



MINUTES OF ANNUAL GENERAL MEETING 2022

21 June 2022, 7pm – Online via Zoom

Attending

Board directors

David Jesudason
Jacopo Mazzeo
Jonny Garrett
Katie Wiles

Neil Walker
Paul Nunny
Pete Brown

Members

Amelie Tassin
Annabel Smith
Adrian Tierney-Jones
Bill Simmons
Bryan Betts
Chris Claxton
Claire Bullen
Dan Malleck
Frances Brace
Georgina Wald
Gillian Hough
Hollie Stephens
Iain Loe
Jane Peyton
Joanne Steward
John Porter

Jos Brouwer
Jules Grey
Lotte Peplow
Matthew Curtis
Mike Clarke
Mike Hampshire
Mitch Adams
Natalya Watson
Paul Davies
Richard Dakin
Robert Humphreys
Roger Protz
Ros Sheil
Ruth Evans
Steve Williams

Apologies

Alastair Gilmour
Anthony Gladman
Beth Demmon
Christine Cryne
Emma Inch
Fran Nowak
Gabe Cook
Gabriele Bertucci
Helen Anne Smith
James Beeson
James Dowdeswell
Jeff Evans
John Cryne

Judith Boyle
Kate Hempsall
Kate Oppenheim
Lana Svitankova
Larry Nelson
Martin Oates
Martyn Cornell
Melissa Cole
Nick Law
Rick Kempen
Steve Lamond
Sue Nowak
Susanna Forbes

1.Minutes of AGM 2021

Minutes proposed by Matthew Curtis, seconded by Mitch Adams.

2.Matters arising

Chair E Inch was unable to attend as she is ill with Covid. Director P Brown chaired the meeting.

3.Chair's report

P Brown summarised E Inch's prepared report:

- As N Watson noted when opening the session, this will be her last AGM as Secretary. She was thanked for the energy and skill she brought to the job. P Brown shared with members that N Watson will stay in the role until we have gotten the new Secretary up to speed. He noted that we had a shortlist of 7 applicants, we interviewed 5 today, E Inch will decide on a candidate once she's feeling better and we hope to make a decision next week.
- Diversity and inclusion has been a big focus for the Board over the past year and we'll have an update from D Jesudason on this topic later on in this meeting.
- The 2021 Dinner & Awards was a great success and P Brown noted he was especially pleased to be back to an in-person event again.
- He shared that the Board is always looking forward and at how we can make our Awards better. M Curtis, prior to stepping down from the Board over the winter, initiated a process to review the Awards categories in order to keep up with the way writing and communication is changing. He started by comparing our awards to the North American Guild of Beer Writers and Guild of Food Writers Awards and we had some thorough discussions as a Board. The revised Awards categories will be released soon, and P Brown noted that we will have more categories, more sponsorship and more prize money for the 2022 Awards. M Curtis was thanked by P Brown for starting that process.
- For the 2022 Dinner& Awards, we will be back at One Great George Street on November 23rd, but we are looking for a new venue for 2023, specifically one that reflects the craft beer world a bit more. P Brown welcomed suggestions from members for new venues.
- We have a special resolution today to change the Guild's Articles to incorporate cider into the scope of what we do. We will be moving on to discuss that proposal shortly.
- Finally, P Brown shared a quote from E Inch's paper "...thank you to all our members, both individual and corporate. As a Board, our primary aim is to work on your behalf. Thank you for your support."
- P Brown echoed that sentiment and said he thinks E Inch has had great first year and said it's a shame she can't be here to take the kudos.

Questions/comments:

None

4. Treasurer's report

P Nunny summarised the accounts and his prepared report:

- Subscriptions have held up, despite this being a difficult period for both individual and corporate members.
- P Nunny thanked N Watson for her work on individual member subscriptions. Last year we had 259 individual members and we had 257 this year, so we are on a par.

