

# **Backing Britain's independent craft brewing businesses: The Lifeblood of British beer**

## **SIBA's Election Manifesto May 2017**

### **Supporting your local brewing business in the community**

Britain's professional independent brewing businesses are the lifeblood of British beer, supplying the world beating craft-brewed beers which today's discerning consumers demand. If you are elected to Parliament on 8<sup>th</sup> June we shall seek your support to ensure the sustainability of this innovative, entrepreneurial and successful British industry.

The local craft-brewing scene has been a great British success story in recent years. There are now more breweries in the UK per head of population than anywhere else in the World. There is a brewing business in virtually every community bringing investment and jobs to areas of wealth and deprivation alike and producing great local beers mostly enjoyed sociably in community pubs.

SIBA, the Society of Independent Brewers, promotes excellence, growth and sustainability in brewing. We work tirelessly to support our 850 members in their efforts to brew and bring to market the best in beer. In a highly competitive, concentrated and largely foreclosed beer market, we need the support of MPs with this mission.

### **Brewers in the Community**

SIBA recognises and celebrates the role of its brewing members in their local communities. Over two thirds run a shop, bar or visitor centre on site, enabling them to engage with their community and bring people together to enjoy great local beer. 84% of our members regard their relationship with their local community as important and five out of six support mainly local charities.

Local brewers support local jobs. Around a third of our members' employees live in the same town or village. Two thirds live within five miles of the brewery.

### **Five steps to back Britain's independent Craft and Local Brewing businesses**

We are asking parliamentary candidates to 'Back Britain's independent craft brewing businesses' by pledging support for the following five actions:

1. Actively support local brewing businesses in the community; if you are elected, please arrange a visit, or help to brew a beer and celebrate your success with a beer from your local brewery!
2. Back the retention of the essential Small Breweries Relief to promote exports, growth, investment and jobs
3. Support SIBA in its campaign to ensure local brewers have the access to market to meet the demands of beer drinkers
4. Back pubs as centres of community life where beer is enjoyed sociably and responsibly
5. Back SIBA's campaign for a fair deal on beer tax with at least a freeze in beer duty during the next parliament

## **SIGN UP NOW**

If you are a parliamentary candidate sign up to show your support by e-mailing 'I'm backing local independent craft brewers' to:

[SIBAmamifesto2017@siba.co.uk](mailto:SIBAmamifesto2017@siba.co.uk)

**IF YOU ARE ELECTED CELEBRATE YOUR SUCCESS WITH A PINT FROM YOUR LOCAL BREWERY! CONTACT US ON 01765 640441 AND WE'LL PUT YOU IN TOUCH.**

## **Our Manifesto for Great British Beer**

### **1. Supporting local brewing businesses in the community**

Independent craft-brewing businesses have led the way in beer innovation bringing new and exciting beer styles to millions of beer drinkers and revitalising interest in high quality beer. As independent businesses our members rely on being able to sell to pubs and bars so that drinkers can enjoy their fine beers.

Every job created in brewing creates eighteen jobs in British pubs and three more in agriculture, the supply chain and retail. **Supporting Britain's independent brewers makes sense.**

By supporting your local brewers you will be backing an industry which is truly going places and helping SIBA members to achieve that. You will also be backing a low-strength, wholesome drink, which is usually enjoyed in the social and regulated environment of the British pub.

### **2. Back the retention of Small Breweries' Relief**

UK beer duty is the second highest in Europe and the smallest brewers receive 50% relief on beer duty to help them compete with much larger companies which benefit from significant economies of scale. This relief is essential to hundreds of small businesses and has been hugely successful in building the independent brewing industry in the UK. Small Breweries Relief should be maintained at 50% relief and enhanced to promote growth and investment, creating new jobs and boosting exports.

### **3. Support access to market for independent craft brewing businesses**

We are proud that there are now more UK breweries per head of population than in any other country in the World. SIBA works to help its members open up markets and to enhance access to pubs, which are often not accessible to Britain's local brewing businesses. With such challenging competition it is essential that we ensure the sustainability and ongoing success of the sector and that we work with retailers to ensure improved access to meet the needs of today's demanding and discerning beer drinkers who increasingly want local, crafted beer in their glass.

### **4. Backing pubs as centres of community life**

Pubs are a force for good at the heart of our communities, providing essential meeting places and contributing to the wellbeing of communities and individuals.

Great British pubs are a force for good in many ways;

- They employ over 700,000 people, and each spends on average £100,000 on local goods and services
- They bring communities together, play an increasing role in housing public services, raise over £100 million a year for charities and are the home of responsible drinking.
- They are also a unique part of British heritage and a major attraction for visitors from around the world

Pubs do all this despite a punitive tax burden which sees the average pub pay £140,000 a year in direct taxes, or 34p in every £1 taken in the till.

SIBA is linking with other organisations on behalf of Great British Pubs and we seek your support in the next Parliament to help them thrive. We call for;

- An urgent root-and-branch review of the Business Rates system that delivers the 2017 Budget pledge to deliver a “Better way of taxing the digital part of the economy” as well as extending financial help for pubs paying a disproportionate Business Rates burden.
- A commitment to at least freeze beer duty for the duration of the next Parliament.
- A commitment to keep the sector front of mind during Brexit negotiations both as a major employer of EU labour, whilst also avoiding trade barriers on food and drink products.

## **5. Making beer tax work**

The removal of the hugely damaging beer tax escalator in 2013 together with duty cuts in 2013, 2014 and 2015 and a freeze in 2016 brought desperately needed relief to the sector, boosting confidence and enabling brewers to invest creating new jobs and opportunities, and slowing the previous steady decline in beer sales as well as government revenues from beer duty. It also helped keep the price of a pint down benefitting millions of consumers and helping local pubs. This has helped relieve the damage caused by the beer duty escalator, but more support is required during the life of the next parliament to ensure British beer and pubs can thrive. Compared to other major beer producing countries in Europe, the UK beer drinker pays between three and twelve times more beer duty. As the UK exits the EU a number of positive steps can be taken to promote British beer.

We are therefore calling for:

- At least a freeze in beer duty for the duration of the next Parliament.
- The introduction of a preferential rate of duty for beer served in draught form to encourage the consumption of beer in the sociable environment of the pub
- Assurance that any changes to the structure of excise duty on beer do not disadvantage Britain’s small brewers
- A review of cider duty to ensure a fair system for both brewers and cider makers

## **About SIBA**

SIBA, the Society of Independent Brewers, was founded in 1980 and represents over 850 professional British brewing businesses. Our vision is to deliver the future of British beer and become the voice of British brewing. We hope you will be able to support our achieving this.

Find out more at [www.siba.co.uk](http://www.siba.co.uk) or e-mail us at [SIBAManifesto2017@siba.co.uk](mailto:SIBAManifesto2017@siba.co.uk)

To be put in touch with your local member brewer call us on 01765 640441

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