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From: ---
 Sent: 13 June 2013 22:10
 To: Pubs Consultation Responses
 Subject: ...by 13.06.2013

Strengthen your case and call for pubco reform by sending in your own written submission to the Government's consultation.

... living in

I am an active member of CAMRA (Campaign for Real Ale) and a pub goer. I also used to work for a regional brewery in sales selling draught beer (mainly) plus packaged products (bottled beers, soft drinks, wines, spirits, FABs [alcopos]) in to the free trade – i.e. ANY pubs, clubs (social, sports, working men's, etc), and not into the company's own pubs.

It has been a struggle to keep beer volumes up in existing accounts – as year-on-year their purchases were falling (because their customers were spending less and less) - and we constantly had to seek out new accounts (nick them off our competitors), something at which I was pretty good (achieving bonus on increased sales for the last 3 years I was there).

there are plenty of burgeoning and successful micro-

breweries:

Poynton – Worth Brewing
 Bollington – Happy Valley, Bollington Brewing
 Macclesfield – Red Willow, Storm and, a little further out, Wincle Ales
 Congleton – Cheshire Brewhouse, Front Row, Beartown Brewery and, a little further out, Merlin Ales
 Knutsford – Tatton Ales, Mobberley Ales
 Nr Altrincham – Dunham Ales

There are also a good range of well-run, independent (not tied to a pubco or brewery) pubs selling these ales and those from further afield.

In , where I live, there are no independent pubs and these ales are not found – unless on rotation in a pubco-owned pub.

I pass thru' late evenings during the week and only a handful have any real, substantial trade going on, most concentrated in in style bars.

In the face of pricing competition unfairly distorted in favour of supermarkets, people are drinking more cheaply purchased beer and wine at home.

Aside from the unseen damage – until it's too late – that this is doing to health, it is killing the pubs and bars in general.

Pubcos should start by charging lower, more realistic rents to tenants/landlords: however, this is unlikely to happen as pubcos, generally, are only interested in generating as much cash as possible to support the loans which they raised to fund expansion.

There are a number of options which should help create a better market place for pub businesses to fight and pubcos should submit to a **Code of Practice** to restrict how they unfairly treat pubco tenants.

This will be monitored by a powerful independent adjudicator.

They should offer a **Market Rent Only Option**.

They should offer a **Guest Beer Option** to pubs who remain fully tied.

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