

13th June 2013

Dear Sir/Madam

For those people wishing to embark upon their own business operation within the licence trade an Enterprise Inns' Lease provides one of the most affordable accesses to prime cities and the opportunities they reveal.

The price of this opportunity is that wet margin yields are 10-15% lower than free trade, and rent is often 1-2% above other tied lease outlets, however, with correct business planning and controls it is still possible to realise a comfortable income as an owner operator.

I have operated under such a lease for the last years. Initially it was the cheap ingoing costs and my own abilities that enabled me to develop. After the changes imposed under the last Labour Government, in which I have watched the public house demonised whilst being forced to carry drastically increased fixed operational costs, it has been the evolution of Enterprise Inns business practice that has not only prevented the closure of but allowed ongoing improvements.

In the year I have been here Enterprise Inns have assisted me in:

- 1) Smoking Ban
- 2) Finding and clearing, to Government standards, asbestos risks
- 3) Financial support with two refurbishments
- 4) A free of tie option to purchase packaged beers
- 5) Improved communication/resolution of needs imposed by Government legislation with a development manager.
- 6) A rent reduction in 2010 in order to assist with the declining economic conditions

As far as I am aware these practices would have implied costs to any other lease holder.

As most informed professionals operating within this trade, I constantly monitor those ongoing changes related to this industry through professional bodies such as The British Institute of Innkeepers, and trade press such as The Publican/Morning Advertiser. I am aware of the current Government's proposal to break up large pub companies such as Enterprise Inns. I feel that this would be a great mistake, for it is only through the support such a large company can provide that such evolution can occur.

Yours truly