

## Introduction

Decline in the number of village public houses across the country

Interrelated reasons for the decline in number of the village pub

- CHANGING TENTURE
- GREATER LEISURE CHOICES
- CHANGES IN DISPOSABLE INCOME LEVELS AND HOW THIS INCOME IS USED



How is the village pub seen? What is its function? What does the decline in number actually mean? esp. for those who use the it

- LICENSING ACTS
- DRINK DRIVE LAWS
- SMOKING BAN
- RISING BEER DUTY

- SUPERMARKET COMPETITION
- PUBCO BEHAVIOUR
- ECONOMIC RECESSIONS
- CHANGES IN DISPOSABLE INCOME LEVELS AND HOW THIS INCOME IS USED

## Methodology

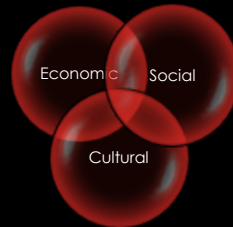
Grounded theory study, Glaserian (1978, 1992) approach

66 in-depth interviews with members of the public (2010-2013) to explore their perceptions and experiences of village pubs

Study area - Lincolnshire (25 villages in total)

Interview sample range of people with connections to village pubs -e.g. residents, publicans

## Perceptions and experiences of the village pub



Village pubs are seen and experienced as adding value of different kinds – economic, social, and cultural, different groups (longstanding residents, newcomer residents, publicans) attach different levels of importance to these kinds of value. Whilst the different kinds of value can work in the Bourdieusian interpretation as capital, and be self-expanding and inter-convertible, they can also work to undermine one another.

**“When you have lost your inns, drown your empty selves, for you will have lost the last of England” (Belloc, 1943)**



Loss of a vital service; erosion of village identity; loss of a social meeting place, negative impact on local and national economies

Rather than the village and village life it is society's image of these which is under threat



## Conclusion and the future of the village pub

By showing how the village pub is seen through the lens of nostalgia and the rural idyll and that contradictions exist between how the village pub is remembered or imagined and how it 'really' is, my research contributes to rural studies and pub literature.

My research also offer a contribution to practice by imparting knowledge, to different groups, on the types (economic, social and cultural) of diversification that can be used to help sustain village pubs.

### Post study public engagement

Invitations and acceptances to speak at local community events aimed at sustaining village pubs

Engaging with community members to see how they can use my findings to make a case for achieving community asset status for their pub when it is marked for closure

Study featured in local media and the Lincoln CAMRA news feature ImpAle, which led to a small snowballing of two-way engagement with publicans on the measures they may be able to make use of to help generate and sustain custom

