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**RESPONDENT INFORMATION FORM**

**Please Note** this form **must** be completed and returned with your response.

Are you responding as an individual or an organisation?

[ ]  Individual

[ ]  Organisation

Full name or organisation’s name

Phone number

Address

Postcode

Email

**Information for organisations:**

The option 'Publish response only (without name) is available for individual respondents only If this option is selected, the organisation name will still be published.

If you choose the option 'Do not publish response', your organisation name may still be listed as having responded to the consultation in, for example, the analysis report.

The Scottish Government would like your

permission to publish your consultation

response. Please indicate your publishing

preference:

[ ]  Publish response with name

[ ]  Publish response only (without name)

[ ]  Do not publish response

We will share your response internally with other Scottish Government policy teams who may be addressing the issues you discuss. They may wish to contact you again in the future, but we require your permission to do so. Are you content for Scottish Government to contact you again in relation to this consultation exercise?

[ ]  Yes

[ ]  No

**Please indicate any direct or indirect links to the alcohol industry?**

I run the **<<PUB>>** in **<<TOWN/CITY>>** and I’m submitting this response to express my concerns with the proposals set out in the Scottish Government’s consultation on restricting alcohol sponsorship and advertising.

In particular my concerns with the consultation relate to the following specific questions:

* **Q2: Do you think we should prohibit alcohol sports sponsorship in Scotland?**
	+ No. Alcohol sponsorship provides a vital source of funding for community and grass-root sports, which if deprived of this may reduce their viability.
	+ It would also put Scottish sport and Scottish clubs at further disadvantage in comparison to other countries.
	+ We would also question whether there is clear evidence that banning alcohol sponsorship of sport will lead to a reduction in alcohol consumption.
* **Q5: Do you think we should prohibit alcohol events sponsorship in Scotland?**
	+ No. Scotland’s events sector was destroyed by the pandemic. Implementing what is effectively a funding cut will have a profound effect on the viability of Scotland’s cultural events and festivals.
	+ Prohibiting events sponsorship would also prevent smaller distilleries with the opportunity to market their products, making it more difficult for them to succeed. This will have a detrimental impact on Scotland’s food and drink sector.
* **Q9: Do you think we should prohibit alcohol marketing outdoors, including on vehicles, and in public spaces in Scotland?**
	+ No. Marketing outdoors would remove a vital route to market for Scotland’s distillers and brewers. Not only would it be economically damaging, but it would also severely undermine the Scottish Government’s own *Ambition 2030* which aims to double the size of the food and drink sector by 2030.
	+ For pubs like ours, it also raises issues around whether we will have to adapt our premises / frontage to comply with any regulations which would create additional costs at the worst possible time.
	+ Branding is often visible from outside of hospitality premises, with umbrellas, windbreakers, glassware, signage etc provided by producers.
* **Q16: Do you think that we should prohibit the free distribution of alcohol branded merchandise in Scotland?**
	+ No. Pubs like ours across the country receive branded merchandise through associations with the alcohol brands that we sell. This merchandise including glassware, external furniture, placemats all help ensure that operating costs are reduced. Prohibiting the free distribution would mean that pubs would have to pay for these products when we are already struggling with rising costs.
* **Q19: Do you think that any potential alcohol marketing restrictions should apply to low or no alcoholic drinks products, where these carry the same brand name, or identifiable brand markings, as alcoholic drinks?**
	+ No. The popularity in low and no products in Scotland is more than any other part of the UK. This should be welcomed as they help pubs cater to a wider range of consumers whilst moderating consumption.
	+ These products should not be restricted as it may stifle investment in their development which will have a residual impact on pubs looking to diversify their offer.