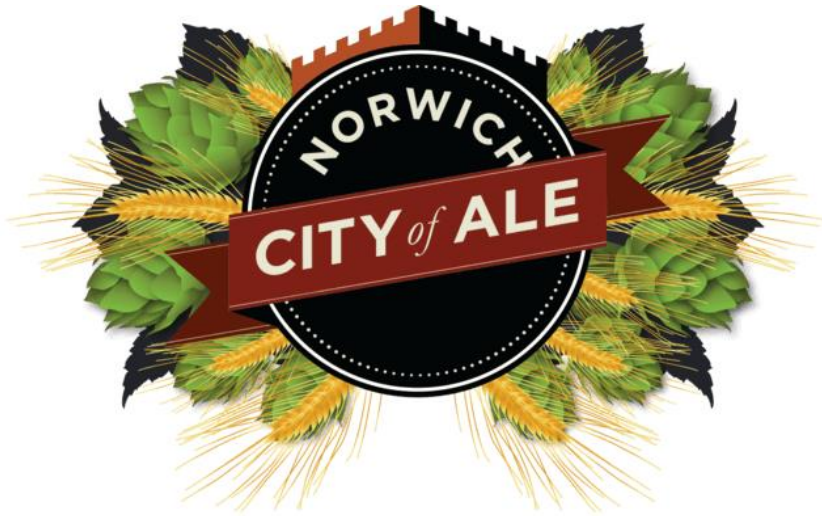


## Beer Cities' Seminars & National Forum 2018



## **Our initial aims:**

- Inform, educate and inspire consumers about beer, beer ingredients, brewing, breweries and pubs – encouraging them to explore and value the rich array of beer tastes and styles
- Inform, educate and inspire tour guides and city hosts about beer and the contribution of the brewing, beer and pub industries to the socio-economic life of the city, region and country – with a view to gaining their advocacy as they communicate with visitors
- Support the education of brewers with technical talks and market insights and encourage collaboration between breweries and real ale pubs
- Create a link between City of Ale and Sheffield Beer Week to share learnings; create formulas for successful events; and build the reputations of the respective cities as go-to destinations for beer-lovers
- Use the two-city link as an exemplar for other Beer Cities and Beer Weeks – and, through the National Forum create a collaboration between a number of them to exact further learnings, establish best practice and create opportunities
- To promote participating city festivals, encouraging domestic beer tourism, and promoting the UK as an international beer, and beer-education destination



## British Beer Cities' Inaugural Forum 2018

Norwich: 8-9 October



*"Magic event... Everyone was elated and excited for the future." Roger Protz*

*"..the event was a brilliant springboard to build on the massive success of Norwich City of Ale and the subsequent beer weeks that have followed in its wake." Leigh Norwood, Cheltenham Beer Week*

*"I found the forum tremendously helpful with a well thought out programme which gave time for people to tell their varied beer city stories as well as giving plenty of networking opportunities." Chris Walkden, Stockport Beer Week*

*"Really good to meet so many people from other cities doing similar things when we pretty much thought we were alone." Jared Wilson, Nottingham Craft Beer Week*

**The UK's first Beer Cities' Forum** was held at the Georgian Townhouse, Norwich on Tuesday 9 October. The day-long event was preceded by a reception the evening before and was an opportunity for beer city and beer week organisers from all parts of the UK to come together to share ideas and best practice with a view to collaborating more closely in the future in order to promote Britain collectively as an international beer destination.

