

MAKING CAMRA BETTER

LONDON MEMBERS' REGIONAL CONFERENCE

SATURDAY 3 SEPTEMBER 2011
Questors Theatre, 12 Mattock Lane Ealing W5, 5BQ

WHY HOLD A CONFERENCE?

The National Executive of the Campaign for Real Ale, including Christine Cryne from North London, will be reviewing the Campaign's strategic plan in November, taking forward the findings of the 'Fitness for Purpose' review that was presented at the April Members' weekend in Sheffield. These include prioritising CAMRA's objectives to focus on no more than three or four achievable campaigns each year and increasing the involvement of members in strategic planning.

To give London members collectively the opportunity to make constructive and timely input into the autumn review, the London Branches are convening a conference on 3 September to hear your views and to formulate recommendations under the banner of 'making CAMRA better'. The full day programme outlined below, with a choice of several workshops, will allow participants to explore and debate in some depth the major issues and challenges facing CAMRA and other topics of concern (including the threats to our pubs; responsible drinking, beer taxation, alcohol advertising, CAMRA's image, attitudes, aspirations, audiences and membership communications), to concert recommendations and to enjoy a general question and answer session.

The conference is not intended for adversarial debate around prepared motions, but to build consensus through sharing and discussion of information, ideas and perceptions.

The venue will be Questors Theatre, five minutes' walk from Ealing Broadway. Admission will be free of charge. Real ale and cider will be available in the Grapevine Bar at this award-winning club's very reasonable prices. Suitable lunches will also be on sale. The bar will be holding a small LocAle beer festival continuing into the evening. The premises are fully accessible for wheelchair users.

The London Branches are very anxious to make this day a success. All London members reading this are urged to attend and contribute their views; you will be made very welcome. Our collective views will help guide CAMRA into the future!

Do please register at Gtrlondon@westlondon-camra.org.uk. The event will be open to new members joining CAMRA on the day.

TIMETABLE

09.45	Registration
10.00	Introduction and welcome by the Regional Director
10.15	Campaigning workshops – major issues: A1 The pub under threat <i>Pubs are closing at an alarming rate. What are the social and economic factors that are making it difficult for pubs and can we do anything about it?</i> Guest: Simon Clarke, Fair Pint Campaign

or

A2 Responsible drinking

The anti alcohol lobby is making much of the running. CAMRA believes that at the heart of responsible drinking is drinking in the pub. How can we turn the public concern about irresponsible drinking around?

11.45 Beer break

12.00 Campaigning workshops – particular issues:

B1 Beer taxation

The taxation on beer continues to rise above inflation and this hits pubs harder than supermarkets. How might taxation be organised to readdress the balance?

or

B2 Advertising, branding and labelling

Does mass-media advertising distort the market to the detriment of real ale and does it act to reduce consumer choice? Are there aspects of advertising and/or labelling that mislead the consumer? What could we do about it?

13.00 Lunch break

14.00 General workshops – major issues

C1 Image and attitude

'Craft keg' – friend or fiend? Is it an issue?

Guests: Tim Webb, Belgian beer guide author

Michael Hardman, Founder member of CAMRA

or

C2 Independence and integrity; membership objectives and campaigning aspirations

Where is CAMRA going in terms of activation and what support do we need to maximise the resources we have at a local level?

15.30 Beer break

15.45 Plenary discussion: reports and recommendations

16.30 Open question and answer session

17.00 Close.

Beer in the evening!

PRE-REGISTRATION REQUEST FORM
for return to Gtrlondon@westlondon-camra.org.uk

Name

CAMRA Membership number Branch

Email address

Postal address

Contact telephone number

Workshop preferences (delete the inapplicable)

A1 A2
B1 B2
C1 C2

Would you particularly like to speak at any of the workshops?
If so, which ones, please:

Would you like any workshop chairmen to contact you before the conference?
If so, which ones, please:

Lunch preferences (delete the inapplicable)

Cold buffet Hot meal
Special dietary requirement(s) – please state:

Any other requirements, suggestions or comments. please

Thank you for helping us to plan this conference to suit your wishes. We shall look forward to your feedback afterwards.