

MerseyAle

CAMRA Liverpool & Districts Magazine

Winter 2013

FREE



CAMPAIGN
FOR
REAL ALE

www.liverpoolcamra.org.uk

[email merseyale@liverpoolcamra.org.uk](mailto:merseyale@liverpoolcamra.org.uk)

Circulation 11,000

THE LION TAVERN

www.liontavern.com

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The Lion Tavern (Grade II Listed) is Liverpool's finest Edwardian Pub. It is an extravaganza of etched glass, carved wood and beautiful tiling. It has a wonderful ornate wood carved bar plus two cosy side rooms one with a fantastic stained glass dome. The Lion Tavern is an award winning pub serving excellent cask conditioned ales, cider and a large selection of the finest malt whiskies. You can also enjoy a fine selection of tasty food from our food menu.



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WEEKLY LOCALE

See Board for future Real Ales

CAMRA DISCOUNT

Card carrying CAMRA members 10 pence off pint of real ale

FOOD

See the board for selection of good value food

QUIZ NIGHT

every Tuesday at 9.30pm

ACOUSTIC NIGHT

Second Thursday of the Month 8pm

BOB DYLAN SOCIETY

Meets first Thursday of the Month 8.30pm

MEET THE BREWER

Third Thursday of the Month 8pm

POETRY GET TOGETHER

Fourth Thursday of the Month 8pm

V6 Adventure Club

Meet every Wednesday at 8.00pm

MerseyAle

CAMRA Liverpool and Districts Branch

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John Armstrong

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MerseyAle Advertising

Cost - Full page £200

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Contact

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MerseyAle - Read online at

www.merseyale.com

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Web Sites

Liverpool and Districts

CAMRA Branch

www.liverpoolcamra.org.uk

www.facebook.com

/CAMRALiverpool

@LiverpoolCAMRA

QR Codes page 55

Isle of Man CAMRA Branch

www.isleofmancamra.org.uk

CAMRA national site

www.camra.org.uk

Cover

by Dennis Jones

Celebrating 10 years of the revamped

MerseyAle Magazine.

The opinions expressed in MerseyAle are not necessarily those of the Editor, the CAMRA Liverpool Branch or CAMRA Ltd.

Welcome to MerseyAle and ManxAle

Welcome to this Special 10th Anniversary Edition of MerseyAle.

It was November 2003 when the relaunched new look colour cover MerseyAle hit the bars of Liverpool. It was a magazine born out of crisis, as you can discover in the special 10th Anniversary section pages 7-15. The Chinese symbol for crisis also means opportunity. We hope you agree when you read 'To Begin at the Beginning' page 7, that the new MerseyAle did rise to the challenge and did make the most of the opportunity. 'Cover Story' pages 8-9 provides a review of the last ten years of MerseyAle covers and the importance that the covers and the visual impact of the magazine plays in attracting readers.

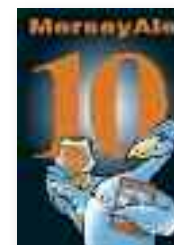
MerseyAle has always made a priority of being a campaigning magazine and in this edition you will find a call to arms for 'Curbing the Power of the PubCos' page 17, plus the need for the Coalition Government to act quickly to introduce a statutory code of practice with real teeth. Features on the '2014 Good Beer Guide Liverpool Launch' page 53 and on the 'Cask Report' page 27 reveal how real ale and brewing is going from strength to strength. Whilst real ale is a success story, it is now the British Pub that is under threat and needs to be the focus for campaigning. 'The Changing Face of the British Pub' page 49 outlines the challenges we face. The very sobering fact is that without the pub there will be nowhere to drink real ale. The essential message is that real

ale is the unique selling point of the British Pub and we must promote our pubs.

The Anniversaries do not stop with MerseyAle. 2014 sees the **40th Anniversary of the founding of the Merseyside Branch of CAMRA** in the **Globe**, Cases Street. The 30 people crammed into the small back room in January 1974 were helping to create a body which has become the most effective consumer organisation in Europe, with a membership of over 150,000 and growing. If you were involved with Liverpool CAMRA in the 70s please get in touch - see page 43. There will be special events to celebrate the 40th Anniversary throughout 2014 so watch out for details.

As one of the founder members said at the 30th Anniversary event, **"Liverpool CAMRA has always been known for three things; Strong Campaigning, an Excellent Beer Festival and a Bloody Good Magazine."**

We hope you agree and that you decide now is the perfect time to join CAMRA - page 55.



John Armstrong Editor

"One of the Hundred Best Pubs in the country"

Daily Telegraph

PUB OF EXCELLENCE 2012 CASK MARQUE CAMRA NATIONAL INVENTORY PUB

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ORGANIC
BREWERY

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Thurs 5th - Sun 8th DECEMBER 2013

200+ REAL ALES & CIDERS

Session Times

Thursday Afternoon

12:00pm - 4:30pm

Thursday Evening

6:00pm - 10:30pm

Friday Afternoon

12:00pm - 4:30pm

Friday Evening

6:00pm - 10:30pm

Sat Afternoon

12:00pm - 4:30pm

Tickets £8

per session

Sat Evening

6:00pm - 10:30pm

Sunday

12:00pm - 6:00pm

Tickets may be available on the door but advance ticket purchase is advised for Friday & Saturday Night

Entrance price includes festival glass and programme

£2 Discount

on first full £12 voucher sheet only for card carrying CAMRA members - both Thursday sessions and all day Sunday

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Tickets sales and more details visit: www.liverpoolorganicbrewery.com

MerseyAlenews

City Centre Cultural Venue Pubs

There are three venues at the north end of the city centre serving real ale and offering a wide variety of music and other cultural activities. Usually there is free entry to the bars, but when there are special events, usually later on at weekends, there can be entry charges. Check out the websites.

The stillage at the **Camp & Furnace** on Freeland Street on the far edge of the Baltic Triangle has been



modified so there is space for more casks. Real Ale from **Liverpool Craft** should now be available all the time. This unique venue in old warehouses holds a wide variety of events. The bar with a wood burning real fire is open all day. Often football is shown on a big screen. For some special events on Friday and Saturday nights there can be an entry fee. See website www.campandfurnace.com

MelloMello at Slater Street/Parr Street continues to trade despite the uncertainty regards the building. The one hand pump is supplied by **Liverpool Craft Brewery**. Sometimes a beer swap is available,



with a beer from **Box Steam** being available in October. There is a good

range of bottled beers and ciders. They have a new web site www.mellomello.co.uk which states;

Founded in July 2007, MelloMello was started by a small arts co-operative; The Art Organisation. With a small group of volunteers that held a shared belief in the organic regeneration of an area through arts and sub-culture, MelloMello has slowly grown from coffee house, art hub and left-field jazz venue, to a community space housing four floors of dedicated rehearsal rooms and studios, vegetarian kitchen, ethical and obscure bar, stage, performance and exhibition space.

Kazimier Gardens on Seel Street has been refurbished during October. The special beer, **Organo**, brewed by Liverpool Craft has been selling well. Again there is an entry fee for special events. Check out the website www.thekazimier.co.uk

Yates's on Queens Square has been selling real ale for £1.99 recently including beers from **Titanic**.

Dr Duncans has recently had a couple of beers from smaller breweries.



South Liverpool

The White Horse in Woolton Village is changing management in early November. Liz & Mike Morris, Woolton's longest serving licensees, are retiring after many years at the pub. It is being taken over by the near-by **Bear & Staff** manager in Gateacre. A full report will be in the next Merseyale about the change at the pub. MerseyAle wishes Liz & Mike all the best in their retirement and thanks them for their dedicated work at the White Horse.

The Coffee House in Woolton has not been serving real ale recently.

The Penny Lane Wine Bar on Penny Lane is currently selling one real ale on hand pump. The beer is regularly changing and is in good condition. This makes a welcome addition to an area which has very few real ale outlets. Nearby real ale pubs are **The Richmond Tavern** on Church Road, **Eight Bar** on Allerton Road and **The Dovedale Towers** on Penny Lane.

The Old Bank at Aigburth Vale was serving beers from **Beartown** during October alongside the regulars from **Liverpool Organic**.

Crosby

The Brooke House, which has been closed for some time, is to reopen in November. Enterprise Inns have announced they are appointing a new manager.

As predicted in the last edition, the **Brunel** on Breck Road is now serving cask ale. **Thwaites Wainwright** and **Sharps Doombar** have been available. The 14 bus stops nearby.

The Coffee House at Picton Clock in Wavertree featured in the last edition, continues to serve a couple of ales from a variety of breweries often not available elsewhere. **Elgoods Golden Newt** was available recently.

McGinty's on Mill Lane in Wavertree has stopped serving real ale.

Lost Pub Not far away, the **Rose** on Binns Road which has been closed for some time and had not sold real ale for many years, has now been converted to domestic accommodation.

Pub News by Tony Williams and Neil Lloyd

MerseyAlenews

More MerseyAle Pub news on page 21



The Dispensary Liverpool

Liverpool CAMRA Pub of the Year 2010 and 2011



A Warm Welcome to the Dispensary (CAMRA Liverpool & Districts Pub of the Year 2010 and 2011) from Pauline, Dave and all their staff

Good Beer Guide singles out "the landlord's impeccable attention to beer quality".

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To Begin at the Beginning

How It All Began

The new look relaunched MerseyAle was born out of a crisis. A crisis which threatened the very continuation of the Liverpool Branch of CAMRA, together with the magazine.

In August 2003 I disembarked from the ferry after a two week holiday in the Isle of Man with a tight schedule to head straight on to the Crows Nest in Crosby for the Liverpool Branch Committee Meeting (keen or what!). Pausing for a very swift half at the Lion Tavern en route to Moorfields for the train, I heard then licensee John O'Dowd call out "what do you think of it then?" but by then I was rushing out of the door for the train and couldn't stop to talk.

The "What do you think of it" became obvious immediately on walking through the door of the Crows Nest. There were just six Committee members sat round the table. At that time the Committee had well over 20 members so where were the rest? All was then made clear. Whilst I had been away on holiday, the majority of the Committee had resigned following the departure of the then Chair, Peter Fane. The resignations included the then MerseyAle Editor.

So now the seven of us around the table were left to decide whether or not we could carry on as a

Committee member and Pubs Officer, Pete Kincart. He commented that CAMRA was bigger than any individual or group and would go on as a campaign irrespective. That rallied the mood and the decision was taken to continue with the



fewer number of people around the table. We then divided up the key jobs between us. It was agreed that the priorities were; completing the GBG entries, committing to running the Liverpool Beer Festival in February 2004, and restarting what was seen to be the public face of the Branch, MerseyAle. The magazine was central to showing our public that Liverpool CAMRA was still in business and committed to campaigning.

Well there is one born every minute and I found myself volunteering to become MerseyAle

Committee and deliver the imminent submission of our Branch Good Beer Guide entries plus commit ourselves to run the massive Liverpool Beer Festival, or call it a day. Some homecoming present!

The essence of the moment was captured by

Editor and restart the magazine in time for November so as to advertise ticket details for the Liverpool Beer Festival. When in Leicester some years previously I had restarted the Leicester Drinker after a gap of ten years without a magazine, but that did not involve the pressure of a very tight launch deadline. Anyway the "We Can Do It" spirit was so strong that I made the commitment to a November relaunch.

So that was the start of what so far has been a ten year sentence. Some people get less than that for murder.

Rebuilding From First Principles

We established a team of myself, Ian Williamson (layout), Pat Williamson and later Dennis Jones and Neil Lloyd who helped with art work and photographs. We had none of the former MerseyAle templates so we decided to start from first principles and design a new look, new content magazine which would make a visual statement about the new look Branch and its campaigning. We realised this would be a work in progress and that we would not get the full result with the first edition produced to the very tight deadline. That did imbue a belief that MerseyAle should continuously evolve with a commitment to quality and ongoing improvement.

Crisis and Opportunity

危机

The Chinese symbol for crisis also means opportunity. Well that evening in Crosby crisis was turned into opportunity to launch not only a new look Branch but also a new look MerseyAle. Ten Years After we are still here and delivering.



MerseyAle has always prided itself on its front covers. The aim has been to have covers which are visually striking and will attract the attention of the casual reader to pick up the magazine and take a look inside. To this end great use has been made of photographic and design covers which catch the eye. MerseyAle covers have developed through several phases.

