

Minutes

MINUTES OF CAMRA BOOKS COMMITTEE MEETING AT SATURDAY 23rd February at 12.30pm

Recommendations to the National Executive

- None

Referrals to Branches Committee

- None

In attendance: Gillian Hough (Chair), Sarah Morgans (Minutes), Paul Ainsworth, Carl Brett, Katie Button, Martin Ellis, Brett Laniosh, Tony Lewis, Tony Morgan

- 1. Apologies for Absence & Introductions** David Brazier, Dave Goodwin, Emma Haines, Toby Langdon, Miick O'Hare, Tony Millns
- 2. Minutes of previous meeting**
 - a) Accuracy:** Accepted as correct.
 - b) Actions:**

Action Minute Number	Date Added	Date due	Area	Action description and updates	Status: On-going or Closed	Action Owner
1	Sept 2018	Ongoing	Action Minutes	G. Hough suggested the Committee relook at how it links in with other Committees. Linking with other committees such as marketing and communications has been increased. Linking to further committees will progress as necessary.	Done	G. Hough
2	Sept 2018	April 2019	Further Discussion	T. Langdon to produce some material for branches promoting the features of the app. App being tweaked. E. Haines to update on progress and next meeting and once complete it will be relaunched in April 2019	Done	E. Haines
3	Sept 2018	Feb 2019	Further Discussion	K Button now liaising with Graham Church.	Done	K. Button
4	Dec 2018	Feb 2019	Action Minutes	E Haines to circulate GBG tender documents to committee	Overtaken by events.	E. Haines
5	Dec 2018	Dec 2018	Further Discussion	Circulate draft questions to privilege club members.	Done	G. Hough
6	Dec 2018	Feb 2019	Further Discussion	To approach Premier Inns re sponsorship of 2020 GBG	Done	T. Langdon /G. Hough
7	Dec 2018	Feb 2019	Action Minutes	Draft questions for Privilege club	As 5 above	G. Hough
8	Dec 2018	Jan 2019	Action Minutes	Raise Heritage Pubs website with Alexander Wright – escalate to NE if necessary	Done	G. Hough

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9	Dec 2018	Jan 2019	Action minutes	IFBB to approve Family Brewers of Britain book proposal and upfront sales - sign off. Circulate business plan for this, Cellarmanship and Heritage Pubs of SW plus proposal by Jeff Evans to committee.	Done	K. Button
10	Dec 2018	Feb 2019	Action Minutes	Draw up background of and options for trade sales for next meeting and make trade sales separate agenda point	Closed	T. Langdon
11	Dec 2018	Feb 2019	Further Discussion	Scale up production / marketing of Pub heritage postcards for 2019	Done	K. Button
12	Dec 2018	Feb 2019	Action Minutes	Review / work on income and sales contracts. Review state of play with a view to future practice	Done	T. Lewis / T. Langdon
13	Dec 2018	June 2019	Action Minutes	Specify what stock will be sold at discount in GBBF bookshop so T Morgan knows in advance	Ongoing	T. Langdon / T. Lewis
14	Dec 2018	Feb 2019	Further Discussion	Provide latest version of 'how to' for local guides for M. Ellis to update.	Done	E. Haines / M. Ellis
15	Dec 2018	Feb 2019	Further Discussion	Request statements from branches regarding sales of local publications and monies remitted.	Discharged	G. Hough / M. Ellis
16	Dec 2018	Jan 2019	Further Discussion	Provide T. Lewis with details of top 10 bestselling books for further discussion at strategic level	Done	T. Langdon / T. Lewis
17	Dec 2018	Feb 2019	Further Discussion	Market Pub Manifesto direct to beer festivals as upcoming may have missed ordering deadline.	Done	T. Langdon
18	Dec 2018	Jan 2019	Action Minutes	G. Hough to be involved in next conference call with Whatpub.	Done	G. Hough
19	Dec 2018	Jan 19	Action Minutes	T Lewis to arrange regular trading team meetings	Done	T. Lewis
20	Dec 2018	Dec 18	Action Minutes	Update Books Committee email list with IT	Done	K. Button

c) Matters arising:

AM3 Cellarmanship book: Katie to speak to Nick Boley TAG and liaise with Brett Laniosh re views on updating and relaunching.

AM8 Working version will be available to Pub HeritageGroup in March. Regular data backups held by Mick Slaughter.

3. Good Beer Guide

Update

- Staff report 14.02.19 was noted with thanks.
- Moving forward can each section/heading have a summary at the beginning with bulleted points for discussion/decision.
- Tony Lewis to arrange with Marilyn O'Donoghue for new GBG20logo to be the staff signature post GBBF.

Privilege Club

- Tony Lewis to arrange for questions to be sent to MRSG and then to Privilege Club members. Aim to discuss results at the June meeting.
- Cost of GBG to Privilege Club discussed. Agreed to increase by £1.00 to £11.00 for Privilege Club and Members price. The cover price will remain at £15.99.

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- Cost of GBG offered to branches to sell discussed. Agreed to drop price to branches to £8 to encourage them to sell at meetings and events.

