

# Shakespeare

Newsletter of Shakespeare branch of CAMRA - Real ale in Shakespeare Country and The Vale



## CAMRA urges local councils to act on business rates

**CAMRA has called on local councils to implement business rate relief schemes as soon as possible to help pubs struggling with large business rate increases. CAMRA will be asking for an update on progress in implementing business rate relief for pubs, and stating the importance of these reliefs being applied without further delay.**

In the Spring Budget the Chancellor announced a £1,000 business rate relief for pubs in England with a rateable value of under £100,000, and a £300m discretionary relief fund for local councils to use to help those hit with large increases in business rates (which could include pubs). However local councils have been slow to

implement these schemes while some pubs continue to struggle with increased rates bills.

Recent research from by the Association of Licensed Multiple Retailers couldn't find evidence of any local council having implemented the £1,000 relief, and very few council's had made any progress on the

discretionary relief fund.

The latest revaluation of business rates has seen pubs in our area and across England hit with a massive new financial burden, which in some cases could only be covered by them selling thousands of extra pints of beer every year. If these overburdened licensees can't increase trade, they have no choice but to put up prices for consumers, or shut the pub. Colin Valentine, CAMRA's National Chairman says: "Taxes now make up more than a third of the cost of a pub pint. Despite the fact that pubs currently account for 0.5% of turnover of the UK economy, they are still paying 2.8% of the business rates. This is frankly unsustainable, and it is the consumer that will ultimately pay the price - whether it's when their beloved local closes down or when the price of their pint goes up."

We would encourage any pub entitled to business rate relief to contact their local council asking for their entitlement. Your local Shakespeare branch will be discussing how they can encourage councils to respond at their next meeting on the 20<sup>th</sup> September 8pm at THE STAG Red Hill, Alcester B49 6NQ - why not come along and support this initiative.

CAMRA is currently campaigning to urge the Government to introduce a permanent £5,000 business rate relief for pubs - to take action visit [www.camra.org.uk/keeppubsafloat](http://www.camra.org.uk/keeppubsafloat).



**Keep pubs afloat**  
Cut the tax burden on our pubs.

Breakdown of tax paid on a typical pint priced at £4

Tax Type	Amount
BUSINESS RATES	15p
VAT	67p
EXCISE DUTY	49p
OTHER TAXES	15p

CAMRA  
CAMPAIGN FOR REAL ALE

### INSIDE THIS EDITION...

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See our website [shakespeare.camra.org.uk](http://shakespeare.camra.org.uk)



OUR WATER, OUR HOPS, OUR FINE CRAFT ALES

# STRATFORD UPON AVON'S OWN AWARD-WINNING BREWERY

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# Chairman's Letter

## Hello Everyone

In writing this letter for the magazine it has allowed me the opportunity to reflect back upon this year's Beer Festival in Stratford and to again evaluate the very positive verbal and written feedback provided by all those that attended. The weather could have been a major factor but the move to July date for the first time in eleven years proved to be a successful decision for the branch and by Saturday evening over 1600 people had visited the Racecourse and enjoyed the extensive range of ciders and beers that we had managed to provide over the weekend. I would therefore like to commend and thank all the helpers who gave so freely of their own time to support, organise and staff the event as without their involvement there would never be a Festival in Stratford.

**At this time of year could I also ask you to keep your eyes open for the official launch of the 2018 GBG on September 14th if you wish to see which pubs in our branch area have managed to come through the selection process and been chosen for inclusion this time around.** This process of selection seems to get more and more difficult each year as generally the quality and variety of real ales in our pubs is improving and whilst this is a positive reflection of CAMRA's aims it also provides the branch with a headache as we are only allocated four possible nominations in Worcestershire and seven in Warwickshire.

I would therefore encourage all CAMRA members to use the beer scoring option through "Whatpub" to record their thoughts each and every time that you visit a pub, especially in our branch area, so that these can be collated ready for the next rounds of discussion in preparation for the 2019 edition.