Going Colour

The new look relaunched MerseyAle immediately set its stall out by going to a colour cover. The initial covers were a combination of a photograph and the lead in text to the main story. The very first edition in



November 2003 had a photograph of the Liverpool Metropolitan Cathedral with the caption **"February Pub of the Month"**. The story being the upcoming 2004 Liverpool Beer



Festival and that the Cathedral was CAMRA Pub of the Month for four days only having gone from no real ale to over 230 beers. During this first phase of the relaunched MerseyAle Ian Williamson undertook the design and layout.

Liverpool Statues

In 2005 the covers developed into a magazine style with one striking photo covering the whole of the front page. It was decided to link the covers and CAMRA to iconic images of Liverpool. From this came the run of covers depicting



statues and buildings around the city incorporating the holding of a copy of MerseyAle. The one which generated most response was the statue in Mathew Street of **John Lennon** holding a copy of MerseyAle. **The Statue Exceedingly Bare** on Lewis's gained a pair of CAMRA underpants and **Gormley's Iron Men** a CAMRA T shirt. Designer

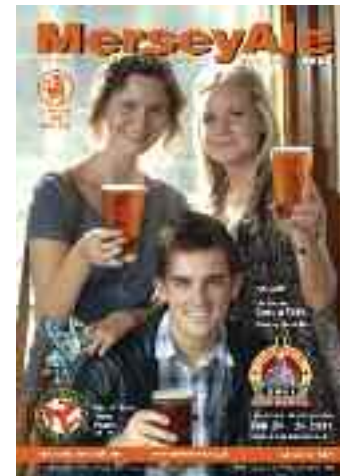
during this period was Keith Smith who also designed the Liverpool Historic Pubs book and the first Liverpool Pubs Passport. Keith left the role in Feb '08 with Dennis Jones taking over in Spring '08.

Shifting the Image

A new development saw the use of Liverpool events as the cover theme, again linked to an image of MerseyAle. Hence a **yellow Superlambanana** and a **Penguin** both appeared as covers. Again this was intended to link MerseyAle and CAMRA to a distinctive and proud Liverpool identity.



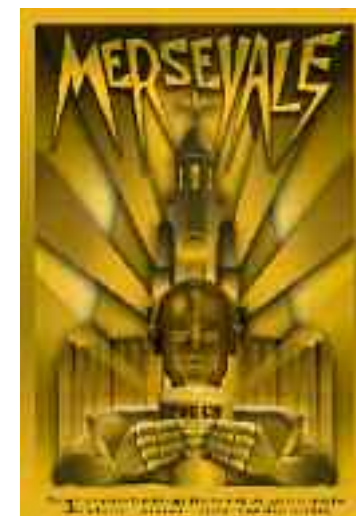
A further change in emphasis led to a run of covers designed to shift the image of real ale drinkers through the use strong photographs depicting young people and women enjoying real ale. This was linked to the editorial policy of highlighting



the increasing numbers of women and young people who were giving real ale a try, which was to lead to the later **Snowball Bringing New People to Real Ale** campaign.

Classic Images

The next move was to covers based on an homage to classic images such as film posters and paintings. Dennis Jones redrew all of these covers with subtle



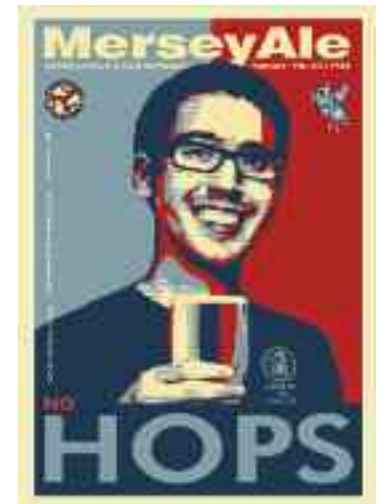
twists to link to CAMRA campaigns. The first of these was the famous poster for the film **'Metropolis'**, which was used as the image for the campaign against the Power of the PubCos. The **'Metropolis'** image has been used consistently ever since to theme the MerseyAle Curbing the Power of the PubCos stories. This cover was followed by



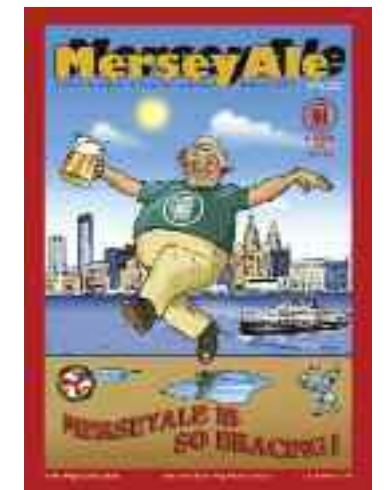
homages to the Picasso painting **'Girl with a Mandolin'** which became **"Girl with a Pint of Real Ale"**, Cezanne's **'the Card Players'** depicted the players in the back



room of Peter Kavanagh's, the **Barack Obama poster, 'Hope'**, which became **"Hops"**, linked to a story on the crisis facing English hop production, and the most recent cover, a homage to the



most famous railway poster of them all. This depicted the **Skegness Jolly Fisherman** on the Liverpool waterfront declaring that **"MerseyAle is so Bracing."** We do take care with our cover designs so as to make MerseyAle a distinctive magazine which people will pick up and peruse.



We hope you have found the ten years of MerseyAle covers to be bracing and that you are looking forward to viewing the next phase of their development.

John Armstrong
Editor

RICHMOND PUB AND HOTEL

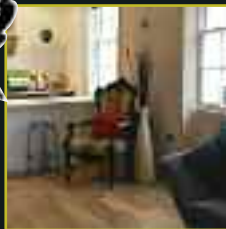


The Richmond Hotel is part of the city of Liverpool's rich history and has been converted into a boutique four bedroom living pad situated in the heart of Liverpool City centre. It can cater for someone in Liverpool on business through to groups of up to ten people. The Richmond Hotel has an open plan kitchen-living room space with Sky TV and free internet access. With its own pub below it's perfect for an overnight stay. With plenty of things going on in Liverpool throughout the year the Richmond Hotel is a place to stay or, at the very least a place to visit while in Liverpool. For details of availability etc, contact details are bottom left on this section of the page.



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THE LORD WARDEN LONDON ROAD



First edition November 2003

better make the most of those 4 days."

We are pleased to report that we were not excommunicated by the Catholic Church and we lived to produce the second edition of MerseyAle in February 2004.

The First Edition

Contained a range of stories, several of which were to become ongoing campaign themes in future editions. Examples were; using public transport to visit the pub responsibly with **'MerseyAle on the Northern Line to Southport'**, a focus on Liverpool's historic pub heritage, the role that Liverpool's pub culture and heritage played in the city winning 2008 European Capital of Culture, **'Anyone for Cider'** taking you on a visit to Herefordshire cider producers, **'A Tale of Two Beers'** focusing on the newly launched Old Empire, a Trail around the Northern Quarter pubs, Good Pub Food and the need for pubs to up their act, changes at the Baltic Fleet, spotlight on The Ferry pub at Fiddlers Ferry, a retrospective on the Inaugural Meeting at the Globe Cases Street in January 1974 which set up the Merseyside CAMRA Branch, and ten years before 'craft American beer' became fashionable - the first of an ongoing series, **'Beer Hunting on the United States West Coast'**. There was a short item on Isle of Man pubs, a precursor of the link that was to develop into ManxAle. On the inside back cover there was a colour picture quiz of pub architectural features with a prize draw for correct answers that named the correct pubs.

CAMRA membership was reported as 70,000. Today it is over 150,000.

The print run of that first 32 page edition was 3,000. Only the cover and back page were colour, the rest black and white. Now in 2013 MerseyAle is 56 pages all full colour with a larger page size and a print run of 11,000.

November 2003. A new look magazine appeared in the pubs of Liverpool. The relaunched MerseyAle with its new colour cover had arrived despite a crisis which threatened the continuation of both the magazine and the Liverpool Branch of CAMRA - see **'To Begin at the Beginning'** page 7 There had been a gap in production of MerseyAle with the last edition having been in August 2003 in its then black and white format. The new relaunched magazine made a statement of intent with its colour cover, quality paper and extensive use of photographs and a range of features which have over the years become hallmarks of MerseyAle.

The cover also introduced the degree of irreverence that has been another hallmark of MerseyAle. The cover declared **"Pub of the Month February 2004"** above a colour photograph of the Liverpool Catholic Cathedral. The story was about the forthcoming 2014



Liverpool Beer Festival in the Cathedral Crypt and the Award of Pub of the Month due to: *"the significant increase in the range of real ales, ciders and fruit wine from the previous month's total of zero to an outstanding 230 plus. It is highly unlikely to be able to sustain this improvement, as we have been told there won't be any on sale before the 18th or after the 21st, so we had*

Second Edition February 2004

The new look first edition was well received and it was decided to produce a second edition to tie in with the Liverpool Beer Festival and update readers about the new Liverpool CAMRA campaigns. This appeared in February 2004 with a striking photo of the bar screen inside the Lion Tavern linked to the announcement of the intention of the Branch to publish a **'Liverpool Historic Pubs'** guide book. The edition also introduced a topic which was to become one of our major campaigns, namely **'Curbing the Power of the PubCos'**. Another feature which has become a hallmark campaign was **'Something for the Women - Witches, Fruit, some Vegetables, Gilly and Madonna'** written by Christine Kincart, who observed; *"Lots of women definitely realise that there is something exciting about choosing different beers when they go to a real ale pub. Many are just as interested as men in real ale."*

Chris also provided a guide to decent beer at Liverpool's theatres.

MerseyAle continued up the Wirral line to West Kirby and also went on the buses with ArrivAle, a bus trail to Warrington and Frodsham. There were pub trails around Liverpool's University and Business Quarters and a guide to pubs in St Helens town centre. The threat to our historic pubs reported on change of use applications to offices/residential for the then closed National Inventory Grade 2 listed Belvedere, along with the success in saving the Poste House Cumberland Street from demolition.

The lesson to be learned is that the price of retaining a good pub is eternal vigilance.



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MerseyAle and Campaigning



The top priority for MerseyAle has always been to be a campaigning magazine.

The new relaunched MerseyAle added the aims of being a magazine with a visual and writing style to attract the interest of casual readers who were not CAMRA members, including visitors to the city. You can peruse back copies on www.liverpoolcamra.org.uk MerseyAle has been an integral part of Liverpool CAMRA campaigning and has played a leading role in the following campaigns;



Liverpool Real Ale Pubs Festival

This began with just six pubs involved and the event publicised in MerseyAle. It has grown year by year to be a parallel attraction to the sell out Liverpool Beer Festival. It was also an expression of Liverpool CAMRA's campaign commitment to saving and promoting the British pub.

Liverpool Pubs Passport

Alongside the Pubs Festival MerseyAle developed the free Liverpool Pubs Passport designed to encourage people to visit the real ale pubs listed, have a pint of real ale and get the passport stamped for eventual entry into a prize draw. Caledonian Brewery was the sponsor of the Pubs Passport from the early days and has continued in

MerseyAle and Campaigning



that capacity as the Passport grew in size to include all real ale pubs in the City Centre and the suburbs, with now over 125 pubs included.

Accordingly the name changed to Pub Map as it had become a year round map to real ale rather than being linked to the September Passport scheme.

It is anticipated there will be a redesigned and expanded 2014 Pubs Map which will again be sponsored by Caledonian Brewery.

Liverpool Historic Pubs Guide

This campaign publication was announced in the second edition of the new MerseyAle February 2004. The book was edited by Pete Kincart, the Branch Historic Pubs officer, and designed by MerseyAle designer Keith Smith. Pete negotiated a grant from the Countryside Commission Heritage Fund which enabled the full colour book to be sold at a very good value subsidised price. The book was a major plank in the Branch campaign to save and promote Liverpool's pub heritage. The book won a Highly Commended award from National CAMRA for Best Pub Guide of the Year.

Taking the Bird

For many years Mersey Drinker and Liverpool CAMRA had used a



"tipsy" Liver Bird designed by Steve Foo as a logo. The era of responsible drinking pointed to a need to move to a more sober image.

