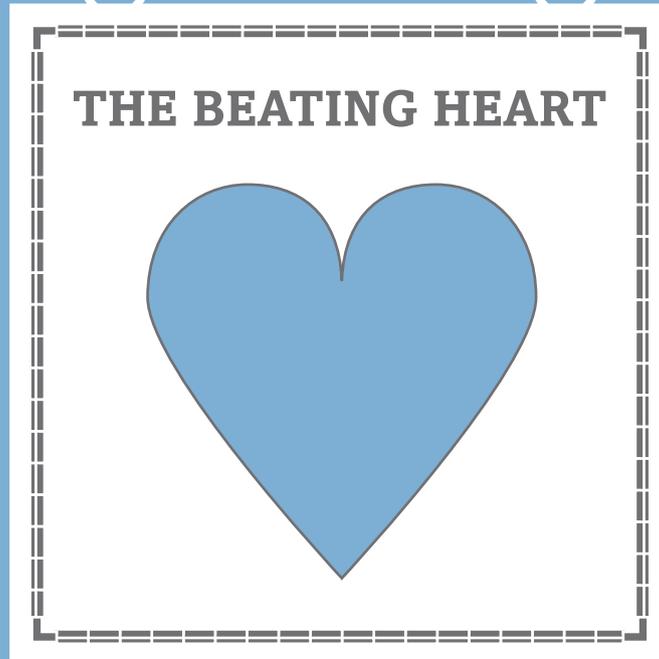
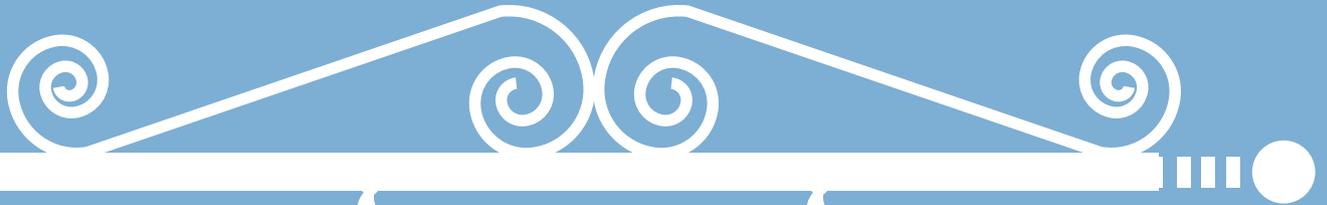


THE PUB STORY

A local business at the heart of Britain



WHY DO PUBS MATTER?

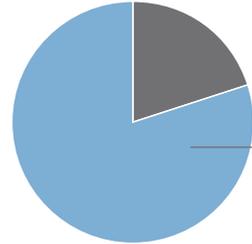
GROWTH

Pubs have a huge potential to generate growth and employment.

The pub sector contributes over £18 billion to the UK economy.



80% of pubs are small businesses



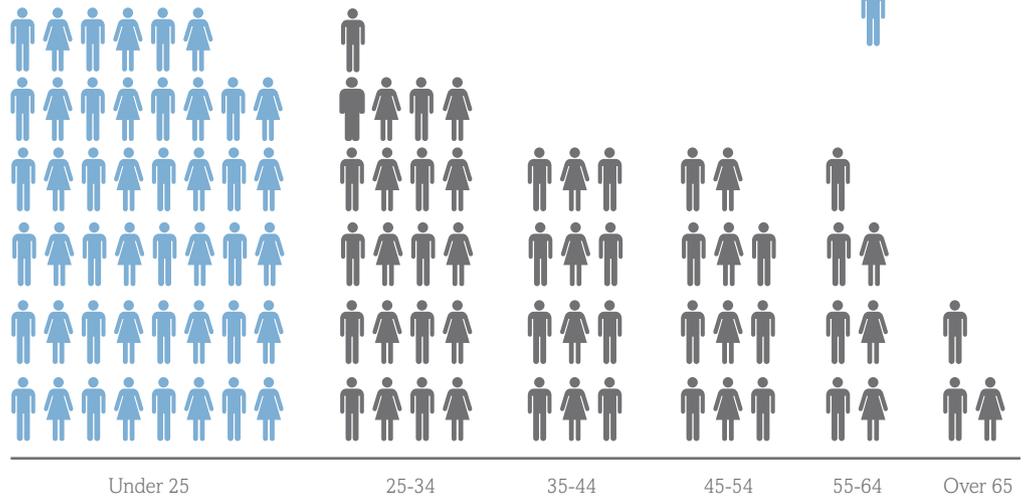
Over 80% of pubs (i.e. around 40,000 outlets) are small businesses which are independently managed or run by self-employed licensees.

JOBS

The pub sector is a major creator of full-time and part-time employment across the UK.

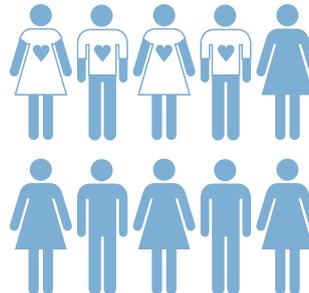
In total, the pub sector sustains over 800,000 jobs across the UK and £9.5bn of wages.