APP

- Report noted. 10,854 subscribers currently. NBSS scoring being developed with a view to launching at members' weekend
- Brett raised that he would have liked advanced notice for Beta testing.
- Gill asked how IT resources are allocated to address the demands of keeping the GBG App running? To be revisited.

GBG Print and Distribution, tender decision on printer

- GBG20 Print & Distribution Tender Process Analysis document was noted with thanks.
- It was noted that invitation to tender document were not made available for comment prior to being used.
- Gill has shared the document with Nik Antona (Finance Director) and Nik has asked that the document be revisited to include European tender prices.
- Decision re who to engage post tender must go to Finance Committee due to sign off level required.
- Agreed, reluctantly, for 2020 printing contract will go to CPI (William Clowes) for this year only due to time constraints. Strict default clauses to be explored and included.
- Noted Nik Antona wants printing purchase order signed off by Finance Committee in June.

4. CAMRA Books and New Titles in Planning

- Katie presented report and printing schedule:
 - a) Heritage Pubs of SW now to launch at GBBF with local soft launch in SW in June.
 - Discussion re promotion of new titles and agreed moving forward all books to:
 - be reviewed by someone outside of CAMRA at pdf stage
 - have straplines and editorial summaries created
 - have forewords sought and
 - press releases prepared and circulated.
 - b) It was agreed we need reviews for all factored books sold.
 - c) Cellarmanship updating ongoing. Indeterminate timescale, there is some slippage as we make sure the updated version is the definitive edition.
 - d) Family Brewers of Britain - Richard Bailey, chair of IFBB has agreed a £6000 sponsorship deal including limited 200 edition slipcase version. Planned to be launch at GBBF 2020. Katie to rerun business plan for sign off.
 - e) London's Best Beer, Pubs & Bars by Des de Moor is signed off and commissioned. Due to be launched in February 2020.
 - Katie talked through the proposal form for two books:
 - Beer Weekends – positive feedback and general approval;
 - Brew Generation – more difficult to identify target market.Both need business cases running.
 - f) Prospect of a cycling book for 2021.

5. Great British Beer Festival

- To be raised in June after discussion between Tony Mo, Tony L and Toby. Initial plans indicate stall not having a stage. Sharing with Heritage Pubs again.
- Tony Mo offered to analyse GBBF sales from discounted sales at GBBF.

6. Local Guide Scrutineer

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- Approach re a Manchester Cider Leaflet/Guide.
 - Martin reported the price quoted for printing was high and suggestions re seeking alternative quotes were met with some resistance.
 - Needs approval from RD only as this is not a guide.
- Sheffield's Real Heritage Pubs sold out.
 - Dave Pickersgill approached to explore an additional print run of 200.
 - Discussed and agreed not approved but St Albans will return all remaining stock to Dave to continue to sell.

Noted Dave's previous suggestion of providing free copies for 2021 Sheffield AGM, Members Weekend and Conference is not approved as book can run at a loss. Dave to investigate sponsorship for this. Katie and Toby to inform Dave.

- Difficulty distinguishing between local guide/heritage guide/full book i.e. Sheffield with local scrutineer but SW book with Heritage Group. SW is regional as much broader. Need criteria for regional guides from PA and 'how to' for local guides from ME. Update & relaunch 'how to' and Martin's role, contactable via HQ.

7. Heritage Pub Guides

- Britain's Best Real Heritage Pubs and Heritage Pubs of the South West in production.
- Currently updating regional versions e.g. SE, E. Anglia on website; available as downloadable pdf. Possibility of turning online versions into actual books.
- Katie using business plans for heritage pubs guides which include research expenses.
- Martin raised possibility of applying for Heritage Lottery funding.

8. National Beer Scoring Scheme and What Pub Report NBSS

- Brett, the NBSS Coordinator, was thanked for attending and circulating survey write-up exploring which branches are scoring and how they use scores.
- Results to be shared via branch mailout, once identifying personal/geographical information removed and an executive summary and link to further information added.

Whatpub

- Nik Antona reports 1.8 million hits per month. Remit/role of Whatpub has been clarified and future remit established:
 - GBG app to sit within Whatpub portal.
 - App generates subscription revenue and Whatpub advertising revenue.
 - Whatpub updates need to also update GBG app to keep it current.
- Whatpub strategy document in progress. Strategic marketing needed, and posters to be created.
- What Pub could sit with three committees: Pubs, Marketing or Books. Decision to be made re responsibility. Unresolved.

9. Book Sales & Trading Activity

- Trading Review document noted.
 - Discussion of current practice and future options. Noted decisions could impact on marketing 2020 GBG.
 - Agreed we need further clarity re trade sales approach with a table showing SWOT analysis.
- Direction of travel:
 - David Segrueno longer to sell to Amazon - not cost effective;
 - We sell to Amazon direct.

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- Serve notice on current contract and renegotiate terms. 6-month lead-in time.
- Need a strategy re time/costing/space/staffing. SWOT review and use Trading Review as an appendix. Once we have made a decision this will have to be referred to the NE for endorsement plus copied to Finance Committee.