MerseyAle designer Dennis Jones redrew the Liver Bird in a new style which presented a more forceful Liver Bird with "attitude" appropriate to a campaigning organisation. The logo appears on the cover of MerseyAle and on some Branch literature.



MerseyAle - CAMRA's Only International Magazine

The Island Connection

MerseyAle became CAMRA's only international magazine when in 2007 arrangements were made with the IOM CAMRA Branch and the



Isle of Man Steam Packet Company to deliver and distribute copies on Island on a regular basis. We are indebted to the Steam Packet and their then manager Geoff Corkish, now a Member of the House of Keys, for their help with this initial arrangement. Today MerseyAle has a ManxAle section and is delivered to every Island real ale pub – over 80 pubs. Pictured above, Liverpool CAMRA Branch Chair Geoff Edwards (left) and MerseyAle Editor John Armstrong join Captain Cane Tahar on the bridge of Seacat Isle of Man to take the first copies over to the Island. The event was covered by the Liverpool Echo and by the Isle of Man media.





The Belvedere



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"A Bloody Good Magazine"

At the 30th Anniversary of the Inaugural Meeting of Liverpool CAMRA Branch in January 2004, one of the founding members the late Tony Molyneux (Wilson) told to assembled group that Liverpool CAMRA had always been renowned for three things

• And "a bloody good magazine which I am pleased to see is continuing in capable new hands"
He was referring to the relaunch of MerseyAle in 2003. Unfortunately Tony is not still with us to enjoy this, the tenth anniversary, of what we hope is still his "bloody good magazine".



- Strong Campaigning
- An excellent Beer Festival

- MerseyAle Wins CAMRA National Awards**
- 2004 Highly Commended Most Improved CAMRA Magazine**
- 2006 Winner Best CAMRA Magazine Award**
- 2007 Liverpool Historic Pubs Guide Highly Commended Best CAMRA Pub Guides**

What They Say About MerseyAle

It is literally packed with quality comment, news and features, and MerseyAle is certainly the CAMRA branch magazine to beat as far as I am concerned.

Quite honestly, this particular publication (MerseyAle) never ceases to impress and would not look out of place amongst the magazines for sale in places like W.H. Smith.

Mike Blackstone Beer North West website



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Saturday 1 February	12-4pm	Cracked Flag	£6 entrance
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Curbing the Power of the PubCos



PubCo Scam - "Worst Example of Irresponsible Capitalism"

"It's the tale of one of the worst examples of reckless, irresponsible capitalism this country has ever seen - a get-rich quick scheme for a greedy few that has marred lives and closed thousands of pubs and that has caused losses of billions for the UK economy, pension funds and the Treasury."

Greg Mulholland MP and Chair of Save the Pub Group



Greg launched a blistering attack on the pub company system during a speech in the House of Commons.

The Liberal Democrat member for Leeds North West and chairman of the All Party Parliamentary Save the Pub Group spoke for almost 30 minutes during the evening session.

Taking full advantage of parliamentary privilege, Greg did not pull any punches in his description of the behaviour or actions of some pub companies - which he described as

"The great British PubCo scam".

PubCos - the Worst Example of Irresponsible Capitalism

He said: "It's the tale of one of the worst examples of reckless, irresponsible capitalism this country has ever seen - a get-rich quick scheme for a greedy few that has marred lives and closed thousands of pubs and that has caused losses of billions for the UK economy, pension funds and the Treasury."

Failure of the Beer Orders

He added: "The Beer Orders failed in one spectacular way, which the Campaign for Real Ale and others spotted: they should have prevented any company, not just breweries, from owning and supply-tying more than 2,000 pubs. That was the tragedy and disaster of the Beer Orders."

PubCos Cash In on Failure of the Beer Orders

He claimed this "loophole" was spotted and exploited by many in the city with "little if no connection to the sector and very little empathy with it". He added: "They piled in to make money, with little interest in the pubs, the people who ran them, the communities that used them or the wider economic impact."

Support the 'Fair Deal for Your Local' Campaign

He said there was clear support for reform in the house and said MP support for the Fair Deal for your Local campaign would mean any vote in the house on the issue would be won. He concluded:

"In 1969, a Monopolies Commission report recommended the market rent only option. It was needed then and it is certainly needed now. I believe that my right honourable friend (Vince Cable) can and will be the person who has the courage finally to do it."

Stark Choice

"The choice for him and the government is stark, although they could ignore the campaign, not introduce a market rent only option, let things continue and be blamed

for the continual asset-stripping of pubs and the destruction of other small businesses.

We need action now - not just to assist thousands of publicans and save pubs but to provide a boost to local economies and to the UK economy."

Vince Cable Acknowledges Problems

Secretary of State for Business, Innovation and Skills, Vince Cable, acknowledged the problems faced by tenants were real and demanded attention, even if it was not yet clear what exactly was causing the problems - the beer tie or other factors affecting the industry.



Above article by Tim Hampson appeared in What's Brewing November 2013

Need for Action Now to Introduce a Statutory Code of Practice with Teeth

The key issue is whether the Coalition Government will act now and introduce a Code of Practice for PubCos which has real teeth to insist on the market rents, and a free of tie beer. You can read a full transcript of Greg's speech here: tinyurl.com/oerh8xa

Fair Deal for Your Local Campaign Report 'Setting the Record Straight' Counters a "Cynical Campaign of Misinformation"

A MYTH-BUSTING report has been produced to counter a "cynical campaign of misinformation" about pubco reform.

Co-ordinator of the Fair Deal for Your Local campaign and chairman of the All Party Parliamentary Save the Pub Group Greg Mulholland said there has been a cynical

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www.liverpoolbeerfestival.org

campaign of misinformation to try to stop the government from introducing pubco reform.

He said: "The hysterical claims being made about what will happen if tenants had the simple option to pay a market rent are just scaremongering and are simply not backed up by evidence."



Setting the Record Straight – Debunking the Myths about Pubco Reform can be found on its website.

The website also gives information about which MPs are calling for PubCo reform and are supporting the Fair Deal campaign.

Almost 200 MPs have pledged their support and you can find out what your local representative has done as part of the campaign.

CAMRA Calls for Action

With the government expected to respond to its consultation on reform by the end of the year, CAMRA is calling for members to contact their MP and ask them to show their support.

The campaign is calling for a powerful new code and watchdog to ensure even-handed dealing by big pub companies, including fair rents, beer prices and a free-of-tie beer option.



Already, more than 3,000 CAMRA members have contacted their MP and asked them to back the call for reform.

"But, the battle is not won," says CAMRA's head of policy and public affairs Jonathan Mail.

"CAMRA members need to ensure the government sees through its plans for reform and isn't swayed by disinformation from the campaign against pubco reform," said Jonathan.



Punch Taverns, Britain's second largest pub group, has admitted it could be unable to continue trading as a going concern unless an agreement can be reached with its lenders.

Punch, which owns 4,100 pubs run by semi-independent landlords across the country, made the disclosure as it announced a sharp fall in profits.

The group revealed it had net debt of £2.3bn at August 17 and needs to ease the terms of two big loans held against the pub assets of the company to avoid a default. The most recent attempt by Punch to cut its debt was rejected by lenders in June.

The group said that failure to reach an agreement on the debt pile could result in a default on the two loans, allowing lenders to request early repayment of all outstanding borrowings.

"These circumstances represent a material uncertainty that casts significant doubt on the ability of a significant part or substantially all of the Group to continue as a going concern," the company said.

However, the Punch board said it believes "a consensual restructuring can be launched in the fourth quarter of 2013", despite the discussions taking longer than expected.

The deadlock increases the chances of the pubs group defaulting on its debt repayments and going into administration.

If this happens, shareholders, including hundreds of staff who own shares through the employee share plan, would see their holdings become worthless, and it could lead to a break-up of the company.

Punch has been in talks for months to restructure its crippling £2.4 billion debt, built up during a lengthy spending spree. The debt is tied up in two divisions, Punch A and Punch B, which between them own one in ten of Britain's pubs.

Both divisions would already be in default were it not for the parent company paying about £2 million each month to keep them from breaking their loan covenants.

Under the company's proposals, some lenders would write down their debt and others would have to accept later payment by several years to buy time to turn the company around.

A group of bondholders rejected the plans and said the company had to come up with something better if they were to reach agreement.

What They Say About MerseyAle

Time, then, to celebrate one of our favourite local publications, MerseyAle's excellent periodical aimed at CAMRA members, real ale lovers, and those with more than a passing passion for our great (and all too often, endangered) ale houses.

Seven Streets magazine and website www.sevenstreets.com

What They Say About MerseyAle

Part campaigning call to arms, part elegy for pubs on the brink (or lost), the magazine can't be accused of giving short measures. Every issue is topped full of news, interviews, featured pubs, comment and opinion.

Seven Streets magazine and website www.sevenstreets.com



CAMRA says: "List your Local"

Why?

CAMRA has revealed that 18 pubs closed every week in the first half of the year to last March, increasing to 26 a week during the remaining six

months. We need to stop these closures particularly when these pubs are vital lifeline to the local community. People will lose their jobs and, in the case of licensees who live on premises, their home as well.

How?

Under the Localism Act 2011, people in England can nominate a pub to be listed as an Asset of Community Value (ACV). Listing your local as an ACV provides a community with the power to earn time, when faced with a much-loved pub going up for sale, to explore options for saving it. Moreover, any property developer who is keen for a stress-free takeover is more likely to back off when faced by a petition.

What then?

1 Look on your local council's website for their section on 'Assets of Community Value' or 'Right to Bid'. Download the nomination form. (If your local authority does not have a nomination form available to download, you can use CAMRA's template nomination form at www.camra.org.uk)

2 Nominate the pub as an Unincorporated Group. You need 21 local people on the electoral register to nominate an asset. Don't do this in connection with CAMRA as CAMRA is an incorporated body.

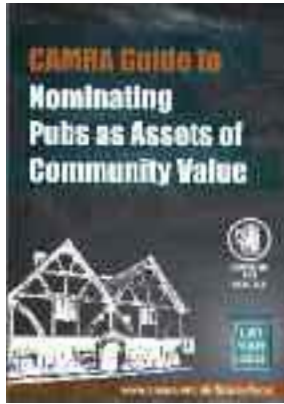
3 Include as much information as you can think of to support your case for why your local should be listed as an asset to the community. If you need help, go to CAMRA's Community Value Guide.

4 Get together your 21 people from the community in favour of listing the pub as an asset of community value. CAMRA's 21 Nominee form can help. Each name must be registered to vote in your local authority and from a different address

5 Submit the completed form to your local council.

Any questions on nominating ACVs please call the Government-funded Locality advice line on 0845 345 4564 or email CAMRA's Campaigns Team on campaigns@camra.org.uk

How's it going?



Speaking to London's Evening Standard, Communities minister Brandon Lewis says

"CAMRA's campaign to list your local is doing a fabulous job raising awareness of our new Community Right to Bid and I am delighted that 100 loved locals have now been listed as assets of community value"

Has it worked?

The Grade II-listed Ivy House was the first pub to be registered as an ACV. Residents formed a campaign group and used the Localism Act to lobby Southwark council to help save the pub after it was bought by a developer who planned to turn it into a block of flats. It reopened in August 2013 as a real ale outlet and music venue. Read the article in the London Evening Standard <http://www.standard.co.uk/news/london/ drinkers-at-the-ivy-house-use-law-to-save-their-pub-8540278.html>

What are we doing here?

While the Caledonia was saved by a locals' petition and other campaigning activities, registering any of our pubs under threat would allow a stay of execution particularly those where PubCos deem them to be surplus to requirements. Your Committee has discussed this at length and we have identified a number of community pubs where such a threat exists.

What can I do to help?

We look to our 1,000+ Branch members to help us to move the listing process forward. If you think that your local pub is on the PubCos hit list, let us know. Better still raise interest among the locals and aim at listing it.

As you can see, it's not difficult. It could make all the difference!

Geoff Edwards
Branch Chair
chair@liverpoolcamra.org.uk

MerseyAle news contd

The Cross Keys, Earle Street, Liverpool City Centre Reopens as Real Ale outlet

Good news is that this business district pub on Earle Street off Old Hall Street and opposite the site of the former Liverpool Stadium, has



reopened under the management of Sean and Mike of the Lion Tavern. They have taken this Punch Taverns pub on a three month 'tenant at will' contract which allows for extension if the deal proves viable. They will be continuing to run the Lion as normal.

