



# AGM 2023

## Agenda and Papers

Tuesday 11<sup>th</sup> July 2023 7:00pm  
Samuel Pepys, Stew Ln, London EC4V 3PT

# Agenda

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1. Appointment of Tellers	
2. To approve the minutes of the 2022 Guild AGM	
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# Chair's Report

## Introduction

As we reach the AGM, I am very pleased to report that the Guild has had another productive year. Board members have worked incredibly hard on your behalf and we're ending the year, as previously, in a good financial position (as the Treasurer will outline in his report).

## The Board of Directors

There have been eight Board Meetings during the past year. All but one of these have taken place face-to-face (one had to be moved online due to disruption to train travel caused by industrial action). Directors are also in regular communication with each other between meetings in order to progress the work of the Guild.

At the last AGM in June 2022, Joanne Steward was elected to the Guild Board. Kate Oppenheim and Neil Walker – who retired by rotation - were both re-elected, and Jonny Garrett (who had previously been co-opted to the Board) was also elected as a Director.

In March 2023, Joanne Steward – having moved to a new job outside the beer industry – made the decision to stand down from the Guild Board. I would like to thank her for the positive contribution she made to the Guild during her time as a Director.

In April 2023, David Jesudason made the decision to stand down from the Guild Board. I would like to thank David for his hard work whilst a Director, particularly his dedication to launching and coordinating the Guild's Diversity Grant.

At this year's AGM, Paul Nunny is retiring by rotation and will be standing for re-election. In addition, the following directors are retiring: Pete Brown, Katie Wiles, and myself. Pete and Katie have been members of the Guild Board for several years and deserve all our thanks for the outstanding work they have put in. Pete, of course, served as Chair of the Guild for a number of years, and has continued to share his experience and skills since standing down from that role. And, amongst other things, Katie has shaped and overseen the Guild's social media presence with enthusiasm and expertise. They will both be missed.

Neil Walker, Kate Oppenheim, and Jonny Garrett are all remaining as Board Directors. I am often humbled by the hard work and dedication they put into their Guild duties and am confident that - together with whoever joins the Board at the AGM – the Guild will be in very safe hands.

## Guild Secretary

Mike Hampshire took over the role as Secretary of the Guild at the beginning of August 2022. Since then, Mike's enthusiasm and organised approach has been of real benefit to the Board and to the wider Guild. As Chair, I meet with Mike on a fortnightly basis in order to progress the work of the Guild. I would like to thank him for all his hard work over the past year.

## Events and Training

The Guild has facilitated a number of events over the past year. Most of these have been face-to-face, but we have also recognised that online occasions are sometimes best placed to meet the needs of the membership. In particular, the Guild has hosted:

- a seminar on ancient brewing techniques at Sambrooks Brewery, London (led by Tim O'Rourke);
- our annual Summer Party (kindly hosted by Sambrooks Brewery, London);
- a day-long IPA event in Burton to celebrate the bicentenary of Samuel Allsopp's first commercial brewed India Pale Ale in the town (featuring Jamie Allsopp, Harry White, Emma Gilleland, David Jesudason, and Jonny Garrett) – this is still available to view on the Guild's YouTube channel;
- our annual Dinner & Awards ceremony at One Great George St, London;

- a seminar on 'How to Write Beer Tasting Notes' at Beer X in Liverpool (led by Pete Brown);
- an online 'Crash Course in Making Videos About Beer' (facilitated by Jonny Garrett)

In addition to this, the Guild's Mentorship Scheme is up and running, enabling individual members to be paired with mentors in order to progress their work and learn new skills.

Unfortunately, a social event in Liverpool planned for March had to be cancelled due to disruption to train travel caused by industrial action, but the Guild is committed to looking into ways to offer more opportunities for members to meet outside London.

Future events and training are in the pipeline. Next up is our annual Summer Party which is due to take place at the Five Points Brewery & Taproom in London later this month.

## Dinner and Awards

The annual dinner and awards is a real highlight of the Guild calendar. Last November, thanks to our generous sponsors, we were able to award more prize money than ever before, including that given for a number of new awards such as Best Communication About Diversity in Beer, Best Communication About Cider, and Best Self-Published Beer Writing.

This year we are working with a new partner – Tipple Marketing – on the organisation of the awards and dinner. We will be using a new venue, Big Penny Social, which is located on the 'Blackhorse Beer Mile' in London. We're hoping the changes we are making will lead to a more inclusive event with more opportunities for networking and forming important connections across the industry.

## Diversity and Inclusion

The Guild continues to endeavour to make progress in terms of diversity and inclusion.

A new award for Best Communication About Diversity in Beer, sponsored by the Guild, was added to the annual awards last year and will feature again this year. Through this award we hope to encourage, highlight, and reward quality writing in this area.

The Guild aims to foster a welcoming atmosphere for everyone at all its events and hope that our adoption of a new venue and style for the annual dinner and awards ceremony will mean it feels more inclusive in nature, and more welcoming to all. The Guild will also be working alongside an 'Inclusivity Partner' at the awards who will share information about their organisation and raise funds for their work. We are committed to organising events that further broaden people's understanding of beer, cider and pubs, and will continue to consider and endeavour to address issues of accessibility and inclusion in all our forthcoming events.

The first winners of the Guild's Diversity in British Beer Writing Grant (in partnership with Good Beer Hunting) were announced in September 2022. Congratulations again to Damien Kerlin, Amy Lo, and Liz Chambers, and special thanks to David Jesudason for his hard work and commitment to the Grant. The Board hope to announce the next iteration of the Diversity Grant very soon.

Thank you also to Jonny Garrett for his work on the Guild's Mentorship Scheme which provides six months of free, one-to-one mentorship to members who wish to develop their skills. My hope is that this project will enable newer, different voices to be heard, and important and interesting work to come to fruition.

Our Code of Conduct makes it clear that we remain steadfastly opposed to all discrimination, bullying or aggression on the grounds of age, sex, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation. Commitment to progressing in these areas requires hard work and we still have a long way to go. However, a focus on diversity and inclusion is vital if we are to fulfil our obligations in terms of promoting excellence in beer and pub communications, supporting beer communicators in their professional and skills development, and educating, informing and inspiring people about beer and pubs.

