

The relaxation of licensing hours during the FIFA World Cup 2014

British Beer & Pub Association response



Introduction

The British Beer & Pub Association (BBPA) is the leading organisation representing the brewing and pub sector. Our members account for 96% of beer brewed in the United Kingdom and own around half of Britain's 49,500 public houses. A full list of our members can be found [here](#). For the purposes of this consultation we would be classed as:

- Trade body representing licensed premises

Consultation Questions

1. Which of the following statements best reflects your view on the relaxation of licensing hours for all England matches during the World Cup?

a) We believe there should be a national relaxation of licensing hours for all England matches during the World Cup.

Football is our national sport and England's participation in the World Cup Finals is a cause for national celebration. The World Cup tournament provides a major opportunity for the industry to attract customers who choose to watch live matches in pubs and bars.

A national extension of licensing hours would give pubs a much needed boost and enable them to attract more customers over a longer period of time.

The industry has a wealth of experience in dealing with major broadcast sporting events on a regular basis. Ahead of the 2014 World Cup the BBPA has published guidance for operators developed with the support of the Local Government Association (LGA) and the Association of Chief Police Officers (ACPO), as we recognise that this year's event comes with new considerations compared to previous World Cup due to the time differences.

The guidance is intended as a template for pubs, local authorities and police to work together to ensure that the World Cup is a successful and enjoyable occasion. It provides a handy checklist for licensees to run through in making sure all angles to running a successful event are considered and covered. The guidance is freely available to all operators, police forces and local authorities [here](#).

The alternative to relaxing licensing hours nationally would be an estimated 35,000 pubs applying to their local authority for a Temporary Event Notice (TEN) which would be a significant burden for both pubs and licensing departments.

The BBPA estimated that our original request regarding licensing extensions for the first and last weekend of the World Cup would see a £20million boost for pubs in England and Wales. This is a best estimate based on historical sales uplift factors for both food and alcohol for previous broadcast football (World Cup, European Championship) and experience for Royal Wedding/Jubilee extended hours. This is applied to an estimated UK monthly pub turnover for two weekends in June and two

in July. £20 million is therefore the sales value increase. Please note this is a conservative estimate.

For the 2010 World Cup, the BBPA commissioned survey data which helped inform estimates for the boost to pubs for the England group games in this championship:

BBPA estimates on key pub stats for the first three games (2010)

Match against	Date / Time	Viewers in the pub	Extra pints of beer sold	Additional turnover generated
USA	Saturday 12 th June 7.30pm	4 million	9 million	£35 million
Algeria	Friday 18 th June 7.30pm	4.5 million	9 million	£30 million
Slovenia	Wednesday 23rd June 3.00pm	3 million	3 million	£15 million

We believe the relaxation of licensing hours for the England games in this year's competition will be similarly beneficial to pubs.

2. Do you agree or disagree that a national relaxation of licensing hours would contravene one or more of the licensing objectives?

- **Prevention of crime and disorder**
- **Public safety**
- **Prevention of public nuisance**
- **Protection of children from harm**

Disagree to all

We do not believe that extended opening hours will negatively affect the licensing objectives. Authorities will still retain existing powers under the Act to deal with problem premises on an individual basis (closure orders, noise etc.) and the BBPA guidance produced with the LGA and ACPO gives advice on how to make sure match screenings are as enjoyable and safe as possible. We would argue that watching the match in the responsibly managed environment of a pub (with all the existing safeguards) is preferable to other venues without the experience of showing such events.

The ability to watch the matches and enjoy the celebrations in local pubs will avoid large amounts of people gathering to watch games on large screens in public places or late night venues in town and city centres.

3. If licensing hours were to be relaxed nationally during England's World Cup matches, do you think that this be for:

c) Four hours, so that matches which are due to kick off at 8pm would see a relaxation until 12 midnight and matches which are due to kick off at 9pm see a relaxation until 1am

We believe that four hours will allow safe and managed dispersal from premises after the game, to prevent an influx of customers into the street as soon as the match finishes.

4. The Licensing Act 2003 applies to both England and Wales. However, a national relaxation of licensing hours could apply to the entire region or areas within it. With this in mind, if licensing hours were to be relaxed nationally during England's matches in the World Cup, do you think that this should be for England and Wales or England only?

a) England and Wales

We believe that all pubs regulated under the 2003 Act should be given the choice as to whether to show England matches during the tournament, i.e. all pubs in England and Wales.

**BBPA
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