



ANNUAL GENERAL MEETING 2020

Corporate Membership and Yearbook Update

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CORPORATE MEMBERSHIP

At the last AGM we were delighted to report a doubling of the number of the Guild's corporate members along with the smooth introduction of a tiered subscription scheme to replace the old flat fee, which had not been reviewed in 10 years or more.

We also reported on our campaign to increase corporate membership, with the aims of:-

- Supporting our financial stability
- Widening awareness and appreciation of the Guild's members and activities
- enhancing work opportunities for individual members
- improving relationships with more companies and tapping into their expertise

During the year now reported the recruitment of new members and the engagement with those already in membership continued until COVID struck. Prior to that point we welcomed into membership **Brewhouse and Kitchen, Fourpure Brewing, Timothy Taylor, Arkells, Hofmeister, Curious Brewing, Lacons, Magic Rock, Salcombe Brewery, Five Points Brewing, Visit Flanders, Brook House Hops, and WPA Pinfold.**

When the plague struck, two members, **J D Wetherspoon** and **Skinnners**, resigned, as did the **Institute of Brewing and Distilling.**

Obviously we are delighted that our recorded losses are so few, while at the same time we have even enlisted a new member during the past few months, **Mother Kellys.**

However, it will be no surprise that the payment of annual subscriptions, which with less than perfect timing were due on the 1st April, has been sluggish in the extreme. 27 corporate members have so far paid, while 42 have yet to do so. Members will understand that we have refrained from the pursuit of the latter group up to this point, but are now beginning to approach those concerned.

As we do, we may yet suffer further resignations, but there will in due course come a point when non-payment of subscriptions will have to be regarded as ending membership.

Many individual members have influence over our current corporate members and also with companies and organisations that might benefit from involvement with the Guild.

Now, more than ever, we would appreciate your support in encouraging them to stay with us, to join, or to re-join as the case may be. Would any member able to lend such support please let us know. Meanwhile, we will shortly re-issue an up-dated digital version of the corporate membership booklet for members' assistance.

Last year we also mentioned our plan to survey corporate members so as to improve our understanding of their aspirations from their membership. This remains our intention, but it fell foul of COVID, given that we intended to despatch it along with annual subscription renewals.

YEARBOOK

The contract to produce the Guild's 2020 Yearbook / Directory was awarded to Jaine Organ and Malin Norman. With support from Dale Tomlinson they had already made huge progress at the point lockdown came into being.

Clearly there are significant costs involved in the production of the Book. These are offset by advertising revenue, and this year, also by allowing individual members to pay for an enhancement of their 50-word free listing.

Sadly, lockdown and the impact of coronavirus left Jaine and Malin without advertisers for the Book. This was obviously a blow after the significant investment of time in the project. We hope that corporate support will pick up sufficiently in the coming year to allow production of the Book in 2021.

We would like to thank Jaine, Malin and Dale for their work and will keep members updated.