



PUBLIC

DUE TO STRONG TRADING AND NEW INVESTMENT WE
REQUIRE 6 NEW LOCATIONS IN THE NEXT 18-24 MONTHS

WHO WE ARE



Public is a collection of independent coffee shop and bakeries. We're known for our filled croissants, architecturally rich, curated spaces, and community-led feel. We always focus on the details - how it looks, how it feels, how it's run - without ever over-polishing it.

We opened our first site in Loughborough in 2021 and have since grown into multiple locations across the Midlands - always keeping our identity tight, our offer evolving, and our tone true.

We care how things are made, how things are presented and how people feel when they're with us. That's what builds trust and makes people want to come back.

Our mission is to build welcoming, design-led spaces that bring people together - serving good food and coffee, creating meaningful community moments, and championing creativity — all done the Public way.

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PEOPLE BEHIND PUBLIC



Jim Phillips – Director of Operations

Jim is an experienced hospitality leader with over 15 years' experience running large-scale, multi-site operations across the UK.

Before joining Public, he held senior leadership roles at PizzaExpress, culminating in leading the operational excellence strategy across a 360-restaurant estate and 8,000 team members.

With experience spanning corporate scale and entrepreneurial growth, Jim brings expertise in operational strategy, profitability, brand development and people leadership. He is now leading the implementation of the group's ambitious national growth strategy.



Raffaele Russo – Founder & Creative Director

Raffaele is a visionary entrepreneur with extensive experience in creating and scaling innovative dining concepts that combine design, culture, and exceptional guest experience.

As the founder and creative force behind our brands, Raffaele has overseen every element of concept development, from brand identity and interior design to menu innovation and customer engagement. His background spans years of hands-on experience, enabling him to blend operational insight with a strong creative vision.

Passionate about storytelling through spaces and experiences, Raffaele brings expertise in brand strategy, concept creation, and design-led innovation. His work ensures that our venues not only deliver outstanding food and service but also stand out as distinctive lifestyle destinations.



David Hallam – Managing Director

David is a seasoned hospitality entrepreneur with 25+ years of ownership and operating experience across fine dining restaurants, brasseries, bakeries, and pizzerias. He also owns a national event catering and design company and has consulted to national cinema chains and hotel groups on operations and F&B strategy.

Together with Raff and Jim, David has grown the Public brand and sister brand, Peter Pizzeria to eight sites currently and is executing an ambitious plan for many more.

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OUR JOURNEY

LOUGHBOROUGH

MOUNTSORREL

NOTTINGHAM

LEICESTER

EDINBURGH

2021

2024

2024

2026

2026

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ARCHITECTURE IS A PART OF OUR IDENTITY



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KEY STATISTICS

- Trading for **4 years**
- Currently have **3 sites**
- **2 sites** in pipeline
- Like for like sales growth of **65%**
- **34.7k** audience on Instagram
- CRM database: **21,000**

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SOCIAL COMMUNITY

Engaged communities = reliable customer base = steady income.

AUDIENCE: 34.8k (84.3% Female, 15.7% Male)

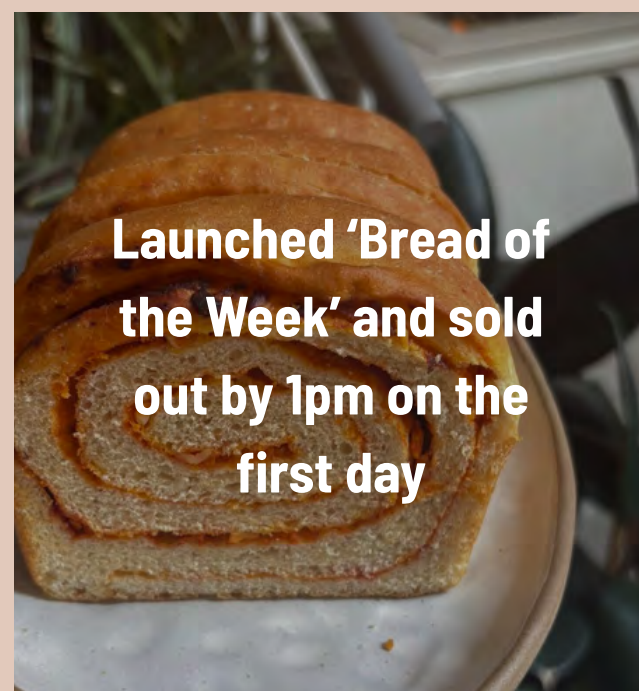
ENGAGEMENT RATE (2025): 0.9%

Typical engagement rates for UK coffee-related Instagram accounts are roughly 0.7%

75% of ALL VIEWS come from followers of our account

84% of our followers interact with our content

CULT AUDIENCE REACTIONS:



COMMENTS THAT GIVE A FOMO FEELING

Those croissants look too perfect 🥐

Going to take a trip to Notts just to visit you

Can't believe we missed this 😱

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COMMUNITY EVENTS AND INITIATIVES

WE'RE NOT JUST A COFFEE SHOP; WE'RE A COMMUNITY ANCHOR.



AFTER HOURS

Ticketed events we run after closing. Recent evenings include: Lasagne, Pasta, Burgers

COMMUNITY EVENTS

Getting involved with events in each community. Including freebies to local stores running their own events

KITCHEN TAKEOVERS

Working with other food brands that provide something abit different to collaborate on an exclusive menu

RUN CLUBS

We partner with a run club in each of our locations.

SEASONAL EVENTS

Wreath making, Freshers etc. Moments that engage the community around specific times of the year

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ASPIRATIONS

To continue to grow our Midlands presence whilst exploring opportunities in Scotland and the North of England.

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LOCATION REQUIREMENTS

Core Site:

~3,000 sq ft + Additional 1,000 sqft for storage and team facilities.

Architecturally rich, high footfall, city centre locations with strong visibility and accessibility.

Secondary Site:

~1,000 sq ft+ Ancillary space for storage & team facilities.

Highly visible shop front, high footfall, prominent positions within city centres

Cities of Interest:

Leeds, Liverpool, Manchester, Sheffield, Derby, Lincoln, Glasgow, St Andrews, Newcastle, York

Contact:

Please contact Oliver:
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Demographic Profile:

Target Audience:

Age Group: Predominantly 18-40 years old.

Customer Segments: Young professionals, university students, creative industry workers, health-conscious consumers

Lifestyle: Our customers seek premium coffee experiences, artisan food, and an aesthetically pleasing environment for socialising, studying, or remote working.

Income Level: Middle to upper-middle income, with disposable income for specialty coffee and social experiences.

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