

ALMR Press Notice

Association of Licensed Multiple Retailers

Tuesday 10 July - immediate

SKY HIGH HIKE

ALMR Members react with frustration and irritation at Sky's latest subscription increase and challenged how, at a time when inflation is running at below 4%, can Sky justify a further 11% increase in prices?

Nick Bish, Chief Executive, said,

"They are closer still to killing the goose that lays the golden eggs – it is going to become increasingly difficult for all but the largest, sports-led bars to make a profit from Sky programming.

"Our recent benchmarking survey found that Sky subscriptions accounted for – on average - 1.6% of turnover. However this rises to almost 2.½% for community pubs. It is these smaller independent outlets which will struggle to afford the latest price increase, especially when these same pubs have been reporting almost flat like-for-like sales.

ALMR says that Sky's claim that most publicans will be unaffected by the price increase because of the earlier offer of a price freeze just doesn't hold water. Earlier this year, Sky asked licensees to gamble on the price increase by asking them to commit to an additional subscription 3 months' earlier than usual.

Nick Bish concluded, "These publicans have already paid a higher price and should be supported by Sky whose sports broadcasts should be a real alternative attraction to operators coping with the smoking ban."

-ENDS-

Notes for Editors

- 1. The Association of Licensed Multiple Retailers (ALMR) is the only national trade body dedicated to representing the interests of pub and bar operators and providing their companies with business support and advice. There are currently 85 companies in membership, between them operating 15,000 outlets – of which more than 4,000 are managed operations. The bulk of ALMR membership is drawn from small independent companies operating 50 outlets or fewer under their own branding*

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