## Thank You

As you know, I will be standing down as Chair of the Guild and as a member of the Board at the AGM. I have enjoyed my time as Chair and I am proud of what has been achieved over the past two years, most notably the inclusion of cider communicators into the Guild, and the increasing emphasis on diversity and inclusion. However, I feel the time is now right for someone else to take my place. I'd like to thank Jonny Garrett who takes over as acting Chair today. Jonny will act in this capacity until the next Board Meeting on 31 July when the Board will select a new Chair of the Guild.

I would also like to thank Board members – past and present – for their work alongside me over the past two years, and all members of the Guild, both individual and corporate. As a Board, our primary aim is to work on your behalf and, as always, we welcome ideas around how we can do this. Thank you for your continued support.

Emma Inch

Guild Chair

## Treasurer's Report

You will have received a copy of the accounts as a separate report. When you hopefully approve the accounts, we will then file a copy with Companies House. The results for the year showed a small loss as we continue to invest our revenues in promoting the Guild's objectives.

Looking at the detailed Profit & Loss Account I would highlight:

### Revenues

#### Subscriptions

- Covers both members and corporate subscriptions.

#### Sponsorship and dinner receipts

- This relates to the Awards Dinner and net of expenses of £66,016 the event made a loss of £3,058.

On both corporate subscriptions and sponsorship, a big thank you to Kate Oppenheim.

### Expenditure

Only significant variations from last year are:

- Committee expenses – previous year many online (Covid)
- Website – improvements to website and software to support our social media campaign

Paul Nunny

Guild Treasurer

# Motions for Debate

## Motion One

That this AGM instructs the Guild Board of Directors to add an optional preferred pronouns field to Guild membership application form(s).

Proposed by Emmie Harrison West, seconded by Jonny Garrett.

## Reason(s) for the Motion

As it currently stands, applications to join The British Guild of Beer Writers do not hold a field for prospective members to input their preferred pronouns.

The use of pronouns on prospective member applications is a way for the person reading it to understand the preferred way for people to address them - to avoid discomfort, misgendering or misrepresentation.

Success of this proposal will also aid the Guild Membership Committee in their review of prospective new Guild Members - preventing discomfort for, and misgendering or misrepresentation of, possible future members.

Adopting pronouns on application forms for prospective members ultimately bolsters the diversity of the Guild and its image as an inclusive organisation.

## Supporting Evidence

According to LGBTQIA+ rights charity, Stonewall, pronouns can be an important way to express gender identity - and are not limited to the binary 'he/him' and 'she/her', with some members of society choosing to use more than one set.

The charity claims that misgendering or misrepresenting a person can cause distress and create a 'hostile environment' for trans or non-binary colleagues.

Stonewall claims that adopting and normalising the use of pronouns helps people, especially trans and gender non-conforming members of society, feel welcome and supported in an organisation.<sup>1</sup>

<sup>1</sup>[Stonewall.org.uk 'A beginner's guide to pronouns and using pronouns in the workplace' published 23<sup>rd</sup> June 2023](https://www.stonewall.org.uk/a-beginners-guide-to-pronouns-and-using-pronouns-in-the-workplace)

## Motion Two

That this AGM instructs the Guild Board of Directors to add an optional preferred pronouns field for current members to complete on their Guild website directory entry.

Proposed by Emmie Harrison West, seconded by Jonny Garrett.

## Reason(s) for the Motion

As it currently stands, online profiles for The British Guild of Beer Writers do not hold a field for current members to input their preferred pronouns.

The use of pronouns on current Guild Member profiles is a way for the person reading it to understand the preferred way for people to address them - to avoid discomfort, misgendering or misrepresentation.

Providing the option to add preferred pronouns to current member profiles ultimately bolsters the diversity of the Guild and its image as an inclusive organisation.

## Supporting Evidence

In the UK, according to multiple national news outlets (Guardian, BBC, etc.) anti-LGBTQIA+ hate crimes are rising year-on-year at a record rate - with Cosmopolitan reporting that 2022 saw the 'deadliest' rise of violence against queer people in a decade.<sup>1</sup>

According to LGBTQIA+ charity, Stonewall claims that misgendering or misrepresenting a person can cause distress, and a 'hostile environment' for trans or non-binary colleagues.<sup>2</sup>

However, Stonewall claims that the adoption of pronouns in an organisation can indicate LGBTQIA+ allyship and commitment to trans inclusion - as well as help gender non-conforming people feel safer and respected, according to the National Institute of Health.<sup>3</sup>

<sup>1</sup>[Cosmopolitan.com 'We're currently living the 'deadliest' rise in violence against queer people' published 21<sup>st</sup> February 2023](#)

<sup>2</sup>[Stonewall.org.uk 'A beginner's guide to pronouns and using pronouns in the workplace' published 23<sup>rd</sup> June 2023](#)

<sup>3</sup>[National Institute of Health 'What are Gender Pronouns? Why Do They Matter?' published 28<sup>th</sup> May 2020](#)



## Motion Three

That this AGM instructs the Guild Board of Directors to review and amend publicly accessible legacy Guild documents (for example the Articles of Association) and amend instances of 'his/her', and 'he/him/his/Chairman' to 'they/them/theirs/Chairperson'

Proposed by Emmie Harrison West, seconded by Jonny Garrett.

## Reason(s) for the Motion

Currently, in the Guild's publicly accessible legacy document, the Articles of Association, the Guild's Chair is commonly referred to as 'The Chairman', assigning and assuming the chair a male identity - with the subject referred to as 'he/him/his' throughout.

The use of 'they/them/theirs/Chairperson,' and not 'he/him/his/Chairman' reassures women, trans and gender non-conforming colleagues - as well as prospective Guild members - that they are welcome and included in The British Guild of Beer Writers.

If the Board passes this motion, it could help to reject a so-called 'image problem' associated with the commonly deemed 'male-centric' beer and brewing/hospitality industry - positioning the Guild as allies and pioneers for change.

This proposal will modernise the Guild, attract a wider audience and encourage prospective LGBTQIA+ members to join the organisation - ultimately bolstering the diversity of the Guild and its image as an inclusive organisation.

