

## AUTUMN DEBATE 2010

### MAGDALEN COLLEGE, OXFORD



Pubs are closing at an unprecedented rate, but new licences abound. The ALMR Debate—chaired by the redoubtable **John Grogan** will consider whether we have dawn or decay in our sector.

## “It’s Last Orders for the English Pub”

**Jonathan Downey** of Rushmore Group and **Ann Elliott** of Elliott People propose the motion

- *The world has moved on. The pub did its job but now we have clubs, bars ..... and coffee*
- *The rising generation like it slicker and more modern — cocktails and lager from the bottle*
- *You can’t preserve something in aspic – it’s not kind!*

but **Julian Grocock** Chief Executive of SIBA and **Neil Morgan**, Director of Christie & Co oppose the motion and may counter with their conviction that

- *The pub is only superficially like its antecedents, it evolves and is as modern as any here-today-gone-tomorrow whizz bar.*
- *The breweries have their pubs and play the long game, but with modern attitudes.*
- *Cask ale is experiencing a resurgence and its proper backdrop is the pub.*

and also

## Pricing Promotion and Harm — an alternative perspective

**Mark Baird** - CSR Manager for Diageo rebuts some previously unchallenged arguments.

Introduced by **Paul Chase** of CPL Training who sets out his fears about the rising temperance lobby.

FROM 12 NOON ON WEDNESDAY 29 SEPTEMBER 2010  
MAGDALEN COLLEGE, OXFORD OX1 4AU

# ALMR AUTUMN DEBATE

## 'IT'S LAST ORDERS FOR THE ENGLISH PUB'

### Programme

12.30	Assemble - sandwich lunch
1.30	Introduction and ALMR update
2.00	The new Temperance
2.20	Pricing Promotion and Harm
2.45	Q&A and discussion
3.00	Break
3.30	THE ALMR DEBATE
5.00	Event closes & travel to La Tasca
5.30	Drinks Reception and buffet supper
7.30	The ALMR's Retail Inspection of Oxford

The price of £139 (+vat) per person for this event includes a buffet lunch and a tapas supper with wine. Not included is the cost of overnight accommodation. We have listed the details of a number of hotels below. If you wish to stay overnight please make your own hotel reservations quoting *the reference given* for the special group rates.

Please reserve me \_\_\_ places;

Name .....	Company .....	Job Title .....
Name .....	Company .....	Job Title .....
Name .....	Company .....	Job Title .....
Name .....	Company .....	Job Title .....

Signed .....	Name .....
Tel no. ....	Email .....



### HOTELS

- 1) Mal Maison - 01865 268400 - 4 star converted prison!  
<http://www.malmaison.com/>  
2 minutes away from La Tasca - dinner venue  
£140 B&B for a room in C wing or main building  
Call Judith or Rachael & quote ALMR
  - 2) Randolph Hotel - 01865 256 400 - 5 star  
[www.randolph-hotel.com](http://www.randolph-hotel.com)  
£165 - room only (Near La Tasca)
  - 3) Bath Place cottages—01865 791812  
[www.bathplace.co.uk](http://www.bathplace.co.uk)  
Single occupancy rates start from £85
- Book on line at: [www.almr.org.uk/events](http://www.almr.org.uk/events)  
or fax: 020 8579 7579  
or email Matt: [msteinhofel@almr.org.uk](mailto:msteinhofel@almr.org.uk)

Cancellations must be received in writing by 10 September, 2010. The ALMR reserves the right to withdraw a booking should payment not be received within 30 days of invoice

WEDNESDAY 29 SEPTEMBER 2010  
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