- Corporate membership is down from 78 to 69, but receipts are pretty much the same as previous years. R Humphreys and F Brace were thanked for their work revamping the corporate membership fees in 2018, which has managed to maintain an increased income for the Guild. K Oppenheim was also thanked for her work this year, in both corporate membership and sponsorship.
- Comparing dinner costs, P Nunny noted we had a virtual presentation in 2020, which is why the cost was reduced. For the 2021 Dinner & Awards, we made surplus of £3,262, which is very unusual. He noted that we usually plan to break even and break evens usually turn into a loss. He commended everyone involved in the fundraising.
- He noted that most of the administration expenses speak for themselves, but flagged that the marketing expenses of £2,700 were to cover the cancellation of the Yearbook, as a lot of work was done prior to its cancellation.
- He did not feel that any further explanations were needed on the P&L and noted that we ended with a small surplus.
- Moving on to the balance sheet, he noted that the debtors and creditors almost cancel each other out. We like to invoice our corporate members in March (which is the end of our financial year) for the following month (April) to hopefully get paid a month earlier. Therefore there are monies received in advance (nearly £20k), so they are carried forward as a debtor (as this is money we are waiting to receive), but they are also listed as a creditor as it relates to the following year.
- As shown on the bottom line, we have reserves of £51k. We like to have a minimum of £40k in reserves to cover for our main event, the Guild Dinner & Awards, due to any circumstances that occur outside of our control.
- Finally, P Nunny noted his thanks to Lisa Potter at Cask Marque for all of her help.

Questions/comments:

P Brown commented that years ago we had a huge surplus in the bank and the AGM instructed the Board to pay that down, which they did, but hiring a Secretary and making a loss on the Guild's Dinner and Awards meant that the reserves were on the way to running out. They have now been stabilised and slightly increased, which means we can afford to continue to employ a Secretary and offer more benefits for our membership.

5. Accounts for 2021/ 2022

Acceptance of the accounts: proposed by Roger Protz, seconded by Mitch Adams. Passed unanimously with no abstentions.

6. Proposed special resolution to amend the Guild's Articles of Association

P Brown shared that the inclusion of cider within the Guild's remit is something that has been discussed by the Board on several occasions. On this occasion, the Board have decided in favour of a change, so we need to bring it to the AGM. If this change is to go forward, it requires 75% or more members to vote for it during this meeting (including members who have voted by proxy).

The proposal is for the Guild's Articles to be amended, as and where needed, to include cider in our remit, as well as beer. It's not to say cider has equal footing with beer. We discussed if this would mean changing the name to the Guild of Beer and Cider Writers, but felt strongly it's still the Guild of Beer Writers and beer is our main focus, but we'll include cider in our remit in much the same way that we include pubs.

P Brown shared a slide with the reasons behind the proposed change:

- There has been an increase in the profile of cider, with a lot more people writing about it, including many of our members.
- Some of our corporate members are now cider producers, so cider is increasingly relevant to other members of the Guild.
- Unlike other drinks, quality cider writing doesn't have a home at the moment, there's no body that currently exists that's a natural home for people to learn more about cider writing and improve their craft, in the way that we do with beer.
- There's a strong overlap with beer in terms of similar history and heritage in the UK.
- There is precedent, including the Beer & Cider Academy and CAMRA's inclusion of cider in its remit.
- There is not currently a Cider Writers Guild, and there are probably not enough cider writers to have an independent Guild of their own, which means there is no awards framework for cider writing so it goes unnoticed, which impacts the profile of cider in the UK.

P Brown shared a slide with the proposed changes to the language of the Articles – including Articles 2, 3 and 8 – that would be impacted by the changes.

He noted that regarding our Awards (as mentioned in Article 3), we have two options: adding a category for cider writing – in the way that we've added a category for pubs writing and low and no alcohol writing – or we just let every awards category have cider in it, in addition to beer. At the moment, the Board is proposing a separate cider communications category within the Awards for this year and to then see how it goes from there.

He wrapped up by saying that, in practical terms, what this means is that for most individual members, they can have more of the work they do recognized by the Guild, we'll hopefully get more individual members who primarily communicate about cider, and we'll have more corporate members from the cider world which will help boost the Guild's finances.

He then asked members present for their questions and/or comments, prior to voting for the proposed changes.

