



## Communications E-zine March 2019

Dear Member,

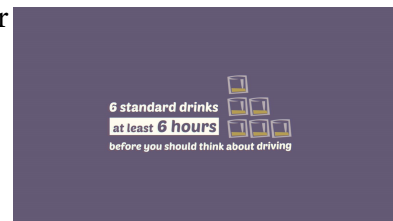
In the early days of March, the ‘morning after’ checkpoints continue to be a huge topic of conversation among publicans and their customers, particularly in rural areas. You can read about the VFI campaign to inform the public about safe driving the ‘morning after’ below, while in other news Punchestown Racecourse has an offer for members while Donegal vintners celebrate the Brennan sisters in Bundoran.

### Morning After

On 20th February, the VFI launched a major social media campaign aimed at informing the public about driving safely the morning after a night out. The idea for the campaign came about after it became evident there is a general lack of understanding about drink driving limits and calculating the time it takes the average person to process alcohol. Given that Minister Shane Ross refuses to provide guidance on when it’s safe to drive we decided to produce a two-minute video explaining the facts. The video can be viewed by going to the news section of [vfipubs.ie](http://vfipubs.ie)



We are asking all members to share this video on their social media platforms. The number of shares by VFI members at this point is relatively low in comparison to the amount of people who have viewed the campaign so please do your bit by sharing the video.

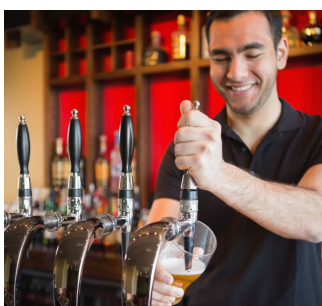


So far the video has been watched by almost 500,000 people across Ireland. There is a high level of interest in the campaign and feedback is very positive. Our CEO Pdraig Cribben has conducted eight radio interviews including a slot on RTE Drivetime. The campaign will run for another couple of weeks, when we will review its effectiveness and assess next steps in continuing to highlight the ‘morning after’ issue.

### Supporting Ruxi

In tandem with our campaign to raise public awareness, the VFI is also fully supporting Minister of State Jim Daly TD who is campaigning for an Uber-style taxi service for rural towns. You can read our press release about the issue on [vfipubs.ie](http://vfipubs.ie) Please use every opportunity you get to let your local TDs know we are supporting this proposal. The National Transport Authority has just announced a pilot scheme for rural hackney licences that will see new applicants receive a grant, while a community based scheme will also be launched in the 17 locations where the night service run by Local Link operate. We’ll publish full details as soon as they become available.

### Employment (Miscellaneous Provisions) Bill



The Department of Employment Affairs and Social Protection has confirmed that the Employment (Miscellaneous Provisions) Bill will come into force from the first week of March 2019. The objective of the Bill is to address issues that arise for workers with unspecified/insecure hours of work by the provision of new statutory protections and rights and the prohibition of the use by employers of zero-hour contracts. This is an important piece of legislation and members should be aware of its implications for their business. You can read more about the Act in the members area of [vfipubs.ie](http://vfipubs.ie)

## Business Guide

Our 44-page guide 'A Business Guide for Pub Owners' will be published in mid-March. A copy will be sent to every member, along with the results from a member survey conducted last autumn. The guide outlines best practise guidelines for publicans on a range of issues, including viability, value proposition, quality & standards and marketing.



## AGM- save the date!

The 46th Annual Conference of the VFI will take place in Cork from the 13th – 15th May. Our main base will be the Rochestown Park Hotel with a limited number of rooms also available in the Maryborough Hotel. While the local committee are busy organising the social aspect of the conference, an online booking facility on the VFI website will be available from late March and the booking form will also appear in the March/April issue of VFI Voice magazine. The AGM is scheduled to take place at 10am on Tuesday 14th May in the Rochestown Park Hotel. We look forward to seeing you in Cork.



## Punchestown Offer

Don't miss out on your VFI Members deal to the 2019 Punchestown Festival! The Punchestown Festival takes place from Tuesday 30<sup>th</sup> April to Saturday 4<sup>th</sup> May and is expected to attract a record crowd of over 130,000 people. It is now firmly established as a social and sporting highlight in the Irish calendar and is one not to be missed.

Punchestown Racecourse are offering VFI Members an exclusive deal on group packages for Festival 2019. **Group packages for 10 or more start from €27pp and include:**

- **Admission**
- **Official Racecard**
- **€5 Matched Bet**
- **€5 Drinks Voucher**

All you have to do is contact the sales team today on 045 897704 Or email [info@punchestown.com](mailto:info@punchestown.com) and quote your exclusive promo code: VFI2019 to secure your deal. Please note there is a minimum purchase of 10 tickets and VFI offer expires 31<sup>st</sup> March 2019.



## Brennan Sisters

There was a night of celebration at the recent Donegal VFI dinner dance as Patricia Brennan and her late sister Nan, of Brennan's Criterion Bar in Bundoran, were honoured by the county VFI for their long service to the pub trade in the town. Read the full story in the news section of [vfipubs.ie](http://vfipubs.ie)



Signed:

  
Brian Foley  
VFI Communications & Public Affairs Manager