*Enjoy your drinking, sensibly, and please keep the branch informed of any beer related news that maybe of interest to us.*

Best wishes as always, Lloyd



## Editorial...

The editor would like to apologise for an error in Edition 66.

**THE THREE TUNS** in Alcester is a sister pub to the **NEW CROSS KEYS**.

Our new website [shakespeare.camra.org.uk](http://shakespeare.camra.org.uk) is now fully up and running and definitely worth a look.

We still need any news on pubs and breweries in our area. Please send any news to [editor@shakespeare.camra.org.uk](mailto:editor@shakespeare.camra.org.uk)

Thanks for your support.

Roger



The editor reserves the right to amend or shorten contributions for publication.

Email: [Editor@shakespeare.camra.org.uk](mailto:Editor@shakespeare.camra.org.uk)

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## NEXT Branch Meeting Wednesday 20th September THE STAG, Red Hill, Alcester B49 6NQ

(A full list of future meetings can be found in the CAMRA Members Section)

## ADVERTISING RATES AND CUT-OFF DATE SHAKESBEER 68

**Full Page Advert: £125**

**Half Page Advert: £80**

**Quantity special offer 4 for the price of 3**

**Cut off date for advertising copy 1st December 2017**



# Pub News & Beer Reports...

## Abbots Salford

**THE VINEYARD** is for sale at £295k and planning permission has been submitted for housing development.

## Alcester

**THE LORD NELSON** does not have a new landlord and is currently closed and hoping for a new buyer.



The asking price for **THE DOG AND PARTRIDGE** has been reduced from £625k to £495k.

A planning application for **ALCESTER ALE HOUSE** has been withdrawn following negative feedback by the planning committee.

## Alderminster

**THE BELL** was singled out in the 2018 Good Pub Guide.



## Armscote

**THE FUZZY DUCK** also entered the Good Pub Guide for 2018.



Beer Drinker, Reader or CAMRA Member - the reports and short stories below all come from people like yourself, so if you find yourself in one of our wonderful pubs, feel free to drop us a note about anything you think should be in this section! [editor@shakespeare.camra.org.uk](mailto:editor@shakespeare.camra.org.uk)



## Bidford-on-Avon

**THE BULLS HEAD** reopened in August after refurbishment with a new landlord, Martyn Lamont, initially offering *Sharp's Atlantic* and *Doombar*. Martyn has plans to introduce a rotating third beer and will be bringing back pub games and Saturday music nights.

## Childswickham

**THE CHILDSWICKHAM INN** has been refurbished and re-opened. The refurbishment included extensions to the conservatory area.

## Evesham

**THE OLDE SWANNE** (Weatherspoons)



will be closed from 10th September until 5th October for re-decoration.

**KATIE'S BAR** will be closing for refurbishment on 18th September and will re-open on 28th September with a real ale offering.

**THE TRUMPET** was taken over by



• Les Collins at The Trumpet





• **THE PLOUGH's** landlady Mandy about to undertake her wingwalk for charity

Les Collins and Lisa Hancock at the beginning of June. They continue to offer a full sports coverage alongside their range of *Hooky* beers and offer a pub food menu.

## Halford

There is good beer news from the **HALFORD BRIDGE**. Landlady Beth has a free of tie lease on all cask beers. There is always one from the *North Cotswold Brewery* just down the Fosse Way and a rotating ale from other local breweries such as *Hook Norton* or *Purity*. The pub is open all day every day and there is live music in the courtyard on some Sunday afternoons.



## Stratford-upon-Avon

**THE BEAR** now offer 10% off for CAMRA members on products of a valid membership card. This is in addition to

their loyalty card where every 10th pint is free.

## Stretton-on-Fosse

Mandy, landlady at **THE PLOUGH**, made a gravity defying wing walk which raised over £1600 for the Epilepsy Charity. Mandy and her son are both prone to a mild form of epilepsy. Much fine ale was quaffed following the event in July.