## Supporting Evidence

According to LGBTQIA+ charity Stonewall claims that misgendering or misrepresenting a person can cause distress, and a 'hostile environment' for trans or non-binary colleagues.

However, the charity also claims that organisations that adopt pronouns outside of the binary can prove that they are allies - rejecting the strict binaries of sex, and normalising the use of other pronouns than the assumed 'he/him' and 'she/her'.<sup>1</sup>

The National Institute of Health also claims that an organisation adopting pronouns outside of the binary can help gender non-conforming people feel safer and respected.<sup>2</sup>

<sup>1</sup>[Stonewall.org.uk 'A beginner's guide to pronouns and using pronouns in the workplace'](https://www.stonewall.org.uk/a-beginners-guide-to-pronouns-and-using-pronouns-in-the-workplace) published 23rd June 2023

<sup>2</sup>[National Institute of Health 'What are Gender Pronouns? Why Do They Matter?'](https://www.nhs.uk/what-are-gender-pronouns-why-do-they-matter/) published 28<sup>th</sup> May 2020

## Election of Directors

Unless you have already voted via proxy form, please cast your vote on the separate voting form. Please note, only Guild Full Members are eligible to vote.

### Personal Profiles

#### Paul Nunny (standing for re-election)

A chartered accountant by profession and have been in the drinks industry for 40 years! Previously Adnams Director and now Director of Cask Marque and Stay In A Pub. Also held a few non-exec. Have been Treasurer of the Guild for 25 Years.

#### Alex Metcalfe

Alex Metcalfe is a writer, forager, fermenter, educator and changemaker. He is the Learning & Discovery Manager for CAMRA, the Campaign for Real Ale. He is a producer of award-winning content, empowering people to learn more about the drinks they love via CAMRA's online Learn & Discover platform and CAMRA's YouTube channel. Alex's background is in drinks, food, farming, and sustainability seeking to deepen people's connections to where their food and drink comes from. Through his work Alex advocates for increasing the diversity of those creating and communicating about beer and cider. Alex is on the cicerone training programme and is soon to qualify as a Pommelier with the Beer and Cider Academy. Alex has judged the international Cider Challenge for several years as well as regional competitions.

#### Amelie Tassin

Since I have started to work in the UK, I have had a chance to work with several members of the Guild and their talent to promote British beer, cider and pubs is a precious asset for the whole industry.

Having been a member of the British Guild of Beer Writers for over a year and working on a regular basis with the Guild, I have been really impressed with the work it does for its members and for the industry in general. Becoming a director would mean that I can be a part of this and help the Guild promote excellence, support our communicators, and educate and inspire people about beer, pubs, and cider.

With over 15 years of experience, I have worked across several European sectors from retail banking and property development to cosmetics and food and drink. I am now the director of my own marketing agency and offer tailored services for all needs thanks to my wealth of cross-industry experience.

If I am elected, I will bring to the board my experience in marketing and communication and will be able to help with PR, social media, and event management.

I am highly organised, excel in project management and coordination, and have had during my career the opportunity to manage strategic projects with budgets up to €3million.

In 2018 I founded Beers Without Beards, a 'women who beer' group in Edinburgh – the following year launched the successful Women In Beer Festival (WIB Fest), a celebration of women and non-binary individuals in the industry with an impressive roster of events including tap takeovers, talks, and tastings. The festival continues to run, providing a platform for those least represented in the industry.

A fierce advocate for more equality and inclusivity in the food and drink industry, I also organise workshops and inclusivity training designed to help businesses improve their DEI practices and provide a safe and welcoming environment for their team and customers.

Passionate about the beer and pub industry but also about diversity and equality, I think I could bring a fresh and inclusivity driven vision to the board.

Finally, as this year my company is the organiser of the Guild Awards, I would recuse myself of any discussion and decision about the awards in order to avoid any conflict of interest.

### Emmie Harrison-West

I'm Emmie Harrison-West, a 30-year-old freelance journalist, columnist and editor living in Edinburgh. My entire career has seen me in a newsroom, battling deadlines, living up to each journalist's code of practice, and prioritising a deep connection, and rapport with every single one of my case studies – and colleagues. To me, above all, it's human relationship, kindness and equality that matters in my everyday life – and it's something I've always fought for.

In my work as an editor and columnist for Metro.co.uk's Platform section, I celebrate every type of human – making diversity a key theme in my work. It has transpired into my work as a beer writer, too – writing with truth, emotion, and fire about women's role in beer, diversity in beer and brewing, as well as about my experiences as a deaf writer and drinker. In my role as the sole woman on the Guild's Membership Committee, I have really enjoyed bringing fresh perspectives to the team on how to diversify the Guild – and have been met with open, welcoming arms, of which I appreciate wildly.

Being a Full Member of The Guild of British Beer Writers has been the honour of my life, and being a finalist for three Guild Awards back in 2022 – including 'Best Newcomer' and 'Best Comms About Diversity In Beer and Pubs' – was a defining moment for me in knowing that people were listening. I think I can bring not only passion to the Board of Directors for the Guild, but also a fierce loyalty for my fellow human. A burning want and need to make sure that every single voice is heard. As a woman, and a Geordie from a working-class family, I know the importance of feeling represented when you're not part of the mainstream – or, indeed, in many rooms and pubs. I hope, that by being on the Board, I can help diversify the Guild, and inspire people like me who were held back for their gender, and once told they sounded 'rough' and 'too common', or had too much of 'a funny voice' to amount to anything.

### Phil Mellows

I was a founder member of the Guild, leaving after the first year then re-joining in time for the 25<sup>th</sup> anniversary when I found myself writing a lot more about beer.

I have made my living from writing about pubs and beer for nearly four decades. Currently I am contributing regularly to the Morning Advertiser, for which I am also a judge on the Great British Pub Awards and Publican Awards, the Propel hospitality industry newsletter and, occasionally, other publications, including Pellicle and Beer magazines.

I am one half of beer tourism venture British Beer Breaks, posting regularly for its blog on Substack, and recently wrote a chapter on brewery tap rooms for Researching Craft Beer, an academic textbook.

