

**CAMRA SWD - October 2019 Meeting**  
**Wednesday 16th, 8 pm – East Burton, Seven Stars**

**Meeting Notes**

1. **Attending:** Chaired: Dave Harris (E).  
Russ Ware, Rich Gabe, Nigel Jones (RD), Leslie Senior, Diane Senior, Bruce Mead, Simon House, Graham Morey, Alan Fowler, Alex Bardswell, Kelvin Nicholson, Steve Browne, Andy Redding, Peter Coldwell.  
**Apologies:** Tony Egerton, Adrian Patterson, Dave Harris(Y), John Parker, James Buckley, Jill Diggins, James Bennett, Kylie Stroud,
2. **Beer Scores/ GBG**
  - **Beer scoring**
    - o Since the August branch meeting, 622 additional beer scores have been submitted and entered into the database by 62 different CAMRA members (36 from West Dorset).
    - o Are you one of the 36? We would like more beer scores in order to get a more accurate shortlist of pubs to assist with our GBG selection, which is why we are asking members who attend these meetings to submit beer scores regularly – don't forget the competition in the latest Giant Dingle!
    - o In addition to the report of Pubs Requiring Visits, the following GBG2020 Pubs require more visits:
      - Poachers Inn, Piddletrenthide
      - George Inn, Portland
      - Britannia, Portland
      - Anchor Inn, Salway Ash
      - Mitre Inn, Sandford Orcas
      - New Inn, Stoke Abbott
  - GBG
    - o No comments this month.
  - **Beer Scoring & GBG Review**
    - o Three meetings have taken place and resulted in a number of actions and recommendations, some of which have and will be discussed at this meeting.
    - o The fourth meeting is scheduled for next week.
  - **Pub News (from Tony Egerton)**
    - o A rural member has alerted us to a club in Beaminster that welcomes CAMRA members. The Fleet Social Club is near to the Town Hall. We're just gathering the details and will put it on Whatpub shortly.
    - o The Rock in Weymouth is due to re-open on 18th October as Sambos Rodezio Bar & Grill. It appears to be a Brazilian themed restaurant. No information yet on beers, if any. It is still listed on the pubco's website as owned by Victoria Inns, same owner as Hope & Anchor in Bridport. The Edinburgh House of Sounds in St Thomas St Weymouth is also owned by them according to their web site (DH).
  - **Beer Scoring Promotion**
    - o Rich asked Nigel Jones to draw a winning ticket from the box. This ticket contained the membership number of a member who had entered a beer score this month. The winner was Member number 358942, Nick Macy. KN to provide address and contact details to Rich who would ensure delivery of the case of Cerne Abbas ales.
- 3 **Membership Status (KN)**
  - New Members 9
  - Lapsed Members 2
  - Cancelled Members 1
  - Total notified by HQ 686, net gain of 6 members.
  - At Octoberfest we signed up 14 new members of which 13 are local, these will be included in next month's figures.
- 4 **Octoberfest** Dave Harris provided a summary statement. Basic numbers: 900 attendees, Evening sessions getting smaller, Profits slightly up at £3.5K (Est.) due to exhaustion of stocks, Problems with Saturday PM session (see last page of Notes for more detail). Rich provided the following notes:
  - 1) I would delete the term Great result and change to perhaps a surprising result.
  - 2) beer ran out with potentially 3.5 hours serving time left (2 hours after opening)
  - 3) It effected around 130 people in total of our Saturday night crowd. Only a handful stayed to drink cider
  - 4) All other sessions were complemented on beer and an enjoyable time.
  - 5) The branch press officer notified HQ on the night and since has been in discussion with H.Q. and other CAMRA volunteers at national level along with Branch Chairman and the RD.

6) The branch press officer put out a statement of fact post festival which caused a response from a CAMRA national director and gained us national news coverage.

7) As organisers of a festival we hope we have found a flaw in a festival budget model that can be looked into, ramified and as a result does not happen to another branch.

During the meeting, Rich pointed out a recent communication from Nik Antona where a contact number had recently been provided for volunteers to use "In a time of crisis". He was sure that this was a response to the situation mentioned above.

After discussion, it was agreed that we should pursue the issues we encountered via the Regional Meetings, Nigel was supportive of this and would try to get some amendment to take more account of the experience of local volunteers in the future festival budgeting process.

**5 Social Media Update (Bruce Mead)** Facebook Total page likes 572, up 40 from the last meeting.

**Octoberfest**

Total unpaid reach 28.6K, paid reach via advertising a further 10K resulting in over 500 clicks through to the ticketing page. Final response showed 750 who were interested, and 137 who went. Ticket sales via the CAMRA website were up 15% on last year. Target for next year is to increase the interested/going figure to over 1,000 and convert more of the clicks through to the website into actual sales.

James and Andy posting regularly on Twitter and Instagram respectively. Instagram should pass the 200 followers mark this month.

**6 Social Events**

Rich gave a brief summary of the Bermondsey Beer Mile event which had been hugely enjoyable CITA event. General view was that it so good that it was worth doing again some time.