## Kineton

There has been a management change at **THE SWAN** in Kineton where Carl and three colleagues took over the running of this popular pub in May. All four handpumps have been brought back into play with two dedicated to *Shepherd Neame Spitfire* and *Masterbrew* and the others serving changing ales. On



a recent visit these were *Sharp's Doombur* and *Church Farm Pale Ale*.

## Shipston

**THE GEORGE TOWNHOUSE** was recognised at the National Pub and Bar awards hosted by *Pun and Bar* magazine. They won Best in Warwickshire and Best in West Midlands. They are also finalists in the Muddy Stilettos award for Best Boutique Stay. All of this plus *Brakspear* ales.



## OTHER NEWS...

**THE AVON** at Avon Dassett has been bought by a village consortium and saved as a community pub. It is great to see our locals being saved by the locals!

**EVESHAM AND DISTRICT QUIZ LEAGUE** restarts in October. Teams of 4 and a quiz master. Contact Ian Devine on 07779091340 if interested.

**KINGS HEAD**, Bledingham awarded Pub of the Year in the 2018 Good Beer Guide.



# Stratford Beer Festival and

My word! What a festival. After months of detailed planning through the dark winter nights and having to sample and select ales and ciders, the festival date finally arrived.

This year saw us move to July due to racing fixtures but you attended as normal and brought some friends as well as attendance was up totalling nearly 1600 people.

At the Racecourse for our 11th successive year we served you up 75 beers from near and far along with 30 ciders. We always like to include our local breweries and this year we featured – *Stratford Brewery, North Cotswold, Purity, Pershore, Turpin, Church Farm, Hook Norton* to name but a few. *Hook Norton* delivered their ales by traditional means.

We have some excellent sponsors who have supported us for many years. These include *Stratford-Upon-Avon, Wye Valley, Hogans Cider, Fullers, Everards* and *Charles Wells*.

Such was your thirst that you managed to make it through nearly 5000 pints of beer



• Richard Williams from our sponsors S-u-A Brewery with Pete our Brewery Liaison Officer

and 1200 pints of cider and to help you stem the hunger we were lucky to have the great food vendors – Café Mexico, Lazy Pig and for the Friday “The Breakfast Club”.

As is tradition we were pleased to welcome the current Madam Mayor of Stratford, Victoria Alcock, and her confidant, who were shown the ales and cider on offer after an official opening ceremony.



• Hook Norton deliver in style



• Lady Mayoress, Jason (Festival Organiser) and representative from Shakespeare Hospice

Following the “opening” we presented the Shakespeare Hospice with a cheque from the previous festival donations of £527 from your unused tokens donated so generously. Along with selling raffle tickets and scratch cards over the years it has helped raise over £10,000 to bolster the brilliant work carried out by the Hospice.

**As always, we love to know your favourites from the festival and with an overwhelming vote...**

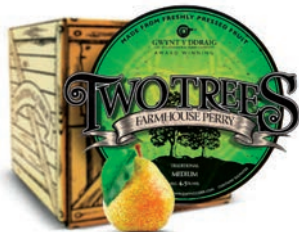
Real Ale of the Festival title went to:

**TINY REBEL'S CWTCH**



# overwhelming success

Real cider/ perry of the festival went to:  
**GWYNT Y DDRAIG, TWO TREES PERRY**



**We look forward to another successful festival in 2018. The provisional dates for which are July 6th & 7th.**

Put it in your diary and come and see us again next year and thank you for your custom.

The beer festival takes a huge amount of effort by volunteers to be successful and Shakespeare CAMRA and we owe massive thanks to all those who gave their time volunteering and helping to support the



• Festival in full swing

2017 festival.

For the beer festival to continue in 2018 and beyond we need branch members to come forward and volunteer and help us to showcase the very best that real ale has to offer.

