

COVID-19: Warwickshire County Council Support for Business Recovery

Survive, Sustain & Grow Programme

Antelope set to gallop ahead after SSG programme support

New jobs are being created after building work was completed at a 19th century pub to extend its range of food following successful diversification during lockdown thanks to funding through the Warwickshire County Council Survive, Sustain & Grow programme.

Artisan pizzas will be tempting pub-goers at The Antelope Inn, in Lighthorne, after an old shed at the back of the kitchen area was replaced by a pizza oven to provide a takeaway service.



Owner Tom Lilley decided to make the move after the success of its takeaways from its general menu during Covid-19.

After talking to Adam Plumb at the Coventry and Warwickshire Local Enterprise Partnership Growth Hub, he was referred to the County Council's Survive, Sustain and Grow programme and assigned tourism and hospitality specialist Andy Woodward.

Andy undertook a thorough evaluation of the business to fully understand their challenges from the pandemic to assess their various options for sustaining and developing the business when the pub was able to re-open.

The results showed that a takeaway service was becoming increasingly popular during the March to June lockdown. Andy recommended that Tom capitalise on the opportunity and pursued this option with the assistance of grant from the Survive, Sustain and Grow programme.

A comprehensive recovery report was also created for the business to help with their strategic plan over the next 12 months. Tom was also successful in applying for a £10,000 grant from Warwickshire County Council which he has matched for the building work to be completed, kitchen equipment bought and other supplies purchased to run the Artisan Pizza Takeaway.

Once the pub can re-open in line with Government regulations, two new members of staff will be joining the 11-strong team at The Antelope Inn.

To find out more, contact us on:

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Tom said: "We closed the takeaway service in March 2021 so that we could pull down the old shed and install the pizza oven and equipment and all the work associated with that.

"We decided to do this because during lockdown our takeaway orders were strong and we realised this could be another revenue source.

"Receiving the grant has been a big help and means that we will also be able to employ another chef to cook the pizzas and another member of staff to take orders.

"We have finalised the pizza menu and are going to be producing artisan pizzas using a sourdough pizza dough and fine ingredients for the toppings and we are going to be offering this takeaway service seven days a week.

"The Growth Hub and Warwickshire County Council have been fantastic. I spoke to Adam about what we would like to do and he put me in touch with the County Council who got Andy, one of their specialist consultants, involved. Andy reviewed the business and suggested applying for a grant which has been really helpful. We're looking forward to re-opening and enjoying a slice or two of pizza now!"

Mark Ryder, Strategic Director for Communities at Warwickshire County Council, added: "This is a wonderful example of how we were looking for the Survive, Sustain and Grow programme and related grants to work. It is about not just helping small businesses to continue to operate in the short term but also to help them to branch out and evolve so that they can continue to flourish, contribute to the local economy and offer local employment opportunities."

The Survive, Sustain & Grow Programme

Survive, Sustain and Grow is a new support programme for businesses most affected by the Covid-19 crisis. Open to all small businesses in Warwickshire with a focus on retail, tourism, hospitality and leisure, the programme offers a tailored one-to-one recovery support package through a network of specialist consultants.

Find out more [information on SSG](#)

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For information about other support for your business, contact the [CWLEP Growth Hub](#)

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