Rich reminded members that the main upcoming events were Poole Beerfest in early November with a chance to beat East Dorset at skittles on Sat 16<sup>th</sup> November at Tom Browns. There were also two events planned for December: A Dorchester Pub Plod on 4<sup>th</sup> Dec 7.15 start at Brewhouse & Kitchen; A CITA Bridport bash starting at 11.30 at The Tiger Inn, Barrack Street at 11.30am.

**7 Pubs to visit**

o According to Whatpub, the nearest 5 (West Dorset) pubs to this meeting are:

- Countryman Inn, East Knighton
- Red Lion, Winfrith Newburgh
- Sailor's Return, Chaldon Herring
- Frampton Arms, Moreton
- Martyr's Inn, Tolpuddle

o Bruce indicated other pubs where one or two further visits could make a difference:

- Oak, Dewlish
- Sheaf of Arrows, Melbury Osmond
- Loders Arms, Loders

**Other Pub News**

- o A planning application has been submitted for a new ale house on Digby Road in Sherborne.
- o The Giant Inn, Cerne Abbas, has reopened.

**8 AOB**

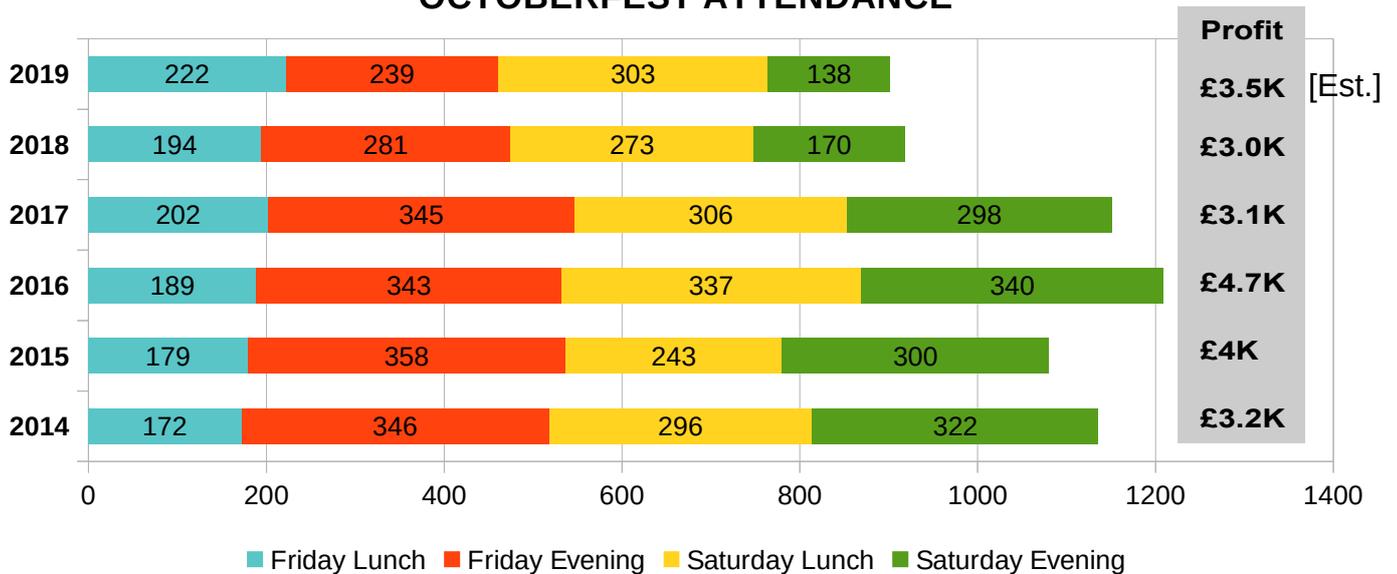
a) (Bruce Mead point about social media reported at item 5 above).

Meeting closed at 21.00.

**Next Meetings** – November 13<sup>th</sup> 8pm Branch Meeting Dolphin Inn; Weymouth. Saturday 16<sup>th</sup> . West Dorset V East Dorset skittles, 12 noon Tom Browns; Dorchester. Contact Tony Egerton 01305 789906(h) 07711 752720(m) agegerton@aol.com

# 2019 OCTOBERFEST A GREAT RESULT

## OCTOBERFEST ATTENDANCE



In round numbers, 800 out of the 900 attendees enjoyed a great festival. We made a good Profit for CAMRA. Maybe 70 guests suffered lack of beer on Saturday night.

### Commentary about beer volumes

The Beer ran out over three hours early on the last night:

- low estimate of attendance (based on history)
- higher than “average” consumption at our festivals
- last minute ticket sales brought attendance above estimate

Once a. is set in place, there is no recognition of b. in budget calculations, so stocks tend to be “low”. This was compounded by c. which happened late in the day (during open days).

### Commentary about Publicity after the event

We’d heard disgruntled visitors threatening to use social media to trash us.

DH put out our members email with the facts on Sunday

HQ national response suggested branch error.

This was annoying because point a. above had specifically been requested by our assessor, and we had requested extra beer in the budget which had been turned down despite b.