I am a committee member for the Drinking Studies Network, as joint social media officer, and I am a life member of the National Union of Journalists.

### Poppy Kelham

My beer journey started in 2018 when I was working as a PR exec representing independent beverage brands and the UK's largest pub company, and my love for the people, the culture, and the creativity that beer industry offers has continued to grow. Since I have worked in Sales and Marketing for Kegstar and now in pubs for Fuller's.

Beer and pubs bring people together and that is what I love so much about our industry. We have a powerful role, influencing people's experiences and memories from quiet pints after work to big celebrations. If successful, I would bring energy, enthusiasm to the role. I'm a passionate advocate for our industry and the people within it. I feel my digital marketing and communication skills would be beneficial to help the Guild boost its profile and reach a wider audience. As a young woman I am excited by the increasing diversity and representation in our industry. I would embrace the opportunity to play a small part in furthering the Guild's appeal and engagement.

Given the challenges of rising costs and the impact on the leisure pound it is more important than ever to highlight and share the social, economic, and cultural benefits beer and the wider hospitality industry offers.

This is something I do in my day job, creating easy to use marketing guides for my tenants to help them promote, themselves and their pubs. I also have my own Instagram blog, @pubs\_with\_poppy.

For me, it is crucial that marketing should tell a story and showcase individuality and personality. This is an area I'd be keen to develop further; to highlight the wide range of skills, people, and personalities within the Guild to attract new members.

If I have the honour of being elected, I will use the position to help spread the word about the amazing stories that make our industry so special, the human stories which highlight the creativity and passion which make beer such an integral part of the fabric of the UK.

### Rachel Auty

I am a marketing leader, brand and communications strategist who has worked extensively across the beer industry. I currently work as Head of Marketing at Brew York Limited, leading a team of six.

I have more than 24 years' marketing and business experience underpinned by formal qualifications in marketing, leadership and management. I am a Fellow of the Chartered Institute of Marketing – the highest rank for the most experienced senior strategic marketing professionals.

Over the years I have worked directly with SME founder-owner-managers, senior management teams, and boards of directors across tech, charity and not-for-profits, and fmcg. This rare breadth of cross-industry business and marketing experience enables me to bring fresh and unconventional thinking to drive change and build resilience.

A feminist and equality champion, I am passionate about the representation of women and having women in leadership and on boards, with the bulk of my activism focused on the heavily male-dominated beer industry. In 2021 I was awarded Fellowship of the Royal Society of Arts (RSA) for my work to positively raise the profile of women in beer.

I founded beer equality social enterprise, Women On Tap CIC in 2017. To date, I have shaped and delivered six years of WOTFEST, a festival of beer and arts designed to celebrate women in beer and tackle sexism in the industry. This included pulling the entire festival online in May 2020 to provide a platform for people to come together at a time when life was suddenly very uncertain and lonely.

In 2021 I founded the first ever Harrogate Beer Week - a town-wide celebration of Harrogate's beer, local brewing heritage, and beer in the community. 2023 will be the third year of this initiative, which is supported by Harrogate BID and five local breweries, and local businesses.

I have been a member of The British Guild of Beer Writers (BGBW) for a number of years, and in 2021 I won BGBW Best Beer Writer, Regional Media silver award.

In addition, Women On Tap CIC was shortlisted in the BGBW Best Beer Writer, Corporate Communications category in 2019, 2020, and 2021.

I am currently looking for a non-executive director role and I believe I can add significant value to BGBW alongside developing my governance experience and using the Guild as a platform to further my mission to help make beer a better and welcoming place for all.

### Robyn Black

I started writing about beer back in 2003, when I joined trade publication, the drinks business, as a staff writer and was among the very first cohort of graduates from the (then brand new) Beer Academy scheme.

From there I became food and drink editor at The Grocer before shifting my focus to the on-trade via roles on The Morning Advertiser, Inapub – at which point I won the Fuller's 1845 silver Award for Best Beer Writer - Trade at the British Guild of Beer Writers Award in 2015 - and then became editor of Imbibe magazine. I currently work at the specialist drinks and hospitality firm Fleet Street as head of content.

In my 20 years writing about drinks, beer has been a particular focus of mine and I have always championed the brewing sector and its importance in both the on- and off-trades. I have visited innumerable breweries all over the world, judged beer awards, beer marketing awards, beer business awards and pub awards, and been in the privileged position of meeting and interviewing some of the most influential people in the global brewing world. All this has given me valuable insight and a deep knowledge of the beer sector – from brewing, to packaging, to marketing, to selling, to enjoying - as well as a large network in the industry.

I am a longstanding member of the Guild and believe strongly in the importance of its role in promoting beer writing and beer-related content in all its forms. Opening the category to more women, and a more diverse and inclusive audience more generally, is something about which I am incredibly driven and continue to strive to do.

I believe my background as a journalist, my network of contacts and comms expertise could be of benefit to members and I am therefore submitting my application to the board.

### Rose Davis

Over the last decade, I have developed a passion and broad knowledge of beer, cider, breweries, and pubs through my role at Shepherd Neame as a tour guide and more recently as part of the Brands and Comms Marketing team. It is this, combined with my love for all things beer and pubs in my personal life, that I believe makes me suitable candidate to stand for election to the Board. I am the Brands Marketing Manager at Shepherd Neame, but am standing in an individual capacity for election with a view to apply all the skills and knowledge I have developed in this role.

Through my career, and also voluntary work while at University with debating and musical theatre, I am confident with event planning and hands-on organisation, including helping with basic PA systems. I have developed skills in diplomacy and multiple stakeholder alignment through lead events with a range of personalities, helping to navigate a variety of topics with key decision makers resulting in alignment across all parties. My role at Shepherd Neame has honed my love for public speaking and presenting, along with growing my marketing skills which include press release writing, brand development and promotion, social media (posting, advertising, asset and copy creation), CRM use and management, and campaign development, launch and promotion, among other skills.

In summary, I believe I am a suitable candidate for election to the Board as I would bring a range of skills including event organisation, marketing, and a passion for beer, and beer communication and education.