The Cross Keys was refurbished by Punch a few years ago with contemporary comfortable seating and furnishings. A rear courtyard area and a rooftop terrace were installed. The pub was popular for lunchtime food especially with the business sector workers. Sean will be bringing his considerable skills as a chef to build a new food reputation for the Cross Keys. He has created a new menu which features home cooked food from

main meals to light bites and wraps. Customers at the Lion can attest to the quality of Sean's cooking. The menu will develop further in the light of customer comment.

On the beer front, initially there will be three real ales taken from the Punch Taverns list, but this may grow as trade builds up, with more guest ales a possibility. Currently there is no CAMRA discount, unlike the Lion which continues to offer 10p off a pint of real ale to card showing CAMRA members. There is a large upstairs function room which is available for hire and some regular bookings have already been taken.

Sky Sports will be available in the pub and, unusually for the business quarter, it will be open Saturdays, particularly to show sport events.

The opening hours are:
Monday to Saturday 11 to 11
Sundays Closed
Food Monday to Saturday 12 to 2 and 5 to 7

St Helens CAMRA News

St Helens CAMRA has a redesigned website www.sthelenscamra.org.uk which is well worth viewing for information on Branch events.

Next Branch meeting will be 8pm Wednesday 10th December at the **Market Tavern**, St Helens Town Centre

The Cricketers on Peter Street is now selling up to four real ales



with a George Wright brewery beer always on. There are plans for a fifth pump to be added soon. This pub goes from strength to strength and has a very enthusiastic landlord who is keen to promote real ale and cider.

Free Real Cider Tasting by the Branch 8pm The Cricketers St Helens Friday 29th November

Bier Palace on Westfield Street has ceased selling real ale for the immediate future due to restricted opening hours.



Holt Rainhill - a Punch pub back up for lease. The current licensees showed little interest in real ale so hopefully any new management will give it another go.

What They Say About MerseyAle

And the fact that the issue contains a dig at Cains, while carrying an ad for them says all we need to know about its editorial policy. We approve.

Seven Streets magazine and website www.sevenstreets.com

What They Say About MerseyAle

Yes, the state of the great British boozier is perilous indeed, but with healthy coverage, and intelligent insight, the pub is fighting back. And it's publications like MerseyAle that are leading the charge.

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Liverpool CAMRA Better Toilets Campaign

The Liverpool CAMRA Better Toilets Campaign continues to press for improvements to the facilities and cleanliness of pub toilets – see MerseyAle Spring 2013 page 35. Comments are coming in from readers about pub toilets both good and not so good. Please email your pub nominations and comments to facilities@liverpoolcamra.org.uk



The Campaign for Real Ale highlight over 35,800 Real Ale pubs across the UK on whatpub.com

whatpub.com is dedicated to helping the public find the best pubs to suit their needs across Britain. Following an extensive two year project undertaken by thousands of CAMRA volunteers, **whatpub.com** features 47,000 pubs, around 36,000 of which serve real ale – making the site the most definitive online guide to real ale in the UK.

whatpub.com offers over thirty different search fields ranging from dog friendly pubs to those that offer newspapers or live music, making the results customizable to each person's individual preferences. It has been designed to automatically optimise for use on laptops, tablets and mobile devices, Another key feature is that of the 35,800 real ale pubs featured, around 22,000 have details of the real ales being served – taking the guess work out of a visit for real ale lovers.

A full entry offers a description and pictures of the pub, the address, opening hours, who owns it, lists the regular real ales they stock, states whether the pub offers guest beers, highlights the pubs main features e.g. availability of food, gives a map of where the pub can be located, sat nav reference, OS reference and highlights the local transport available

whapub.com also allows CAMRA members to score the quality of the real ales served in the pub which helps CAMRA select entries for a number of local and national publications.

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Handing Over the Wapping Brewery Baton

At Wapping Brewery **Stan Shaw** is preparing to hand over his brewer's baton to his new protégée **Angus Morrison** when Stan retires in April 2014. Stan has been training Angus in brewing techniques and Angus has already done some test brews. Angus is a CAMRA member and has a strong interest in all aspects of food and drink, especially beer and malt whisky. For several years he has been maitre'd at Delifonseca Stanley Street, where he greatly improved the bottled beer range. MerseyAle will do a feature on this landmark change at Liverpool's only brew pub brewery in the next edition.

Cains Lodge Planning Application for £50 million Brewery Village

In September Cains lodged the anticipated planning application with Liverpool City Council for the proposed £50 million Brewery Village scheme. The application can be viewed on line at liverpool.gov.uk

In the Liverpool Post 15th August, Sudarghara Dusanj Cains Managing Director said; "we're planning to have the (proposed micro) brewery up and brewing beer in time for next year's International Festival of Business (happening June and July 2014). That's the goal."

The micro is intended to be sited in an existing warehouse on the Cains site, an area which under the planning application is zoned for housing development in phase three of the plan. Sudarghara explained this was the final phase of

the plan and that, "Things like the supermarket and the hotel are in phase one and two. They are the key drivers (of the project)."

He explained he had decided not to rush into having Cains beers brewed on contract at another brewery, preferring to wait for the



micro brewery to be set up, although he did not rule out a contract deal entirely.

No doubt the delegates at the International Business Festival are looking forward to the Brothers' presentation of their business model and track record over the last three years at Cains.

Peerless Brewery Birkenhead Win Gold at SIBA for Peerless Gold

Peerless Pale (3.8%abv) from Peerless Brewing Company was hailed as the **Champion Standard Bitter** for the region with a gold award at the SIBA (Society of Independent Brewers) North West Region Beer Competition - a



leading beer industry contest. The triumph comes just in time to celebrate the fourth birthday of the fast growing Pool Street brewery.

Held at the SIBA North West Beer Festival at Hawkshead Brewery in Staveley, Cumbria, the contest judged more than 40 entries for the standard bitters class (less than 4% abv strength) from some of the region's top breweries. The beer was launched only in January this year and combines American Columbus and Summit hops for 'pungent aromas of grapefruit and orange with fruity hop flavours and good bitterness'. It will now be judged at the SIBA National Beer Competition in Sheffield next March.

Celebrating the win, managing director Steve Briscoe said;

"We are especially delighted to win with a beer that is less than a year old. The standard bitters class is the most fiercely fought with beers from many top award winning brewers such as Cumbria's own Coniston and Hawkshead. In fact Peerless Pale was inspired by Hawkshead's Windermere Pale, a brew which we much admire, so we are particularly pleased to win in Cumbria."



Brightside Brewery from Radcliffe in Bury won the top award. The brewery's **Amarillo American Style Single Hop IPA** was judged **Overall Championship Beer** and took Gold in the Strong Bitters category. The beer is described as a full flavoured and hoppy amber beer, with notes of citrus and fresh spice. It came top of the 15 categories and beat off competition from almost 200 other beers which were entered into the competition.

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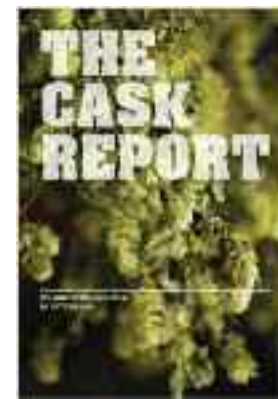
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Cask Report 2014 shows real ale is on the up and is the Saviour of the British Pub

Real Ale, called cask ale in the report, continues to grow in importance for pubs, according to a new report The Cask Report by award winning beer writer Pete Brown. In 2012, real ale outperformed the total beer market by 6.8 per cent

And consumer awareness and interest in cask beer is continuing to grow as more pubs stock it (up from 53 per cent in 2009 to 57 per cent last year), with most stocking on average four brands, says the report which is funded by a consortium of brewers, pub operators and CAMRA.

Moreover, cask ale is playing a major part in keeping pubs open.

Indeed, pubs are increasingly reliant on cask, rather than keg, sales as its share of the total draught ale market increased to 55 per cent.

And cask ale should no longer be regarded as solely a drink for men, as it is now for both sexes of all ages says Brown, with real ale fans far more likely to visit the pub than other drinkers.

CASK REPORT 2014

Samples Work

Campaigns to get people to sample cask beer for the first time seem to be working as the report finds one in five real ale drinkers tried it for the first time in the last four years – proving cask is attracting new drinkers.

Cask Report Summary

- In 2012 cask ale outperformed the total beer market by 6.8%. Cask declined marginally by 1.1%, versus a total beer market decline of 7.9%, and the long-term trend remains one of steady improvement. Cask grew in value by 3%.

- **Cask ale continues to grow in awareness and interest – more pubs are stocking more cask ales on the bar. 57% of pubs now stock cask - up from 53% in 2009 - stocking an average 3.8 different brands.**

- The growth in range is helped by the 184 new breweries that have opened in the last year.

- **Cask ale plays a major part in keeping pubs open. Cask ale pubs see better results across the whole beer range, and cask drinkers are far more likely to visit the pub, far less likely to say they are doing so less often.**

- Cask ale has outgrown its traditional base and is now a drink for men and women of all ages. Most cask ale publicans believe cask is bringing more women and younger drinkers into their pubs. One in five cask ale drinkers tried it for the first time in the last four years - proving cask is attracting new drinkers.

- **Cask's ale's share of total draught ale has increased to 55%.**

Cask continues to grow its share of all beer with a 16% share of all on-trade beer.

- A major appeal of cask to both drinkers and publicans is its variety. The optimal cask range is a mix of style, colour, ABV, familiarity and provenance, and should be rotated on an on-going basis. But consumers want guest ales to stay on the bar for longer than licensees currently keep them, and want a core of familiar brands as well as new and different beers.



- **Larger regional breweries are increasingly launching their own 'craft' or 'micro' operations and new craft breweries are opening nationwide at the rate of three a week.**

- 33% of cask ale pubs - around 10,000 pubs in total - have run a beer festival in the last year - a major source of trial for new drinkers.



- **Increasingly, cask ale publicans cannot imagine a future for pubs without cask. It's an essential part of any quality pub's product mix.**



sales, whereas pubs and restaurants pay 20 per cent.

This tax break for supermarkets enables them to subsidise the price of their alcoholic drink sales – which they have done to great effect.

JD Wetherspoon Unfair VAT Campaign



Jacques Borel VAT campaigner with Tim Martin photo Peach Report

Day of Action: VAT Tax Parity Day

Tim Martin Chairman and founder of JD Wetherspoon made an impassioned case for Parity in VAT between pubs and supermarkets and restaurants in Wetherspoon News. He wrote;

“A large group of family brewers, including Fuller’s, Shepherd Neame, St Austell and others, has combined with Wetherspoon, Heineken and Pizza Hut to protest about the preferential tax treatment which supermarkets enjoy, over pubs and restaurants.

The recent Tax Parity Day involved thousands of pubs and restaurants reducing their prices for a day, to highlight this disparity.

The key issue is that supermarkets pay no VAT in respect of food

From the time of the doubling of VAT to 15 per cent (over 30 years ago), pubs have lost about half of their beer sales to supermarkets. In the last 10 years, 10,000 pubs have closed down – about 15 per cent of the total.

No one has argued that the supermarkets’ VAT advantage is fair. This absence of counter argument indicates to me, at least, that we’ve won the ‘intellectual’ debate. It seems to be agreed that the situation is unfair, but it’s going to require a lot of effort by the government and others to get their mind around the problems and to find a solution.”

Wetherspoon Chairman Defends Zero Hours Contracts

The chairman of pubs group JD Wetherspoon, Tim Martin, has defended the group’s use of controversial zero-hours contracts, claiming that increased regulation would put up the price of a pint.

Wetherspoon has around 24,000 staff employed on zero hours contracts across its pubs.

Zero Hours means that employees are only paid for hours worked. They have been in the national spotlight with the revelation that an estimated over one million workers are on zero hours contracts. They have become a political issue Labour has pledged a crackdown on their use.

Tim Martin said: “(Zero-hours contracts) have been less of an issue in pubs than in the political sphere. It started off with people on flexible contracts who were not getting holiday pay, sick pay, maternity pay, but at

Wetherspoons they receive all of those things and they are eligible for free shares and bonuses.

