



Pubs Code Review Team
Department for Business, Energy and Industrial Strategy,
1st Floor, Orchard 3,
1 Victoria Street,
London. SW1H 0ET

Dear Sirs,

16 July 2019

Pubs Code and Pubs Code Adjudicator Statutory Review

As a member of the Independent Family Brewers of Britain (IFBB), Everards of Leicestershire are already a co-signatory of a letter to you regarding the Pubs Code and Pubs Code Adjudicator Statutory review. However, as [Redacted] for the Everards business, I also wanted to take the opportunity to communicate our personal viewpoint.

The Everards business was founded in 1849 and has had a presence in the Midlands as both a brewer and pub operator ever since. [Redacted] is the fifth generation of his family to own and operate the business and his children, [Redacted], will soon be taking the reigns as the company progresses its future.

We are currently undertaking an investment of over £25 million in our new Everards Meadows site which will incorporate a new brewery, beer hall and head office as well as a coffee shop and base for one of our partners, Rutland Cycling.

Our pubestate is made up of 174 pubs across fourteen counties in the Midlands, all of which operate under the tied tenancy model. We invest upwards of £4 million per year into those pubs so they can be the very best at serving their communities and consumers.

With 174 pubs, we fall well below the 500 pub threshold of the statutory Pubs Code. However, we have adopted the Voluntary Code of Practice alongside our IFBB colleagues. To ensure our commitment and compliance with the Voluntary Code, we recently undertook a review of our processes. I am glad to say that the review was a successful one, and we are confident of our compliance with the code both in practice and spirit. I am enclosing a copy of "Your Pub, Your Business – A guide to working with Everards" which details the working relationship between Everards and our Business Owners (the term we use to reference our tenants) and is given to every new Business Owner as they progress through their recruitment journey with us.

We are extremely proud of our relationships with our Business Owners. Our culture is one of respecting Business Owners as the experts in Pub operation and we act as the "publisher" of that expertise via the pub site, capital investment, insight, support and technical expertise. We seek to build positive working relationships with Business Owners which allow both parties to flourish commercially, sharing in success and receiving the proper reward for their efforts.

AN INDEPENDENT FAMILY BUSINESS

Everards Brewery Limited,
Devana Avenue, Optimus Point,
Glenfield, Leicestershire LE3 8JS
0116 201 4100 everards.co.uk

The average tenure within an Everards Pub is 12 years. We are especially proud of this figure, given its positive standing against the industry average, and we feel it to be a good indicator of working with us. We are happy for any of our Business Owners to be contacted to provide an accurate reflection of their experience.

The tied model, when operated in a collaborative way, is a successful method of low cost entry to pub business ownership, whilst at the same time receiving support from ourselves. The mutually agreed commercial arrangement allows us to reinvest in our pubs, making them relevant for the future. It also allows us to maintain our ongoing heritage as a brewer of 170 years, and provide a progressive drinks range for our Business Owners, giving every opportunity for success.

Given the above, and our record and reputation within the industry, I hope you will agree that there are no reasons to lower the 500-threshold limit to include Everards within the Statutory Pubs Code.

I would be happy to meet with you should you wish to discuss further, or would like to know more about Everards, our Pubs and our Business Owners.

Yours faithfully

A solid black rectangular box used to redact a signature.

[Redacted]
Everards Brewery
Limited