Questions/comments:

J Porter asked: In principle, he thinks expanding the Guild's remit to include cider writing is an excellent idea. However, the information that has been given to members in advance of considering the special resolution makes no mention of any resourcing implications. So:

- Is there an estimate of how many potential new membership applications the proposed change to the Articles will generate?
- Has any estimate been made of the time implications for the Guild Secretary role – e.g. in terms of dealing with additional membership enquiries, posting additional press releases etc.? The Secretary Job Description currently being advertised does not mention cider. He's concerned that the Guild may appoint a Secretary and then immediately expand the remit of the role without considering the workload implications.
- Has any estimate been made of the time implications for the Board? There will potentially be additional demands on the time of Board members in areas such as Membership applications, Awards, Corporate Membership, etc

P Brown replied:

- Regarding new membership applications, we're not really sure, but we think the main impact will be to recognise more work that existing members already do, but he imagines we will have a handful of new members.
- Regarding the implications for the Guild Secretary role, we don't think it's going to be a significant increase. During our interviews today, we asked this of the applicants and all of them said they felt that the inclusion of cider would actually improve the attractiveness of the role.
- Regarding the time implications for the Board, we can't tell yet, but our feeling is that it won't be a significant impact on Board member's time, but if that is the case, we have the opportunity to co-opt a new Board member with the specific responsibility of taking on any cider-related matters.

B Betts commented: We're already seeing cider writers apply for membership, so he's not sure it will grow the membership a lot. But it will recognise those members. Additionally, he prefers the idea of simply expanding the coverage of existing categories for awards. He can't see there being many takers for new cider-only categories.

P Brown replied:

- We want to try it this year and see how it goes with an incremental change. We'll then see within the year whether it works better as one individual category or within other categories.

J Grey asked: She presumes it's cider and perry and that will be noted somewhere in the Articles?

P Brown replied:

- That's a good point and one that the Board has neglected to cover in the wording of the Articles. Because we have to advertise the proposed changes several weeks in advance, we can't make that change tonight without giving advance notice. Tonight, you'll be voting in principle for the motion, then the Board can look at the exact wording later on.

M Curtis stated: He's going to vote in approval for this because he runs a magazine that covers beer and cider writing and this will be beneficial to him and his business. He noted that he's currently seeing a fall in engagement on cider and believes that better engagement with writers would be beneficial. However, as a beer writer and member of the Guild, he has concerns that this may water down the offering for beer writers. He is not for having cider writing entered into the same Awards categories as beer writing; he sees it as a separate discipline to beer writing and that there should be a separate cider category. He has always believed there should be a Guild of Cider Writers and that there are enough people to start one, but there needs to be some impetus behind cider writing and the Guild is the platform that can help that, whether it's temporary or long term. But he's concerned with the use of Guild resources and finances and that some beer members may worry about the offering being watered down. He believes these issues can be worked through and noted that he will be voting for it the proposal, after having voted against it as a Board member 6 years ago. But he wants his concerns minuted about watering down what we offer our beer members.

R Protz commented: He agrees with Matt. Back in 1988, there were only a handful of beer writers – look at us now. If cider writers want to form their own organisation, let them form one and see how it grows. There is no logic to this recommendation, as cider is not a grain-based beverage as beer is. Whisky, vodka would be a better fit. We have enough to do and write about – over 2,000 breweries and their beers, serious issues like the closure of pubs and breweries, etc. He is extremely worried that it will muddy the waters to have cider mixed up with beer. The Guild's opening MO was to reach out to the general public and media to talk about beer. If we mix in cider, we'll confuse the media and the public. This is a big mistake, please don't go down that route.

R Humphreys commented: This seems to him like a significant dilution of the Guild's compass of which he's sceptical. Beer and pubs is a broad enough church and he'd be concerned at the weakening of our focus this would entail. He also noted that pubs were mentioned as an adjunct to our core purpose by way of parallel, but pubs have been equal partners with beer in our territory from the very beginning.

F Brace commented: It is difficult enough to cover everything in the beer and pub categories in the awards even without the inclusion of cider. She agree with R Humphreys and R Protz – it dilutes the Guild focus to add cider.

G Wald commented: She thinks the concerns raised are valid and thinks this leaves us open to further dilution in the future.

R Dakin commented: Cider, Perry and Mead are more like wine than beer. He agrees that this is a dilution of the Guild.