“In a trade like pubs it would probably push up the price of a pint if there was regulation... A third of the price of a pint is in wages now compared with 5% in a supermarket. Most people will get the hours they want in reality.”

Greene King is another major pub operator which makes extensive use of zero hours contracts. See MerseyAle Summer 2013.

The chief executive of pubs group JD Wetherspoon, John Hutson, has landed a near 30% hike in his pay and bonus package to £1.1 million

He saw his total pay and shares swell through a £95,000 cash bonus, as well as £109,000 worth of shares under a long-term incentive scheme and a £358,000 share windfall in deferred payments from a 2005 plan.

The group’s annual report revealed that on top of a 2.5% rise in annual salary, executive directors also received 16.5% of their pay as a bonus after underlying pre-tax profits leapt 6.3% to a record £76.9 million in the year to July 28th 2013. Another 5% of salary was paid to executive directors as an extra bonus for making pub visits each month.

Wetherspoon is paying out £28.6 million in free shares and bonuses after record results. Of this around 83%, or £23.7 million, is paid to pub staff, with pub managers taking just over half and the remainder split between the 24,000 staff on zero-hours contracts.

Tim Martin, who has a 26.5% stake in the company he founded, saw his annual salary remain static at £324,000.

Liverpool CAMRA Award for the Liverpool Wetherspoon Pubs

Liverpool and District CAMRA Branch awarded Wetherspoon’s its award for ‘best facilities and pub experience’ for 2013.

Nathan McGovern (left), pub manager at The Childwall Fiveways Hotel, in Wavertree, is pictured collecting the certificate on behalf of the Liverpool outlets.

Nathan said: “I had the pleasure of collecting the award, for all Wetherspoon pubs in the Liverpool area. It is based on all aspects of a pub visit, from the quality of real ale and friendliness of the staff to the cleanliness of the toilets. It is the first time that Wetherspoon has been recognised by the CAMRA committee members, so well done to all.” Geoff Edwards (right), Branch Chair of Liverpool and District CAMRA, said: “We are currently running a campaign to improve pub facilities, especially toilets which, in many of our more traditional pubs, are sadly in need of some tender loving care”. “Wetherspoon, on the other hand, always appears to give equal emphasis to what others might see as peripherals, ie things other than beer quality, for example competitively priced food and other hot and cold beverages.”



The photo of the presentation appeared prominently in Wetherspoon News

Wetherspoon Liverpool City Centre Pubs Drop 20 pence CAMRA Discount

The Liverpool City Centre Wetherspoon pubs have dropped the 20 pence per pint discount for card showing CAMRA members. The one exception is the Richard Blackler which at the beginning of November was still offering the discount.

All the pubs continue to accept the 50p CAMRA vouchers.

Some may say dropping the 20p CAMRA discount is a curious way to mark the award to the Liverpool Wetherspoon pubs by Liverpool CAMRA of the Award for Best Pub Experience. Perhaps the Wetherspoon Area Manager for Liverpool would like to comment in MerseyAle.

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MerseyAle

the magazine that Reaches the Parts that Others Don't Reach!

Many CAMRA branches circulate a proportion of their magazines outside their branch area in order to promote the home area and its pubs, and MerseyAle is no exception. However for some years now, in addition to taking copies to every real ale pub on the Isle of Man (over eighty pubs), the 'IOM Away Team' has also taken copies 'across' to key festivals and venues. In 2011 the 'Away Team' decided to go the extra mile to further promote MerseyAle, Merseyside and the Isle of Man across the British Isles, by taking copies to the sixteen finalists in the CAMRA National Pub of the Year competition and to the twenty four National Winners of the Pub of the Year Award since its inception.



It's a pleasing aside to note that since 1988 just a solitary one of the 24 national winners had closed,



Delivering MerseyAle to the 24 National Pub of the Year Winners

In October 2012 MerseyAle copies were hand delivered to all the twenty four National Pub of the Year winners. Pictured are the **Tom Cobley**, in Spreyton, Devon (2006 winner) and **The Old Spot Inn** (2007 winner) in Dursley,



Gloucestershire, as well as the 1993 winner **The Three Kings** at Hanley Castle (joint winner with **The Fisherman's Tavern**, Broughty Ferry, North of Dundee).

namely **The Rising Sun** at Tipton, West Midlands (1999 winner). The 1988 winner **The Boars Head**, in Kinnuck, Grampian had recently switched from hand pumps to bottled beer, but aside from that at time of the visits, the remainder all appeared to be thriving in terms of real ale provision - not bad after a quarter of a century in the case of some winners, such as **The Cap and Feathers** (1989), located right out in Tillingham close to the Essex marshes.

Delivering MerseyAle to the 16 National Pub of the Year Finalists – We Can Walk 2000 Miles

In October 2011, all sixteen finalists in the Pub of The Year competition were visited and supplied with copies of MerseyAle. **The Front** in Falmouth (pictured) reached the final four of the competition.



Also featured is **The Flowerpot**, Maidstone, with current Isle of Man CAMRA Chairman Martyn Anderson and Branch Contact Angela Aspin outside the pub. Martyn is originally from Kent and was very much on home turf at the time.

What was clear from these visits (all done within ten days and 2000 miles!), is that the CAMRA Pub of The Year scheme is definitely working, with all sixteen finalists being instantly recognisable on walking through the door as being of a superb standard.

Delivering Remotest MerseyAle

Not content with the country's top pubs, samples of MerseyAle have reached some of the remotest places in The British Isles. As well as **St Michaels Mount**

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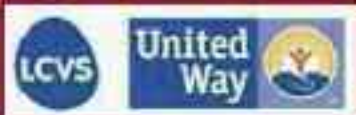
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near Penzance, (sadly no cask ale on island at time of visit).

MerseyAle has reached the famous **Pilchard Inn** (est. 1336) on Burgh Island, (south east of Plymouth). The island is accessible during high tide only via the incredible and



unique Burgh Island sea tractor, as pictured. Pleasingly The Pilchard Inn stocks a choice of cask ale.

In 2007 a visit delivering MerseyAle was made to **The Cross Inn** just south of the Butt of Lewis lighthouse on the outer Hebridian island of Lewis. We believe that at the time this was the most North Westerly cask ale pub in the U.K.

MerseyAle has also been delivered to **The Old Forge**, recognised as the most remote pub on mainland Britain. The Old Forge is on the peninsula of Knoydart on Scotland's West coast. Although the area has several miles of road,



none connect up to the rest of the U.K. As a result the pub is only accessible via a sixteen mile hike over the hills or by the weather dependent fishing boat from Mallaig, a forty five minute voyage. Again a good choice of cask ale was available on our arrival after a spectacularly scenic boat journey, accompanied with excellent lunchtime food (venison recommended).

Real Ale Can Succeed in the Remotest Places

What is crystal clear from all these visits to remote areas is that whatever the difficulties, if there are sufficient customers to drink it, cask can invariably be stocked and maintained. Visits also to the tidal Lindisfarne and the Irish Sea's Piel Island, (south of Barrow, and only accessible via dangerous mud flats at low tide or by boat), have also confirmed that fizzy pasteurised keg and smooth flow need not be the order of the day, with examples aplenty of successful real ale in the remotest locations as shown above.

MerseyAle attracted favourable comments wherever we went, with the locals and licensees impressed by the magazine and at the effort made to reach the remoter parts that other magazines cannot reach!

Dave Halliwell and Angela Aspin

CAMRA Members Discounts

CAMRA Members can obtain discounts on real ale at a large number of pubs (not just Wetherspoons). This makes Joining CAMRA even better value. The CAMRA website www.camra.org.uk is revamping the pages on Members Discounts which will list all the pubs and other organisations offering discounts and how much they are.

Whilst waiting for the website to show them, we can report the following new discounts for Members.

Ship in a Bottle shops at Liverpool Whitechapel and West Kirby Grange Road Wirral offer a 10% discount for card showing CAMRA members. Over 400 different beers and ciders.

Ma Egertons pub Lord Nelson Street opposite Lime Street Station and behind the Empire Theatre, gives a 10% discount on real ale for card showing CAMRA members.



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LIVERPOOL & DISTRICTS CAMRA
40 YEARS CAMPAIGNING
PUB OF THE YEAR 2014

It's that time of the year again and voting for the 2014 Pub of the Year is now open. In a change from previous years, voting will be on-line only, via the website: <http://www.liverpoolcamra.org.uk/index.php/awards/poty-2014>, and as usual you must be a member of the Liverpool and Districts CAMRA branch to vote. The closing date for voting is 31st January 2014; this is to give ample time for the judging process.

Members are invited to vote for their favourite city centre pub AND their favourite suburban pub, but you do not have to vote for both, you may vote for a city centre pub and leave the suburban box blank or vice versa. This is the means by which we select the pubs that go forward for judging our pub of the year.

We define city centre pubs as those on the main body of the CAMRA Liverpool pub map, which can also be found on the website, along with a list of the suburbs contained within our branch.

As with last year the 3 city centre pubs and the 2 suburban pubs that get the most votes will go forward for judging. This process has been devised to recognise the fact that there are so many good pubs in our branch area, and is a means of fairly reflecting this in the voting system.

Each pub will then be visited twice by a panel of judges chosen by the committee. The judging process will be

conducted along national guidelines, as follows:

Quality of Beer/Cider/Perry	Marks out of 30
Atmosphere/Style/Décor	Marks out of 20
Service/Welcome	Marks out of 20
Clientele Mix	Marks out of 20
Sympathy with CAMRA Aims	Marks out of 20
Good Value	Marks out of 20

The results of the competition will be announced at the March Get Together. There will be one Pub of the Year winner.

Finally, I would like to make it clear that I compile the results and therefore do not get involved in the judging process. Intimidation of any member of the Liverpool and Districts CAMRA committee regarding this, or any other matter, will not be tolerated. Action will be taken against licensees or members who initiate any form of intimidation (including via social media). Any comments or queries regarding the competition should be raised either at a Get Together or a Committee Meeting.

Sonia James-Henry



Scan for POTY website

The Globe



The Globe is a small, very cosy traditional two roomed local opposite Central Station and close to main shopping area. It is a very lively pub and is popular with both locals and visitors alike. Watch out for the sloping floor!

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Liverpool CAMRA



MerseyAle

Lazing on a offbeat Sunny Afternoon

Visit to the 'Firsty Friday' Fest at Offbeat Brewery in Crewe.

It has been a good year for meeting brewers – women who brew real ale. At the **Lion** in April,



Tara Mallinson and Elaine Youdell from **Mallinsons brewery** in Huddersfield enthused a packed house of women real ale drinkers with their lively talk and beer tasting (see **MerseyAle Spring** edition) and in July there was a women's coach trip to **Wilson Potter brewery** near Manchester where a splendid afternoon was



Amanda Seddon

spent enjoying beers brewed by Kathryn Harrison and Amanda Seddon (see **MerseyAle summer** edition). Both these events were organised specially for women by the Liverpool CAMRA 'Snowball' team, but the **Offbeat Brewery** event was an open invite from Director and Brewster, Michelle Kelsall to all, and one which a few

of us, including our Chair Geoff Edwards, happily took up. Michelle and her team



Michelle

have been running open nights at the brewery on the first Friday of the month for some time (which is where the **'Firsty Friday'** name comes from) but this was their first whole weekend event and it took place from Friday 2nd to Sunday 4th August. Our visit was on the Saturday and it was a lovely summer day.

Crewe being at the centre of the railway universe meant that it was very easy to get there. There is a half hourly London Midland service from Liverpool Lime Street and then a 10-15 minute walk to the brewery. The route we took was via a very pleasant tree-lined main road and involved a 'detour'



into the GBG listed **Borough Arms** which, we discovered on leaving



Happy Firsty Friday people

is only a few yards from the brewery! But it was well worth the detour. It is a split level pub with a beer garden but, despite the temptation of the latter, we settled for the attractions of the top inside area where the bar has nine hand pumps serving beers from mainly microbreweries. **Dark Star American Pale Ale** was the favourite for most of us but one of our party went for an Abbeydale beer and another for a dark beer called **Medieval Broadsword**. The Borough is a real conversation pub and certainly one warranting a longer visit, but we had a brewery to find!

