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Room code: #bbpaconf26



Foreword

Emma McClarkin

CEO of the British Beer and
Pub Association



Since our last conference, the challenges for the beer and pub sector have kept coming. I am enormously proud of the BBPA team who dug in deep after the November budget announcement and worked closely with our members and engaged daily with media, parliamentarians and ministers (including Kate Dearden, the Pubs and Hospitality Minister, who is a true champion of our sector in government). As a result of our collective hard work, we secured a package of relief for pubs on business rates worth £350 million over the next 3 years.

However, our job is never done. We continue to call for permanent reform on business rates, keeping beer duty low and pints affordable, and a much-needed cut in VAT to unlock growth.

Today we want to focus on the USPs our sector has, what we can bring to the table and what we need to support growth. We will look at how Britain's breweries and pubs are finding ways forward – including embracing sustainability, cultivating our next generation of beer lovers, and creating social value that grows and supports communities.

Thank you to all our members, fellow campaigners, and sponsors for making today possible and lending your voice to strengthen our calls to keep the future of our great sector alive and thriving. I hope you will leave today inspired and ready to explore new opportunities.

Together, we can create a positive and flourishing future for beer and pubs.

Join the BBPA today!

We are the UK's leading trade association representing pubs and breweries. Our members brew over 90% of British beer and own over 20,000 pubs.

We are the voice of pubs and brewers, offering insight to government, political stakeholders, and media alike. Our specialist team ensures that there is an in-depth understanding of both the opportunities and challenges faced by the sector and that we can work together to bring about solutions to create the optimal fiscal and policy framework.

Our members receive access to policy expertise and specialist data relevant to their strategic business planning while also strengthening our collective power to fight for the future of our industry.

Scan the QR code or email
membership@beerandpub.com



Agenda

09:30 - 10:15	Registration & coffee
10:15 - 10:30	Chairman's Welcome Nick Mackenzie, CEO for Greene King & Chair of BBPA
10:30 - 10:45	A Message from Tom Kerridge
10:45 - 11:30	Panel: Industry Leaders Andy Tighe, BBPA Tom Bott, Signature Brew Andy Spencer, Punch Pubs & Co Lou Pollitt, Lucky Saint Lawson Mountsteves, Star Pubs
11:30 - 11:45	Break
11:45 - 12:30	Panel: Gen Z Myths & Facts Harvey Armstrong, Prime Time Rachel Weller, Nielsen IQ Tim Skinner Matt Bulcroft, Global Brands
12:30 - 13:30	Lunch
13:30 - 14:15	Panel: Leveraging Social & Community Value Stephen Livens, BBPA Jon Dale, Punch Pubs & Co Emmaline Rogers, HEINEKEN UK Alan Mahon, Brewgooder
14:15 - 15:00	Panel: Beyond the Buzzword: Making Sustainability Stick James Gross, BBPA Sebastian Munden, WRAP Emily Coon, St Austell Brewery Bob Gordon, Zero Carbon Forum Alex Proudfoot, Exchange for Change
15:00 - 15:15	Break
15:15 - 15:35	In Conversation with Gordon Rayner Gordon Rayner, The Telegraph Emma McClarkin, BBPA
15:35 - 15:45	Keynote Speech Kate Dearden MP, Minister for Employment Rights and Consumer Protection
15:45 - 15:55	CEO Speech & Close Emma McClarkin, BBPA
16:00	Drinks reception

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THE BPA ANNUAL DINNER

14TH OCTOBER 2026 | LINDLEY HALL, LONDON

Tickets are now on sale for a fabulous evening of fun! This year we are in the heart of London at Lindley Hall.

It is set to be a wonderful evening of celebration as we raise money for our charity partners.



**When: 18.00 - 00:30
Wednesday, 14th October 2026**

**Where: The Lindley Hall
80 Vincent Sq
London
SW1P 2PB**

Dress Code: Dress to impress!



Nick Mackenzie
CEO Greene King & Chair of BBPA

Nick joined Greene King in May 2019 from Merlin Entertainments plc where he spent 17 years, most recently managing director of Midway Attractions, the largest division within the group. Nick started his career in pubs at Bass and Allied and held a non-executive director role at Daniel Thwaites PLC before joining Greene King.

Andy Tighe
Chief Strategy & Delivery Officer, BBPA

Andy has over 25 years of industry experience. He joined the BBPA as an economist/statistician before moving into policy roles firstly in brewing and then across beer and pubs, becoming the BBPA's first Policy Director in December 2012. In 2020, Andy was promoted again to Director of Strategy and Policy, working closely with the Chief Executive and senior business leaders across the sector. In 2026 Andy was promoted to Chief Strategy & Delivery Officer.