**The evening reception** allowed speakers and presenters to meet in an informal environment over a buffet supper whilst sampling real ales donated by five local breweries. There were short speeches from three key influencers: Stefan Gurney, executive director of Norwich BID, and vice chair of the BID Foundation, who advised on information Beer Cities should give their local BIDs when applying for funding. He said that Norwich BID justifies to its stakeholders the sizeable support it gives to City of Ale because the event has shown positive economic and social impacts. Tom Stainer, CAMRA's chief of campaigns and communications (now CEO) said that Beer Cities initiatives were just the kind of activity that branches up and down the country should be supporting. "Our campaign is all about

keeping pubs open and promoting beer, and Beer Cities are all about driving footfall into pubs and sampling different and local beers, so I think our members supporting Beer Cities should be a no-brainer.” David Powles, editor of the Eastern Daily Press gave delegates ideas on how to work effectively with local media, how journalists seek good-news stories with interesting angles and how well-written releases with content relevant to the paper’s readership are very welcome, particularly when accompanied by great photos.

**Delegates attended the Forum** from all corners of the UK and the Republic of Ireland and heard speeches and watched presentations from leading figures in beer and brewing and beer journalism. Pete Brown opened with a ‘state of the nation’ speech, presenting the results of the pre-Forum survey of beer city organisers. Andrew Daines of Visit Flanders offered an interesting perspective of how a region can be successfully marketed as a beer destination. David Wilson of the British Beer & Pub Association talked about growing beer and pub tourism and underlined the significant contribution of beer and pubs to the national economy. Eight beer week organisers shared their city or town’s approach and there was much open discussion during the British Guild of Beer Writers’ Q & A plenary session, chaired by Pete Brown with Roger Protz, Adrian Tierney-Jones, Frances Brace and Susanna Forbes.

**Significant outcomes** from the Forum included unanimous agreement by all the beer city organisers to work more closely together in future, sharing templates, tips and tools in order to enhance their own festivals. They also included steps being taken by delegates to set up 3 new Beer Weeks or Weekends – Cardiff, Exeter and Lancaster. All presentations, slides etc were set up on the Beer Cities website to form the basis of a library/archive to which attendees have password-protected access.

**Evaluations were extremely positive**, showing that the Forum had been both timely and needful, and a most informative and engaging event (evaluation results are summarised in appendix 6). Delegates really welcomed the opportunity to network with each other and sharing ideas and best practice were seen to be of enormous value. The evaluation form itself is a valuable research tool, and is freely available to download and reuse (or repurpose) under a Creative Commons Licence (see the form in appendix 7).

**Future plans** are to hold a second Forum (dependent on securing funding) in Sheffield in October 2019. The website will continue as a repository for all Forum outputs and will also continue to host a list of all British Beer Weeks with dates, providing a jump page to all their respective sites. It also has a link to a UK map showing all the beer cities which will be updated as new beer weeks are launched. Beer Week workshops were one of the most frequently requested items in the evaluations, and the organisers are hoping to secure funding to run a series of “how-to” workshops to allow prospective beer city organisers find out more about the joys and pitfalls of setting up and running their own beer weeks.



**Sheffield Beer Week: 12 – 18 March    Norwich City of Ale: 24 May – 3 June**

## **Beer Lectures, Tutored Tastings & Discussions 2018**

A whole host of beer-related events, designed to engage, inform and entertain, took place during Sheffield Beer Week and Norwich City of Ale.

**Fem.Ale Tastings @ The Rutland Arms, Sheffield Saturday 10 March**



Sheffield Beer Week saw a celebration of women working in the beer industry with a brewsters tap takeover event at The Rutland Arms (pictured above), collaborating brews with Ashover and Welbeck Abbey breweries, working with consumer group the Ladies That Beer and Fem.Ale organiser Erica Horton to host beer tastings.



**Fem.Ale Festival @ The Plasterers Arms, Norwich Friday 1 – Sunday 5 June**

In Norwich, Fem.Ale extended around the city with a beer stand on the market for the duration of City Of Ale (in conjunction with Sir Toby's Beers) and events at The Plasterers Arms (pictured above) and Redwell Brewery over the second weekend of City of Ale.



