



St Helens and Districts
Campaign for Real Ale

Branch Club of the Year Scoring Form

You must score all four clubs for your score to count. All scores to be out of 10. For more information see the separate guidance.

Club	Quality of Ale/Cider	Local Community focus	Sympathy with CAMRA's aims	Service / welcome as a non-member real ale drinker	Value for money of Real Ales, Real Cider & Perry	Does the club promote quality real ales in other ways?	Comments
Prescot Cables Football Club, Prescot							
Rainford Labour Club, Rainford							
Rainhill Recreation Club, Rainhill							
Reform Club, Prescot							

Name: _____ Membership No. _____

Forms can be emailed to poty@sthelenscamra.org.uk or chair@sthelenscamra.org.uk.

Email forms no later than 17 February 2020 or
bring to the meeting on 19 February at The Gerard Arms at 8.00 pm.

CAMRA Club of the Year – Scoring guidance

COTY judging has been revised to include the clubs being judged showing that they are an integral part of the local community, as well as serving it with quality Real Ale

If at all possible, talk to the steward or if they are not available another member of bar staff plus any club committee member present at the time. Of course, this should be done without the saying exactly why you are there. Usually mentioning you are “surveying for CAMRA” or something similar acts as a good icebreaker.

Quality of Real Ales, Real Cider & Perry

Clubs do not need a forest of hand pulls to be entered into COTY; two or three well-kept real ales are much better than six or seven of indifferent quality. You may find using the CAMRA National Beer Scoring System useful.

Community Focus

How does the club support the local community, do they hold meet the brewer nights, Beer festivals, support locale, have rooms available for celebrations (birthdays, weddings, local events etc). For further information about community focus go to www.pubs.camra.org.uk/communitypubs

Sympathy with CAMRA’s aims

This also includes support for CAMRA’s policies. Plus, for example is there any CAMRA involvement in the club? Is it a GBG entry? Does it allow CAMRA literature to be displayed? Does it host CAMRA events such as branch or committee meetings?

Service / welcome as a non-member real ale drinker

- Service should be welcoming, friendly, polite and prompt whenever possible. If the club is busy, a friendly acknowledgement of your presence is desirable.
- You should be treated like a valued customer and made to feel at ease.
- Staff should be knowledgeable about and enthusiastically promote real ales (and cider and perry if applicable),
- Staff should know how to pick up and hold a customer’s glass.
- Where possible, products from local producers should be included
- The club should be welcoming and avoid causing offence to any sections of society. This includes websites and other aspects of social media.
- Within its limitations, does the club offer other products/services which may enhance a visit: good quality soft drinks, food, wifi etc.?

Does the club promote quality real ales in other ways?

This could be things such as meet the brewer nights, support for or hosting beer festivals, other information available on real ale etc.

Comments

If you have marked a club particularly low or high on one or more criteria, it would be helpful if you could explain why in the comments section of the form. You might also wish to include mitigating factors, e.g. you visited on a quiet lunchtime and therefore didn’t see it at its liveliest.