Tom Bott
Founder & MD, Signature Brew

Signature Brew has grown into one of London's leading independent breweries, building a nationally recognised brand at the intersection of beer and culture. The business is known for its cultural partnerships and artist collaborations including Abbey Road Studios, Rough Trade, Oasis, Enter Shikari, Groove Armada and many more. The business has twice been named Brewery of the Year and consistently over-indexes with younger drinkers. Tom is focused on scaling the business nationally and building a next-generation beer brand that resonates with today's drinker.



Andy Spencer
Chief Executive Officer, Punch Pubs & Co

Andy has over two decades of experience across the hospitality sector, spanning both the leased & tenanted and managed pub sectors. He has held senior roles at Greene King Pub Partners, Greene King's Metropolitan Pub Co. and Brewhouse & Kitchen, before joining Punch. Since becoming CEO in 2024, Andy has focused on building the business' multiple model capability, whilst ensuring Punch partners with the very best people, with people at the heart of every decision.

Lou Pollitt
Category & Insights Director, Lucky Saint

Lou Pollitt is Category & Insights Director at Lucky Saint, the UK's leading dedicated alcohol-free beer brand, working closely with on- and off-trade partners to grow the no and low category and expand drinking occasions. With over 20 years' experience in retail and consumer goods, including roles at Lotus Biscoff and innocent drinks, she brings strong expertise in brand growth and consumer insight, with a focus on evolving trends within the beer and pub sector.



Lawson Mountstevens
Managing Director, Star Pubs & Bars

Lawson started his career as a graduate trainee with Grand Met Brewing, before building extensive commercial experience with Scottish Courage and Scottish & Newcastle. Since 2016, Lawson has lead the way for Star Pubs & Bars as Managing Director. In his current role, he has overseen major strategic developments for Star Pubs & Bars, most notably leading the multi-million-pound acquisition and integration of nearly 1,900 Punch pubs into the estate.



Harvey Armstrong
Co-Founder, Prime Time

After graduating Newcastle University with a BA in Business Accounting & Finance, Harvey pursued a career at one of the world's largest multinational professional services firms, PWC. He has a background in Audit, qualifying as a chartered accountant in 2018. Harvey departed to focus on his ambition of supplying the world with a new age of drinking, focussed on function and adding balance. Harvey has become a long-standing cast member of Made In Chelsea, allowing him to leverage the marketing value of the show for Prime Time.

Rachel Weller

Commercial Leader - Beverage Alcohol, Nielsen IQ

Rachel Weller leads NIQ's commercial strategy for Beer, Wine, Spirits and Soft Drinks in the UK, partnering with brands to unlock growth through data-driven insight and a deep understanding of consumer behaviour across On Trade, Off Trade and online. With 17 years of Beverage Alcohol expertise, Rachel works closely with drinks manufacturers to translate market trends into clear commercial opportunities and stronger brand performance.



Tim Skinner

Hospitality Consultant & Publican

Tim Skinner is a multi-site Publican Director with over 30 years of experience across managed houses and independent operators. His background spans high-volume wet-led sites, food-led freehouses and community pubs, working with both family brewers and major pub companies. He runs high-performing businesses grounded in strong commercial and guest insights with a focus on talent development. Tim brings a front-line perspective on how changing consumer trends, particularly among younger audiences, are reshaping today's pubs.



Matt Bulcroft

Marketing Director, Global Brands

As Marketing Director at Global Brands, Matt covers a portfolio including VK, Hooch, Franklin & Sons, Reef and Skinny Lager. His focus is on building bold, commercially effective brand plans that deliver long-term growth, customer value and consumer cut-through. Recent work includes Hooch's 30th anniversary campaign as well as continued investment behind Franklin & Sons, VK. Matt is passionate about independent drinks businesses, creative bravery and building brands that move quickly, stand out and deliver commercially.



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Stephen Livens

Technical & Regulatory Affairs Director, BBPA

Prior to joining the BBPA in 2010, Stephen held roles at Young & Co's Brewery and Campden BRI, specialising in academic and commercial research projects. These included issues relating to brewery production, product quality and beer dispense hygiene. Since joining, Stephen's remit includes leading on the Association's work on the many technical issues that are associated with brewing and pub operations and the sector's supply chain, from grain to glass. He is also involved in alcohol and public health policy.

Emmaline Rogers **HEINEKEN UK**

Emmaline is Head of Sustainability at HEINEKEN UK, where she leads the delivery of the Brew a Better World sustainability strategy. She began her career in corporate affairs consultancy before joining the Nike Foundation's Girl Effect initiative, focusing on social impact. At Dulux, Emmaline led environmental sustainability and community impact alongside completing an Executive MBA. She is passionate about embedding sustainability to create lasting impact through collaboration and purpose-driven leadership.



