

# Pub or Club Contact

## Role guidance

## Desirable role

The purpose of the Pub or Club Contact is to link with a manageable number of pubs and clubs, get to know the licensees and bar staff, provide CAMRA literature and collect information for *WhatPub*.

### Activities and guidance

- Make and maintain contact with pub or club licensees and managers.
- Periodically visit them when it's quiet to catch up on their views, plans for the future and how it's going. It's best to choose times when they are not busy such as mornings and mid- afternoons. Always defer to customers who need serving. Licensees and managers are generally happy to find five minutes for a chat.
- Encourage them to engage with CAMRA campaigns, consider varying their real ale range and stocking real cider/perry, if possible, to suit their customer and business expectations.
- Encourage them to use *WhatPub* to submit updates about their pub or club, and also the branch social media and website. Show them their entry in *WhatPub* and make a point of saying it's a free service.
- Deliver the local branch/area magazine as soon as possible after it's published and provide feedback on the number of magazines appropriate for each pub or club.
- Provide CAMRA membership leaflets, other CAMRA leaflets and campaign posters if the pub is happy to use them.
- Provide the latest design of holders for the magazine and leaflets and renew them periodically when they become tatty (provided they're not routinely trashed or disposed of when empty).
- Clear out other people's leaflets from CAMRA holders.
- If a pub or club has flexibility on where it can buy beers, encourage participation in the branch LocAle scheme and, if successful, let the Pub Promotions Co-ordinator and/or the Pub Data Co-ordinator know.
- If asked by the branch Good Beer Guide Co-ordinator, personally hand the *Good Beer Guide* (GBG) Licensee's pack to the licensee or manager for any GBG entries before the publication deadline (usually around 12 September each year) and explain the confidentiality and embargo requirements.
- Note any significant changes to facilities and also changes of permanent beers or ciders stocked and inform the branch Pub Data Co-ordinator.
- If a pub or club has a significant refurbishment, take some high-resolution landscape photos (on a phone is fine) for the branch Pub Data Co-ordinator.
- Carry out an annual survey of the pub or club's details for *WhatPub* using a survey sheet provided by the Pub Data Co-ordinator and scheduled by the Pub Promotions Co-ordinator.
- At some point seek and mentor your potential successor.

### Useful skills and knowledge

- Good personal and interactive skills.
- Attention to detail and to publications distribution deadlines.



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### Time commitment

- The role can take as much time as you are prepared to give. An hour or two a month is likely, depending on how many pubs you look after, and a little more when magazines are published for distribution.
- Regular attendance at branch meetings is useful for reporting pub or club changes to members, and to collect and return survey sheets, leaflets, posters, magazines etc.

### Code of conduct

- Adhere to CAMRA's Code of Conduct and Volunteers' Charter (set out [here](#)) 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.
- Guard against asking for CAMRA member discounts unless they are offered or enquired about.
- Impartiality – appreciate the need for and guard against any bias in the GBG selection process and explain how it works if asked.
- Confidentiality – guard against the risk of public disclosure of any GBG entries before the publication date.

### Information and support

- Current published details for pubs or clubs in the branch area can be found in [WhatPub](#) by searching on the branch name or venue name.
- Detailed information about [Real Ale](#) and [Real Cider/Perry](#) are on the main CAMRA website.
- Information about the GBG can be found within the [GBG area](#) of the CAMRA website.
- Support is available from your [Branch Chair](#) and Pub Promotions Co-ordinator.

For any other volunteering information, contact [volunteer.services@camra.org.uk](mailto:volunteer.services@camra.org.uk)

