



## **ANNUAL GENERAL MEETING 2021**

### **Corporate Membership Update**

Frances Brace and Robert Humphreys

#### **CORPORATE MEMBERSHIP**

In 2018, as part of the efforts to ensure the long-term viability and raise the capacity of the Guild, we reviewed corporate membership, wrote a new strategy and launched a recruitment campaign, which we presented for approval at the AGM that year. During 2019 the new tiered subscription scheme replaced the old flat fee, which had been held for over 10 years, and many new members were recruited. The financial consequences have been significant, roughly doubling the Guild's income from corporate membership.

Of course, the past year has been challenging, given that the first lockdown almost exactly coincided with our corporate members' subscription year. Payment of dues slowed down and ground to a halt for a time. At the last AGM, we reported that 43 members had yet to pay their subscriptions for the financial year 2020/2021.

Clearly it was not an easy job to bring in the subs. In addition to halts on discretionary spending by many organisations, there was also the challenge of reaching our contacts. Some had disappeared from their companies, many were furloughed, and of course we have all had to tighten belts and think twice over expenditure that would normally be routine.

In this context, that corporate membership today stands at 68 compared with 52 in June 2018 and 73 this time last year we believe a significant achievement. That said, the overall stability conceals a lot of churn. Over the past year or so we've lost 14 corporate members and gained 17, including two (Brixton Brewery and Curious Brewing) who are in the process of re-joining. The joiners and leavers are listed further below.

We can reasonably hope that some of those who have suspended their membership may in due course resume their relationship with us.

The hardship in the industry is far from over, so again, retention of corporate members for the year 2021/22 was certainly not a given, but we are absolutely delighted to report that most of our valued supporters have maintained or resumed their support.

At this point, 44 of our current 68 members, or 65%, have already paid their subs, and if they do all renew, the income from subscriptions will be £21,700, almost the same as in 2019. There are two large companies who owe for last year and this year and we are confident that they will pay their dues. Most of the other debtors for 2021/22 are also large companies who will (eventually) settle their invoices.

We are always grateful to our corporate members for their support, but never more so than during the past 18 months. The role played by our corporate members is every bit as important as the role played by our individual members. They provide our lifeline. The fact that we have been able to continue work throughout the pandemic, developing our offer to members, including our awards, is down to them.

We realise that some of those decisions may have been difficult and personal, but we invite all Guild members to join us in expressing our deep appreciation of all that our friends in the



industry have done over the past fifteen months or so to help keep the Guild operating under the most challenging of conditions; to continue to employ our brilliant secretary; and to support the Guild's programme of activity, events and training.

We will be writing to the organisations individually, but would like to record our gratitude to them all here.

With gratitude in mind, we also offer huge thanks to Lisa Potter from Cask Marque, who has worked tirelessly on our finances. It is down to her that invoices were created, individualised, sent, followed up, and followed up again where necessary, and payments traced and recorded. She is a stalwart.

The same is true of our secretary, Natalya Watson, who has been instrumental in any success we have had in the field of corporate membership. She has ensured its smooth-running and kept us in order - so far as that is possible. Again, huge gratitude to Nat.

The task of the new Board – and indeed all Guild members – is to make our corporate members feel valued and to help recruit new members. If every individual member were to persuade one organisation to join our ranks, the world would indeed be the Guild's oyster.

## YEARBOOK

As we reported in 2020, a significant amount of work by Jaine Organ and Malin Norman had been put into the preparation of the 2020 Guild Year Book / Directory by the time the pandemic arrived, but unfortunately, it was impossible to gain sufficient advertising to make publication viable.

Given that at the beginning of this year, we were still chasing membership dues from April 2020, the Board agreed not to divert time into Year Book / Directory proposals for 2021. It will be up to the new Board to consider options for 2022.

## ADDENDUM

The aim of the corporate membership campaign was to:-

- Support the financial sustainability of the Guild
- Widen awareness and appreciation of the Guild, its members and its activities
- Increase prospects of work for individual members
- Open dialogue and involvement with more companies, including tapping into their expertise and experience



### Corporate Members Standing (a few still to pay)

Adnams	Exmoor Ales	Oakham Ales
Arkell's	Fleet Street Communications	Purity Brewing Co
Asahi Europe	Fourpure	Quilon
Badger Ales	Fuller Smith & Turner	Rooster's Brewing Co
Black Sheep Brewery	Greene King	Shepherd Neame
Brakspear	Harvey & Son	Society of Independent Brewers
Brewers Association	Heineken	St Austell Brewery Co
Brewers' Company	Hogs Back Brewery	St Peter's Brewery
Brewhouse & Kitchen	Hook Norton Brewery	Tennent Caledonian
British Beer & Pub Association	JW Lees	The Five Points Brewing Company
Budweiser Brewing Group UK&I	James Clay & Sons	Thornbridge Brewery
Butcombe Brewery	Krombacher Drinks UK	Timothy Taylor's
Carlsberg UK	Long Live the Local	VisitFlanders
Charles Faram	Lowlander Beer	Wadworth & Co
Crisp Malt	Magic Rock Brewing	West Berkshire Brewery
Duvel Moortgat UK	Marston's	Williams Brothers Brewing Co
Everards Brewery	Molson Coors Brewing Company	Zero Degrees

### Corporate Members Gained

Curious Brewing (rejoining)	Hofmeister	Brook House Hops
Ossett Brewery	Mother Kelly's	Pauls Malt
Bedlam Brewery	Neptune Brewery	Real Drinks
Brixton (rejoining)	Stonegate Group	Euroboozer
World Beer Awards	Salcombe Brewery	Woodforde's Norfolk Ales
Simpsons Malt	WPA Pinfold	

### Corporate Members Lost

Okells	Lacons	Dark Star
Brains	Charles Wells	Ei Group
Remarkable Pubs	Sharps	Beer Hawk
Budweiser Budvar	Cumberland Brewing	Curious Brewing
Skinners	JD Wetherspoon	

### Our Award Sponsors – a note from Robert Humphreys

Members are aware that the Guild plans to resume normal service for the annual awards dinner this year. Nat has announced the date and discussions are under way with our award sponsors. The Guild's convention has for some years been to ask all our sponsors to give a year's notice in the event they decide to end their sponsorship, which is of great help to both parties. I am delighted to report that those sponsors so far contacted are provisionally committed to continuing their support.