

Pub Data Co-ordinator

Role guidance

Essential function

The purpose of the role is to co-ordinate data collection and maintain details of all pubs and clubs in the branch area, working as a team. The data feeds into *WhatPub* and provides information for pub guides such as the *Good Beer Guide* and for national surveys.

Activities and guidance

- Receive surveys of pubs and clubs (including those that do not sell real ale) from the Pub Promotions Co-ordinator and branch volunteers, then enter the information into one of CAMRA's pub database systems Pubzilla, Spile, Hops or bespoke. Update the survey field.
- Export data updates to *WhatPub* as soon as changes are complete.
- Prompt systematic update surveys with the Pub Promotions Co-ordinator for volunteers to survey by visit or phone. Aim for a regular interval of between 1 and 2 years, and also when there's a significant change, to ensure information is up to date for users of *WhatPub*.
- Encourage local branch members and licensees to submit updates via *WhatPub* and perhaps use Facebook to widen the coverage.
- Provide survey sheets for branch volunteers and branch Pub or Club Contacts for them to carry out annual or regular update surveys.
- Process and respond to every update submitted via *WhatPub* promptly and certainly within 4 weeks. Prompt acknowledgment encourages further feedback submissions.
- Ensure that dates of pub closures, change dates and re-openings are correctly recorded for the purposes of the six-monthly national survey on pub closures.
- Work with the Branch Chair or Secretary to ensure that pub and club surveys and updates are regularly discussed at branch meetings and mentioned to members via the Comms Tool and in member Newsletters.
- Liaise with neighbouring branches to ensure that no pub gets missed, that only one branch keeps the data for each pub and that in this respect branch boundaries are clearly defined.
- Maintain adequate details of clubs serving real ale, since these are candidates for a Branch Club of the Year competition.
- Provide GBG survey sheets for the branch Good Beer Guide Submissions Co-ordinator in preparation for *Good Beer Guide* nominations before the deadline each March.
- Be consistent in the use of language for all pub and club descriptions by referring to the GBG style guidelines.
- Be the branch contact for the Regional Pub Data Co-ordinator.
- Seek out and mentor your potential successor.

Delegating

This is mainly a co-ordinator or team leader role. It is not envisaged that the Pub Data Co-ordinator should attempt to carry out all the pub data updates for a branch (unless the branch area has a small or manageable number of pubs), since the scale of effort required to do so single-handedly will very likely be beyond the capabilities of any one volunteer.



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Examples of potential delegation:

- Data entry.
- Taking photos, doing backlog surveys, checking transport routes, etc. You can enable other volunteers to edit the database if they are willing.
- With the GBG Submissions Co-ordinator, ensure style guidelines compliance for GBG pubs and clubs and entry into the database.
- Systematic pub and club information updates, e.g. by Pub and Club Contacts.
- Public transport route number information and updates (easiest by using Google maps).
- Data consistency checks (done by data download into Excel and comparing record fields).
- Picture copyright attribution compliance.

Useful skills and knowledge

- Interest in maintaining accurate data.
- Good writing skills and online input proficiency.
- Experience with MS Excel.
- Access to a computer/tablet and the internet.

Time commitment

- This role can take up as much time as you are prepared to give. Around an hour or two a week is typical except at key times such as the annual *Good Beer Guide* updates.
- Attendance at your branch meetings is helpful.

Code of conduct

- Adhere to CAMRA's [Code of Conduct](#) and [Volunteers' Charter](#) and, in particular, refrain from putting forward any personal points of view that are against CAMRA's policies or that might bring the Campaign into disrepute.
- Never be libellous - if in doubt leave it out.
- Ensure that personal data (such as licensee personal email addresses, phone numbers, images, photographs, etc.) are used/published in line with CAMRA's policies on the [General Data Protection Regulation](#) (GDPR) and copyright legislation.

Information and support

- Helpful information can be found in the [Pub Data and Good Beer Guide Resources](#) area of the CAMRA website.
- Information on most premises ownership (but not for private individuals) can be looked up at tools.camra.org.uk/landregistry
- Detailed assistance and advice is available from your [Regional Pub Data Co-ordinator](#)
- Other information can be found in the [Volunteers' Area](#) of the CAMRA website.
- Support is also available from your [Branch Chair](#) or [Regional Director](#).

For any other volunteering enquiry, contact volunteer.services@camra.org.uk