10. Marketing

- Information from trading report noted plus Top 10 Bestseller list. Interesting reading and comparison between sales of new bestsellers and new publications for future direction.

11. Referrals to/from Other Committees

None

12. Any Other Business

None

13. Recommendations to the National Executive

None

14. Dates and Venues for Future Meetings

1st June – CAMRA Head Office, St Albans

28th September – Doncaster Brewery

7th December – Rugby Tavern, London

Meeting closed 4.30pm

ACTION MINUTES

Action Minute Number	Date Added	Deadline	Minute	Action	Action Owner
13	Dec 2018	June 2019	The GBBF	GBBF Bookshop: agree stock prices and discounts with Tony Mo. in advance. Ongoing.	Tony L / Toby L
21	Feb 2019	June 2019	Matters Arising	Cellarmanship book: Katie to speak to Nick Boley TAG and liaise with Brett Laniosh re views on updating and relaunching.	Katie B
22	Feb 2019	June 2019	Good Beer Guide	Staff report: can each section/heading have a summary at the beginning with bulleted points for discussion/decision.	All to note
23	Feb 2019	August 2019	Good Beer Guide	GBG20 logo: Tony to arrange with Marilyn O'Donoghue to be staff signature post GBBF.	Tony L
24	Feb 2019	June 2019	Privilege Club	Questions: Tony Lewis to arrange to send to MRSG and then to Privilege Club members. Aim to discuss results at the June meeting.	Tony L
25	Feb 2019	June 2019	Privilege Club and Good Beer Guide	Price: £11.00 for Privilege Club and Members price. The cover price will remain at £15.99.	Tony L / Toby L

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26	Feb 2019	June 2019	Good Beer Guide	Price: £8.00 to branches to encourage them to sell at meetings and events.	Tony L / Toby L
27	Feb 2019	April 2019	GBG App	NBSS scoring: being developed with a view to launching at members' weekend	Emma H / Tony L
28	Feb 2019	June 2019	GBG App	App: revisit how IT resources are allocated to address demands of GBG App.	EHaines / Tony L
29	Feb 2019	June 2019	Good Beer Guide	GBG20 Print & Distribution Tender Process Analysis: the document be revisited to include European tender prices.	Emma H / Tony L
30	Feb 2019	June 2019	Good Beer Guide	GBG20 Print & Distribution Tender Process Analysis: Decision re who to engage post tender must go to Finance Committee due to sign off level required.	Tony L / Gillian H
31	Feb 2019	June 2019	Good Beer Guide	GBG20 Printing: 2020 printing contract will go to CPI (William Clowes) for this this year only. Strict default clauses to be explored and included.	Emma H / Tony L
32	Feb 2019	June 2019	Good Beer Guide	GBG20 Printing: Noted Nik Antona wants printingpurchase order signed off by Finance Committee in June.	Tony L / Gillian H
33	Feb 2019	June 2019	New Titles	Heritage Pubs of SW to launch at GBBF with local soft launch in SW in June.	Katie B / Toby L
34	Feb 2019	June 2019	New Titles	Promotion of new titles and agreed moving forward all books to: be reviewed by someone outside of CAMRA at pdf stage have straplines and editorial summaries created have forewords sought and press releases prepared and circulated.	Katie B / Emma H / Toby L
35	Feb 2019	June 2019	Factored Books	It was agreed we need reviews for all factored books sold	Katie B / Toby L
36	Feb 2019	June 2019	New Titles	Family Brewers of Britain Katie to rerun business plan for sign off.	Katie B
37	Feb 2019	June 2019	New Titles	Business cases to be run for Beer Weekends and Brew Generation (noted for latter was more difficult to identify target market).	Katie B
38	Feb 2019	June 2019	The GBBF	Analyse GBBF sales from discounted sales at GBBF.	Tony M / Toby L
39	Feb 2019	June 2019	Local Guides	Sheffield's Real Heritage Pubs, St Albans will return all remaining stock to DavePickersgill. And decision re 2021 AGM version must be sponsored.	Toby L / Katie B
40	Feb 2019	June 2019	Action Minutes	Look into possibility of lottery funding for heritage guides.	Toby L / Tony L

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41	Feb 2019	June 2019	Local Guides	Send through criteria for regional guides. Send through 'how to' for local guides, create an article for What's Brewing.	Paul A / Martin E
42	Feb 2019	June 2019	NBSS	NBSS survey: Results to be shared via branch mailout, once identifying personal/geographical information removed and an executive summary and link to further information added	Brett L / Emma H
43	Feb 2019	June 2019	What Pub	What Pub: GBG app to sit within Whatpub portal. Both generate revenue. Whatpub updates need to also update GBG app to keep it current.	Emma H / Tony L
44	Feb 2019	June 2019	What Pub	What Pub could sit with three committees: Pubs, Marketing or Books. Decision to be made re responsibility. Unresolved.	Gillian H / Tony L
45	Feb 2019	June 2019	Trading Review	Carry out SWOT analysis on Trading Review.	Toby L / Tony L

End of minutes