



## **SPECIAL RESOLUTION FOR CONSIDERATION AT THE BRITISH GUILD OF BEER WRITERS ANNUAL GENERAL MEETING 2022**

### **Proposed Changes to the British Guild of Beer Writers' Articles of Association**

Any changes require a special resolution to be voted on and passed by 75% or more of the voting members (either present or by proxy). Thus, the Board are tabling this at the AGM for the Guild's consideration.

***The Special Resolution is that the British Guild of Beer Writers' Articles of Association be amended to include cider as well as beer.***

The name of the Guild will remain unchanged.

### **Reasons for change**

Over recent years there has been an increase in the profile of British cider and many more people – including some of our individual members - are regularly writing about cider. In addition, some of our corporate members are also cider producers. Others distribute it or sell it through their on-trade premises. However, quality cider writing currently has no formal body or guild to support its members, promote excellent writing, or educate, inform and inspire people about cider.

Cider – like beer - is a drink rooted in the traditions and natural resources of this country and - also like beer – it's intrinsically linked to pubs. Although much has been said about cider being more closely linked to wine, the reality is that it continues to be associated with beer in the minds of consumers and, indeed, many of those writing about it and commissioning writing about it.

Pivoting a beer-focused organization to include cider is not without precedent. In 2017 the Beer Academy (part of the Institute of Brewing & Distilling) became the Beer & Cider Academy and now offers equivalent cider courses alongside those focused on beer. CAMRA added cider to its remit as long ago as the 1980s. It now campaigns and educates enthusiastically on behalf of the drink.

The lack of a cider writer's guild means that there is no specialist awards framework for cider writing. Writing about cider is not judged as part of our awards which means a large amount of excellent content goes unrewarded.

## The changes

The affected sections of the Articles of Association are as follows (*existing wording in italics; **proposed additional text underlined in bold***):

2. *The objects for which the Guild is established are:-*
- a. To promote excellence in beer, **cider**, and pub communications.*
  - b. To support beer **and cider** communicators in their professional and skills development.*
  - c. To help educate, inform and inspire people about beer, **cider**, and pubs.*
  - d. The Guild is formed as a non-political body to pursue these aims.*
- ...
3. *In furtherance of the above objects but not otherwise the Guild shall have power:-*
- ...
- h. To undertake any activity that will improve the quality of communication on beer **and cider** related matters*
  - i. To undertake annual beer, **cider**, and beer **and cider** related awards*
- ...
8. *There shall be three classes of membership:*
- Full Membership, which shall be open to all who communicate on beer **and/or cider** and can demonstrate that they achieve the standard as laid down by the Board.*
  - Associate Membership, which shall be open to all who communicate on beer **and/or cider** and can demonstrate that they achieve the standard as laid down by the Board. This standard to be less than Full Membership.*
  - Corporate Membership, which shall be open to any company or body in the brewing, **cider-making**, or associated industries*

## Footnote

The Articles of Association should be subject to change only very rarely. 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. The current Articles can be found at: <https://www.beerguild.co.uk/about-us/>