

I'm emailing in response to your request for evidence and ideas for reform on pubs' business rates.

While we're not able to comment on the topic specifically, especially as we are non-political charity and are very clear that we do not judge, Government, operators, or individuals, we are simply here to help. We can, however, offer some evidence that speaks to the impact on individuals who run and work in pubs of the increased financial and emotional pressure they are under.

We all know that the pub experience cannot be replaced by an online offer and have seen the published statistics on the number of pubs closing their doors permanently. Ultimately the result of that being an increase in demand on the public purse through the application to benefits from individuals within the sector and an increase in demand for the support services we offer.

We have seen an increase in requests for emotional support. The split of calls to our helpline used to be 40% emotional and 60% practical. In the last two year's we've seen that flip and during 2021 almost 70% of calls were for emotional support.

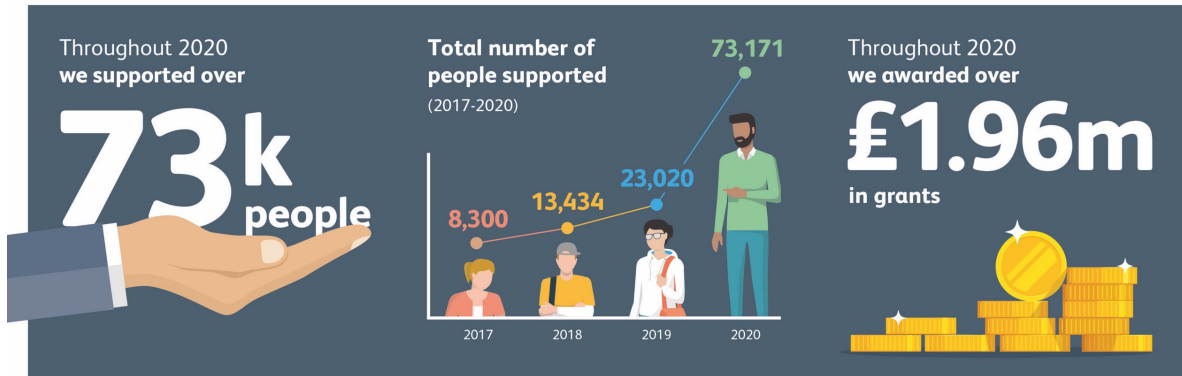
Our Charity Services Delivery team are at the coal face for our Charity, speaking directly to those individuals and managing their requests for help. At the start of the year, they noted an increase in individuals who were concerned about their ability to pay their personal rent, mortgage, and bills after months of slow trading or for many, no trading during lockdowns and the Christmas period.

Additionally, we regularly speak to operators about their team welfare planning and how we can help and urging them to consider the personal impact on their teams in addition to the impact on the pubs as businesses and sharing our insights to support their planning.

I attach two infographics; 2020 in numbers and 2021 in numbers which give a graphical view of the increase in demand for our support that I hope will be useful for your work. We are aware that we have grown awareness of the Charity and services from 3.5% in 2017 to 19% in 2021 and that will have impacted the figures but this cannot fully explain the enormous increase in call for help over the past two years.

Paula Smith
Head Of Marketing, Licensed Trade Charity

2020 IN NUMBERS



MENTAL HEALTH

41% of calls handled by our freephone helpline were from people in need of emotional support

1,037

telephone counselling sessions

88

face to face and virtual counselling sessions to support those struggling with their mental health

HOUSING

£143k

housing grants awarded

111

people supported with their rent or mortgage arrears

£94k

awarded to help 242 people with household items and repairs

67

referrals to Anchor Housing and Shelter

MONEY

4,780

grants awarded

£121k

awarded to help 293 people out of debt

HEALTH

£57k

income top up during serious illness

Income support top up equivalent to over

6,500

hours work

EDUCATION

£549,731

of education and training provided

178

licensed trade people and their children supported with their education

219%

increase in visitors to our website (versus 2019 figures)

123%

increase in calls to our helpline (versus 2019 figures)

96%

increase in grants and money awarded (versus 2019 figures)

228

calls per month in 2020 (on average) of which **41%** were for emotional support

2021 IN NUMBERS



Helping Licensed Trade People
PUB • BAR • BREWERY • WINE • SPIRITS

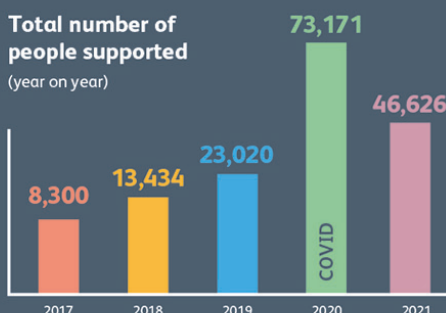
Throughout 2021
we supported over

46k

people



Total number of
people supported
(year on year)



Throughout 2021
we awarded

£1.7m

in financial grants
and services



HOUSING

174

grants helped 623 people (+40% from 2021)
with £142k (+50% from 2021) for rent arrears
and deposit



MENTAL HEALTH

3,244

people helped by our mental
health grants and services



Almost
500
people booked a
place on our mental
health training
for managers

EMPLOYMENT SUPPORT

531

people helped with services
to improve their chances
of future employment



69%

of calls to our helpline were for emotional
support and counselling. An increase
from 40% the previous year

HEALTH

We helped

114

people who had
suffered through
ill health



EDUCATION

We have provided over

£620k

in education grants and
services to help 98 people
with vital education



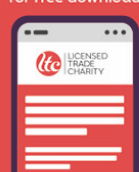
MONEY

800

people helped with money
grants and services and
£153k awarded to help
those people avoid and
get out of debt



LTC app launched
for free download



Over

120k

people helped since
the start of COVID



Over

£3.3m

given in grants and services
since the start of COVID

Our FREE support
saves approximately

£4.5k

for the cost of an EAP for
a business with 1,000 staff
(estimated cost of EAP at £4.50 per head)



Growth in
awareness
increased
from 3.5%
in 2017 to

19%

in 2021

Call the FREE 24/7 Helpline 0808 801 0550

www.licensedtradecharity.org.uk