

CAMRA PUB OF THE YEAR JUDGING

Pubs don't have to be picture postcard, unspoilt gems. Whether a pub is located on a housing estate, is a modern city centre bar, or a back street local it can be an exceptional pub.

Please find below a checklist to give you some guidance on what to look for in a Pub of the Year.

CATEGORY 1 – QUALITY OF BEER/ CIDER / PERRY

- Is the beer, cider and/or perry sold of good/excellent quality?

CATEGORY 2 – STYLE, DÉCOR, FURNISHING AND CLEANLINESS

- The pub should provide a comfortable, pleasant and safe environment throughout, with a friendly atmosphere.
- The pub and glasses should be clean. Toilets should be hygienic and clean with hot water, suitable hand drying facilities etc.
- Is the décor and furnishing appropriate to the style of pub? Does it suit what it is setting out to be and is the décor in good order.

CATEGORY 3 – SERVICE, WELCOME & OFFERING

- Service should be welcoming, friendly, polite and also prompt whenever possible. If the pub is busy, a friendly acknowledgement of your presence is desirable.
- You should be treated like a valued customer and made to feel at ease.
- Staff should be knowledgeable about and enthusiastically promote real ales (and cider and perry if applicable – available?),
- Staff should know how to pick up and hold a customer's glass.
- Do you feel welcome to have a drink without having a meal?
- Where possible products from local producers should be included.
- Within its limitations, does the pub offer other products/services which may enhance a visit to the pub, good quality soft drinks, food, wifi etc.?
- Taking into account the of the style of pub and its location did you feel that you received reasonable value for money. (CAMRA discounts should not influence this)

CATEGORY 4 – COMMUNITY FOCUS AND ATMOSPHERE

- Where appropriate, does the pub have a community focus, eg. supporting local groups, sports teams, etc? Look out for notice boards, listings of local events, sports teams linked with the pub.
- Does the pub have information on the local area which may be of use to locals and visitors to the area?
- The pub must be inclusive and feel welcoming to all age groups and sectors of the community.
- Considering the time and day of the week is the pub busy enough to create a good atmosphere.

CATEGORY 5 – ALIGNMENT WITH CAMRA PRINCIPLES

- Prices and opening hours should be clearly displayed.
- You should get a full measure or a top up without asking. Does the pub use oversized glasses?
- Is real ale (cider and perry where applicable) promoted in a positive way?
- Does the pub try to stimulate interest in the sorts of issues we're concerned about?
- Beer, cider or perry should not be sold using misleading dispense methods.
- It should be clear who has brewed "house branded" beers.
- There should not be any inappropriate noisy electronic amusement machines.
- Beers should not be served through tight sparklers unless brewed to be dispensed in that way.
- Where possible there should be a range of beer styles and strengths. Where applicable, the range of ciders and perries should be taken into consideration. It should be noted that it is better for a pub to sell a small range to maintain quality if that is what suits their trade.

CATEGORY 6 – OVERALL IMPRESSION

- This category covers the undefined elements that are not considered elsewhere.
- Did you enjoy your visit to the pub?
- Did you spend more time than you had anticipated at the pub or wish you had been able to stay longer and would look forward to a return visit?

COMMENTS

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