# Director Reports

## Membership

Full members: 242

Associate members: 25

Total members: 267 (versus 257 as reported at AGM 2022)

## Member Survey

A survey was conducted of members to establish how people use the Guild and what could be improved. The results show that:

- Of those who responded, most people aren't earning from beer writing, which indicated to the Guild may not be catering enough to amateurs.
- 1 in 3 members who responded write about cider.
- Of those who responded, 60% are creating content, whilst 40% are events, corporates etc. This impacts training that the Guild offers.
- Of those who responded to the question about attending Guild events in the last 12 months, 50% of respondents only attended the dinner.

We are still looking at the practical changes to make but this could include more training (specifically more on amateur production, more on events, more on flavour training and education), some kind of forum for members to interact on, more social events.

Given the workload this would entail, and the need for the Guild to spread its events and training throughout the country we are looking at introducing regional ambassadors who work under the committee to organise and promote local training and socials.

## Guild Dinner Update

We have decided the time was right to update the Guild dinner and make sure it is in line with the Guild's objectives. As a result we have moved venue to the Big Penny in Walthamstow, where we can increase the presence of the bars, offer a less white tablecloth vibe, and serve more modern food next to the beers. We hope this will make the event more sociable, inclusive and enjoyable. We have also enacted Tipple marketing to run the event and judging process. Our huge thanks go to the team at Shiel Porter for their work.

## Mentorship Scheme

The second run of mentorships are coming to a close. We had four at the start, one has failed to see the course through but the other three seem to have done well and made progress for the mentees towards their goals. A full report will be made once they reach a conclusion, and a new series launched later this summer.

Jonny Garrett

## Corporate and Awards Sponsorship

I am responsible for corporate members and award sponsorships.

Sponsorships have gone well so far this year, and despite losing a long-term sponsor and having a few category switches, we are delighted to welcome Molson on board with Aspall Cider and the return of Harvey's, with its Tom Paine award for Best Citizen Beer Communication.

We still have three categories unsponsored: Best Self-Published Writing and Best Beer Communicator, Regional, plus our award for Best Corporate Communications.

I would like to thank our corporate supporters, Greene King, Heineken, Asahi, Visit Flounder, Shepherd Neame, Carlsberg Marstons Brewing Co, Budweiser, SIBA, Fuller's, Krombacher, St Austell, Harvey's and Molson for their support. Without the support of these companies, the annual awards and dinner could not take place and it also allows the Guild to provide an impressive prize pot for winners.

## Corporate Membership

We currently have 64 active corporate members, with 25 new companies approach and three new members to date.

Sadly, we lost six corporate members over the past year, which considering the current economic environment is not unexpected. We hope that we shall see their return, when things stabilise.

We are looking to undertake a survey of our corporate members soon, to get a better understanding of why they join the Guild and how they may like to work with us in the future.

A big thanks to both our Guild Secretary Mike for all the support he provides, in terms of corporate members, plus Lisa Potter from Cask Marque, who continues to work behind the scenes on our finances, tirelessly sending out and chasing payment (when necessary) for invoices and keeping us up-to-date with payments received and outstanding.

Thank you Mike and Lisa.

Adnams Plc	Fleet Street	Sambrook's
Allsopp's	Fuller, Smith & Turner	Shepherd Neame
Asahi	Greene King Plc	SIBA
Barth-Haas X	Hall & Woodhouse / Badger Ales	Simpsons Malt Ltd
Bedlam Brewery	Harveys	St Austell
Black Sheep Brewery	Heineken	St Peter's Brewery Co Ltd
Brakspear	Hofmeister	Stonegate Group
Brewers Company	Hogs Back Brewery	The Malt Miller
Brewhouse and Kitchen	Hook Norton	Thornbridge Brewery
British Beer & Pub Association	James Clay & Sons	Timothy Taylor's
British Institute of Inkeeping	JW Lees & Co	UKHospitality
Brixton Brewery	KAM	Visit Flanders
Budweiser Brewing Group	Krombacher Drinks UK Ltd	Vocation Brewery
Carlsberg Marstons Brewing Co	Magic Rock Brewing Co	Wadworth & Company Ltd
Charles Faram	Molson Coors	Williams Bros Brewing Company
Crisp Malt	Oakham Ales	Wiper & True
Curious Brewery	Paul's Malt	Woodfordes Norfolk Ales
Davenport's	Propel	World Beer Awards (Paragraph)
Euroboozer	Purity Brewing Company	WPA Pinfold
Everards Brewery Ltd	Quilon Restaurant	Zerodegrees
Exmoor Ales	Roosters	
Five Points Brewing Co	Salcombe Brewery	

## The Yearbook

This is something we were hoping would make reappearance this year but it hasn't happened. I thought it would be good that we combined the Yearbook with an awards brochure, which would celebrate our award finalists and also be a useful document for people to take home with them after the dinner. Any thoughts or feedback welcome.

I would like to pay tribute to the publisher of the Yearbook for many years, a colleague and former member and huge supporter of the Guild, Larry Nelson. A friend to many here today, his sudden death came as a great shock and we are truly sad to have lost a such a lovely person and avid supporter of our industry.

RIP Larry.

Kate Oppenheim



## Social Media

### Overview

We have had a successful year in building the Guild's social media presence, with the support of both Director Katie Wiles and volunteer Chris Claxton supporting on the account.

