

From:
Sent: 11 June 2013 15:00
To: Pubs Consultation Responses
Cc:
Subject: pub consultation

After several years working in the entertainment industry, I took on my first tenancy with Enterprise Inns in 2012. Taking the step into running my first pub, was a big step and as a fledgling company, the support that I have been given by Enterprise Inns has been crucial. Some of the support given is detailed below, although this is not an exhaustive list

- Agreed payment plans with my Regional Manager to pay for my first order over a period of a few weeks
- A similar arrangement with deposits and F&F purchases as the business grew
- A sensible approach to rent levels both when I first took on a new site and as I converted to a substantive agreement
- Support with POS and marketing activity in many sites
- Free training courses for myself and my managers
- Relevant business advice and support from my main contact, which has helped support me in growing sales and controlling costs
- Capex investments in my pubs which has improved the customer appeal and helped grow sales and profits for both parties

Enterprise Inns takes a long term view of its business, and when we take a pub it is with the intention of being in the pub for a number of years, unfortunately we have not always been successful in every site and I have always found Enterprise Inns very supportive in as much as;

- They have always allowed me to take a pub on a short term deal, almost as a try-before-you buy approach
- they understand when a pub is not working as it should and we have always worked together to find a sensible way of exiting a pub, which suits both parties

I am currently running 3 pubs, all with Enterprise Inns, and at the end of my first year we have made a small profit, which is pleasing for a small business in its first trading year. I have seen and read many bad things about Enterprise Inns, as in any business relationship there have been occasions for disagreement, but these have been few and far between and always been resolved in a fair and professional manner. I understand that most concerns relate to the 'tie', I take a sensible view on this – I know that I could buy the same products cheaper elsewhere, but I accept that it's about the overall deal. At the very start, it was made clear to me what my obligations were in each pub, and I accept that the overall deal means that the rent and related costs are lower than they otherwise would be and in reality my risk in each site is the that I have to pay the bills for my time in the pub, I'm not having to spend hundreds of thousands of pounds buying and maintaining the site, which is a much greater risk.

The greatest challenges to pub industry remain as they have for years;

- the cost of cheap alcohol sold in the supermarkets and consumed in an un-regulated and often irresponsible manner, thereby making home drinking considerably cheaper than pub drinking. This is the source of the much talked about binge-drinking culture, without the possible consequences that exist for pubs if they were to sell alcohol in a similar manner
- the increasing amount of red-tape placed upon pubs by successive governments in all areas

As already stated, I have only been working with Enterprise Inns for over a year, but my experience to date has been very positive. I don't doubt that there have been occasions in the past where the

Goliath that is the big pub companies have ran roughshod over the small David that is the a lone tenant, but times have changed and in all my dealings with Enterprise Inns, I am being told that they are trying to change their reputation and the way in which they are perceived by their tenants. As with anything this can only be done slowly, and detractors will always shout loudly to suite there ends.

I hope this note will make you think carefully about adding additional regulation to what is already over-regulated industry, and as always adding more regulation will add more cost which everybody pays somewhere along the way.

Thanks

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