**A Beer Matched Dinner @ Sentinel Brewhouse & Taproom, Sheffield, Thursday 15 March**  
 Mark Dredge, Beer and Food Writer of the Year 2016 and regular host on Channel 4's Sunday Brunch, presented a beer paired dinner with a selection of beers from local Sheffield breweries. Prepared by resident wizard in the kitchen, Brendan, each of the four courses showcased a regular local food supplier. The menu featured pairings such as Henderson's & Ale Wort Cured Salmon with BBNo 01/01 Citra Saison, Whipped Little Mesters Cheese with Sentinel APA American Pale Ale #2, Amarillo & Chinook and Pressed Pork Belly, Black Pudding & Apple Jelly with La Chouffe Houblon.



**Books & Beer @ Waterstones, Norwich Friday 25 May 2018**

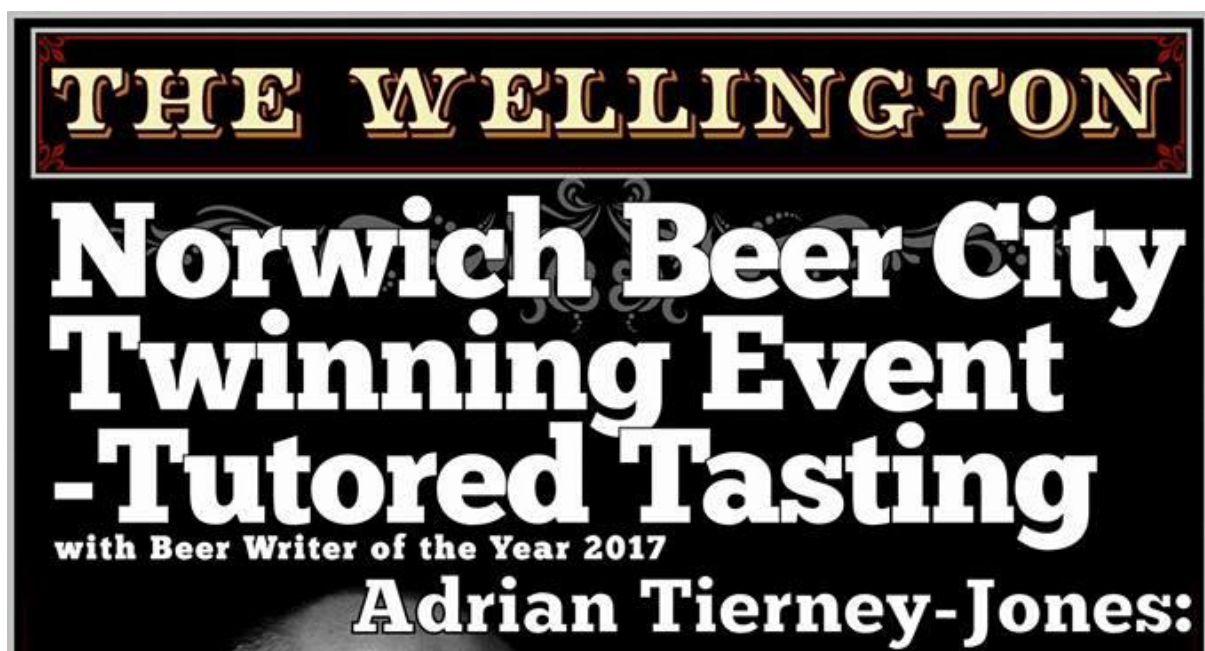
An evening for beer and book lovers, sponsored by Lacons, was held at Waterstones in Norwich. Attendees sipped their way through an entertaining and informative hour and a half of beer stories and flavours with Roger Protz, Pete Brown, and Adrian Tierney-Jones - all legends of the beer world.





**Why do Guitars taste like Hops? @ The Walnut Tree Shades, Norwich Friday 25 May**

“Your brain is lying to you. You have more than five senses. And you can hear the difference between IPA and stout.” Pete Brown has been running experimental beer tastings pairing top tunes and beers for six years and this talk was a mixture of fandom, humour, and genuine neuro-scientific research. Attendees were invited to come along and have their senses challenged: “Think it sounds like nonsense? If you’re right, you’ll at least taste some great beers. If you’re wrong, you just might taste them like you never have before.”