Key objectives for the platforms have included:

- Improving brand awareness of the Guild
- Recruit new members to the Guild
- Keeping our members up to date with industry news and Guild updates
- Ensuring our social media pages offer a membership benefit as a channel to promote their work

### New initiatives this year

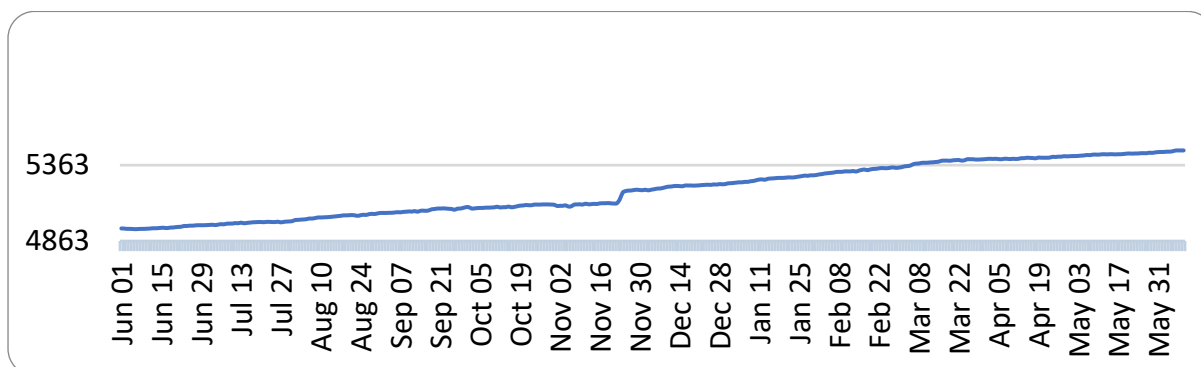
- Activating the Guild's LinkedIn account
- Reinvigorating the Guild's Facebook account
- Enabling the use of a social media management tool to streamline promotion and content across all three platforms

### Key stats (from 1 June 22 – 9 June 23)

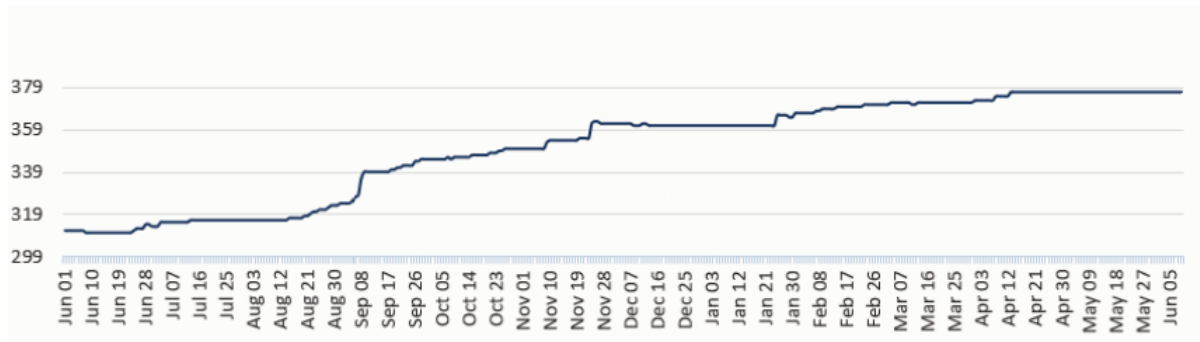
- We had 473K post impressions across Facebook, Twitter and LinkedIn (number of times posts appeared on someone's screen)
- We have made 500+ posts across our pages
- We increased our Twitter following by over 500
- We substantially revitalized our Facebook page with regular posts
- We re-launched our LinkedIn Page to great success

### Social media charts (from 1 June 22 – 9 June 23)

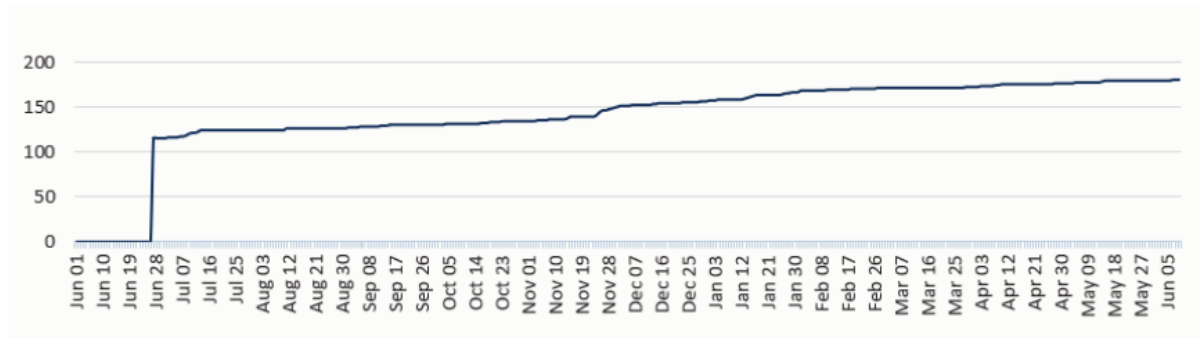
#### Twitter Followers



## Facebook Followers



## LinkedIn Followers



## Katie Wiles

## New: Guild Media Strategy & Activity

The Media Strategy was produced by Neil Walker (NW) for review by the Guild Board in May 2023 and was agreed with a few small amendments.

This Report has been produced for information purposes for members and to summarise the key elements from the media strategy review, and how these are being put into practice with a new 'Guild Media Activity & Actions Log' at the end of this report.

The aim of the strategy and the actions coming from it are to raise the profile of the Guild and its members in order to increase both membership, and encourage commissioning editors of the benefits of commissioning a Guild member for paid work. If you would like to view the full Guild Media Strategy or lend your expertise to promoting the Guild please contact NW or the Guild Chair directly.



