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LVA welcomes Sky decision to suspend Sky Sports charges for pubs

The Licensed Vintners Association (LVA), the representative body for Dublin publicans, has welcomed the decision finally made by Sky to suspend Sky Sports charges for pubs.

Sky has confirmed that "from the 14th March we will not be charging" for Sky Sports service "until a live sport schedule returns". They have also confirmed they will be writing to pubs to confirm this development.

The LVA has been working on this issue since the closure of the pubs was announced, with many members contacting us about the significant charges imposed by Sky. We are pleased to see that Sky has now relented on this issue, following our engagement and a massive social media campaign led by our Vice Chairman, Noel Anderson.

The LVA would like to thank all those who engaged on this campaign.

The LVA is also continuing to engage with a number of other companies and businesses on behalf of our members, to bring forward measures that will assist publicans in light of the current crisis. This work is ongoing. We will keep members informed as soon as there are any concrete developments.