



SOCIAL VALUE PROJECT

PUBLICAN FAQs

Today we have launched a new report *The Public's House: The True Economic & Social Value of Pubs*.

Fronted by Radio 2 DJ, presenter and author Sara Cox, the report aims to show for the very first time the true Social Value of pubs.

What is the report about?

As well as the economic growth pubs generate, in this report we're also talking about 'social value'. What do we mean by this? It's the positive contribution pubs make to individuals and communities. From supporting wellbeing to strengthening local connections, beyond selling food and drink.

We want to start a conversation on what pubs mean to people and all the good stuff they do.

Who did the research for the report?

The report was commissioned by Punch Pubs and undertaken by Northumbria University, Newcastle.

What is the purpose of the report?

Through the report we're raising awareness of the value of pubs for people, their community, local businesses and the economy.

What are the main findings of the report?

The research shows that pubs are far more than commercial venues; they are vital community hubs that provide inclusive spaces for social interaction, support local organisations and charities, and contribute to a shared sense of identity and belonging.

The report found that:

- Punch Pubs & Co contributes up to £1.7bn¹ annually to the UK economy, including local supplier spending, charity donations, employment
- On average, a UK pub delivers up to £1.3m in economic and social value to their communities.
- Each Punch Pub is estimated on average, to create an economic impact of £350,000 in wages per pub; and spend around £56,000 on local suppliers, injecting up to £70m into the wider local economy².
- Across its 1,250-strong estate, Punch Pubs generates at least £4m in charitable contributions³
- Each Punch pub spends about £266,945 on goods and services.

How much is the entire pub sector worth in Social Value?

The entire pub sector⁴ contributes at least £142m in Social Value per year based on each Punch pub generating an estimated £3,200 every year in charitable contributions via sponsorship, advertising support to local community groups and providing use of venue space.

However, the figure is a conservative one, as many of the community contributions made by pubs are, quite simply, priceless. From providing safe spaces for the vulnerable, company for the lonely (one in four UK adults, 25%, report they feel lonely "often or always")⁵, to giving advice and support to those in need, and providing a welcoming and safe space for all, such benefits in kind cannot be monetised.

What does the report say about the role of Publicans?

The research shows how Publicans are central to the economic and social value created by pubs.

Publicans shape the atmosphere of their venues, lead community engagement, and set the tone for safety, inclusion and welcome. Their leadership is fundamental to the pub as a community anchor, a site of belonging and wellbeing, and a hub of community support.

Why is Sara Cox fronting the campaign?

Sara's mum managed The Pineapple Pub in Bolton while Sara was growing up. She is a passionate advocate for pub culture and frequently speaks about her love of local pubs as places for connection and conversation.

¹ The middle - upper-bound estimate of total economic activity generated by Punch (based on Type II multipliers)

² Based on the number of Punch pubs (1,250)

³ Based on the middle-bound economic contributions generated by Punch (based on Type II multipliers)

⁴ Based on British Beer & Pub Association data showing there are a total of 44,500 UK pubs at the end of 2025.

⁵ [ONS.co.uk](https://ons.gov.uk)

We also secured support from social media stars, the [Outta Puff Daddys](#), this group have a strong social media presence which they use to inspire audiences to prioritise connection, vulnerability, and mental wellness.

We are also going to be working with The [Empty Chairs Project](#), which is a community-led campaign inviting people to sit together at pub tables across the UK, so that no one has to sit alone, and the [Lonely Girls Club](#), a nationwide community helping women connect, make friends and make life less lonely.

How can I help amplify the report?

Talk to your teams and your guests about the report, have a think about all the things you do in your pub that add social value. These can be things like:

- Hosting community events
- Supporting charities
- Working with local organisations.
- Volunteer work
- Offering prizes/gifts to local organisations
- Providing spaces for local groups

You could also contact your local newspaper, using the report as a “hook” and tell them about all the social value and community benefits you bring to your area.

Write to your local MP and invite them down for a visit to show them the social value you generate and community work you do. To find out who your local MP is, you can use the [Find Your MP Tool](#).

What assets are available for me to promote the report use on social media?

We have drafted some template content for you to edit for your purposes and share on social media (please see in our downloads section below). We have also created infographics for you to share the persuasive data from the report, and you can also share the cover image that is downloadable below.