This proved very simple in view of its unexpected proximity to the pub.

Despite being clearly very busy, Michelle took the time to make us specially welcome. We had first met her when she also came to provide us with a Liverpool CAMRA Snowball Campaign beer tasting women's night at the Lion Tavern two years ago and we have been 'fans' of her beers ever since. It was great to be able to drink the likes of **Kooky Gold**, **Outlandish Pale** and **Out of Step IPA** 'at

source'. **Their Far Out Stout** (7.4%), a whisky cask aged stout, was also very popular.

There were 25-30 beers in all, some served by hand pump, others on gravity, with 10 brewed by Offbeat and a range of guests sourced from other microbreweries including **Peerless Storr**, **Pied Bull Changeabull**, **Waen Blackberry Stout**, **Quantum Brewery Pacific Gem IPA**, **Titanic Plum Porter** and **Hopcraft Mosaic Pale** (a personal favourite!) among others so a variety of tastes catered for. There was also some local cider from **Nook's Yard**, Nantwich, Cheshire.

"I never thought I could have such a good time sitting outside a unit on an industrial estate with trains thundering past just yards away!" said Carol, one of our newer women members.

It is very much to the credit of Michelle and her team that, not

only did they supply us with a wide choice of beers and cider, but they really had made the most of the outdoor space with bright red gazebos and colourful flags, and chairs and tables of different sizes to accommodate different numbers. Excellent 'hot dogs' featuring good bread and a range of locally sourced and very tasty sausages were available and very substantial – just what was needed to soak up the beer! And there was lively music too with Oli Ng and the Remer Street band.

So, all in all, a most pleasant, leisurely afternoon in hot sunshine with plenty of fun and laughter. I have to agree with you, Carol!

As the afternoon drifted into early evening we decided, regretfully, it was time to make a move, although the event was going on till late and evening punters were arriving. But we had been there

for 5 hours. We still managed 'one for the train' though – at another GBG listed pub, the Hops, in a quiet area of the town – also well worth a visit.

See their website www.offbeatbrewery.com for more information about the brewery and the beers, and the Friday evening open events and, let's hope, there will be another weekend festival next year – we'll be there!

Jean Pownceby



Women and Real Ale

CAMRA statistics show that the number of women enjoying real ale is on the rise, with women now accounting for 22% of CAMRA's 150,000 membership – a growth of 20,000 in the last decade alone.

Plus the amount of women trying real ale is also up, from 14% to 34% in the last three years, showing that wider availability and variety of beers is having a positive effect on the number of women giving real ale a go in the pub.

The Liverpool CAMRA Snowballs Campaign aims to attract new people to real ale especially women and young people. For details email contact@liverpoolcamra.org.uk





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ManxAle

Now it's Five !

Hooded Ram - the Fifth Isle of Man Brewery Starts Production



HOODED RAM
BREWING COMPANY

A brand new brewery named the Hooded Ram Brewing Company, started production in late October 2013. Based on the small Hills Meadow industrial estate off the Peel Road between central Douglas



and the famous Quarterbridge Hotel, the owner is Robert Storey and the brewery has been his brainchild and ambition, having worked previously in a quite separate industry. This opening makes it two new Island breweries in just eighteen months, with the Jurby based Doghouse Brewery having opened in September 2012. In terms of size the Hooded Ram brewery is by 50% the smallest microbrewery on Island with a 2.5 barrel capacity alongside two fermenters. This compares to The Old Laxey Brewing Company (Bosuns Bitter) which has a five barrel capacity.

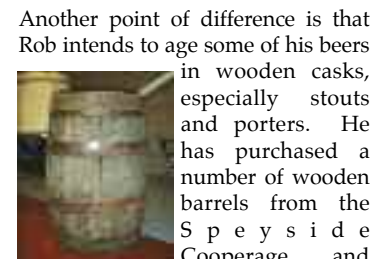
Making the Most of Points of Difference

Rob is an owner with a very clear vision of the approach he wants to take, and undoubtedly from the outset there will be a clear point of difference in comparison to other on Island brewers.

Rob intends to produce a large number of differing ales of various



styles. He intends to target off sales as well as pubs. A point of difference is Rob's intention to license the brewery for drinking and sales on the premise. By locating in Douglas, the main population centre, the aim is to encourage customers to visit the brewery to sample ales and purchase bottled supplies for home consumption. The frequently changing beer styles are seen as a means of encouraging repeat visits. There are also plans to have a customer loyalty club for those with special interest in the beers. A small hand bottling plant has arrived, and four pint flagons will be also available. The brewery will in some ways mirror the small artisan brewing approach of the new wave of United States brewers.



Another point of difference is that Rob intends to age some of his beers in wooden casks, especially stouts and porters. He has purchased a number of wooden barrels from the Speyside Cooperage and next summer he hopes also to purchase some new oak barrels for similar purposes. This news has already attracted attention from people in the U.K., not least the

Society for Preservation of Beers in the Wood (S.P.B.W.). This is a small but enthusiastic organisation with several hundred members. This year it is celebrating their fiftieth year anniversary and the history of the Society is featured in the November edition of CAMRA's 'What's Brewing' newspaper.

Brewery Preview

On being invited to a preview of the new brewery, it was abundantly clear that Rob is ideally suited to the approach taken. He exudes huge enthusiasm for the beers, styles and the brewing process itself, all of which will serve him well in the new venture. Especially so in enhancing the customer experience when visiting the brewery and encouraging them to appreciate (and purchase!), the differing beer styles. Some of the logos and signage for the brewery are yet to be produced; however a classic and traditional style is to be adopted which looks excellent in the early drafts.

The Hooded Ram Beers

Initially several beers were made including; **Sovereign Ram** (4.1% ABV) is described as a well-balanced single hop pale ale.

Rams Head Bitter (3.7%ABV) was the first session beer packing plenty of flavour for the strength. Red Ram (ABV 4.3%) had a hoppy finish.

Little King Louis IPA at (6%ABV) was the strongest ale. Numerous seasoned drinkers already report being taken by surprise at the underlying strength of this ale!

It is early days with the new brewery, but MerseyAle would like to wish Rob well, and early reports from a significant number of knowledgeable cask ale fans indicate an impressive first series of brews. Look out for information as to when you will be able to enjoy a pint at the new brewery.

OKELL'S. PURE PERFECTION.



An Unusual Venture - Nectar Supplies and Copper Dragon Link Up to Produce New Island Beer Castle Rushen

Nectar Supplies, an Island based company which brings in cask ales and sells to Island free houses, has teamed up with Skipton based



Copper Dragon brewery to produce a new ale for the Isle of Man. The new brew is **Castle Rushen** 4.1%ABV, a lively session bitter, and it is reported that the beer is to be made available on Island on a permanent basis. The new brew is reportedly going to be brought onto the island on a permanent basis, although this is yet to be confirmed. This lively session beer was initially to be found in the south of the Island at **The Albert** in Port St. Mary with its lovely views across the harbour, and **The Sidings**, Castletown, a recent IOM Pub of the year winner. Both are excellent pubs well worth visiting. For UK readers Castle Rushen takes its name from Castletown's superbly preserved medieval fortress (c.1275), which was the home of the Lords of Mann and dominates the centre of what was then the Capital of the Island.

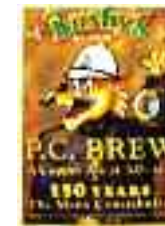
Bushys New Beer is PC in Every Respect!

Never far from a new and innovatively named brew, the ideas just keep on coming from this unique Island brewery, Bushys inimitable style has once again come to the fore with another new commemorative brew celebrating the **150th anniversary of the Isle of Man police**. **PC Brew** is reportedly named after Thomas Brew, a permanent constable in the late 1800's. Unfortunately for Mr Brew, it

is reported he had to be discharged from the force in October 1876 for being drunk whilst on duty.

In these PC times, Bushys cheekily produced a politically correct beer coming in at a responsible 3% ABV, which was aptly copper coloured. For U.K. readers one of the great facets of IOM life is an ability not to take matters too seriously, and one could easily see the name of this anniversary ale being kyboshed by some committee in the ministry in more serious parts of The British Isles, due to the nature of Mr Brew's demise! Perhaps he should have stuck with his own 3% beer!

Two more serious points are however raised here. Firstly the brew was reportedly selling well and was certainly on good form in **The Rovers Return**, Douglas. Proceeds of 10 pence per pint are being donated to charity.



Secondly, many will be aware of the beer tax duty being lowered for brews of 2.8% or lower in strength to stimulate responsible drinking. There are many within the industry that feel this is just a tad too low, as it can be difficult at low strengths to produce flavoursome ales. Whilst there is definitely a market for low strength beers, many feel that even a percentage difference of as little as 0.4% more in ABV terms could considerably stimulate the low strength market, giving brewers slightly more leeway in terms of ease of technical production of flavoursome ales with an economic shelf life. In general lower strength ales have a lower shelf life than the stronger ales.

Bushys Much Sought After Seasonals Take the Stage



Two of Bushys most popular and eagerly anticipated seasonal/occasional ales have also been available recently, namely **Bramble** at 4.4% ABV, and

Bushys Oyster Stout (4.2% ABV). The Bramble is particularly popular because of its subtle blackberry



flavours, with just a hint of fruit, compared to many similar types of ale where the fruit content and flavours simply overpowers the palate. **Bushys Oyster Stout** was available in late October, in which fresh oysters are used late in the boil stage of brewing. The brew is still very much alive and well, despite some historic internet reports persisting, claiming 'the beer is retired, no longer brewed'.

Heron & Brearley News

Douglas Hotel and former Clarendon - H&B Site Work Progresses

On Douglas quayside work continues on the former Douglas Hotel and the Clarendon with a huge Okells poster appearing alongside the scaffolding.



H&B Pub Festivals

Following a spate of recent pub refurbishments on Island the company is without doubt continuing to focus on promoting its own beer range. A large number of H&B pubs stock several **Okells beers** at any one time, a departure from the policy two or three years ago. Whilst many feel there has been some drop off in the number of regular guest ales available in the H&B estate, this is balanced by a dramatic increase in the number of mini-beer festivals and promotions for such guest ales on Island. There were festivals throughout the summer in the Heron and Brearley



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MANX
ALES

PURE BY
LAW

DOUGLAS
ISLE of MAN

1ST AT THE T.T.

"ASK FOR THEM BY NAME"

pubs on the quayside in Douglas, also during Cask Ale week in April and the Great British Beer Festival in August. Each event had promotional material listing the guests together with tasting notes and the pub locations. Furthermore they are now being advertised well in advance of the festivals.

UK Marketing

Okells marketing in the U.K. continues apace. Building its market in the UK has to be the key to medium term success in a competitive market for a brewer of Okells pedigree. The **Wetherspoons** pub chain once again featured an Okells beer, on this occasion **Okells Jjarg**, in its October beer festival, giving the Okells name national prominence. Okells marketing heavily promotes tradition. In the Wetherspoons festival it was listed as

the sixth oldest brewer in the festival, alongside well known luminaries such as **Thwaites**, and **Shepherd Neame**.

CAMRA West Pennines Regional Pub of the Year Award

The Swan with Two Necks in Pendleton Lancashire was recently awarded the **CAMRA West**

Christine and Stephen Dilworth of the Swan with Angela Aspin Centre



Pennines Regional Pub of the Year Award and now joins the sixteen finalists for the **CAMRA National Pub of the Year** with the winner to be announced in February. The Isle of Man is included in the West Pennine region. The IOM Pub of the Year, was the **Whitehouse** in Peel.

Dave Halliwell
MerseyAle IOM Correspondent



Liverpool CAMRA 40th Anniversary 2014

Liverpool CAMRA Branch will be celebrating the 40th Anniversary of its founding with a series of events through 2014. What began in 1974 with 30 plus people crammed into the back room of the cosy Globe in Cases Street, has now grown over the 40 years to be the most effective consumer organisation in Europe with a national membership of over 150,000.

Look out for major coverage in the next edition of MerseyAle and details of Anniversary events.



Were YOU Involved with Liverpool CAMRA in the 70s?

Liverpool CAMRA would like to re-connect with people who were involved in the early days of Merseyside Branch, in particular anyone who was present at the inaugural meeting in the Globe in Cases Street on 18th January 1974 – including those

from Chester Branch who came across to inspire us and lead the way to the starting of the Branch.

