

CAMRA CLUB OF THE YEAR JUDGING
THE BEST CLUB THAT PROMOTES/ENCOURAGES SALES OF QUALITY REAL ALE

Please find below a checklist to give you some guidance on what to look for in a Club of the Year. Also, please try to be discreet when judging to try to avoid alerting club staff that a judging visit is taking place.

CATEGORY 1 – QUALITY AND CONDITION OF REAL ALE / CIDER / PERRY

- It is the **quality and condition** that are important, and NOT the number available.
- Aspects to consider include: is it stale, is it too warm or too cold, and does it taste right for the style. Personal tastes for particular styles must be ignored.

CATEGORY 2 – PROMOTION AND KNOWLEDGE OF REAL ALE

- Is there clear and obvious support and promotion of real ale (real cider / perry if applicable)? Examples include: meet the brewer (cider maker) events, beer festivals, and trips to breweries (cider producers) or other festivals.
- Staff should enthusiastically promote real ale (real cider / perry if applicable) and be able to answer simple queries in relation to these products.
- The provision of information on products, producers, suppliers, etc. is desirable.

CATEGORY 3 – CLEANLINESS AND STAFF HYGIENE

- Toilets should be hygienic and clean with hot water, soap, suitable hand drying facilities etc..
- The club should be clean throughout, including bar tops, tables and glasses.
- Staff should observe good hygiene practices, eg correct handling of glasses, not eating behind the bar, clean hands and surfaces regularly etc..

CATEGORY 4 – COMMUNITY FOCUS

- There should be a sense of community that is inclusive and welcoming to all age groups and sectors of the community. Do regular customers interact well with strangers?
- There should be support for local activities, such as sports teams, local groups, and local celebrations. Is there a notice board that lists local events, activities, or information on the local area?
- Further information can be found on <https://clubs.camra.org.uk/communityclubs..>

CATEGORY 5 – SERVICE AND WELCOME

- All should be welcome. No aspect of the club should cause offense by anything that could be offensive to a consumer due to their discriminatory nature. This includes websites and other aspects of social media.
- Service should be welcoming, friendly, polite, and also prompt whenever possible. If it is busy, a friendly acknowledgement of your presence is desirable.

CATEGORY 6 – STYLE, DÉCOR AND ATMOSPHERE

- There should be a comfortable, pleasant and safe environment throughout.
- The style should show respect for the building and the décor should enhance it. Furnishing should be in a good state of repair.
- Is there a friendly atmosphere?
- Considering the time and day of the week, is it busy enough to create a good atmosphere?

CATEGORY 7 – SYMPATHY WITH CAMRA'S AIMS (As listed in CAMRA's Policies)

- Prices and opening hours should be clearly displayed.
- You should get a full measure or a top up without asking. Are oversized glasses used?
- Are there attempts to stimulate interest in the sorts of issues we're concerned about?
- Real ale, cider or perry should not be sold using misleading dispense methods.
- It should be clear who has brewed 'house branded' real ale, cider or perry.
- There should not be any inappropriate noisy electronic amusement machines.
- Real ales should not be served through tight sparklers unless brewed to be dispensed in that way.
- If a number of real ales are available a range of styles and strengths should be offered and a local product, where available.

CATEGORY 8 – OVERALL IMPRESSION AND VALUE

- This category covers the undefined elements that are not considered elsewhere.
- Are other products/services that may enhance a visit available, such as quality soft drinks?
- Did you enjoy your visit? Did you spend more time than you had expected or wish you had been able to stay longer? Would you look forward to a return visit?
- Taking into account the style of establishment and its location, did you feel that you received reasonable value for money? CAMRA discounts should not influence this.

CAMRA CLUB OF THE YEAR JUDGING FORM

(To be used in conjunction with CAMRA's Club of the Year Guidelines)

Branch:

Region:

Entry Name:

Address:.....

.....Telephone:

10 Points per Category x Weighting Factor. Max = 120

Category	Mark:	Factor:	Sub-Total
Mark out of 10 and multiply these by 2:			
1. Quality and Condition of Product	(x2)
2. Promotion and Knowledge of Product	(x2)
3. Cleanliness and Staff Hygiene	(x2)
4. Community Focus	(x2)
Mark out of 10:			
5. Service and Welcome	(x1)
6. Style, Décor and Atmosphere	(x1)
7. Sympathy with CAMRA's Aims	(x1)
8. Overall Impression and Value	(x1)

Total Score =

Comments:

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Judge:

Date of visit: