



ANNUAL GENERAL MEETING 2021

Proposed Changes to the Objectives of the British Guild of Beer Writers

Objectives as they stand

The objects for which the Guild is established are:

- To improve the standards of writing and other communication on beer and beer related topics. This to include (but not exclusively) broadcasting, online and presentations.
- To increase the status of beer communicators particularly journalists and authors
- To increase the public's understanding and appreciation of the qualities of beer.
- The Guild is formed as a non-political body to pursue these aims.

Reasons for change

Beer communication now is much more varied and diverse than it was even ten years ago. It is felt that the objectives can be strengthened in their emphasis that the Guild is about all forms of beer communication, not just writing, and should not favour one kind of communicator over another.

Guidelines for change

The articles of association should be subject to change only very rarely. They require an AGM or EGM to approve all changes. They therefore work best if kept very broad. The detail behind the objectives – how these objectives are realised on a year-by-year basis – is contained in the Guild's strategic plan. This is reviewed on an annual basis to reflect any changes that might occur.

Proposed revised objectives

(Explanatory notes in italics. These notes are not part of the objectives themselves.)

The objects for which the Guild is established are:

- To promote excellence in beer and pub communications.

It's proposed that we do not spell out what this encompasses – it's likely that different media and channels will continue to evolve so quickly that spelling out what they are, and which if any are prioritised, is detailed in the Guild's Strategic Plan.

- To support beer communicators in their professional and skills development.

This point has been broadened from "increase the status" to encompass a broader form of support which includes all the Guild's activities.

- To help educate, inform and inspire people about beer and pubs.

Again, this is intended to be as broad as possible. Further definition and prioritisation – including but not limited to members of the public and industry bodies – can be expanded on in the Strategic Plan.

- The Guild is formed as a non-political body to pursue these aims.

The Guild itself is an apolitical, non-campaigning body. Individual members are, of course, free to campaign and make political statements however they wish, within the terms set down in the Guild's Code of Conduct. For the sake of clarity, the Code of Conduct is being reviewed to include guidance on this point.