**Norwich/Sheffield Beer City Twinning Event @ The Wellington, Sheffield - Sunday 11 March**

Beer Writer of the Year, Adrian Tierney-Jones, presented two tutored tasting sessions in Sheffield and Norwich. The first was billed as a “Norwich/Sheffield” beer city twinning event where there were tastings of 5 1/3rd's of beers selected from 5 Norwich- based breweries. Adrian presented each beer and then led the lively discussion session about their flavours and provenance.



### **5 Moods of Beer/Tutored tasting @ The Rose Inn, Norwich - Saturday 26 May**

The second event was held at the Rose Inn, Norwich and was a tutored beer tasting with a difference. Adrian divided five beers into five different moody categories: social, poetic, bucolic, imaginative and contemplative. "If you want a beer that chats away in the glass like a bunch of friends or one that broods in the corner, plotting murder and mayhem, then this is the beer tasting for you".



### **Contrast and Compare – IPA Tasting with Roger Protz @ Kings Head, Norwich Saturday 26 May**

Another well-attended session at the Kings Head saw celebrated beer writer Roger Protz leading a comparative tasting of Norfolk Brewhouse and Poppyland beers – both brewed using the same ingredients. The only differences were the brewers (David Holliday of the Norfolk Brewhouse or Martin Warren of Poppyland), and whether or not the beers were filtered, collaborative brews, along with brewers David Holliday and Martin Warren. Recipes included local foraged ingredients, and a revival heritage malt, were tasted, compared and contrasted.





### **Sheffield Heritage Pubs Walk @ Various pubs in Sheffield Tuesday 13 March}**

Dave Pickersgill (editor of 'Sheffield Real Heritage Pubs' [www.sheffieldcamra.org.uk/rhp](http://www.sheffieldcamra.org.uk/rhp) and Pub Heritage Officer for Sheffield CAMRA) hosted this walking tour around some of the entries in the Campaign for Real Ale (CAMRA) 'Yorkshire's Real Heritage Pubs' book. Also included are a number of 'try also' pubs which include aspects of architectural merit.



### **Live Brew Day @ The Sheffield Tap Tuesday 13 March**

The Tapped Brew Co brewers held a live brew day within the splendid Grecian architecture of The Sheffield Tap at Sheffield railway station. Their beautiful copper showcase brewery is located within the refurbished Edwardian First Class Dining Rooms. They took questions and chatted about brewing, beer and specifically the use of malt and grains in beer. At 8pm after the brew was finished, they handed out samples of some of their Tapped beers.





#### **Dark Vs Light @ Shakespeare's Sheffield Wednesday 14 March**

"Ladies and gentlemen, this is the main event..... eight brutal rounds, for the heavyweight championship of the world!" Adam 'The Dark Destroyer' Swithenbank went head-to-head with Sean 'Angel of Light' Clarke presenting four dark beers from Shakespeares vs four light beers from Beer Central.