### MEDIA STRATEGY: INTRODUCTION

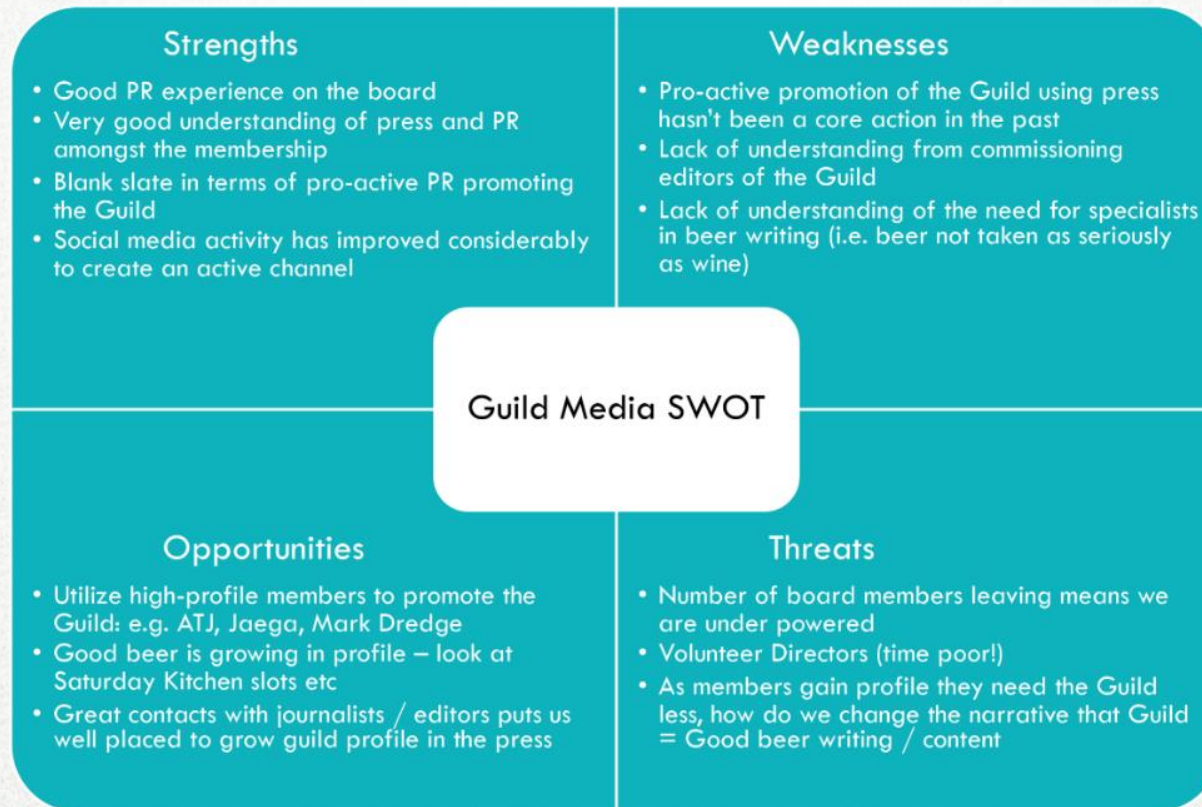
The purpose of this Media Strategy document is to set out how the Guild Board can utilise media activity to advance our core organisational aims.

This document has 5 sections:

1. SWOT Analysis of current media impact
2. Media touchpoints
3. Image projection
4. Activity / organisational objectives
5. Recommendations & next steps



## 1.0 BGBW SWOT ANALYSIS (AS RELATED TO MEDIA)



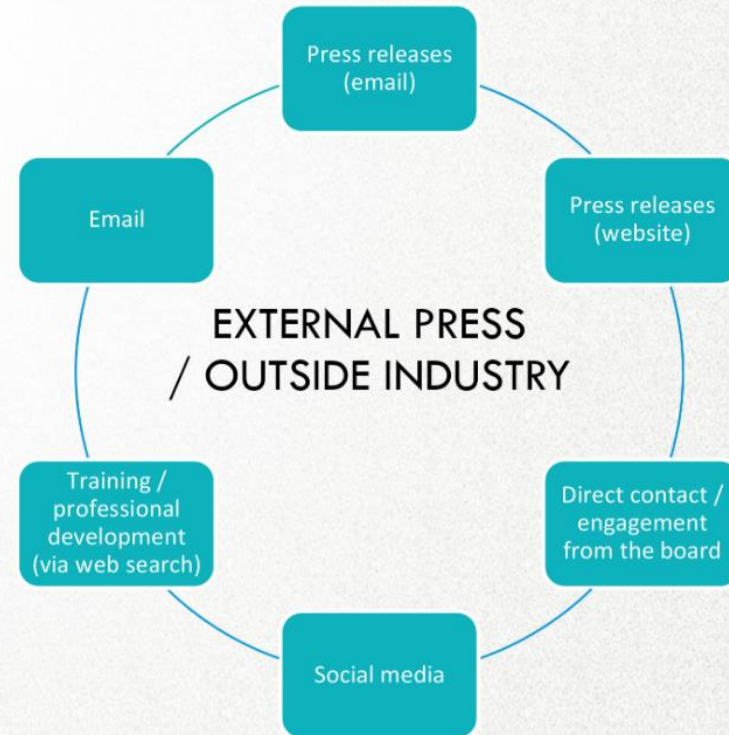
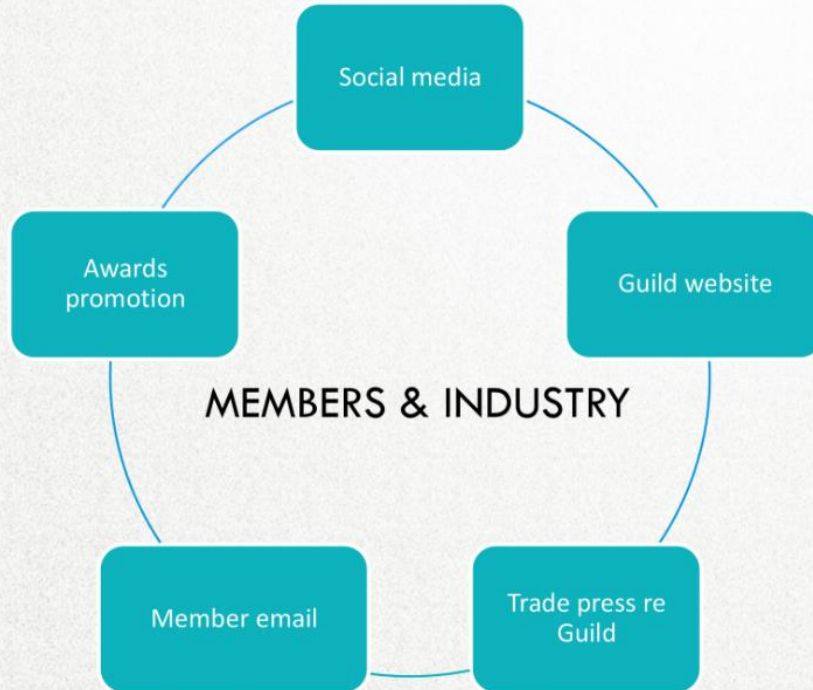
## 2.0 MEDIA TOUCHPOINTS



The Guild is trying to do two key things with our media activity:

- Promote the benefits of the Guild to beer writers
- Promote the benefits of using Guild members to commissioning editors

To achieve these aims we have to engage with those inside and outside the industry / membership in a variety of ways or 'touchpoints'



### 3.0 WHAT IMAGE DO WE WANT TO PROJECT?



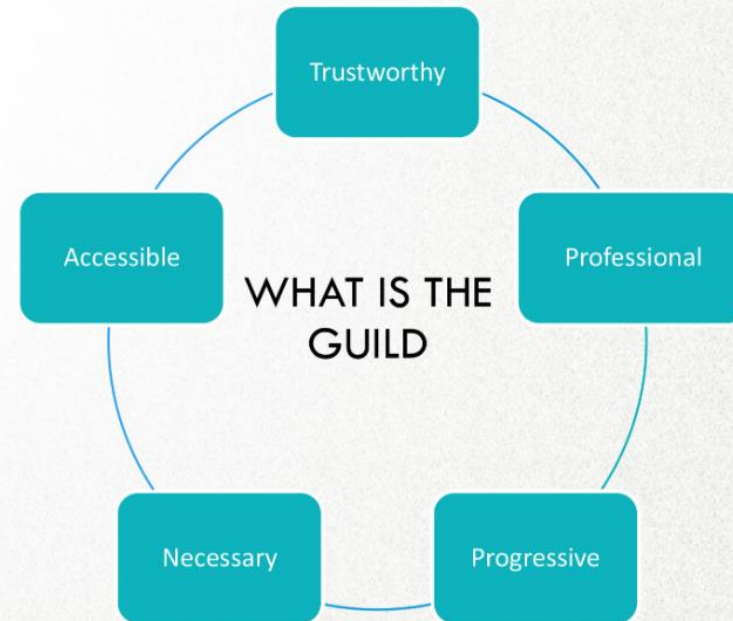
**Trustworthy:** Whether it is the image of the Guild to commissioning editors, to members, or to the industry – being a reputable, trustworthy organisation is central to our PR strategy.

**Professional:** The Guild is a professional organisation representing experienced writers and beer communicators, not just a beer club!

**Progressive:** The Guild is a force for good in the industry and our aims and goals are modern, progressive, and represent the diverse nature of beer.

**Necessary:** The Guild is an essential organisation which plays a vital role in improving the standards of beer writing in the UK. Our media strategy highlights why joining the Guild helps members and why publications should use writers who are members.

**Accessible:** The Guild is open to new members, and open to engaging with journalists outside of the beer industry in an effort to improve knowledge and promote beer. We're accessible to anyone who wishes to join or gain knowledge from us.





## 4.0 ACTIVITY PROGRESSING ORGANIZATIONAL OBJECTIVES

To promote excellence in beer, cider, and pub communications	To support beer and cider communicators in their professional and skills development	To help educate, inform and inspire people about beer, cider, and pubs
Press promotion of the benefits of Guild membership to the beer industry via trade press etc	Promote the training courses provided by the Guild to improve member knowledge	Creation of beer crib sheets / style guides etc which makes the Guild website a useful resource for professional writers researching beer (also could drive membership)
Promotion of Guild membership (and high profile members) to mainstream media / editors – invitation to Guild summer event?	Promote results of the members survey highlighting level of professional knowledge amongst membership	Publication of award-winning or inspiring articles on the Guild website
Promotion of Guild Awards & Award winners	Create Guild Accreditations / Professional Training (just need some certificates...) and promote these to attract new members	Increase social media promotion of member writing, photos etc – could be submitted via a simple webform or pulled from agreed website re production (item above)
Creation of industry awards which congratulate publications who are obtaining high levels of beer writing. Or organizations supporting beer writing etc	Promotion of 'upgraded members' from associate to full via social media, website etc	

Lighter colour = New activity

## Guild Media Activity & Actions Log

Guild Objectives below relate to the first number of the action code in the centre column

1. To promote excellence in beer, cider, and pub communications
2. To support beer and cider communicators in their professional and skills development
3. To help educate, inform and inspire people about beer, cider, and pubs

Once below actions become agreed media releases / articles then they will be added to the BGBW Comms Calendar. Email NW for access to this (Apple iCal).

Media Action	Guild Objective + Action Code	Progress	Last update
Press promotion of the benefits of Guild membership to the beer industry via trade press etc	1.1	NW agreed with Gary Lloyd about comment piece from the Guild Chair on "Writing about beer? You're a beer writer." Writing underway.	04.05.23
Promotion of Guild membership (and high profile members) to mainstream media / editors – invitation to Guild summer event?	1.2	NW to liaise with KO	Ongoing
Promotion of Guild Awards & Winners	1.3	To be actioned by Tipple. Awards launch	14.06.23
Creation of industry awards which congratulate publications who are obtaining high levels of beer writing. Or organizations supporting beer writing etc	1.4	Agreed at April 2023 Board to discuss new awards category for best beer publication / best broadcast beer segment etc for 2024 awards	27.04.23
Promote the training courses provided by the Guild to improve member knowledge	2.1	Actioned. Ongoing via member updates and social.	Ongoing / Repeated
Promote results of the members survey highlighting level of professional knowledge amongst membership	2.2	To be actioned by NW	Ongoing
Create Guild Accreditations / Professional Training (just need some certificates...) and	2.3	To be discussed with new Board	Hold



promote these to attract new members			
Promotion of 'upgraded members' from associate to full via social media, website etc	2.4	To be discussed with new board / designated social media lead	Hold
Creation of beer crib sheets / style guides etc which makes the Guild website a useful resource for professional writers researching beer (also could drive membership)	3.1	To be actioned. Would require a Guild Member or Board Member to write	Ongoing
Publication of award winning or inspiring articles on the Guild website	3.2	Agreed at April Board that links to award winners work would be added to the website. Suggest this is picked up at next board – who is actioning?	27.04.23
Increase social media promotion of member writing, photos etc – could be submitted via a simple webform or pulled from agreed website re production (item above)	3.3	Agreed at Board. NW to create work submission form which is sent to whoever is updating website (above) and running social (to be agreed next board)	27.04.23

Neil Walker