



Join our community of supporters

We are the positive voice for pubs, highlighting the collective impact pubs have on communities



Our supporter community enables us to be one large positive voice for pubs.





Welcome to PubAid

In a world where negative headlines often dominate, it's easy to forget the vital role pubs play in our communities. PubAid has one purpose - we exist to shine a light on the positive impact of pubs, reminding everyone that without them, much of the heart and support within our communities would be lost.

Founded in 2009 by passionate leaders in the pub industry, PubAid was born out of a desire to counterbalance the often unfair media portrayal of pubs and to celebrate the good they bring to society.

Pubbs are more than just a place for a pint





A message from our Co-Founder



I joined the drinks industry in 1973 and spent 31 years working with Courage, Fosters, and Scottish Newcastle. In 2009, my industry friends, colleagues and I grew tired of the constant negativity surrounding pubs.

We wanted to create a platform that highlighted the positive aspects of pubs. This led to the formation of PubAid. Fifteen years on, we are still celebrating pubs, more than ever. Without them, communities would lose much more than just a place to have a pint.

Simply put, the more support we receive, the more we can champion the great work pubs do across the UK. We celebrate and promote the contributions of all pubs, whether part of a pub company, independent, or suppliers to the trade. Without our supporters, we wouldn't be able to keep our constant voice of positivity, reflecting the role and impact that pubs have in their communities.

**“OUR SUCCESS
WILL BE SEEN
BEYOND OUR
LIFETIME.”**

Des O'Flanagan - Co-Founder, PubAid

Des O'Flanagan - Co-Founder, PubAid



IMPACT OF PUBS ON COMMUNITIES

Through our research and campaigns, we know that pubs contribute hundreds of millions of pounds in economic and social value to their communities every single year.

The additional care and support offered by pubs to communities is priceless.
It is vital we champion the impact that pubs have on their communities.

£100_M

Raised by pubs to support their communities every year

£40_M

Pubs Contribute £40M to community sport every year



1 IN 4

One in four people in England do less than 30 minutes of physical activity a week.

£160_M

Generated in social value every year from pubs supporting community sport

Our supporters

Since 2009, we have built a community of support and our work continues day to day, through the support of major pub companies, independents and brands and organisations - who don't want to see pubs disappear either.

Please join our community.
More support = more positive
publicity



stonegate
PUB COMPANY


GREENE KING
BURY ST EDMUNDS


FULLER'S


LICENSED
TRADE
CHARITY
Serving drinks people
since 1793

PUNCH
PUBS & CO

Zonal


beds & bars


BII
BRITISH INSTITUTE
OF INNKEEPING

Matthew Clark


MOLSON
COORS beverage
company

admiral
T A V E R N S

KAM


MARSTON'S
Where people make pubs.

Asahi


WESTONS
ESTD 1840
140 YEARS


BPA
THE VOICE OF BREWERS & PUBS

ESTD 1849

Everards
of LEICESTERSHIRE


1698
**SHEPHERD
NEAME**
BEST BREWER


star
PUBS & BARS






HEINEKEN


ROSLYN'S
GROUP



Our supporter levels

We have a number of supporter levels, created to ensure everyone who wants to be a part of the supporter community, has access to it. Being a supporter helps us to raise positive publicity, but it's also a great way to be a part of a community focused on positivity .

 <p>Patron</p> <p>Join organisations like Greene King, Heineken, Stonegate, Zonal and Matthew Clark as a Patron of PubAid - your contribution supports our big campaigns.</p> <p>Commitment: £5,000 per year for three years</p>	 <p>Partner</p> <p>Are you a trade industry body or organisation passionate about the pub industry and in keeping pubs alive for our communities? If so, we would love for you to join our community as a PubAid partner, helping us work as one team to share positive news about pubs.</p> <p>Commitment: Three years</p>	 <p>Champion</p> <p>Join industry suppliers like Asahi, Molson Coors to enable us to continue the work we do throughout the year - flying the flag of great news stories and keeping out</p> <p>Commitment: £2,000 per year for three years</p>	 <p>Affiliate</p> <p>Smaller suppliers, new brands or an independent looking to join the support for positive publicity. Your support is vital to keeping a steady volume of social media and news to keep our voice alive.</p> <p>Commitment: £1,000 per year for three years</p>	 <p>Pub</p> <p>Our mission is to build the biggest hub of positive news about pubs. By being a PubAid Pub Supporter, you are signing up our PubAid Pledge and committing to sharing your positive stories with us.</p> <p>Commitment: Two positive pub stories shared each year for our Positive PUBlicity Hub</p>
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The above supporter levels are guidelines, we ask that people pick the level of support that they are able to commit to for a three year window. This enables us to plan ahead to maximise our impact. We are happy to chat this through in more detail. Please contact a member of the PubAid team.