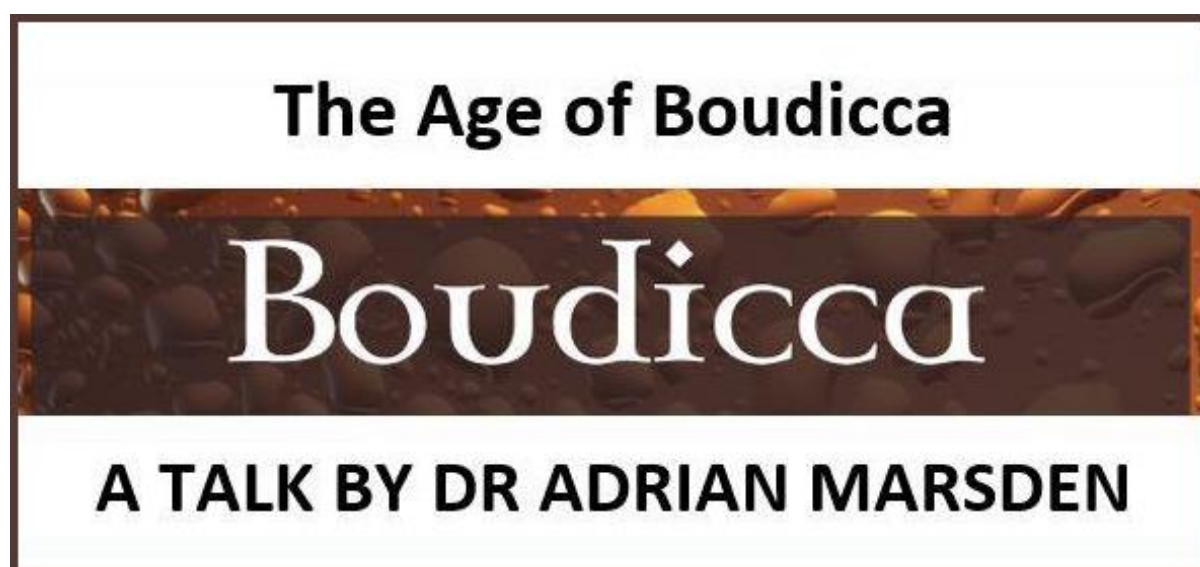


#### **Sustainability Seminar @ The Georgian Townhouse, Norwich, Thursday 24 May**

This was a free event jointly hosted by Adnams and City of Ale. Attendees heard how they could minimise their impact on the environment and save energy - and money. They heard how trail blazers in the environmental field operate at the most efficient levels possible - and gain widespread consumer approval for their practices. Adnams and Purity Brewing are famed throughout the industry for their market-leading positioning on sustainability. The Business Energy Efficiency (BEE) Anglia project offers free audits and give grants to pubs and breweries to improve their energy



efficiency. In this seminar, representatives from all three organisations joined the legendary Roger Protz to share information and experience, giving rare insights and beneficial advice.



**The Age of Boudicca with Dr Adrian Marsden** @ The Last Pub Standing. Norwich *Thursday 31 May*  
Dr Adrian Marsden, of the Norfolk Historic Environment Service, gave a talk about the Age of Boudicca, queen of the East Anglian tribe of the Iceni. The talk covered where the Iceni came from, the Gods they worshipped and history from the Iceni times. Attendees had a chance to look closely at some artefacts found locally and then heard directly from the Boudicca Brewing team about how those artefacts provided the inspirations for their beer names such as Golden Torc, Spiral Stout and Three Tails Bitter.



<b>Pop-Up Pub Museum</b>	@ The Vine	
	@ The Walnut Tree Shades	--- Norwich, Saturday 2 June
	@ The Louis Marchesi	

Curator Bethan Holdridge brought a pop-up pub museum to visit three City of Ale pubs for folk to reminisce over pub artefacts of days gone by and explore their fascinating histories. Artefacts were from the collections of the Museum of Norwich at the Bridewell and were provided courtesy of the



Norwich Museums Service. The Museum has a rare collection of pub and brewery memorabilia, reflecting Norwich's rich pub and brewing heritage, and this was a rare occasion when a selection was brought out of the museum and into the pubs.



#### **Northmaen Meet The Brewer & Beer Showcase at The Vine and the Plasterers Arms**

The Norfolk Brewhouse partnered with Northmaen Brewery from Rouen, Norwich's twin city, for a collaborative brew, Amitié, produced using Norfolk and Normandy malt and English and French hops. Dominique and Frederique Camus came over from France, beers in tow, to join with David Holliday of Norfolk Brewhouse for 'Meet the brewers' sessions at the Vine and The Plasterers' Arms. This was an exclusive not just for Norwich, but for the UK.