

# Business Builder

**Business:** Grain Brewery  
**Owner:** Phil Halls



## Boosting local trade with Business Builder support

### The Challenge

Grain Brewery was under pressure and looking for ways to increase turnover.

Phil had long envisioned converting an unused barn space beside the brewery into a taproom, giving people a place to stop in for a drink and connecting more closely with the local community.

The idea made strong business sense, but Phil wasn't in a financial position to carry out the work alone.

The investment needed for renovation, furnishings and equipment was beyond what the business could commit at the time.

### The Solution

When the chance to apply for a Development Grant came up, Phil acted quickly. The application process was straightforward, with Jo from the Council's Business Development team providing clear guidance on eligible expenses – right down to practical details such as tables and chairs.

"Within months the work was done, and the taproom was open and ready to welcome customers."

The new space allowed Grain Brewery to extend its offering, generate new income, and make better use of its existing site.

### The Impact

Business Builder support has helped Grain Brewery:

- Convert underused barn space into a fully functioning taproom
- Create a new, popular destination for the local community
- Recover turnover at a critical time for the business
- Provide an alternative social hub after the closure of the local pub
- Strengthen the brand alongside their pubs in Norwich and Ipswich

"Locals really appreciate having somewhere they can pop in after work. The taproom has made a significant and critical difference to our turnover – and it's a fun place to be."

### About Grain Brewery

Grain Brewery was founded by Phil Halls, with two pubs in Norwich and Ipswich, alongside the new taproom at the brewery in Alburgh.

The business continues to blend great beer with community spirit, creating welcoming spaces where people can connect and enjoy high quality local brews.

**The Business Builder programme** has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

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