J Porter commented: If this motion goes through, could it be that we agree that we will get a chance to discuss as a guild an expanded awards program that includes cider. His view is that it would be a shame to just add 'and cider' to them. If there are some specific cider awards that can be launched, he feels that would be a good thing and would like for the Guild as a group to discuss proposed changes.

P Brown replied that there is no point spending time on that if this resolution fails; there is work to do on how this will impact the Awards if this does pass. Our thoughts at this stage are very formative.

G Hough commented: When she joined the Guild in 2010, the Board had to meet to decide if she would be allowed to join as her writing was relating to cider and perry. The Board agreed she was able to join, but she's always felt slightly 'hidden' within the Guild as she can't get anything up for judging - so she feels it would be lovely to be 'seen' at last. She also noted that as journalists have learned more about cider over lockdown, lots of articles have been written about cider, helping to raise its status. She thinks this is a great idea and an important step forward. She is asking that we as the Guild promote excellence in, support for, educate people on and have an award for cider and perry. She doesn't see this as diluting the Guild in any way and reminded everyone that the name is not changing.

R Humphreys replied: Gillian's joyous and welcome presence amongst us does demonstrate that the present regime was not in fact a bar to her access.

M Adams commented: He believes this is a wonderful and obvious meeting of minds. Beer and cider is often served in the same environments and written about by the same people. These two are brilliant bedfellows despite their different ingredients

K Wiles commented: She agrees - including cider & perry hasn't diluted CAMRA's message or aims, and that was added in 1988.

N Walker commented: Just to reiterate P Brown's point, the feeling at the Board meeting today was we should have a standalone cider award and not incorporate cider into the other awards.

D Malleck commented: If the guild includes pubs, then cider seems a logical connection.

A vote was taken on the acceptance of the proposed changes to the Guild's Articles of Association: the vote passed with 42 votes 'For', 11 votes 'Against' and no abstentions, including 18 votes received by proxy.

N Watson apologised for the suspense when adding in the proxy votes, noting that she was using her phone to record the audio from the meeting to assist in writing up the minutes and was tallying the votes by hand.

P Brown noted that the concerns raised here will be discussed by the Board and any further questions, comments or concerns are welcomed to be raised to anyone on the Board.

7. Election of Directors

- P Brown reported that three Directors – J Mazzeo, K Oppenheim, and N Walker – had to retire by rotation, and J Garrett as a co-opted Director also had to retire. This left four vacancies on the Board.
- J Mazzeo decided not to stand for re-election and was thanked by P Brown for his years of service before stepping down.
- K Oppenheim, N Walker, and J Garrett stood for re-election, alongside Joanne Steward, so we have four nominees and four vacancies.
- All four nominees were voted on and accepted by the membership.
- K Oppenheim, N Walker, and J Garrett were thanked for standing again and J Steward was welcomed to the Board.

8. Reports from Directors

Natalya Watson: Individual Members

N Watson summarised her prepared report:

- M Curtis was thanked for his time in the Membership Secretary role, which he stepped down from in December 2021.
- In March 2022, J Garret was co-opted to assist with membership and mentorship and works with the membership sub-committee, B Betts and J Porter, to review applications. All were thanked for their time.
- This year, new criteria were introduced to help Associate members progress to Full membership. Upon renewal, Associate members will be invited to submit two new work examples for review. Four members were promoted to Full membership this year: Gabriele Bertucci, Mike Hampshire, Steve Pratt and Lana Svitankova.
- As of the end of the financial year (31 March 2022), we had 257 members in good standing (235 Full, 22 Associate) vs 259 at the same time last year.
- In the 21/22 year, 24 members lapsed due to non-response when contacted for their subs (8% of our membership). The Board is now looking to move away from annual payments via the Guild website and to an adjustable direct debit through GoCardless.
- 30 new members joined last year (19 Full, 11 Associate) vs. 33 last year.
- Annual subs have remained at £57.50 for the last few years.
- Any members who have not yet received their pin badge are asked to get in touch.
- Finally, all members were thanked for continuing their membership during these last few difficult years. We hope you feel you're getting your value from membership and appreciate you contribution to what the Guild does.

Questions/comments:

B Simmons asked: Why do we have to go through Paypal?

