

Lincoln Green Brewing Company was established in May 2012 by husband and wife team Anthony and Lynette Hughes. Quickly realising the importance of a guaranteed route to market for their beer they created Lincoln Green Public House Company in August 2014, with the opening of The Robin Hood (AND) Little John in Arnold, Nottingham. This 'Project William' partnership with Leicestershire brewer Everards, breathed new life into a pub which had been previously closed for 18 months.

The success of The Robin Hood (AND) Little John led to a second Everards outlet; The Sir John Borlase Warren at Canning Circus in Nottingham, in May 2015. Since then the business has continued to grow, taking on further sites with Star Pubs and Bars and private leases, opening in Hucknall, Carlton and a new outlet due to open in Summer 2019 in Belper, Derbyshire.

Lincoln Green pubs are timeless spaces that are at the heart of the neighbourhood they serve. They look to reflect the modern day values of George Orwell's 'The Moon Under Water' essay from the Evening Standard in which he described his vision of the perfect pub – the essence of which still rings true today. Each pub has its own individual story and reflects the people and the local area. Lincoln Green pubs are 'always welcoming' and many customers become loyal regulars. Many people meet their lifetime partner in a pub - the expression, "Matches, hatches and dispatches", refers to pubs being used by local communities for important life events; weddings, christenings and funerals.

Sadly, it doesn't always feel that local pubs are supported by local and indeed national government. The very real rising costs of the Living Wage, pension provision and business rate increases put pressure on margins that are already very slim. The threat to Small Brewer's Relief and the rising costs of excise duty also lead to the need for increasing prices on the bar. The hidden costs of increasing levels of 'red tape', such as the introduction of the AWRS scheme and Making Tax Digital, are often overlooked as a burden on small business.

It's widely reported that off trade sales have overtaken on trade sales since 2015; an indication of the disparity in VAT rates between supermarkets and pubs, which leads to a widening gap in pricing between the two. Does this result in a worrying trend that consumers are now drinking their low-cost supermarket purchases at home in an unsupervised environment, away from the safety of bar staff who are carefully trained to prevent 'over serving'?

Lincoln Green believes there's still a future for the Great British pub – their business is built entirely on this faith and they have a proven track record of turning around previously failing pubs into success stories. Reduced taxation and a simplification of bureaucracy will serve to ensure that the success of the pub industry in Great Britain continues to serve local communities in years to come.