We would love to hear from you and to share your memories and any early memorabilia. If you were there on that night or in those early years and are happy to get in touch, please do so by emailing Jean at:

contact@liverpoolcamra.org.uk

December 11th For the Auld City Shivers at 7pm Meeting at the Queen Victoria Monument

Taking a journey 40 ft beneath the streets email: lucy@shiverpool.co.uk for bookings

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BLOODY MURDER

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Shared Space - The British Pub



Scanning the Metro free newspaper on a train journey into Liverpool an article entitled Shared Space caught the eye.

The writer was Kate Mosse, author of the Languedoc Trilogy which includes the best seller Labyrinth. Her subject was independent bookshops and their importance to community and cultural life and her theme was "bookshops are about shared space – children don't sit together cross legged on the internet." She added, "having bookshops on high streets in the middle of communities is a reminder that books really matter." There is a striking parallel with what Kate says about bookshops and the role of the British pub. In a pub you are in "shared space", not drinking alone at home in front of a 40 inch plasma screen TV. You are not alone searching the internet on your computer. Rather you are in a shared community space in the one venue where you can enjoy cask conditioned real ale.

The parallels between pubs and bookshops do not stop there. Both are victims of predatory pricing. For the bookshop it is the internet and supermarkets heavily discounting best sellers, and in the case of companies like Amazon in

the process arranging their affairs so as to pay extremely small amounts of tax. For the pub it is the supermarkets selling alcohol at loss leader prices to attract customers into the store.

In the 1960s and 70s CAMRA's greatest challenge was the very survival of real ale as breweries closed in the face of the "Red Revolution" of keg beers sweeping the land. Now in the Twenty First century the challenge is the survival of the British pub with twenty six pubs closing every week – see the Changing Face of the British Pub page 49.

People who cherish books tend to buy the flesh and blood version in a bookshop. As Anthony Powell entitled one of his novels, "Books Do Furnish a Room." Or to quote Cicero, "a room without books is like a body without a soul." And so it is with pubs. Our pubs "furnish a community". And to paraphrase Cicero, "a community without a pub is a place without a soul."

If you want the British Pub to survive then make sure you visit one soon and enjoy a pint of real ale.

To help you seek out our real ale pubs look out for a free copy of the Liverpool CAMRA Real Ale



Pubs Map featuring 125 pubs in the City Centre and the suburbs or download it from www.liverpoolcamra.org.uk

John Armstrong



Photo Alexandre Duret Lutz

Welcome to the **Vernon Arms** www.vernonarms.co.uk

Cheers from Jimmy and Barbara Monaghan
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6 Handpumps (4 Ever-changing)
Regulars: Rev James & Johnnie Handsome

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 - **Belgian bottled beers** ■ **Private functions**
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THE GRAPES

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9 Handpumps
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1pm -1.30am Thurs, Fri, Saturday

LIVE JAZZ EVERY SUNDAY NIGHT 10pm-12

For further details of music and events visit: thegrapesliverpool.co.uk



CAMRA National Winter Ales Festival Moves From Manchester to Derby

National Winter Ales Festival 2014
Wednesday 19th - Saturday 22nd February 2014
The Roundhouse, Derby, DE24 8JE

(opposite rear of Derby Railway Station across the road from the Pride Park exit of station)
2014 sees CAMRA's National Winter Ales Festival move from Manchester to Derby. The venue is historic as Derby's Roundhouse is the world's first and oldest surviving railway roundhouse engine shed. It was originally developed in 1839 by four rival rail companies, including North Midland Railway (NMR) for whom



George Stephenson and his son Robert were engineers. Located in the Midlands, Derby is excellently placed to receive real ale from all around the country thereby ensuring there is a good selection of different breweries beers from all over the UK. The Roundhouse itself will have stillage around it serving real ale, cider, perry, continental beer and mead (honey wine). There is a corridor leading to another stillaged area known as The Carriage Room which will include the Champion Beer of Britain beers to be judged in the four beer style categories. Live music in the evenings will be in an additional marquee. Overall the capacity for the venue is 2,500.

New Manchester CAMRA Beer and Cider Festival Wednesday 22nd to Saturday 25th January 2014

When CAMRA decided that it was time that the National Winter Ales Festival's nine year tenure in Manchester came to an end, there was some degree of outcry both from those volunteers who had pulled the festival together for many years and from the drinkers who had enjoyed the annual January festival. Nine months on from the final event in Manchester, that decision by CAMRA may well have been the best thing that ever happened for festival goers in the region - without it, the Manchester Beer & Cider Festival would never have been conceived.



MANCHESTER Beer & Cider Festival

22nd - 25th Jan 2014 Manchester Velodrome

The new festival takes the same slot in the January calendar (22nd - 25th January) and is shaping up to be Manchester's biggest and best ever beer festival.

The biggest coup for the organisers was securing the amazing setting of Manchester Velodrome for the event - not the adjacent café used for the small warm up event in August - the actual Velodrome itself. As a building, it's simply stunning to stand inside that track and marvel at the scale of the place - and that's without any beer in it.

Set on the floor inside that steeply banked track will be the largest range of beers and ciders ever offered in Manchester. There will be well over 300 cask conditioned craft beers alongside a bar full of real ale in a bottle to drink in or take away. Every beer that is ready for sale will be available from the first session until it is sold. The cider and perry bar is expected to offer at least 75 different ciders and perries.

The 'Bière sans Frontières' bar will be importing the very best beers brewed for Germany's Oktoberfest alongside Belgian, Dutch, Czech and American

beers - far too many to mention. Some of the most cutting edge breweries in the country including Marble Beers, Hawkshead, Liverpool Organic and Ilkley Brewery will be hosting their own bars offering a larger range of their beers than the three main cask bars can accommodate plus offering the chance to meet their brewers.



In total there will be no fewer than 16 bars to visit. Surrounding these are some 1700 seats from where visitors will be able to look over the festival floor and watch cyclists riding the track. The Great Britain Cycling Team have training sessions on the track twice a day which will continue throughout the festival alongside other clubs and taster sessions.

The festival kicks off at 4.30pm on Wednesday 22nd January and runs through until Saturday evening. The Velodrome is easily accessible via Manchester's Metrolink tram network - its own Velopark station is served by trams every 12 minutes - with the 216 and other bus routes from Manchester even more frequent.

CAMRA Members will be entitled to free entry all day Wednesday and Thursday with discounts on entry at all other times.

Graham Donning Festival Organiser

BALTIC FLEET PUB

33A Wapping, Liverpool

www.balticfleetpubliverpool.com



BEER

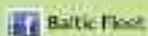
FOOD

FUN

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*Homemade Scouse * Local Pies * Sausage Baguettes*

*Lively Traditional Pub Atmosphere * Sea Shanties (first Saturday of the month) * Acoustic Blues (last Sunday of the month) * Quiz Night (Tuesday 8.30pm) * and much more



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Refurbished Georgian Quarter Community Pub



5 HANDPUMPS

dispensing beer from local and other micro breweries

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Contact Laura at: thecaledonia@hotmail.co.uk

Catharine Street Liverpool Telephone: 0151 708 0235

The Changing Face of the British Pub

Pub Closures Accelerate

New statistics show 26 pubs a week were closing pre-budget

The latest CGA CAMRA Pub Tracker statistics show that 26 pubs a week are closing in the UK. The statistics show that the rate of pub closures rose during the last 6 months up to March this year compared to earlier in 2012, from 18 to 26 per week across the UK, meaning that the cut in beer duty and scrapping of the beer duty escalator in the March 2013 budget could not have come at a more important time.

Mike Benner, Chief Executive at CAMRA, said

"We believe that the scrapping of the beer duty escalator and the extra 1p off beer duty announced in this year's budget could mark a turning point for pubs. With a better deal on beer tax, the Government's plans for pub company reform and the 'List Your Local' scheme, announced during CAMRA's Community Pubs Month, we are hopeful that the fortunes of Britain's pubs are set to change."

The Community Value of the British Pub

Charity and Pubs

Pubs in the UK raised more than £106m in the last year for charity, an average of £2,742 per pub, according to new research published at the start of CAMRA's Pubs & Charity month in July.

A study conducted by CGA on behalf of CAMRA and PubAid, which highlights the charitable work of pubs, showed money raised annually by pubs had increased by nearly five per cent since 2010.

The research showed 85 per cent of pubs were raising money for charity.

CAMRA's Pubs & Charity campaign encouraged pubs to organise events throughout July and promote the work they do to

the media and communities. The Campaign issued around 7,000 promotional packs to pubs to help advertise charitable campaigns. This campaign will not only benefit charities but also encourage more people to support pubs.

Pubs Weekday Sales Drop

POPPING to the pub during the week is becoming the exception and not the rule.

Britain's pubs are increasingly becoming weekend haunts for families and weekday business is weakening according to research by the NPD Group.

Between 2011 and 2012 weekday visits to pubs declined 3.7 per cent, while weekend visits increased 5.9 per cent in the same period.

This change in visiting patterns is also reflected in sales, with a 3.9 per cent decrease in weekday sales, and a 6.1 per cent increase at weekends.

Also in 2012, weekend sales accounted for 39.3 per cent of sales.

According to these latest figures, when Britons do visit the pub, it's increasingly a family affair. Adult-only visits have seen year-on-year



No son, it's not about the birds and bees. I wondered if you fancied going out for a pint?

declines of 1.2 per cent on average since 2009, which hit 2.7 per cent last year.

Parties with kids of all ages have increased. The desire to eat or spend time as a family is increasingly cited as a primary motivation for visiting the pub. Visits for this accounted for 14.2 per cent of all visits in 2012.

PUBS IN OUR LIVES

Where would we be without the Local?

CAMRA's new research highlights the importance of the local pub in British lives. CAMRA's 'Pubs in Our Lives' campaign ran throughout October. The objective of the campaign was to highlight how often people use pubs for special events throughout their lives and ask the question 'Where would we be without the local?'

The research showed that:

- 1 in 2 people have attended a wedding reception in a pub
- 75% have celebrated a friend or family member's birthday in a pub
- 1 in 5 people have met their current partner in a pub
- 36% have 'wet a baby's head' in a pub
- 48% have celebrated a life at a wake
- 48% have had a date
- 42% have attended a wedding anniversary

Mike Benner, CAMRA's Chief Executive said,

"This new research shows how many communities rely on the pub to celebrate important landmarks in our lives from wetting the baby's head to toasting someone's life.

With more local facilities like community halls closing around Britain, the British pub is for many the only facility the community can use.

The new research does throw open the question - Where would we be celebrating special occasions or meeting our future loved ones without the local pub?"

MerseyAle Cider News



Norfolk railway station micropub named Britain's Best for Real Cider & Perry

Railway Arms, Downham Market, Norfolk wins national CAMRA award.



A tiny railway platform pub in Norfolk has been named National Cider & Perry Pub of the Year 2013 by CAMRA, the Campaign for Real Ale.

The National Cider & Perry Pub of the Year award is given to the pub or club which best promotes and encourages sales of quality real cider and perry. Now in its ninth year, the award's rigorous judging process whittles down nominations for pubs, clubs & cider houses from all over the UK to regional and then super regional finalists.

Hailed by competition judges as 'A quirky, fun little place to be' and 'a good reason to miss your train', The Railway Arms is located directly on the station platform at Downham Market Railway Station, Norfolk, and has proved a hit with weary travellers and locals alike – especially those looking to sample the finest real ciders and perries the area has to offer.

A delighted Ian Pinches, who together with his wife Lesley Ann Pinches and their son Callum, runs The Railway Arms, said:

"We are overjoyed (and very humbled) to hear that The

Railway Arms has won this year's CAMRA National Cider & Perry Pub of the Year Award and we wish to thank our customers, supporters and suppliers – in particular special mention must be made of Charles Roberts & the team at Pickled Pig and Paul Fisher & the Directors of The Small Beer Company who, between them, have been very supportive in either making or sourcing fine ciders for us."

Ian added, "As a 'micropub' we are naturally committed to the concept of 'small is beautiful' and, although we have extended our range this year, we remain focussed on selling high quality ciders, some of which are made by people we know personally using locally grown apples - although we also like to stock cider and perry from far and wide in the UK, with some regular favourites alongside a frequently changing range of 'guests'."

