

innovation case studies

[Retail Innovation]

#1. Mark Bond - Lamb & Flag

Innovation in the retail sector. Having inherited a pub in September 2004, Mark was faced with a failing business model that included unexpected demographics in the market place and a depressing economic future. With a vision of engaging with the community and to diversify his product, Mark looked at the rules and used business innovation strategies to create a brand new business framework. The result is not only a business that is outperforming the sector average but also has the positive drive to grow and take on new services to complement the current business model.

Listening to the customer and building a brand:

Listening to the response and research of asking 'how can I support the community?' Mark developed a strategy, which utilised the creative sector and he began getting involved with the cultural assets of the community.

"Actively supporting parish committees and community interest groups is very beneficial for all and a fulfilling programme of events as they all have huge influence in driving forward the cultural fabric of the area".

Mark also promoted the café culture and provided broadband internet access which have all added to establishing the business as a community hub.

Redecorating in an individual creative style, quirky marketing and clear brand and core values provided a sound starting block to build upon.

Open to new ideas:

Mark's vision of community cohesion, he has signed up with the national 'Pub is the Hub' initiative. Established since 2001 and initiated by HRH the Prince of Wales.

Providing the local community with the fundamental public services of a post office and a shop.

Keeping an eye on the future:

Mark has further plans to develop the community business such as, a village notice board for residents to share information and lifts, parcel collection and even repeat prescription collection, again all adding to the beating heart of the community.

Mark has experienced a steady annual increase in food & drink sales and has achieved a consistent overall annual income. On average pubs inject £80,000 into their local economy and pay £66,500 in beer tax every year.

