

Minutes of Amber Valley Beer Festival meeting held at the Hunter Arms, Kilburn on Monday 9th April 2018

1 Meeting began at 8.00 pm.

2 Present & Apologies:

Present: Phil Marshall, Jane & Mick Wallis, Chris Rogers, Nora & David Harper, Mike Hickman, Chris Perry, Mick Hanson, Pauline Finnie, Lynne Tomlinson, Nigel Heathcote

Apologies: Simon Riddington, Mick Duffy,

3 Minutes of Festival meeting held at Thorn Tree, Waingroves on 12th March

There were no issues arising

4 Vacant Positions

Pre-festival:-

Deputy Beer Festival Organiser
Entertainment Co-ordinator
Sponsorship & Programme Co-ordinator
Staffing Officer

During the festival:-

Cellar Team Members
Overnight security

1) Vacant positions as last month. No expressions of interest received to date. 2) Although overnight security has not been finalised, we will book the same amount of space in the car park as last year to accommodate 3 caravans. Nigel said he was prepared to stay overnight. 3) Phil will speak to Gareth in due course to discuss the entertainment co-ordinator role. **AP all:** someone to let Phil have Gareth's phone number please.

5 This year's goals and focus

1) To get more non-members through the door. (a) Figures show significant reduction in the numbers of non-members coming to the Festival. Offering craft keg beers and bottles/cans may attract a younger clientele (who are likely to be non-members as the average age of Branch members is 53!) Sourcing the required equipment for keg dispensing could be problematic (Mick Hanson suggested Suds & Soda in Derby may be worth contacting), as could providing storage/refrigeration for cans & bottles. As was mentioned at the March meeting, having this extra provision would likely mean a reduction in the number of cask beers. Phil undertook to investigate further and report back at a future meeting. The general feeling was that it was a little late to try and do anything this year but serious consideration should be given for 2019. (b) It was suggested that we have leaflets setting out the benefits of joining CAMRA along the lines of the one we used at last year's Festival to give out at Belper Goes Green. To be discussed at the next meeting. 2) To look at bands more suited to the venue. This is not something we can look at this this year as bands have already been agreed and booked. As discussed at previous meetings we need to think earlier about entertainment possibilities for next year. 3) To provide more opportunity for customer feedback. (a) Mike H undertook to draw up a questionnaire for

discussion at the June Festival meeting. **(b)** It was agreed that we should consider offering an incentive eg a prize draw after the Festival to encourage people to give feedback. To be discussed at a future meeting. **(c)** There were various suggestions as to how feedback forms could be distributed: hand out during the Festival, put into programme/glass, leave around the venue. To be discussed at a future meeting.

6 Budget & Stock check

1) Chris reported that the budget has been approved by HQ. £200 was included towards the cost of t-shirts.

7 Venue/Layout

1) Phil reported that Strutts have confirmed our booking. We have not received a quote but an increase in charges is not expected. **2) AP Phil** to contact Strutts regarding a permanent off-sales licence. This would avoid the hassle of obtaining one every year.

8 Themes

1) The centenary of the WW1 armistice was confirmed as the theme for the Festival. George Gunby, a member of the Belper In Wartime group attended the meeting. **2)** Phil gave a precis of previous festivals and explained opening times and the facilities that would be available to the group. It was pointed out that the use of the room off the main hall was somewhat restricted when bands were on due to the close proximity to the stage. **3)** George advised that the group could offer a range of options such as talks, static displays, spoken word, and music (both original material and traditional period music). The meeting felt that music would be a particularly good idea and that the main hall could be used for this Friday/Saturday afternoons. George said that the group would discuss details and draw up a provisional programme and that he would report back, possibly at the next Festival meeting. Phil requested feedback by no later than 24th May so that information could be included in our promotional material in time for Belper Goes Green. George said that the group would publicize the event through social media, including podcasts on a site set up by the group (Artsword Derwent Valley On Demand). **4)** As in previous years we will approach breweries at some stage regarding festival specials. These would have a WW1 connection such as being named after local man Charles Edwin Stone who was awarded the Victoria Cross. Specifics to be discussed at a later date. **5)** We still need to consider whether interest shown by the Derby based group in getting involved (Jane & Paul Whittaker from Derby CAMRA) could somehow be utilised. To be discussed at a future meeting.