Direct employment in pubs by age



TOURISM

Tourists say that pubs give them a chance to sample a part of the British way of life as they are one of Britain's most authentic cultural experiences.



PUB-LOVING VISITORS

According to Visit Britain, going to a pub is the third most popular activity for overseas visitors, with four out of ten visiting a pub at some point during their stay.

PUBS AT THE HEART OF BRITAIN

Pubs are businesses which serve their local communities and contribute much to the social life of each and every community - be it rural, urban or city centre.

PUB GOERS

Eight out of ten people count themselves as “pub goers” and over 15 million visit a pub once a week.

LOCAL ECONOMY

The average pub injects around £80,000 a year into the local economy, providing additional employment for machine and equipment suppliers, musicians and disc jockeys, painters, decorators and others.

CONNECTIONS

More and more pubs are offering free WiFi to their customers. Over 20,000 now provide access with the number growing every day.

LOCAL PARTNERSHIPS & RESPONSIBLE RETAILING

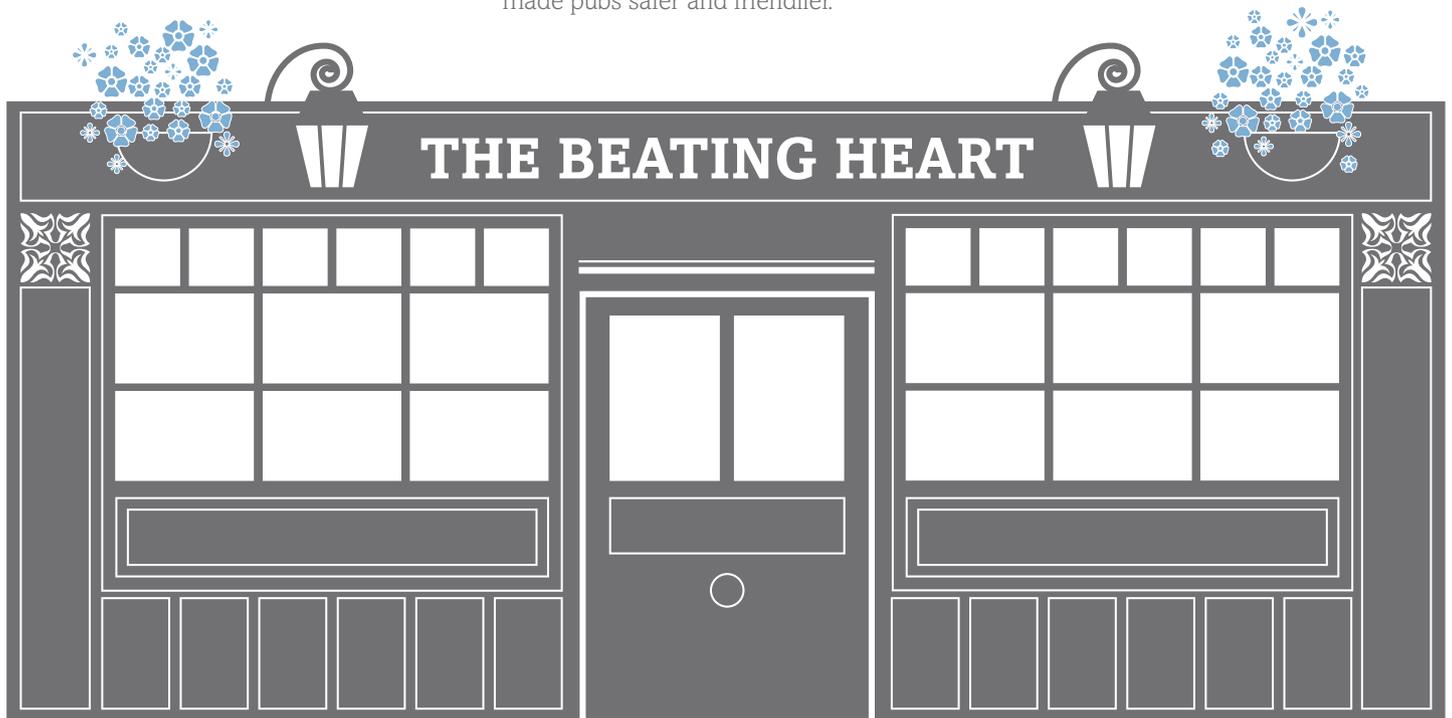
The pub industry takes responsible drinking seriously. The industry invests millions in Drinkaware, Best Bar None, Business Improvement Districts, Pubwatch and Challenge 21 which have made pubs safer and friendlier.

PUB AID

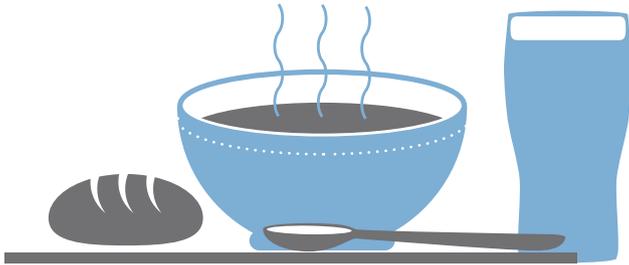
Pubs raise over £120 million for local and national charities across the country every year.