Jon Dale

Strategic Corporate Affairs, Punch Pubs

Jon has over 25 years of experience working with C-Suite executives across hospitality, sports, leisure, retail, travel & tourism and education sectors. As the Corporate Affairs, External Relations & ESG Lead for Punch Pubs & Co, he is responsible for developing, leading and executing the businesses' corporate affairs, external communication and ESG strategies, with a clear focus on people, planet and pubs. In 2025 and 2026 he was named in the PR Week Power Book, the black book of the most influential communications and corporate affairs professionals in Britain.

Alan Mahon **Brewgooder**

Alan is the founder of Brewgooder - the impact brand of the beer industry, and it's only B Corp and Fairtrade certified company. Since 2016 Alan and the Brewgooder team have been making beers that empower communities at home and abroad through the work of the Brewgooder Foundation, their dedicated non-profit which has impacted over 140,000 people. Alan is a Big Issue Top 100 Changemaker.



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James Gross

Sustainability Policy Manager, BBPA

James Gross is Policy Manager - Sustainability at the British Beer and Pub Association. James joined the BBPA in 2025 after seven years' experience in central government, where he worked across multiple departments as a Senior Policy Adviser. He leads the BBPA's sustainability work, supporting members to influence and navigate key environmental issues such as packaging and recycling reforms, carbon emissions, and climate resilience.



Sebastian Munden CBE

Chair, WRAP and UK Packaging PRO

Sebastian Munden CBE is Chair of WRAP, working with governments and businesses to drive more sustainable, circular systems. He also chairs UK Packaging PRO and plays a leading role in industry sustainability initiatives, including Ad Net Zero. With over 30 years' experience in FMCG, including as CEO of Unilever UK & Ireland, he brings significant expertise in brand, operations and system-wide change relevant to the future of the beer and pub sector.

Emily Coon

Sustainability Manager, St Austell Brewery

Emily leads the delivery of St Austell's long term sustainability strategy across pubs, breweries and supply chains. She focuses on turning climate ambition into practical action through collaboration, clear governance and strong supplier partnerships. Recognised in Edie's 30 Under 30 and a TEDx speaker, she brings a grounded, relationship-led approach to responsible sourcing, shaped by growing up on a Cornish farm.



Bob Gordon

Director, Zero Carbon Forum

A pragmatic voice on climate action, Bob turns complex challenges into clear, collective progress at Zero Carbon Forum, the not-for-profit driving the UK hospitality and brewing sector towards net zero. Bob leads the development of practical tools and services that help businesses cut carbon whilst maximising business success. He brings over 20 years of sustainability experience across retail, hospitality and the circular economy. He spent eight years leading sustainability and social responsibility at Nando's across the UK and Australia, and was previously Head of Environment at the British Retail Consortium.



Alex Proudfoot

Director of Strategy, Exchange for Change

Alex is a Director in PwC's Strategy& practice where he supports clients in the retail and consumer goods sectors. He is currently serving as the Interim Strategy & Programme Director at Exchange For Change - the management organisation for the UK's upcoming Deposit Return Scheme.



Kate Dearden MP

Minister for Employment Rights and Consumer Protection

Kate Dearden was appointed Parliamentary Under-Secretary of State in the Department for Business and Trade on 7 September 2025. She was previously Assistant Whip, House of Commons between 18 July 2024 and 7 September 2025. She was elected as the MP for Halifax in July 2024. She studied for MA (Hons) International Relations at the University of Edinburgh and also previously worked for Community, a trade union.

Gordon Rayner

Associate Editor of the Telegraph

Gordon Rayner is Associate Editor of The Telegraph and a former political editor of the publication who has written extensively about Government policy on the hospitality industry, including for the ongoing Save Our Pubs campaign. A member of the Telegraph team that broke the MPs' expenses story in 2009, his recent work includes exposing the BBC's doctoring of a Panorama documentary about Donald Trump, and the debanking scandal that led to the resignation of the chief executive of NatWest.



Emma McClarkin OBE

Chief Executive Officer, BBPA

Emma is the voice for the beer and pub sector leading them through the pandemic, interfacing with Government and stakeholders to secure vital grant support and economic stimulus to aid the recovery of the Sector. Protecting the future of the Great British Pub and our world-renowned brewers. Emma is the current Chair of the World Brewing Alliance and a Trustee of Only a Pavement Away. Prior to joining the BBPA, Emma served as a Member of the European Parliament for 10 years.





Join the BBPA today!

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