

The Hampshire County Council Award for Contribution to the New Forest Community



The White Hart

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When acquiring The White Hart, it was quickly understood that this was an integral part of the local community. As such, in the initial months of trading, significant effort went into establishing this ethos at the heart of the business plan.

The pub receives a mixture of customers and so it is important that there is something there for everyone. The pub heavily supports the local community by advertising other businesses within its surrounding area. They have a notice board and encourage businesses to pin their business card up to advertise themselves.

They will host parties, games and other events such as live music, the beer festival and more recently the dog show. They are the weekly location for many groups and clubs. They also play host to more corporate gatherings and will often have local businesses hold their meetings there.

The White Hart want their customers to experience the New Forest through their food, so source all of their produce locally where they can. They advertise on a map in the pub where they get the food from. They feel it adds value to the pub by sourcing locally as well as using handmade products from other local businesses such as their soaps in their bathrooms. It also reduces their carbon footprint to source locally.



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