

23 May 2013

Pubs Consultation
Consumer and Competition Policy
Department for Business Innovation and Skills
3rd Floor Orchard 2
1 Victoria Street
Westminster London
SW1H 0ET

Dear Sir/ Madam

I write in relation to the Government Consultation on a proposed statutory code. I am relatively new to the tenanted side of the business having worked for over 12 years in managed houses; I have been impressed with the quality, variety and level of service found in the tenanted estate. This variety would be hard to duplicate in other business models and any enforced changes I believe will be to the detriment of hard working licensees who find a stable and trustworthy Brewery to be a supportive and business enhancing factor.

I enjoy an excellent relationship with my tenants both old and new and I am confident they find the relationship between themselves and the brewery a mutually beneficial one. I have taken part in the recent BII certificate in Multiple Retail management program which concentrated on the BDM's role in the relationship between Tenant and Brewery. In house training and an emphasis on our part working within the code of practice is always of the highest importance and we pride ourselves on working in a transparent and honest fashion with all our tenants. This proposal is disappointing in that it seems to suggest that is not the case, while we have in reality increased support and the level of professionalism in our BDM's.

There are several factors challenging the licensed trade increased costs, taxes, supermarkets, unnecessary levels of red tape etc. These are the issues that need tackling and would it not be more beneficial to see the Government support our industry through a cut in VAT which has proved massively successful in several countries in Europe rather than creating more barriers to the business?

The tenanted model is an important way in to the business for new licensees who with the support from the Brewery can go on to a successful career and which I am proud to say I have helped many people into.

Yours Faithfully,

Business Development Manager
Shepherd Neame Ltd