
From:

Sent: 03 May 2013 13:15 *[Received by BIS on 29 July 2013]*

To: Pubs Consultation Responses

Subject: A Customers point of view

Sir,

As a regular Pub goer I am concerned that the Pub tie is not in the best interest of either the customer or the licensees.

Currently, the greed of the Pubcos, is squeezing the Licensees earning potential, reducing their ability to meet the needs of their customers and thoroughly demoralising them. If the licensee does get a good deal initially, a subsequent rent review will be punitive, lining the coffers of the Pubco, and not rewarding the efforts of the licensee. Often the standardised approach of the Pubcos stifles the enthusiasm of the licensee, to meet the needs of their customers, taking no account of local knowledge. Significantly, the ability to select a variety of Beers is either restricted or impossible.

Where Licensees do get some say in Beer choice, the bulk buying pressure of the Pubcos affects the prices Micro Breweries can charge. This reduces their profitability and their ability to invest in development.

From the customers point of view, choice is significantly restricted. Generally, not just in Beer choice, but also menus, snacks, activities and events. The impact of a demoralised licensee is also very significant. Atmospheres suffer and the Pub going experience is not as good as it should be. The financial squeeze exerted by the Pubcos forces prices up and seriously affects the value for money customers feel they are getting.

Mandatory Regulation with strict guidelines and punitive powers is now the only viable way forward, as self regulation has only at best received lip service.

In short, regulation will enable Pubs to be perceived as giving better QUALITY, for Licensees, and Customers whilst at the same time giving the Pubco reasonable profitability.

Improved Customer Experience and Value for Money.

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