

Internal Memorandum

To: Branch Chairs, all Campaigning and Publicity roles.

From: The Campaigns Team.

CC: Campaigns Committee, RDs, Pub and Club Campaigns Committee.

Subject: Information and resources to promote the new Pubs APPG inquiry.

Date: 30 April 2021

This memo gives branches information on the launch of a new inquiry into the impact of the pandemic on pubs, as well as resources for promoting the inquiry to local pubs and consumers.

Background

The All-Party Parliamentary Group on Pubs (Pubs APPG) is a cross-party group of MPs who aim to promote and campaign for pubs, landlords, and the communities around them. The Campaigns Team has recently taken on secretariat responsibilities for the Pubs APPG and has worked with them on an inquiry into the impact of the COVID-19 pandemic, which launches today.

The Inquiry

The inquiry aims to collect views from consumers, licensees, pub staff and trade organisations and will use these to produce a report and recommendations to the Government on what pubs will need in the coming months and years.

This is a great opportunity to make our voices heard, and branches are encouraged to promote it as widely as possible. The initial stage will ask for respondents to fill in a survey which should take around ten minutes to complete, or to send a written submission.

There are three surveys: one for consumers, one for landlords and pub employees, and one for trade organisations. The Campaigns Team will engage with national groups and trade organisations to ask for their contributions, and branches are asked to help promote the inquiry to consumers and local licensees.

In addition, anyone can send a written submission if they would prefer to address a specific issue rather than respond through the survey.

Promoting the Inquiry

General publicity

Branches can help by following and retweeting @PubsAPPG on twitter – the main CAMRA account will also be doing this.

Branches can signpost the Pubs APPG website, <https://apppg.camra.org.uk/inquiry/>, which contains all the information needed to take part in the inquiry.



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There are social media graphics available for download at <https://apppg.camra.org.uk/resources/>

Promoting to consumers

We'd like for as many CAMRA members as possible to take part. The Campaigns Team will work with the Chair of the Pubs APPG to organise an email to members, and branch communication to reiterate this will be helpful to make sure members in your area get involved.

A template is below, which can be sent to members who are opted-in for branch campaigning communication.

You might have seen the launch of a new inquiry into the impact of the pandemic on pubs on social media.

The inquiry is being run with the support of CAMRA by the Pubs APPG– a cross party group of MPs who aim to promote and campaign for pubs and licensees.

*I want to ask CAMRA members in (**branch area**) to get involved and help make sure that consumers have a voice. Your input will be vital in letting the Government know just how much our locals mean to us, and how much support they offer to their communities.*

It only takes around 10 minutes to complete the survey – you can find it on the Pubs APPG website at <https://apppg.camra.org.uk/inquiry/>, or if you'd rather tell them about something specific then details of how to send a written submission are also online.

The inquiry will produce a report making recommendations to the Government about supporting pubs in the future. This is a great opportunity for campaigners so please get involved make your voice heard.

You could also:

- Post on social media about the inquiry.
- Link to it from branch websites.

Promoting to licensees

The Campaigns Team will send an email to the WhatPub database, letting licensees know about the inquiry and asking them to take part. Branches can help by amplifying this request and promoting the inquiry directly to local licensees.

It worth bearing in mind that this inquiry is being run on behalf of the Pubs APPG, and therefore seeks to hear from all licensees – not just those who run pubs that serve real ale or cider and perry, or have won local awards. It is important that a wide range of responses are received so that the inquiry can be carried out objectively.

Branches could:

- Tag pub accounts on social media and suggest that they take part.
- Talk to the licensee of your local, if you able to visit.
- Post on local online groups that have a pub focus.

Engaging with your MP

The Campaigns Team will contact MPs and ask them to promote and support the inquiry, and we'll be sending them resources to help do this. Branches can help by making sure that their MP knows this inquiry matters to their constituents, and by encouraging them to promote in inquiry.



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Branches could:

- Tweet their MPs and ask them if they will be promoting the inquiry.
- Retweet information from the Pubs APPG Twitter account and tag MPs in this.
- Write to MPs, especially if you already have a good relationship with them, to highlight the inquiry and ask them to get involved.

If branches, local licensees, or your MPs have any questions or would like any additional information following the launch, then please get in touch at campaigns@camra.org.uk and we'll do our best to help.

Cheers,

Ellie, Paul and Cam
The CAMRA Campaigns Team

