



Pubs Code
Adjudicator

Office of the Pubs Code Adjudicator
Lower Ground
Victoria Square House
Victoria Square
Birmingham
B2 4AJ
Email: office@pca.gsi.gov.uk

Ref: FOI/171016/XXX

15 November 2017

Dear XXXX,

Thank you for your email dated 12 October, in which you requested information from the office of the Pubs Code Adjudicator (PCA) under the Freedom of Information Act 2000 (the Act).

The Act entitles you to:

- know whether the information that you have requested is held by the PCA; and
- be provided with that information, subject to any exemptions in the Act which may apply.

You have requested the following information:

“Please advise how many pub company or brewery sponsored/hosted events Mr Newby has attended since his appointment as PCA.

Please advise if tickets or exhibition space was supplied free (i.e. PCA was a guest of the sponsors /hosts) or if the PCA paid the going rate to attend these events.

Please supply the names of all the companies sponsoring / hosting each event.”

The purpose of our email correspondence between 13 October 2017 and 16 October 2017 was to clarify the information being requested. Based on this correspondence, I can confirm that the office of the PCA does hold information relevant to your request.

We have interpreted your request to be: how many events sponsored or hosted by the regulated pub-owning businesses under the Pubs Code has Paul Newby attended since his appointment as PCA? Did the PCA pay to attend these events and which pub-owning business were they sponsored or hosted by?

A list of events attended by the office of the PCA is provided at Annex A.

An essential part of the PCA's role is to promote the Pubs Code to tied pub tenants, using a variety of different channels. Since his appointment as PCA in May 2016, Paul Newby or staff from his office have attended events across the country that have been organised by some of the pub-owning businesses regulated under the Code. These events have been well attended and give the PCA an opportunity to engage with hundreds of tied pub tenants. The PCA's attendance at these events is designed to bring the Pubs Code to the attention of a wider audience, and to answer any questions. The response received from the tenants we have met at these events has been overwhelmingly positive.

The PCA has enquired with all of the 6 pub-owning businesses regulated under the Pubs Code for the opportunity to meet with tied pub tenants at these types of events. Annex A provides a list of events attended to date. The PCA is currently liaising with pub-owning businesses about similar opportunities in the future.

We would additionally welcome any suggestions XXXX for the PCA to attend other industry events to further promote the Pubs Code to tied pub tenants.

I trust that my email answers your query; however, if you do not believe that we have provided an appropriate response to your request, as set out above, you are entitled to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original request and should be made in writing to office@pca.gsi.gov.uk or:

PCA
Lower Ground
Victoria Square House
Victoria Square
Birmingham
B2 4AJ

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Yours sincerely

XXXX
XXXX
Office of the Pubs Code Adjudicator

Annex A: PCA event attendance

Date	Event	Attended by	Pub-owning business	Charged an attendance fee? Y/N
14 September 2016	MA500 Conference	Mr Newby	Sponsored in part by Heineken	N
22 September 2016	Punch tenant roadshow Bristol	Mr Newby	Hosted by Punch	N
06 October 2016	Punch tenant roadshow London	Mr Newby and staff from PCA office	Hosted by Punch	N
11 October 2016	Punch tenant roadshow Coventry	Mr Newby	Hosted by Punch	N
13 October 2016	Punch tenant roadshow Newcastle	Mr Newby	Hosted by Punch	N
09 May 2017	Ei Live trade show Manchester	Mr Newby and staff from PCA office	Hosted by Ei Group	N
16 May 2017	Ei Live trade show London	Mr Newby and staff from PCA office	Hosted by Ei Group	N
07 September 2017	The Morning Advertiser Great British Pub Awards event	Mr Newby	Sponsored in part by Heineken, Punch, Admiral Taverns, Ei Group	N
26 September 2017	Punch tenant roadshow London	Staff from PCA office	Hosted by Punch	N
28 September 2017	Punch tenant roadshow Leeds	Staff from PCA office	Hosted by Punch	N
3 October 2017	Punch tenant roadshow Coventry	Mr Newby and staff from PCA office	Hosted by Punch	N
10 October 2017	Local Communities Champions Programme (Pub is the Hub)	Staff from PCA office	Sponsored in part by Admiral Taverns, Ei Group, Marstons, Greene King, Punch and Heineken	N