of premium quality drinks produced under their very own brand, Gireau. As well as Scotch whisky, the range includes Pirate's Potion – an original White Hart-brewed Cornish scrumpy, and real ale named after their rather infamous resident dog, Hamish.

Having also just taken over a sister pub in Gweek on the Helford River, Andrew and Beverly Hay, pictured, are busy planning a refurbishment and are hoping to add letting rooms to their exciting new enterprise. Boasting a gorgeous garden area to the rear and patio to the front, it also sells their famous Hamish beer, which is now sure to prove as sweet tasting and popular as ever.

For more information see www.whitehartludgvan.co.uk