

# Support Your Local – Press Release

By Elaine Samuels, 16th October 2012

## Introduction

Our Great British pubs are closing at an alarming rate because people just aren't going out for a drink in them! This state of affairs began to take hold with the availability of good quality, cheaper (compared to pub prices) alcohol from supermarkets and the sheer comfort of staying in with the TV! It has been further exacerbated in recent years by the increasing brewery costs and increasing tax on alcohol, which have greatly pushed up the cost of drinking in pubs, detrimental licensing law changes, the smoking ban and improvements in TV and home entertainment quality! If we don't do something, we are going to lose our treasured British pubs. They have been with us for centuries as other buildings and surrounding landscapes have changed and they have provided a refuge for their local communities; somewhere for everyone to meet and be sociable. They are, in my humble opinion, a vital part of our society and we are seeing them disappear all around us! We can't sit back and let it happen and I believe that musicians can play a vital role in saving them.

## A Perfect Time to Act

After much lobbying from music related organisations, the government have now relaxed the licensing laws such that live music can freely take place in venues with 200 or less capacity. This will cover many of our pubs. PRS (Performing Rights Society) for Music carried out a survey recently, which revealed that live music is the best way to increase sales in pubs and pubs without live music are three times more likely to go under than pubs featuring live music! The Musician's Union has just brought out a "Live Music Kit" too, with advice on how to go about having live music in a venue. What I want to do is to further encourage gigging musicians, with my "Support Your Local" campaign; to champion their chosen, treasured local pub and work with the pub's managers (getting helpful ideas from both the MU Live Music Kit and my own help sheet "Events and Promotion", which you can find on my "Support Your Local" web page (which also has a link to the MU Live Music Kit) at

<http://www.elainesamuels.co.uk/SupportYourLocal.htm>

I have been doing pub (as well as club, theatre and festival) gigs for over 20 years now and I have a wealth of experience and knowledge on how to make live music work for pubs to share.

## Become a "Live Music Champion"

Gigging musicians out there: become a "Live Music Champion" and not only help our treasured local pubs to survive but help yourself to preserve a venue to play live music in! Choose your local, let me know your name and the name and address of your chosen local (email me at [elaine@elainesamuels.co.uk](mailto:elaine@elainesamuels.co.uk))? Then look at the advice we (the MU and I) are offering and go and have a chat with the managers of your chosen local to see how you can help. Each pub will have slightly different local strengths and weaknesses affecting them, which will determine the style, timing and frequency of live music events which would suit them best. I would be happy to try and advise further, if problems arose. Don't be frightened to have a go at this. Any help you can give your pub is useful. Also, ask other locals for their help with things like spreading the word via the web or with leaflet dropping / putting up posters.

## Act Now – Before its too late!

Don't sit back and let someone else worry about this! Let's build up a nationwide network of "Live Music Champions" and really make a difference to save our locals!