



Appledore Archive

Memories and Milestones from Appledore's Past

The Swan Hotel

The origins of the Swan can be traced back to 1689, but it was not until the mid-18th century that it began its long association with hospitality.



Early photograph of the Swan Inn

In 1741, the recently widowed Mrs Neve applied for an alehouse licence for the premises. Permission was granted, and in September of that year the Swan opened its doors for business, selling ale for the very first time. Clement Neve inherited the business in 1753, and during his tenure the inn became well established as a stopping place for sheep drovers travelling to the markets at Ashford and Tenterden. Carting vans stopped weekly to collect goods deposited there for Ashford, Tenterden, and New Romney.

By the early 1800s the Swan was firmly established as a coaching inn, and in 1873 it was registered as a hotel. Despite the opening of the nearby Red Lion, and later the Victoria

Arms and the Railway Inn, the Swan remained the foremost of Appledore's inns.

In 1910 the original building was demolished and rebuilt, and innkeeper Richard George Grant became the first landlord to draw ale in the Swan's smart new premises.



The Swan Hotel, circa 1910

The Swan continued to serve the community throughout the 20th century. In 1990 the



tenancy was taken on by wrestling legend Danny Lynch, who remained as landlord until 1998. Thereafter, a succession of short-term tenants reflected the growing difficulties faced by rural public houses. By 2007, declining beer sales had led to a steady downturn in trade, and Shepherd Neame brewery made the decision to close the Swan. The building was sold, and in 2009 was converted into private housing, bringing to an end more than 250 years of licensed trading at the Swan.