9 Entertainment

1) Jane said that there was nothing on the Headshrinka Facebook page about having found a new lead singer or about forthcoming dates. Not considered a problem at this point but needs to be kept under review to ensure we are not let down. **2)** Phil said that he has still not heard from The Fab Two or Crossroads regarding their prices yet. **3)** Mike H advised that Kim (from Crossroads/Ashover Brewery) will publicize the Festival at Barrowhill festival and through the Ashover pubs.

10 Publicity & Advertising – Provisional Flyers

1) Banners need to be available for display at Belper Goes Green. Nigel said he will take them to Barrowhill festival. **AP Phil** to liaise with Steve about this. 2) Chris P reported that he has met with Littleover brewery and that they are still OK with glass sponsorship. They are keen to do a Festival special. Details to be discussed and agreed at a later date. 3) We have plenty of provisional flyers left. Pauline agreed to take a supply to the Amber Valley Rugby Club festival and Nora to CAMRA AGM. Outlets out of the local area to be identified and covered on an ongoing basis. 4) It was agreed that it is a little too early to start looking at the programme. Phil will speak to Jok Arguile as discussed at a previous meeting regarding his assistance with the Derby area. It is hoped that Mick Duffy will once again deal with pubs in the Belper area. 5) Jane confirmed there are no publications to cover until the first week in June with the main being August/September. 6) It was agreed that we need to think about if/how we can cover the Derby area more effectively in view of the fact that there is no Summer Festival this year. To be discussed at the next meeting.

11 Advance Ticket Sales

1) **AP Phil** to get the logo from Steve and get the system set up through HQ as previously discussed. Phil hopes to get this set up before Belper Goes Green and certainly before flyers are printed as these will refer to the availability of advance booking. 2) Phil confirmed that the 8% booking fee will be deducted at source. Even if there is significant take-up of this facility, any “losses“ incurred would be offset to some extent by people not turning up on the day.

12 Beer Suggestions & New Breweries

1) A number of breweries were suggested. These included Chickenfoot, and Twisted Angel. Phil confirmed he will be using the same wholesale outlets as last. He singled out Shiny as being particularly helpful. **AP All** to continue to let Phil have suggestions.

13 Membership

1) Mike H reported that it is now CAMRA national policy to give 2 free pints to new members when joining CAMRA. Promotional material from HQ will reflect this. We will not be allowed to use old copies of GBG as an alternative incentive to sign up.

14 Forthcoming Dates

Thursday 26th April – Committee & Branch Meeting – The George, Lowes Hill, Ripley
Tuesday 8th May - Beer Festival Meeting – George & Dragon, Belper (**TBC**)
Thursday 24th May – Branch Meeting, The George, Lower Hartshay
Monday 4th June – White Hart, Bargate (TBC)

Proposed venues and dates for future meetings are as follows and are all subject to confirmation.

Monday 9th July – Beehive, Ripley
Monday 6th August – Spotted Cow, Holbrook
Monday 10th September – Strutt Club, Belper

15 Belper Goes Green

1) Lynn, staffing officer for Belper Goes Green, reported that some volunteer forms have been completed. Phil advised that it should not be a problem for her to complete a form on behalf of prospective volunteers if they don't have the means to do it for themselves. 2) Phil noted that some information will be required for Health & Safety purposes (**AP Phil** to forward details to Mick W for circulation with these minutes). Nigel said he would follow this up and also check whether the Rugby Club have appropriate insurance cover in place.

16 Any other business

None

Meeting closed at 10.05pm.

Mick Wallis
Festival Secretary
10/04/18