



Giles & Worman: restoring the character and soul of a great pub

South East

The Farm, Eastbourne, East Sussex

The Farm is a classic example of how trade can alter substantially with a change of ownership. It was two years ago that multiple operator Whiting & Hammond took over the Enterprise Inns leasehold of what was then a sports bar with 22 screens and 10 pool tables.

Under the guidance of manager Paul Giles and deputy manager Paul Worman the Farm was given a complete refurbishment and re-opened

with the aim of attracting custom from those who had forsaken the pub. Giles says: "We knew the first three months would be difficult, but that people would come back eventually."

The emphasis on high-quality, home-cooked food, with a good wine list and a range of real ales and keg beers has seen sales improve dramatically over the past 16 months of trading.

Giles sees the Farm developing further. He says: "Customers have got to know us through events such as Burns Night, which we're keen to promote. We feel we've restored the character, history and soul of this great pub."