WARM WELCOME

Pubs offer unparalleled hospitality to visitors and regulars alike. They provide a meeting place where communities are strengthened and friends made.



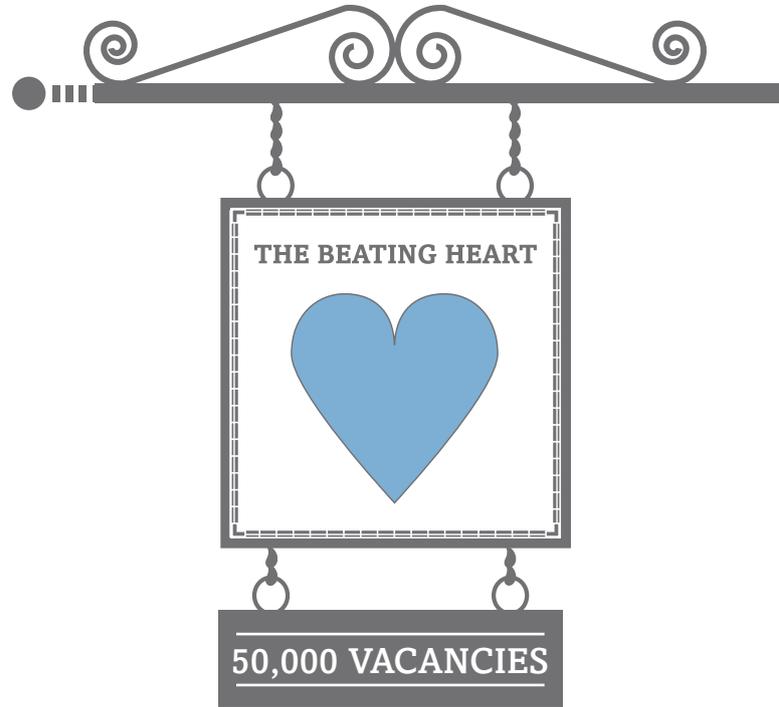
THE CHANGING FACE OF PUBS



Pubs are constantly innovating to meet the new demands of the 21st century customer.

FROM SNACKS TO FINE DINING

Food has become increasingly important to pubs over the last decade. The pub food market is now worth £6 billion per year. That's almost 1 billion meals annually. Pubs now offer everything from Michelin starred cooking to the British bar snacks we all know and love.



LIVE MUSIC

Some of Britain's most successful bands and artists started out in pubs, including Coldplay and Snow Patrol. PRS for Music Heritage has even started a special award scheme designed to recognise the role key venues have played in the careers of some of our biggest stars.

ACCOMMODATION

There are over 5,500 pubs providing around 50,000 rooms throughout Britain. A stay in a pub offers visitors a unique experience and a personal touch that is very difficult to match.

PUB GOERS ARE PICKING UP THE BILL

THE BEATING HEART

YOUR LOCAL
IN A VILLAGE, TOWN
OR CITY NEAR YOU

14/02/2014

STARTERS COST (PER ANNUM)

BUSINESS RATES £12,500

MAIN COURSES

REGULATION:

- LICENSING
- PLANNING
- HEALTH & SAFETY
- ENVIRONMENT
- WEIGHTS & MEASURES

£4,900

PUDDINGS

BEER & OTHER ALCOHOL DUTIES £33,300

EMPLOYMENT TAXES £4,000

OTHER DUTIES AND LEVIES £1,500

GRATUITIES

VAT £66,000

BALANCE DUE £122,200

**** BILL, MARY AND THE TAX MAN ****
**** THANK YOU FOR YOUR CUSTOM ****

HOW THE BURDEN BREAKS DOWN



one in every three pounds spent

SMALL BUSINESSES UNDER PRESSURE

Pubs are one of Britain's oldest and most popular institutions. They are also small businesses under pressure from changing licensing regulations, including significant fee increases, and a taxation regime that encourages people to drink at home.

Pubs are paying the price. More needs to be done to cut the red tape on these small businesses.

HOW CAN GOVERNMENT HELP PUBS?



PUT BEER DUTY ON ICE

A continued freeze on beer duty is the most effective way to support the pub trade and provide a major boost to pub goers.



BUSINESS RATES

Rates now account for over 10% of pub costs. Extending small business rate relief and further action by Government and local authorities to mitigate the rates burden for community and high street pubs is increasingly vital.



VAT

Examine the case for a lower VAT rate on pub food which would generate thousands of new jobs.



LICENSING

Impose a moratorium on any further burdens on pubs through the licensing regime including any significant fee increases.



PARTNERSHIP WORKING: RESPONSIBLE DRINKING

A commitment to the Responsibility Deal and local partnership schemes such as Pubwatch, Best Bar None and the PASS scheme to help tackle alcohol-related harm.



PARTNERSHIP WORKING: PROMOTING PUBS AND PUB JOBS

Continued support for pubs and beer through the GREAT campaign and work with the sector to promote the profile and career opportunities in pubs and the wider hospitality sector.