

PUBS MATTER.

WHY PUBS MATTER.

IT'S ABOUT COMMUNITY.

The pub has long been a mainstay of British high streets and communities.

However, in recent years the local boozer has adapted to become much more than just that – not only did pubs embrace food as a much bigger part of their offering but as local services like post offices and shops begin to wither on the vine, pubs stepped into the breach.

There are hundreds of examples of local pubs that have opened as a post office, or greengrocer, or library, and in doing so have transformed the lives of thousands of local residents at a time.

Moreover the pub is also a hotbed of charitable activity. Research carried out by PubAid shows that every year, pubs raise over £100m for hundreds of charities and worthy causes, and provide a further £40m in funding or in-kind support for grassroots sport.

All of this is at stake with so many pubs on the brink of failure as a result of months and months of enforced closure or unreasonably tight restrictions.

IT'S ABOUT MENTAL HEALTH.

Studies of the benefits of alcohol consumption too often ignore the social element that the pub provides. While pubs and beer are inextricably linked, there is much more besides that which makes the British pub a great place to be. For some people, the loss of a local pub isn't just the loss of a local small business, it means the loss of their social network.

A study conducted by Oxford University found that people who have a 'local' that they visit regularly tend to feel more socially engaged and contented, and are more likely to trust other members of their community. They also observed that those without a local pub had significantly smaller social networks and felt less engaged with, and trusting of, their local communities.

Loneliness is a scourge that blights many communities up and down the country but this too is something that pubs have helped to fix. Countless locals across the UK have started social clubs for isolated or traditionally hard to reach groups of people. The ongoing closure of pubs means that for these groups the pandemic has been especially hard to cope with.

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IT'S ABOUT LOCAL ECONOMIES.

The social cohesion that pubs provide for society is absolutely vital, but so too is the economic contribution they make. Pubs and the brewers that supply them provide £23bn in value added to the UK economy each year, supporting 900,000 jobs – over 40% of which are occupied by people under the age of 25.

This too is at risk if we don't act now to start enabling publicans to get back to what they do best and begin trading again.

ABOUT THE CAMPAIGN.

Pubs Matter is a campaign to get everyone talking about why pubs and social clubs across the UK are a force for good. We want to shout from the rooftops about why pubs matter to people and communities.

PUBS MATTER PARTNER ORGANISATIONS.

The organisations behind Pubs Matter represent people that love pubs – the people who run them, the people that brew beer for them, and most importantly, the people and communities who use them.

Any organisation, pub or person can get involved in Pubs Matter – you can find out all the ways to take part [here](#).

