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From:**Sent:** 12 June 2013 21:05**To:** Enquiry Enquiry (Other Government Departments)**Subject:** Beer Tie

Dear Dr Cable

I am writing to you on the Beer Tie consultation process and would appreciate you taking the time to read my letter.

I joined Enterprise Inns in 2008. Prior to my time with Enterprise I have worked in a variety of industries including the public sector, retail management and manufacturing. I have always had a passion for pubs, their place in our local communities and heritage; choosing to work at Enterprise has enabled me to work in partnership with some of the best publicans in the industry. I was attracted to Enterprise based on their values and culture, which clearly puts the publican needs at the centre of how they do business. Often when you join a company (which I have several times) you find that their claimed values are not really embedded into how they do business, this has not been the case with Enterprise.

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In the last 3 years we have spent quality time with each of these publicans supporting them in creating a sustainable business within their local market place in an industry that has been at the brunt of the recession for the last 3 years. This is some of what we do to support our publicans.

- We have spent an average of £1k per pub on marketing support, everything from simple A Boards to social media training and menu development.
- We have spent £3m of capital expenditure to ensure each pub has great curbside appeal and the right retail offer.
- Our rent review process has been both fair and relative to the market, ensuring that publicans are able to sustain their business long term. Increasing discounts and reducing rents where necessary or providing short term support to aid cash flow through a challenging time.
- My regional managers support publicans on how to develop their whole retail offer, they are not purely focused on beer products. We have successfully supported several publicans on reviewing their offer and re-invigorating their business, resulting in more profit for the publicans which has in turn improve the sustainability of their business.
- We provide industry recognised qualifications for all our Regional Managers, ensuring they provide the best service to our publicans.
- We have designed relevant and focused free supplier trade shows, to which over 80 suppliers attend and are available for publicans to engage with.
- We often arrange trade and rent credits to support publicans in financial difficulty, extending credit to enable publicans to pay other people other than ourselves.
- We have real flexibility in our business model reflecting the local marketplace, ranging from a full Free of Tie or a partial tie on certain product lines to support the publican business model. We also offer additional discounts to reflect local marketplace and high street chains cutting prices.
- We have brought SIBA beers and local breweries into our supply chain, which support local businesses and Jobs.
- There is free publican training available for all publicans and extensive new entry training that we subsidise to enable new starters to be successful.
- We offer financial advice from Partner accountants, that are industry specific delivering independent advice and coaching.

- We support publicans on Business rates, Machine Gaming duty changes, Utility company sharp practices with temporary tariff rates and disconnection practices, HMRC demands for immediate payments of VAT and PAYE with no consideration to means.
- We work closely with local licensing authority plans and Police activity to deliver local social policy.

All of this and more is delivered by a team of dedicated people who are passionate about the individuality of all our publicans and their businesses. The managed house market does not encourage entrepreneurial flair and doesn't encourage small business owners, the leased and tenanted model does. However without the support of a regional manager and all the other benefits, publicans will struggle to survive against supermarket pricing and branded pub retailers, we could lose this great industry. I thoroughly enjoy working within this market and count myself as very fortunate to do so. I would welcome the opportunity to discuss this with you in more detail or take you to meet some of my regional managers or publicans.

If you would like any further information please do let me know, I look forward to your response.

Yours sincerely

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