N Watson replied that it's the payment method that was set up on the Guild website for ease, but noted that you do not need to have/use a Paypal account, there is an option below to use credit or debit card, but we will be moving away from this payment method for monthly subs shortly anyhow.

Natalya Watson (obo Kate Oppenheim): Corporate Members

N Watson summarized K Oppenheim's prepared report:

- R Humphreys and F Brace were thanked for laying the groundwork for her time in the role.
- At the end of the 21/22 year, the Guild had 69 corporate members. Compared to the previous year, 9 members were lost, but 7 have been gained.
- A new corporate membership brochure was produced this year that's now available on the Guild website. It highlights all of the benefits of Guild membership, including building relationships with influencers, exposure via our daily newsletter, networking opportunities and opportunities to showcase their brands and products.
- All corporate members were thanked for their support, as they help to finance the Secretary role and the Guild's activities.
- Lisa Potter at Cask Marque was also thanked for her help with invoicing and chasing up payments.
- On awards sponsorship, as we have more categories this year we can have more sponsors and provide more prize money, which we hope will encourage more entries. We can have up to 16 corporate members become sponsors with a prize pot of up to £24,000. We already have 11 sponsors confirmed. Sponsors not only help to fund the prizes, they also allow individual members to attend the event at a reduced rate.
- Finally, we have not been able to produce the Yearbook for the last 2 years. M Norman, J Organ and D Tomlinson were thanked for their work on the Yearbook in 2020 and it was noted that they were all paid for their work, even though the project was cancelled. We are hoping to bring back the Yearbook for 2022 and release it at our Dinner & Awards.
- A full list of corporate members in good standing, including those gained and lost, can be found on K Oppenheim's report on the Guild's website.

Questions/comments:

None

Natalya Watson: Events/ Training

N Watson summarised her prepared report:

- All members and Directors who came to us with ideas for events and training courses were thanked.
- We held 6 events in total – 4 online and 2 in-person. In-person events included the Awards & Dinner in December 2021, R Shiel was thanked for organizing the event and it was shared that she will be returning to organise the events again later on this year. The other in-person event was organised by Club Soda at their alcohol-free off license in London in January 2022.
- Our 4 online events were all proposed by members, so please take this as a reminder to share your event ideas and suggestions with us to bring these events to life.

- The benefits of online events were noted, including having a wider reach for both members who can join us and speakers/panelists, so a mix of both online and in-person events will be kept up going forward.
- On trainings, a survey was conducted in January 2022 on the preferred training courses for our members. We will be offering the top 4 choices this year. The first two were delivered in May on social media and interview skills. We learned that evening sessions work best for our membership, as attendance at our daytime session was very limited. Members were reminded that if they can't join live, they can sign up and request access to the session recording.
- We also had 2 trainings last year: one on editing hosted by M Curtis and one on pitching hosted by J Mazzeo. Both members were thanked for proposing and hosting these sessions.
- Lastly, looking forward, we have 3 upcoming events in the works: one on inclusivity in the pub, hosted online by D Jesudason (following on from the success of his 'Can the IPA be post-colonial?' event); the Summer Party and seminar on August 1st at Sambrook's Brewery; and our Annual Dinner & Awards on November 23rd at One Great George Street.
- All members who have suggested and helped to host/lead our events or trainings were thanked and members were reminded that all future suggestions are welcome.

Questions/comments:

None

Katie Wiles: Social Media

K Wiles summarised her prepared report:

- C Claxton was thanked for covering K Wiles while she was on maternity leave; she noted he has been a fantastic support.
- Over the last year, we've reached nearly 5k followers on Twitter and post on average 20-30 tweets per month.
- She's looking at reviving the LinkedIn account and noted that our Facebook account is woefully lax. For this reason, the Board has approved setting up a Hootsuite account for the Guild to enable us to cross post and have a firm social media presence on all platforms and not just Twitter in the future.
- The Awards & Dinner is the time of year when we get the most engagement.
- In the future, we want to look at how we can promote what the Guild is doing from more traditional PR channels, in addition to social, as this can help expand our reach beyond just Guild members on social media.
- There has been a big improvement in uptake, engagement and awareness online by having in-person events and being able to take and share pictures from these activities. The more we can get together, the more we can improve the look and feel of our social media.