CAMRA has been a longtime supporter of real cider and perry, which is the pear equivalent of cider, with the Cider & Perry Pub of the Year competition being an important way to raise the profile of pubs serving traditionally made real cider and perry across the UK.

Andrea Briers, Chair of CAMRA's Cider and Perry Committee, said:

"The number of pubs that have found a market for real cider is increasing each year, which has meant that the competition has become very tough. I am lucky enough to live fairly close to the Railway Arms and have seen the

work that Ian, Lesley-Ann and Callum put in to make the pub a welcoming local. Well done to them on their achievement and congratulations for a well deserved win."

The Railway Arms beat three other finalists to take the title. These were: **The Royal Oak** in Wantage, the **Penrhyn Arms** in Penrhynside, and the **George and Dragon** in Dent.

Cider Apples Have Record Harvest

Britain's cider makers and growers are toasting a marvellous apple growing season with the best harvest in a decade forecast.

Experts are predicting that 2013 will bring the best cider output in the UK for 10 years. It is welcome news, as last year's bad weather was difficult for many cider makers as cold temperatures and record breaking rainfall devastated crops and left the 2012 harvest 30 per cent down.

New Look Cider Month

Real Cider and Perry Grows on Trees Campaign October was National Cider and Perry Month and CAMRA has launched a new campaign to celebrate.

The Real Cider and Perry Grows on Trees campaign emphasises CAMRA's commitment to the drinks and makes clear they come from apple and pear trees and are made from 100 per cent juice without artificial gassing and processing.

CAMRA's head of marketing **Tony Jerome** said:

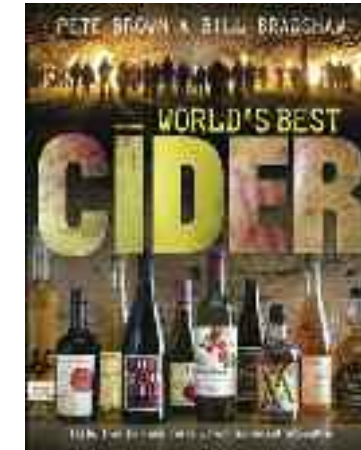
"CAMRA will launch a new look marketing campaign to support pubs that serve real cider and perry. This material will help make it more obvious that the pubs serve the real products and help increase trade."

What is Cider?

You may be surprised by the answers. This was the theme of the Radio Four Food Programme broadcast in October. It revealed that the big cider producers such as Bulmers refuse to reveal the percentage of apple juice their ciders contain. Legally cider is required only to have 35% apple juice content. In contrast Real Cider is made from 100% apple juice and similarly for Real Perry 100% pear juice.

The programme also reviewed award winning beer writer Pete Brown's new book **"Worlds Best Cider"**

A future edition of MerseyAle will look at the programme's findings and the Pete Brown book in more depth.



What They Say About MerseyAle

Treat it as a guide book, and you'll find your next pub crawl takes you to lost gems, micro breweries and pub festivals happening right on your doorstep.

Seven Streets magazine and website
www.sevenstreets.com

Read MerseyAle Online

You can read and download the current edition and back copies to 2006 Catch up on the stories you may have missed!

www.liverpoolcamra.org.uk

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You are welcome to call at the farm to taste and buy our Ciders and Perry



The Pigeon Has Landed

Not quite the words spoken by Neil Armstrong when landing Apollo 11 on the Moon, but appropriate for the giant step taken with the opening on the 11th October of Crosby's first Micro Pub, the 'Liverpool Pigeon'. It is situated in Endbutt Lane, Crosby about 50 metres from the junction with Liverpool Road which is the main bus route (52,53, X2).

What is a Micro Pub you may ask?

The concept of a Micro Pub began in 2005 when Martin Hillier converted a shop and opened The Farmer's Arms in Kent. In the following years a number of these

collection of the Earl of Derby at Knowsley Hall which in turn was given to the Liverpool Council. The bird the 'Liverpool Pigeon' is now in the World Museum Liverpool and is the only one remaining in the world. The Liverpool Pigeon was classified as extinct in 2008.

The Licensee Pat Moore

CAMRA member Pat says he is determined to champion locally produced beers and hopes his venture can complement the town's already thriving real ale scene.

"I particularly wanted to sell local beers initially, before looking farther afield, but there'll always be a local ale on," said Pat.

The Pub – Haven for Real Ale and Conversation

The Liverpool Pigeon has been hatched from a former clothes shop and has undergone a massive refurbishment. It is a one roomed establishment decorated in the green and cream colours of the 'Pigeon' with a small 'L' shaped bar to the back of the room, plus a modern cooled cellar behind the bar. You can have a look at the beer due to come on via a viewing window.

Seating is provided by a window length bench seat, a corner bench seat and a number of chairs and stools set around round cast iron tables. You can have a look at prints



Micro Pubs have sprung up with the majority in the south of England. Although they are all individual projects they tend to follow the original concepts set down by Martin Hillier. A Micro Pub tends to be single roomed, selling only cask ales, real cider and some foreign bottled beers. The idea is for people to be able to read, chat and enjoy a quiet pint and as such the pubs will not have a TV, music or game machines.

Why the Liverpool Pigeon?

Between 1783 and 1823 an expedition to French Polynesia (possibly Tahiti) discovered an unknown bird species. In 1851 a juvenile specimen came into the



of some of the old/destroyed pubs of old Crosby and in the future you will be able to read from a selection of beer themed publications and newspapers.

The pub will be run on similar lines to other Micro Pubs. Pat Moore, the proprietor, has said he hopes to attract a wide variety of drinkers who like real ales and are happy to make conversation their entertainment. The 'Liverpool Pigeon' will be a TV, music and game machine free zone.

The pub has five hand pumps with at least three serving beer from local small breweries and two beers from further afield. At the opening Pat had two Organic beers and three from George Wright. All beers are served in oversized glasses or the appropriate named glasses for the bottled beers. Soft drinks will also be served. He will also serve two real ciders, a small selection of wine and around ten Belgian / German bottled beers. Blackboards in the window give customers information about the cask beers available and those soon to be on.

There is no lager, keg beers, alcopops or spirits on offer.



Although no hot food will be sold, there will be the usual bar snacks available. In future cheese, pork pies and olives will be sold.

A Successful Opening

The opening weekend went very well with a large number of customers trying the various beers on offer. The cask ales were very popular and the high quality of the beer was evident. The bottles of Meantime Raspberry Wheat and Brugse Zot sold out.

Comments made about the pub were positive and the pleasant atmosphere was mentioned by many.

Pat was pleased with the first few days of trading and despite still

needing a few tweaks here and there the 'Liverpool Pigeon' looks to be in good health.

So a great start to Crosby's first Micro pub and we certainly look forward to many return visits in the near future. And it's closer than the moon.

Opening Hours Tuesday -Thursday 12 - 2 5 - 9. Friday 12-2 4 - 9. Saturday 12 - 9. Sunday 12 - 5 Monday Closed

The pub can be contacted via www.liverpoolpigeon.co.uk

Good Beer Guide 2014



Sonia James-Henry and GBG Licensees

Liverpool Launch at Lady of Mann

The 2014 Good Beer Guide was launched with due ceremony on September 12th at an evening event in the Lady of Mann. The licensees from the listed pubs were invited to receive their GBG certificates and window stickers from Branch Chair, Geoff Edwards, with individual presentation and group photographs being taken. There are 76 Merseyside Branch pubs in the new edition, with some changes of listed pubs. Both the evening event and the GBG beer scoring were co-ordinated very efficiently by Committee member Sonia James-Henry. The selection of pubs for the GBG is guided by beer scoring by CAMRA members, so please remember to take a few minutes to score your beer out of 5 when you have a pint in the pub. Details of the beer scoring system can be found on www.liverpoolcamra.org.uk and was in past editions of MerseyAle.

GBG 2014 Headlines

187 new UK breweries opened in the last 12 months

- 87 new UK breweries feature in CAMRA's Good Beer Guide 2014
- 14% growth in the number of breweries in the UK in last 12 months
- Now 1147 breweries in the UK
- London breweries double in 12 months
- West Yorkshire tops the leader board with 57 breweries
- New breweries include a beer brewing pizzeria in London, a converted school outbuilding in Lancashire and a converted dairy farm in Buckinghamshire.

And with new breweries comes even more choice for drinkers, with the number of regularly brewed British beers now over 5200 according to the Good Beer Guide 2014.

The Guide's Editor, Roger Protz had this to say about the breadth of choice now available to real ale drinkers, "There has been a boom in the growth of breweries over the last 12 months, resulting in a total of 1147 breweries now producing beer in the UK – and with more breweries comes greater choice for the drinker and more opportunities to buy locally produced brews."

The Good Beer Guide makes an excellent Christmas present £15.99 from bookshops or on line from www.camra.org.uk with special members price of £10. There is also a gift offer of combined CAMRA Membership and a copy of the GBG.

The Turks Head



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Trading Standards

0151 233 3002

Opinions expressed in MerseyAle
are not necessarily those of the
Editor Liverpool Branch or CAMRA

Diary

Wednesday 20th November Branch Get Together 8pm at Lady of Mann Dale Street for **Pub Games Evening** including Table Skittles, Shut the Box, Darts, Dominoes, Shove Ha'penny, Bagatelle and others. Your chance to try them out for fun.
contact@liverpoolcamra.org.uk

Liverpool CAMRA Annual General Meeting 2014

Wednesday 15th January 2014 8pm at the Crown, upstairs room, Lime Street

To elect Branch Committee, to review 2013, and discuss priorities for 2014. **Come and have your say.**
Bring your CAMRA cards to confirm you are eligible to vote in election

Coach Trips

I am now taking bookings for the first four coach trips in 2014 as listed below.

4th January - Frodsham beer festival, coming home as usual via Appleton Thorn Village Hall frequent winner of Real Ale Club of the Year

8th February - Cheshire Tour

15th March - Sheffield

12th April - Derbyshire Tour

Fares and full details will be put on the www.liverpoolcamra.org.uk soon. The aim, as usual, will be to visit pubs selling local beers.

You can book on my new email address: social@liverpoolcamra.org.uk or by phone to Ian Macadam on 07521 741 586

The other dates for 2014 are planned to be:

10/05/14 07/06/14 12/07/14 02/08/14 06/09/14 11/10/14 15/11/14

Destinations and details will be posted on www.liverpoolcamra.org.uk
Bookings for trips will open three months before the date of the trip.

Please Note: After a large number of cancellations during 2013, I have decided that should anybody cancel during the week before a trip then they will be liable for the full fare if the seat is not filled.

Tony Williams Trips Organiser



Liverpool CAMRA



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/CAMRALiverpool](http://www.facebook.com/CAMRALiverpool)



@LiverpoolCAMRA



MerseyAle

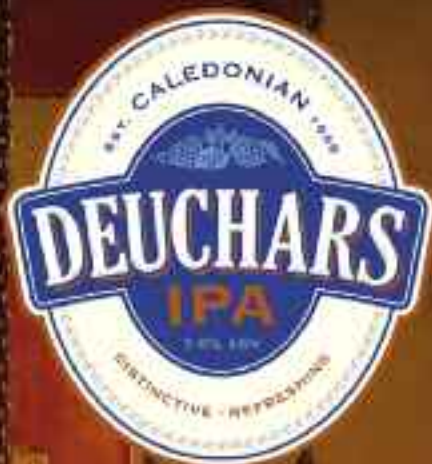
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Cost is £100 per half page, £200 full page payment in advance.

Next Edition of MerseyAle

Copy deadline is 1st February 2014
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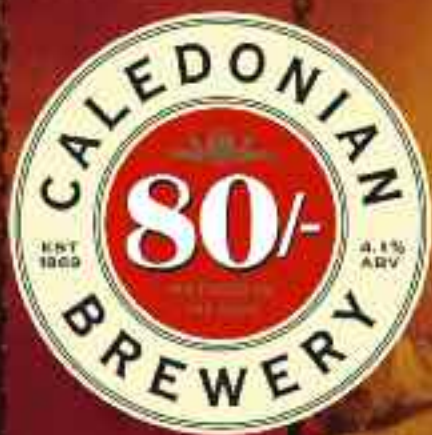
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