

Rt Hon Dr Vince Cable

Secretary of State for business Innovation and Skills.

Dept for Business Innovation and Skills

Re Government Consultation Pub companies and Tenants April 2013

4 June 2013

Dear Sir

I would like to take this opportunity and express my continued support for our ongoing relationship with our Pub Co partners, Punch Taverns.

When getting involved with Punch Taverns almost 10 years ago, we as a collective of professional successful business entrepreneurs were fully aware of the 'Pub Tie' conditions to obtaining our lease and becoming a Punch Partner Pub. This was a commercial decision.

Over the years we have developed a strong relationship with Punch. Through their business relationship managers and team which has resulted in our ongoing success as London's premier <sup>1</sup>. We are an award winning venue that has pioneered many local initiatives against hate crime and anti social behaviour in complete partnership with Punch Taverns. Through this partnership we have managed to survive the current economic downturn by recently receiving major support in the form of staff training and venue "mystery shopper" visits. Another recent development was assistance in one tied product, resulting in being more competitive.

Product purchasing offers and marketing support are also offered from Punch which also assists our customer sales offer.

We are fully aware of the desperate situation some pub businesses have found themselves in as a result of market trends and economic conditions. Especially, with the regard to cheap alcoholic products being offered at ridiculously discounted prices from the supermarkets for a cost way less than we can purchase it for. This is a bigger issue we should focus on as this has impacted our night time economy and business sector reputation.

I do believe in the business partnership we have and are extending our lease for a further 15 years. This decision is the right one for us and the right one for the ongoing success of [redacted] which employs 10 staff and considerable contributions through the various taxes, supply and overhead costs associated with our trade.

If you would like any further information, please feel free to contact me as I am very keen to support our ongoing partnership with Punch Taverns.

Kind Regards

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