[Join Us](#)

[Chat with us](#)

ROLE OF SUPPORTERS

Join our community of supporters, working together to raise positive publicity about the impact that pubs have on their communities.

Financial Contribution

- The contribution of supporters enables us to fund the great work we do to share positive news about pubs
- Financial support is invested into campaigns and ongoing comms that drive positive publicity for UK pubs

Power in our people

- We unite key industry experts and leaders to focus on one common goal - positive publicity.
- Together we are stronger and if we all work in unison - looking for the positive at every turn and feeding it into the positive
- We are a community of people who always have an eye on the positive
- Our Supporters enjoy being a part of the community of positivity. It's a safe space away from the negative news and challenges facing the industry on a day to day basis

Expertise and time

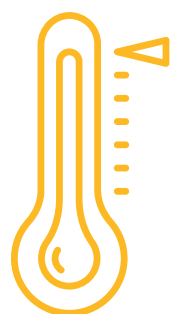
- Our supporters sit on our steering groups, enabling a focus of some of the best UK industry people to be aligned around positive publicity for pubs

Access to a wider network of visibility

- We are always grateful when our supporters think about additional ways to help
 - Giving PubAid a corner of their events - to be there flying a united positivity flag
 - Providing access to sponsorship opportunities to raise profile

"PubAid is a wonderfully supportive community, that makes positive change through charitable means. It demonstrates the incredible role that pubs have locally and nationally, supporting personal and societal wellbeing, and in inspiring change."

Tony Sophocles
Strategic Affairs Director
UKHospitality



How we raise positive publicity

PubAid Promise

The industry voice for pubs and their positive contribution to communities

Who is PubAid?

We are the industry voice for pubs and their positive contribution to communities. Through our campaigning we demonstrate that pubs are a force for good.

Our purpose is to showcase that pubs are more than somewhere to eat & drink - they provide a wide range of support and services to the local community.

Our Mission

Champion the positive impact that pubs have on communities.

Our Vision

Be the go to place for anyone looking for positive news about pubs.

Who do we want to engage?

MPS

LOCAL GOVERNMENT

THE PUB INDUSTRY

THE PUBLIC

OUR SUPPORTERS

OUR CAMPAIGNS

SPORT £40m	COMMUNITY Awards	CHARITY Pub Quiz	SUSTAINABILITY Going Green
<p>The contribution from pubs to UK community sport</p> <p>Our promise: Be the positive vehicle to promote the social value that pubs contribute to community sport.</p> <p>Our strategy: Continue our 2019 work by researching how UK pubs significantly benefit community sport.</p>	<p>The only UK pub awards to focus solely on the community</p> <p>Our promise: Grow the UK's only Community Pub Hero Awards - targeted to engage MPs and Local Government.</p> <p>Our strategy: Introduce Scotland & Wales categories in 2024, streamline entry and judging online, boost submissions with a digital campaign and unveil a sophisticated design for added prestige.</p>	<p>The World's Biggest Pub Quiz EVER!</p> <p>Our promise: Build on the £750,000 raised for UK charities since the World's Biggest Pub Quiz began in 2016.</p> <p>Our strategy: Collaborate with a national partner, launch an easier entry process to drive further uptake, reach more pubs to take part, emphasise the role the pub plays in raising charity donations.</p>	<p>Supporting pubs to take small steps to sustainability</p> <p>Our promise: Help pubs understand the small steps they can take to creating a more sustainable pub.</p> <p>Our strategy: Promote small sustainability stories that have made a big difference to inspire other's to do the same. Raise profile with MPs and wider Local Government organisations.</p>

OUR EVERY DAY ACTIVITIES

Social Media

PUBLICITY HUB

Media Relations

Case Studies

@pubaidUK WWW.PUBAID.CO.UK PR@PubAid.co.uk

Our strategy focuses on four key campaigns throughout the year, our positive PUBlicity Hub, and a vibrant social media strategy.