Questions/comments:

None

David Jesudason: Diversity Grant

D Jesudason shared the following update:

- He started by thanking J Mazzeo for his help and noted that he will be sorely missed from the Board after stepping down.

- He noted that is he has been on the Board for a year now and one of the platforms he ran on was to help to build a diversity grant.
- Going back to why he wanted to set this up: he noted that prior to the murder of George Floyd, he felt editors were never interested in his work when he wrote about racism or race issues. Since then, however, most of his pitches were getting commissioned. He noted that while this is good for him, he feels there's no real diversity if he's the only one taking all the work.
- From here, he looked at the North American Guild of Beer Writers to see what they're doing in this area and spoke to Bryan Roth there to learn more about how they set it up. He did not see being a late adopter as a negative, as it meant we could learn from others.
- The Board wanted to have a diversity grant that could be published by numerous parties. He approached several publications and nearly all were interested. Good Beer Hunting, when approached, were the most enthusiastic and made a strong proposal – they wanted to be equal partners, put in half of the money, and publicise the grant in a way that the Guild or any other publication could not, including a podcast with each of the winners. (D Jesudason noted that their podcast is in the top 1% of all podcasts in America). The Board decided this would be too good an opportunity to turn down.
- There was a slight reservation about working with a US publication, but many of their stories have a British focus. They also offered to help with artwork and provide the editorial support of Claire Bullen.
- From today, June 21st, people can submit pitches and three winners will be chosen. Each will win £350 and will have their work featured on the Good Beer Hunting website.
- He felt that by only having one winner each year, the grant would not have as much of an impact. He feels this is a true way of getting more diverse voices heard in the beer writing space.
- Additionally, the grant is one part of a bigger initiative to help diversify our membership and we want those members to feel they are in a safe environment.
- The grant website was shared on screen for all attendees to view and D Jesudason asked for all members to share the link to encourage as many applications/pitches as possible from June 21st to August 1st.
- He noted that he will be promoting it to channels we don't normally use, including learning providers and writers of colour networks.
- Lastly he shared that winning writers will be working with himself and C Bullen for both editing and mentoring to make sure they are producing copy to enable them to foster a strong career in journalism.

Questions/comments:

M Curtis asked: why was this not tendered to UK publishers?

D Jesudason replied that it was tendered to M Curtis's publication and several other UK publishers, but that M Curtis turned it down.

M Curtis said that he was sent a Whatsapp message to which he replied saying he needed more information. He shared that he spoke to D Jesudason about this previously via Whatsapp and voiced his concerns that his publication did not have a lot of financial resources but that he was interested. He asked to have it minuted that he was incredibly disappointed that the Guild would partner with a US publication that's predominantly focused on US stories. He said he believes in the work that they do, but asked why this wasn't tendered to UK publications, like Pellicle, Ferment, CAMRA's Beer magazine, etc. and said that this all feels very sudden. He said he did not want to derail this important work, but that the US is way ahead of the UK in this work and the Guild is now re-investing in the US,

when we are the British Guild of Beer Writers. He stated that as a publication that is member of the Guild, the way the Board has carried on about this is pretty disappointing.

D Jesudason replied that all of the writers will be British writers.

M Curtis interrupted to ask if the payments will be made in dollars or pounds.

D Jesudason asked to have a chance to answer M Curtis's concerns and carried on to note that the article will be written in British English, edited by two British people; all that's really American is the IP address and D Jesudason said there was even conversation about whether that should be changed. He shared that the grant proposal was tendered to all of the publications M Curtis mentioned and M Curtis replied that he wasn't interested.

M Curtis interrupted to say that a Whatsapp message is not a tender.

D Jesudason said that he sent both a Whatsapp message and an email outline and M Curtis replied that he was not interested. He noted that he could not have chased him as that would have shown favouritism.

P Brown then asked for this conversation to be continued off-line and M Curtis left the meeting. R Humphreys, S Williams and M Adams also left the meeting following this exchange.

