



NEWSLETTER

February 2017

NEWS FROM THE GUILD

Member Survey

Thank you to everyone who completed our recent survey. We received an impressive 120 responses - close to 50% of our membership. This means that our new website will launch with up to date contact details for everyone who responded.

We also gathered valuable information about who are members are, what you value about belonging to the Guild and what else you would like that membership to provide. Based on the responses received, this is some of what we've learned:

- **Age:** around half our members are in the 46-60 age group, with a further quarter aged 31-45
- **Location:** we are a London and South East-centric group, with 45% of members living in one of those regions. 13% of respondents live in the Midlands, the same proportion in the North (East and West combined) and 11% in East Anglia.
- **Primary job:** 24% of our members are writers or journalists, 15% are bloggers and 18% work in marketing or communications. 5% are brewers or brewing consultants and a further 5% are trainers/educators.
- **Secondary role:** 40% of members cite writing as a secondary job, 27% events/public speaking
- **Payment:** reassuringly in these days of free content, more than a third of our members

- are earning 'most' or 'a significant proportion' of their income from beer writing
- **Other expertise:** 41% of respondents claim expertise in food matching, 30% in travel, 25% in historical interest and around 20% for each of politics, wine, music and cooking.
 - **Guild membership:** we asked members to tell us what they found useful about belonging to the Guild. 87% find the newsletter 'useful' or 'very useful'; 80% value our annual awards, 79% the daily news alerts and around two-thirds for each of the awards dinner, pre-GBBF reception and seminars.
 - **Added value:** asked how the Guild could add value, the most popular choices were providing exposure to potential employers/clients and networking events with other members.

Meeting the CAMRA Revitalisation Team



Around a dozen members of the British Guild of Beer Writers met the former CAMRA Revitalisation Committee recently for an informal discussion of the project.

Chairman of the Revitalisation Committee Michael Hardman explained the scope of the project, which had taken 18 months to complete. The Committee presented its report to CAMRA's National Executive in December.

After Hardman's presentation, Guild members put their questions to the Committee. Debate followed around the topics covered by the Revitalisation project, primarily CAMRA's role in the changing beer market; growing interest in and demand for beers other than real ale and the need to focus on beer quality, regardless of its style.

The meeting was the first Guild members' event of 2017 and was held at The Old Doctor Butler's Head, thanks to Shepherd Neame. It was organised by Robert Humphreys, who served on the Revitalisation Committee and is also on the Board of the Guild of Beer Writers.

Guild member Martin Oates said: "As a CAMRA member, I'd read the report from the Revitalisation Committee, but the questions from Guild members really opened up the subjects at the heart of the topic. I'd have liked longer to debate some of the points, but it was an interesting session."

Members of the Revitalisation Committee present at the event, in addition to Hardman and

Humphreys, were: James Lynch, Ben Wilkinson, Angela Aspin and the CAMRA manager of the project, Emily Ryans.

UPCOMING EVENTS

Training Courses for Guild Members

We still have places on two training courses organised especially for Guild members:

‘**Pitch & Deal**’ is designed for freelance writers/PRs/photographers who want to secure more work, at a better rate of pay. The course is run by experienced NUJ trainers

Date & time: Saturday 1 April, 10.00-3.00

Venue: The Admiralty, Trafalgar Square

Cost: £50 (inc VAT)

‘**How to Judge Beer**’ is run by the Beer Academy and is ideal for members looking to advance their beer appreciation skills and gain a recognised qualification.

Date & time: Monday 20 March, 1.00 – 5.00

Venue: Institute of Brewing & Distilling, Curlew Street, London SE1

Cost: £60 (inc VAT)

To book a place or find out more about either of these courses, please email: secretary@beerguild.co.uk or call Ros Shiel on 07841 694137

London Drinker - Trade Session

The London Drinker Beer & Cider Festival, held at the Camden Centre, is hosting a trade session between 3pm and 5pm on Thursday 9th March where there will be almost 100 London beers (cask, keykeg and bottle) for you to try free of charge, courtesy of London brewers. And you'll be the first ones to hear who has won the Champion Beer of London, which will be contested earlier that day.

Contact: ldbfororganiser@gmail.com



WELCOME TO THE GUILD: NEW MEMBERS

Richard Croasdale

Editor of Ferment magazine, photographer and award

winning feature writer. Having started life as a financial journalist in 2001, Richard eventually came to his senses and has been writing professionally about booze since 2009 (latterly as managing editor of the whisky magazine, Unfiltered). He lives in Edinburgh and can usually be found in the city's many excellent bars; failing that, he can be reached on Twitter [@croasdalio](#) and email richard.croasdale@gmail.com



Chris Dillon

London-based features editor at Retail Express, the convenience store title sent to 50,000 retailers every fortnight. Chris has written several pieces on beer and cider trends, designed to give readers an understanding of what their customers are looking for and encourage them to keep a strong drinks range.



NEWS FROM MEMBERS

Want to work for UK Brewery Tours?



Guild Member Nate Nolan is seeking personable outgoing fellow members to join the UK Brewery Tours team www.ukbrewerytours.com Since their launch in London in 2014, UK Brewery Tours has gone from strength to strength expanding beyond the capital.

The team are currently seeking guides in the Manchester, Birmingham, Newcastle, Leeds, York and Sheffield areas, offering a generous per tour fee with the potential for it to go up. So if you are keen to share your knowledge and passion for beer while showing off the best beers your home turf has to offer then please get in touch with Nate at nate@ukbrewerytours.com



Our mailing address is:

British Guild of Beer Writers, 44 Hurst Road, Horsham, West Sussex, RH12 2EP

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