

# **National Pubwatch Conference**

## **7<sup>th</sup> February 2012**

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**Chief Executive – British Beer & Pub Association**

**Chairman – Tourism Alliance**



# British Beer & Pub Association



## Who are we?

- National Trade Association representing brewers and pub companies (Brewers' Society first established in 1904)
- 59 full member companies (representing around 60% of pubs in the UK and 95% of beer production)



## What do we do?

- Lobby local, national government and European institutions on behalf of the industry
- Liaise with other interested parties
- Promote good practice

# Tourism Alliance



- The Tourism Alliance seeks to establish and maintain a favourable operating environment for all businesses involved in the delivery of tourism, particularly in England
- Over 50 leading trade associations representing 200,000 businesses.

# 2012 – a year of celebration

- The Queen's Diamond Jubilee 5<sup>th</sup> June – extended bank holiday weekend
- UEFA European Football Championship 8th June – 1st July



# 2012 – A Year of Celebration

Torch Relay

Cultural Olympiad

Olympic Games

27<sup>th</sup> July – 12<sup>th</sup> August

Paralympic Games

29<sup>th</sup> August – 9<sup>th</sup> September



# Cultural Olympiad

- Open weekends – 2.5 million so far
- 350 events accredited as part of the Inspire programme, 4 million people attended or taken part
- National projects – taking the lead: stories of the world, unlimited; film nation; discovering places; music
- Cultural Olympiad Grand Final 21 June to 9 September
- Visit [london2012.com](http://london2012.com) or LOCOG and Nations and Regions for more details

## Olympic Venues – not just in London

- Brands Hatch (road cycling)
- Coventry stadium (football)
- Eton Dorney, Windsor (Rowing)
- Hadleigh Farm, Essex (mountain bike)
- Hampden Park, Glasgow (football)
- Lee Valley, Herts (canoe slalom)
- Millennium Stadium, Cardiff (football)
- Old Trafford (football)
- St. James's Park, Newcastle (football)
- Weymouth & Portland (sailing)

# Measuring success – the economic impact of major sports events

- Clear added value as a net export
- High support from public
- Media coverage offers opportunities for marketing
- Officials, spectators, media representatives spend the most!
- Place marketing, television exposure

# Pubs: providing a warm welcome for over a thousand years



- Key function of pubs has always been to provide places of refreshment, hospitality, recreation and sociability
- Pubs have evolved:
  - Family and female friendly
  - Free Wi-Fi
  - Websites with on-line booking and links to local tourism/visitor sites
  - Serving more food than restaurants
  - *Flexible opening hours*
  - Gardens and play areas, BBQs

# Pubs – at the heart of celebrations

- This year the UK hospitality sector will provide a warm welcome to thousands of overseas visitors who regularly list the pub as a “must visit” experience
- A good experience will enhance the reputation of the UK and encourage repeat visits
- The pub is a regulated and responsible environment with **over 15 million** people socialising in the nation’s pubs each week (this is expected to rise considerably during the Games)
- Pubs now have greater awareness of access needs with improved facilities and service

# Pubs - meeting the needs of visitors

- Over 80% of pubs serve food, serving over **a billion meals** per year which will be welcomed by the many fans visiting the various sports venues
- After late night events pubs need to be able to meet visitor needs and expectations similar to those provided by previous host nations
- Pubs will also be screening Olympic events throughout the day and late into the evening
- Extended hours for opening and closing ceremonies would be welcomed

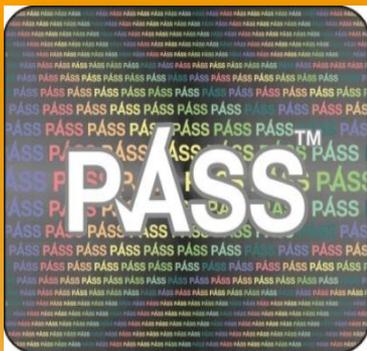
# Pubs – a safe and sociable environment

- During 2012 the pub will be a focal point for celebrations throughout the country
- The pub sector needs enforcement agencies and regulators to work in partnership with us to avoid burdensome and restrictive practices, e.g. blanket licensing policies and untargeted restrictions
- During previous World Cups and the Commonwealth Games in 2002, no evidence of significant disorder but pre-emptive conditions and unnecessary requirements were imposed by some enforcers
- Royal Wedding broadcast throughout the world - extended hours did not result in any disorder. Families and communities went to the pub to watch the wedding and enjoy the celebrations together

# The pub sector's role

- Pubs will maintain current high standards of operation and responsibility
- Industry vigilance to ensure overseas visitors are aware of our licensing laws and expectations of behaviour
- Pubwatches will have a vital role to play in this
- Industry is well placed to look after visitors and provide a warm welcome in a safe environment

# A safe and social environment



**Challenge**

If you are lucky enough to look under 21 you will be asked to prove that you are **over 18** when you buy alcohol

If you are under 18 you are committing an offence if you attempt to buy alcohol

The only acceptable forms of proof are:  
• Photocard  
• Driving Licence  
• Passport  
• Proof of age card bearing the PASS logo

[DRINKWARE.CO.UK](http://DRINKWARE.CO.UK) [BEERANDPUB.COM](http://BEERANDPUB.COM) **BEER & PUB**

 A pint	 A 330ml bottle
 A 175ml glass of wine	 A 25ml single

How many units in your drink?

**BEER & PUB** Find out the exact units in your favourite drink. [drinkaware.co.uk](http://drinkaware.co.uk) for the facts

UKH measures based on the following typical servings: 4% ABV beer: 330ml (12 fl. oz.) 5% ABV beer: 284ml (10 fl. oz.) 12% ABV wine: 175ml (6 fl. oz.) 40% ABV spirit: 25ml (1 fl. oz.)



**UK BIDs** National BIDs Advisory Service from ATCM



# 2012 “the year of the pub”

