



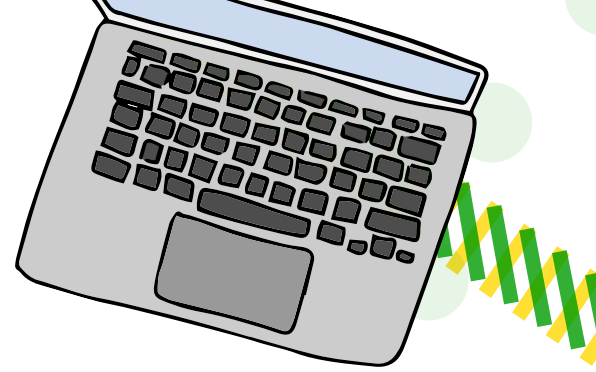
# Participation Pack

Everything you need to get started!



# Marketing Material

Get the word out, and workers in!



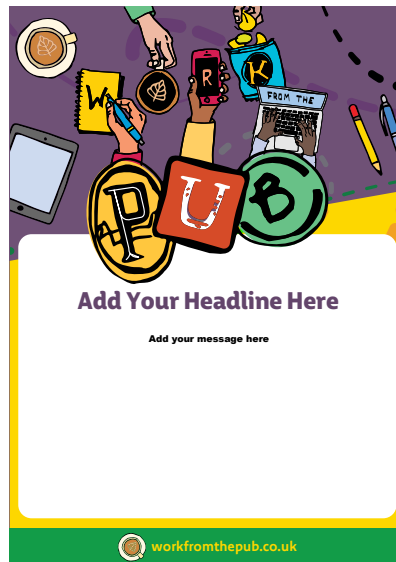
## Posters

Here is a selection of posters to help promote your pub as a Work from the Pub location, and highlight any special offers for remote workers you might have. Some of the posters are editable using Microsoft Word. Simply open the poster you wish to edit, customise them with your pub's details, and print or share them as needed. It's an easy way to spread the word and attract more customers!

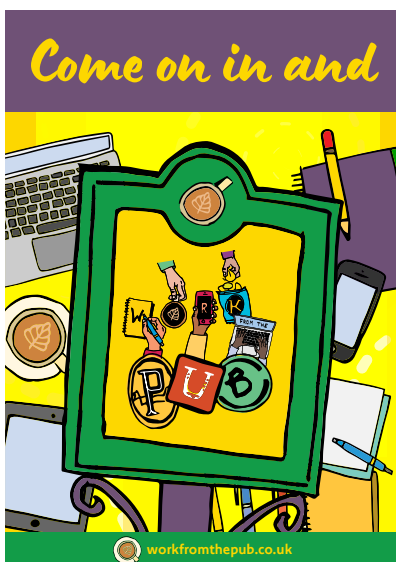
💡 You can find the poster templates inside your participation pack folder, or [download them here](#)



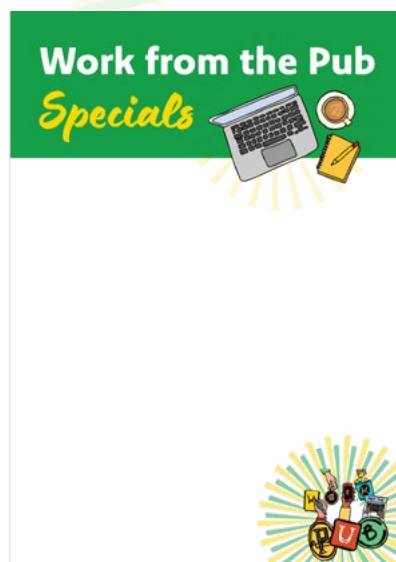
**Poster One**  
(Non-Editable)



**Poster Two**  
(Editable)



**Poster Three**  
(Non-Editable)

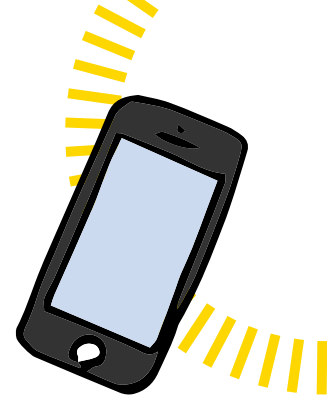


**Poster Four**  
(Editable)



# Marketing Material

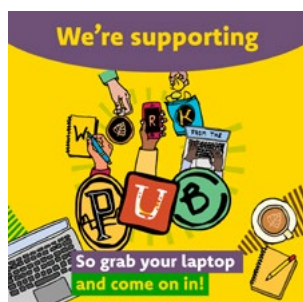
Get the word out, and workers in!



## Social Media

Here are some suggested social media posts to help you promote your pub as a welcoming *Work from the Pub* location. These posts highlight the benefits of working from your pub: from a cosy atmosphere and great coffee to friendly service and a chance to connect with the local community. Simply personalise them with your pub's name and website link, and start spreading the word!

