

THE GREATER LINCOLNSHIRE PUB DEVELOPMENT PROGRAMME

Early this year, before Covid-19 forced the hospitality industry to shut pubs across the UK, Business Lincolnshire in partnership with the Greater Lincolnshire Local Enterprise Partnership produced a development guide for pubs across Greater Lincolnshire.

Pubs have traditionally been the heart of communities and have played a vital part in rural life. However over the last decade we have seen a rapid decline in the number of pubs – many of them struggling to survive in rural communities. We wanted to explore the possibility of encouraging pubs to diversify their offer and encourage them to offer accommodation; thus sustaining the heart of the community as well as supporting the visitor economy.

We are sensitive to the fact that pubs have faced the most challenging times over the past months. As we ease out of lockdown we wanted to share this guide which is packed with useful advice, as well as offer additional help via our Business Growth Hub advisors to anyone who is interested in adding or indeed upgrading accommodation.

We realise that for many pubs across our region, life after lockdown still represents many challenges; however we also believe that domestic tourism could be on the verge of a new opportunity, with many people choosing to holiday in the UK for the foreseeable. In addition many pubs may also look to diversify their offer to help future proof their business.

If you would like to book a one-to-one telephone consultation to discuss the Pub Development Programme please contact Nicola Shepheard on nicola.shepheard@lincolnshire.gov.uk