**Website:**

**Economic Growth:**

The beer and pub sector has a footprint in every UK constituency. It spans global operators to SMEs, ie. pubs and small breweries.

As a sector, it supports ***1 million jobs***, provides ***£17 billion*** in wages, and delivers ***£34.3 billion of GVA*** across the UK economy.

Local parliamentary constituencies have, on average, 2-3 breweries and 80 pubs, which provide local, flexible employment and support a network of other local businesses and suppliers, including agriculture and farming at local and national level.

The sector provides local, flexible employment, and invests in staff training and upskilling from accessible first entry level, with clear career paths throughout the sector and wider hospitality.

It is a key driver for local regeneration, with a major contribution to make to increasing social mobility and productivity. Its investment yields fast returns at local level for local economies.

Beer and pubs are a major tourist attraction, contributing £23bn to GDP. The brewing sector is a UK manufacturing success story, and has huge cultural export value. In 2023, approximately £464m worth of beer was exported from the UK (source: statista)

**Local Communities:**

Beer and pubs are a vital part of the history and heritage of the UK and part of our social fabric. They are at the heart of our local communities, helping to foster and support social connection, boosting wellbeing and mental heath. Pubs cater for a range of different communities across all types of location, from rural to high street, and provide a plethora of services and offerings across the country that support our interests, hobbies and passions, from food and drink to live music and DJs, from quizzes to sport.

Pubs are a fundamental source of fundraising for thousands of charities and local causes across the UK, raising over £100m per year (source: PubAid). The industry is also a major supporter of national sport and pubs raise in the region of £40m a year for grass roots sport, providing not just direct financial support, but support in-kind through sponsored kits, meals, meeting spaces food and drink and accommodation (source: PubAid: Pubs and Sport – The Perfect Match).

**Responsible Drinking:**

The industry promotes sensible drinking and operates well managed, responsible venues.

It supports the work of the Portman Group and Drinkaware, to promote the safe and responsible consumption of alcohol and tackle alcohol harm.

The sector is responsive to consumer demand and has made significant investment in the development of low and no alcohol beer, which has led the way in the low and no category.

The industry also supports a number of local partnership initiatives to tackle vulnerability in the night-time economy and wider community, including the safety of women and girls. These include National Pubwatch, Best Bar None, Community Alcohol Partnerships, and Purple Flag, which work closely with local authorities and police to drive up standards and manage the public space.

**Sustainability:**

The beer and pub sector has an excellent track record on environmental and sustainability issues. It is a key driver of sustainable, often local, supply chains, including agriculture and farming. The industry remains committed to reducing its environmental impact and playing its part in tackling climate change, and contributing its knowledge and expertise to the ongoing debate on sustainability issues. (Could we link to Brewing Green here? – BBPA document <https://brewinggreen.org>)

**Innovation:**

Beer and pubs have learned to adapt and survive over hundreds of years. The industry is constantly innovating and is quick to respond to consumer demand and societal changes. This may be the development of new products, a changing pub environment, or the use of the latest technology in production and in pubs (eg. QR codes and apps to place orders etc.). Innovation in the sector remains on the zeitgeist of consumer demand, ensuring its survival for many hundreds of years to come.