Our four campaigning areas are:

- **SPORT**
- **COMMUNITY**
- **CHARITY**
- **SUSTAINABILITY**

In 2024, we had 926 entries into our PubAid Community Pub Hero Awards.

Join our community_

The Positive PUBlicity Hub

*Launched in 2024 as
the home of positive
stories about pubs*

The Positive PUBlicity Hub enables us to show collectively the huge impact that pubs have on communities. It is the home of community stories about pubs and can be searched via location, category and constituency.

We continually update this throughout the year - seeding stories to MPs and on social media.

The aim of the hub is to engage MPs, the media and the industry with inspirational stories. **Supporters of PubAid can add an unlimited number of positive stories to the hub.**

Follow us on

About Us ^ News What We Do ^ Get Involved ^ PUBlicity Hub Our Supporters [Contact Us](#) [Support Us](#)

Welcome to the POSITIVE PUBlicity HUB

>Welcome to the Positive PUBlicity Hub – your go to place for positive stories and news about pubs and their impact on communities. This is your inspiration guide to finding ways to connect your pub to your community across many different categories.

All you need to do is click on the category you are interested in and enjoy the many case stories that will hopefully inspire you. You can search by case study type, location and political constituency. If you have a story you want to share or that you would like featuring on our hub, please fill in the form at the bottom of the page.

Select Category Select location Select Constituency

The Pig's Head: Leading the Way in Eco-Friendly Practices

The Bell Inn Castle Hedingham: Community at Christmas

The Railway Inn: Revitalising a Village Pub

Fuller's Charity Football Tournament Scores £21,000 in Support of Special Olympics GB

Charlie's Bar Crowned PubAid Community Support Hero of the Year 2024

Yr Owain Glyndwr Crowned PubAid Community Support Hero of the Year 2024

Greenhills Crowned PubAid Community Support Hero of the Year 2024

The Clifton Arms, Blackburn – A PUBAID Community Support Hero 2024



PubAid Campaign Example

Community Pub Hero Awards

An example of one of our campaigns is the **Community Pub Hero Awards**. Each year we run the Community Pub Hero Awards to recognise the contribution that pubs give to their communities.

Community Pub Hero Awards



- In partnership with the All-Party Parliamentary Beer Group
- The awards are held across five key categories: Fundraising, Community Support, Community Regular, Sport and ESG
- England, Scotland and Wales regions
- Award ceremony at the House of Commons
- Over 150 MPs engaged
- 69 pieces of coverage generated
- 400,000 social media reach

The Awards



COMMUNITY SUPPORT HERO AWARD



Watch the awards
in action



SPONSORED BY
Matthew Clark



PubAid Supporter Benefits

One positive voice. Many supporter benefits

The wider benefit of being a supporter is the impact that our work has indirectly to influence MPs and local government through a positive lens. In addition to this - we also ensure our supporters are recognised in our activities throughout the year.

Supporter Benefits	Patrons	Partner	Champions	Affiliates
Secondary Sponsor for major campaigns	●	○	○	○
PUBlicity Hub Sponsorship Categories	5 Categories	3 Categories	3 Categories	1 Category
Newsletter inclusions per year	5	2	2	1
Blog content	5 Blogs	2 Blogs	2 Blogs	1 Blog
PubAid Listing, Sponsor Spotlight, PUBlicity Hub stories	●	●	●	●

All of our supporters also get access to our 'guides to' and media enquiries. We generate a lot of interest with the media and are often one of the first organisations to be called looking for spokespeople.