💡 You can find the images inside your participation pack folder, or [download them here](#)



### 📢 Calling all remote workers! 📢

Tired of working from home? **[INSERT PUB NAME HERE]** is now part of the Work from the Pub scheme! Enjoy a cosy space, great coffee, and a friendly atmosphere while you get things done.

Find out more here: <https://workfromthepub.co.uk>



☕ **Imagine this:** You sit down to start work, and someone greets you with a warm smile - already making your coffee just the way you like it. Sounds good? Work from **[INSERT PUB NAME HERE]** today! 🏡

Find out more: <https://workfromthepub.co.uk>



### It's freezing outside... but not in here!

Escape the cold and work in the warmth of **[INSERT PUB NAME HERE]**. Enjoy hot drinks, great food, and a friendly atmosphere while you get through your to-do list. 🔥☕

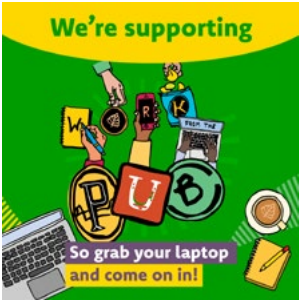
Find out more: <https://workfromthepub.co.uk>





☕ **Work from the pub, where hot drinks and delicious food are brought straight to your table!** Let us take care of you while you take care of business.

<https://workfromthepub.co.uk>  
#WorkFromThePub



🏠 **Working from home getting a bit dull?**

A change of scene can work wonders! Head to **[INSERT PUB NAME HERE]** for a warm, welcoming workspace.

Find out more: <https://workfromthepub.co.uk>



**Work won't let you bring your dog? We say bring them along!**

At **[INSERT PUB NAME HERE]** we LOVE dogs. So, grab your laptop, bring your furry friend, and make the pub your new office. 🐶💻

Find out more: <https://workfromthepub.co.uk>



💡 **Working from the pub is more than just a change of scene**

- it's a chance to connect with your local community! You never know who you might meet... your next collaborator could be sitting at the next table!

Find out more: <https://workfromthepub.co.uk>



**Support your local pub while you work!** ☕

Swap your home office for a cosy spot at **[INSERT PUB NAME HERE]**. Enjoy great food, drinks, and a friendly atmosphere.

Find out more: <https://workfromthepub.co.uk>



**Work from the pub, where people are genuinely happy to see you!** 😊

Forget lonely lunch breaks - come and work from **[INSERT PUB NAME HERE]** today.

Find out more: <https://workfromthepub.co.uk>



# Looking for more ways to promote your pub as a Work from the Pub destination?

Try these social media campaign ideas:

- ✓ **Showcase your workspace** with pictures of different cosy corners, bright tables, or fireside spots perfect for working.
- ✓ **Highlight your offers** by posting about any special deals for remote workers, such as discounted lunches or unlimited coffee refills.
- ✓ **Feature real experiences** by sharing photos of people working from your pub (with their consent) to show how welcoming and productive your space can be. Engage your audience and make your pub the go-to work-friendly spot!

💡 Use **#WorkFromThePub** alongside any hash tags specific to your pub (**#Location**, a **#WFTPSpecialDeal** etc.) to increase the visibility and engagement of your posts.

## About this initiative



UNIVERSITY OF  
**LINCOLN**



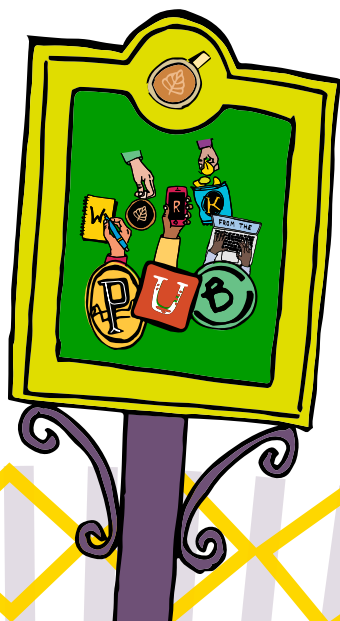
**NICRE**

National Innovation Centre  
**Rural Enterprise**

Researchers from the University of Lincoln, Northumbria University, Nottingham Trent University, and Plunkett UK, with funding support from the National Innovation Centre for Rural Enterprise (NICRE), collaborated to explore working from the pub further. They engaged with pub industry bodies, publicans, and workers across the UK to gather insights on the experience of working from a pub.

NICRE puts knowledge to work for an enterprising countryside... combining research with practical innovation to find new ways of unlocking potential and supporting thriving rural businesses and communities.

The University of Lincoln Research Impact Fund funded the creation of this marketing pack.



# Now you're all set!

[workfromthepub.co.uk](https://workfromthepub.co.uk)