



St Helens and Districts  
Campaign for Real Ale



## Branch Club of the Year 2024 Scoring Form

You must score all **five shortlisted clubs** for your score to count. All scores to be out of 10. Check out [www.whatpub.com](http://www.whatpub.com) for club details and opening times. For more information see the separate guidance.

Club	Quality of Ale/Cider	Promotion/ Knowledge of Real Ale	Cleanliness & Staff Hygiene	Community Focus	Service/ Welcome	Style/ Décor/ Atmosphere	Sympathy with CAMRA's Aims	Overall Impression & Value	Comments
Haydock Reading Room									
Prescot Reform Club									
Rainford Labour Club									
Rainhill Recreation Club									
West Park RFC									

**Name:** \_\_\_\_\_ **Membership No.** \_\_\_\_\_

Completed forms can be emailed to [poty@sthelens.camra.org.uk](mailto:poty@sthelens.camra.org.uk) no later than 12 March 2024 or you can bring them to the closed committee meeting on 13 March, venue TBC.

# CAMRA Club of the Year – Scoring guidance

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.