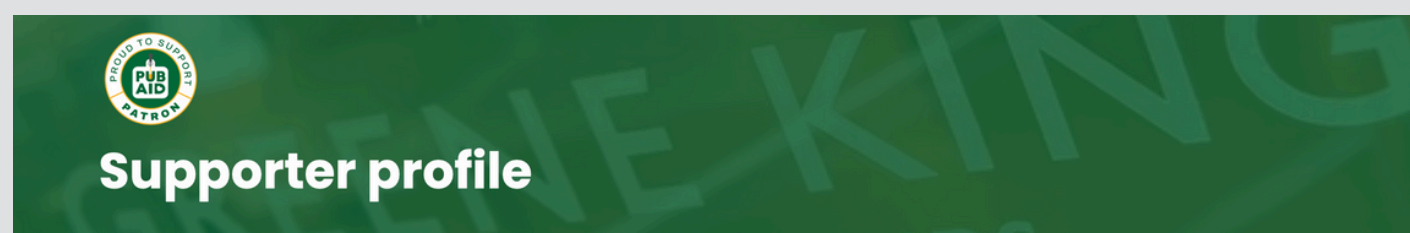
Supporter Profile

All supporters receive a profile on our website, recognising their contribution to supporting their communities and PubAid.

We also feature your chosen PubAid Steering Group member on the website too.

We also ask supporters to place the PubAid badge on their website too.

Profile Examples



Greene King

Greene King, operates nearly 3,000 pubs, restaurants, and hotels, serving as a cornerstone of British hospitality. Beyond offering exceptional dining and drinking experiences, Greene King plays a pivotal role in community support through its extensive charitable efforts.

Since 2012, the company has raised over £20 million for Macmillan Cancer Support, including a record-breaking £3.8 million in 2023 alone. This funding has provided crucial resources, such as over 82,000 hours of Macmillan nursing care, demonstrating Greene King's commitment to making a meaningful impact in the communities it serves.



Matt Pearce

Director of ESG & Sustainability

Matt Pearce is a key figure at Greene King, whose experience in the hospitality industry, combined with a passion for social responsibility, makes him a valuable asset both nationally and at a community level.

Matt is a PubAid Champion and sits on our steering group.



Punch Pubs & Co

Punch Pubs operates over 1,300 pubs across the UK and is dedicated to supporting local communities. Their pubs raised a staggering £150,000+ for charities in 12 months, and actively support charities and organisations such as The Licensed Trade Charity, Only a Pavement Away, Pub is the Hub, Mind, The Eden Project, Ask for Clive, People's Captain as well as PubAid.

Punch encourages their pubs to engage in local community fundraising, creating strong, meaningful connections within the areas they serve.

Punch was recognised as Best Partnership Pub Company (501+ sites) at the 2024 Publican Awards and Best Leased & Tenanted Pub Company 2022 & 2020. It offers award-winning training programmes delivered out of an industry leading Training Academy, and has invested over £240 million into the pub estate, including pub acquisitions, over the last five years.



<https://www.punchpubs.com/>

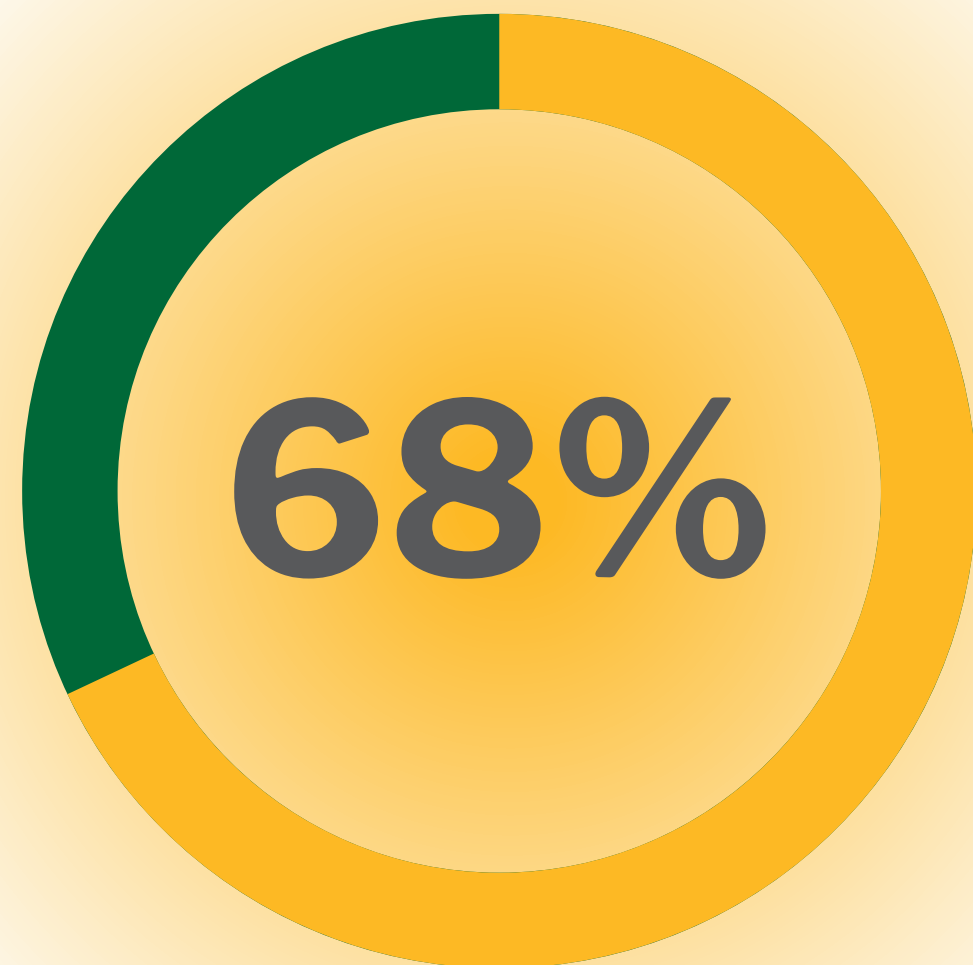


Jon Dale

Strategic Corporate Affairs & ESG Lead

Jon leads the charge as the Corporate Affairs & ESG Lead for Punch Pubs & Co, one of the largest pub companies in the UK. He has over 24 years of experience working with C-Suite executives across hospitality, sports, leisure, retail, travel & tourism and education sectors. Jon has worked for businesses including Leicester City Football Club, TUI Travel Group, Sainsbury's Argos and up until February 2021 was Director of Communications at Ei Group plc (latterly Stonegate Group), the largest pub company in the UK. Jon has been with Punch for over three years, and in his role, he is responsible for developing, leading and executing the businesses' corporate communication and ESG strategy, with a clear focus on people, the planet and pubs.

Jon is a valuable member of the PubAid Steering Group and is Chair of the Communications Group.



We are at 68% of our fundraising target for planned campaigns. We have ambitious plans to positively champion the impact of pubs for community sport, mental health, and community support.

Join our community and champion the collective impact of pubs for their communities

We are looking to grow our list of supporters for 2024 and beyond. Put simply, the more support we have, the more we can do to champion the great work of Pubs and their impact on communities.

Becoming a supporter has many benefits including being part of a proactive community here to focus on the positive.

Being a PubAid supporter will also offer:

- Engagement with MPs through our initiatives
- Events and publicity for you and your brands
- Regular comms activity shining an additional spotlight on the great work you are doing for your community
- Additional visibility for your strategic projects
- The feeling that you are part of a community focused on driving positive change for pubs

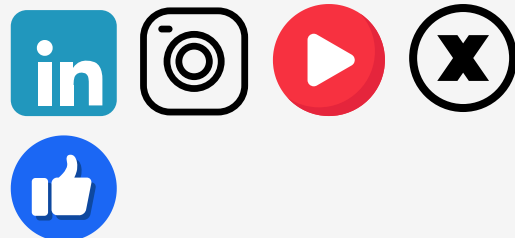
Be a part of keeping
positivity alive

If you would like to chat more about becoming a supporter, please speak to a member of our team.



Please get In touch

Social



Email

Abi Owers or Cara Churchman
PR@PubAid.co.uk

Website

www.PubAid.co.uk

THANK YOU

For more information please contact:

Abi Owers

abi@justnothing.co.uk

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www.justnothing.co.uk