D Jesudason voiced his disappointment in this interaction but shared that he's tried to do whatever is best for the Guild and the diversity of beer writing and journalism in general and that his concern was about getting as much reach for the grant and grant winners as possible. He thinks this is a great initiative and hopes that the rest of the Guild is in support. He also noted that this partnership with Good Beer Hunting was to start the grant and that in a year or two, we can look at other partners, but we have to get moving now.

Several members expressed their support:

- From J Porter: It's a great initiative.
- From N Walker: Superb initiative.
- From P Davies: Agreed.
- From G Hough: DJ, this is a strong start. Congratulation on creating this step up for new beer writers.
- From A Tierney-Jones: As John says, great initiative. great work DJ and the Board for supporting it.
- From B Simmons: Great initiative well done DJ.
- From M Hampshire: This is a fantastic initiative and such a positive step.

P Brown asked members to help spread the word and to share the news of the initiative to encourage entries.

D Jesudason thanked P Brown and E Inch for their allyship.

J Grey asked about the support provided to winners of the Young Beer Writer Award, as she thinks we may not provide them enough and would like to ask what more we can do in terms of mentorship, as some of the winners of that Award are not heard from after their wins.

D Jesudason shared that the winners of the diversity grant will get one year of free Associate membership and we hope they join as members afterwards. He emphasized that we want to avoid them getting lost in the system.

J Grey suggested taking a similar approach for winners of the Young Beer Writer Award.

P Brown noted that we will be discussing the mentorship scheme shortly and will come back to her points then.

Neil Walker: Member Survey / Opportunities for Members

N Walker shared the following update:

- The first member survey we did last year was primarily conducted for two reasons: 1 for us as a Board to get a better understanding of you as a membership so we can offer training and support in places that will best serve you and 2. To get more information about the Guild in order to promote both membership and our members to the industry, including members' qualifications, work, etc. as this can help attract both new individual and corporate members and to help persuade commissioning editors to hire Guild members.
- The survey will be run again this year; many questions will repeat so they can be tracked over time, but changes will be made, as relevant. If there's a question you'd like to have included, please let N Walker know. For example, we'll be adding diversity questions to this year's survey to learn more about our membership in this area.
- This week we launched a jobs board, enabling corporate members or other companies and publications to post calls for pitches and job opportunities.
- Submissions will be posted in the membership area of the website and this content is accessible to members only.
- We hope this will help improve the link between corporate and individual members and individual members and various publications that are interested in working with Guild members
- All corporate members will be contacted to inform them about this opportunity.
- The aim is to bring in more work for members.

Questions/comments:

None

Jonny Garrett: Mentorship Scheme

J Garrett shared the following update:

- He was recently co-opted to take over as Membership Secretary and the mentorship scheme
- On the mentorship scheme, this was started as a trial, with two Associate members given the opportunity to take on mentors. One mentee left the scheme, the other finished the scheme. A survey has been extended to all four mentors and mentees and their feedback is now being reviewed.
- We will start by offering the scheme to Associate members and see if we can expand it to Full members in the future.
- We're exploring having mentees choose their mentors based on skills and objectives, etc. The format, time commitment, and compensation levels for mentors is also still to be confirmed.
- Lastly, he commented that he has also noticed that some winners of the Citizen or Young Beer Writer awards have not always gone on to develop in their membership.

Questions/comments:

Jules Grey commented that she thinks everyone nominated for the Citizen or Young Beer Writer categories should be provided support, not just the winners.

9. AOB

R Protz shared an observation about an article in the Guardian today on gastro pubs. He noted it's good news, but that there's still an assumption that people who go to a pub looking for good food will still ask for a pint of Euro fizz. He feels there's still woeful ignorance of what good beer is and we still have a big job to do. We've had a marvelous discussion this evening, but let's get back to basics on spreading the news about what good beer is.

P Brown thanked R Protz for this call to arms.

A Tierney-Jones said he feels that the Guardian has never been that friendly towards beer and we've always had this battle with the newspapers, but now that we have different outlets, we should be looking at them.

P Brown ended the meeting by saying that we meet like this once a year, but the Board meets six times a year. Members are more than welcome to get in touch with the Board at any point add an item to the agenda at an upcoming Board meeting.

All members were thanked for attending.

The AGM ended.