The beer festival also needs those who support it through coming along and trying out the beers and ciders we have on offer. It's a hard job, but we thank you

for your efforts. The involvement from our sponsors is immense, from the large nationals to very small locals and public houses. Sponsorship covers all areas from shirts, glasses, even radio communication and again any involvement is greatly welcomed and enables our Festival to be the great success it is.

**Jason Norledge, Festival Organiser**

• Festival volunteers...



See our website [shakespeare.camra.org.uk](http://shakespeare.camra.org.uk)





# Brewery News...

## HOOK NORTON



Congratulations to Mark Higgs landlord of **THE CASTLE** at Edge Hill who was awarded the title of Licensee of the Year by the British Institute of Innkeeping. This *Hook Norton Brewery* pub is making a habit of winning awards.



Hook Norton picked up no less than five prizes at the International Beer Challenge 2017 picking up three silver medals and two bronze. This was a great achievement as there were 700 entries from 30 countries. One of Hooky's new bottled beers - *Playing Hooky* (4.7%) - won a bronze medal despite being a new beer.

*Hook Norton's Red Rye* also won United



Kingdom and World Best Style winner awards at the World Beer Awards 2017 against 1900 different beers from 36 countries.

## NORTH COTSWOLD BREWERY

North Cotswold have released *Jumping Jack Flash* a crisp hoppy ale with hints of tropical fruit (3.8%)



## PURITY

Purity have further developed their links with Wasps Rugby Club. Home matches at the Ricoh Stadium feature *UBU* and *Bunny Hop* in their bars and hospitality suites.



Director of Brewing at Purity, Flo Vialan, was named Brewer of the Year by the All-Party Parliamentary beer group.

## STRATFORD-UPON-AVON BREWERY



Stratford-upon-Avon Brewery sponsored the recent Stratford Beer Festival (held at the beginning of July) showcasing their great range of ales which can be tried throughout the year at **THE NORMAN KNIGHT**.



## OTHER BREWERY NEWS

Church End brewery's *Goat's Milk* crowned Champion Beer of Britain at the Great British Beer Festival. Great to see a Midlands brewery gaining such



recognition.

Nick Boley,  
CAMRA's

National Director  
responsible for  
the competition

said: "Congratulations to *Church End* for winning the Champion Beer of Britain award for *Goat's Milk*, which is the highest beer accolade in the country".



## PUBS CODE OF PRACTICE

The introduction of the Pubs Code of practice and in particular the right of landlords to move to the Market Rent Only (MRO) option has come under fire. The MRO option would allow pubs landlords the freedom to stock beers of their choice bought in the open market

rather than being restricted to buying from a particular pub company. However there are difficulties in implementing the code due to complications in changing the pub leases. This has led to limited take up of the MRO option. CAMRA has raised concerns over the confusion and delay and is concerned about the role of the pubs code adjudicator in monitoring the practices of the big tenanted pub companies who are often closely linked to breweries.

The top 10 largest pub ownership companies own 13,700 pub outlets.

## ADMIRAL TAVERNS

*Admiral Taverns* (845 pubs) has just been sold to C&C group (who produce *Magners Cider* and *Tennants Lager*). This follows the recent purchase by *Heineken*

of 1900 Punch pubs. This increase in vertical integration (pubs being closely linked/owned by breweries) appears to be against the spirit of the Beer Orders which resulted in the then big six brewers having to sell off pub outlets in order to increase consumer choice. This is quite a worrying trend!

## CRAFT BEER BOOM

The craft beer boom continues with the number of new craft breweries being opened rising by 55% this year alone. *Brewdog* (one of the leading craft brewers) recently reporting a 61% rise in revenue. Craft beers only have an 8% share of the U.K. market currently but it is growing – in the U.S.A. craft breweries now make up 20% of the market!

**THE AREA'S FIRST MICROPUB**

**THE STRATFORD Alehouse**  
Cask Ales, Ciders & Wines

*We are a family-run business with a pledge to support smaller, local breweries as well as casting our net further afield to the four corners of the British Isles in our quest to maintain an unusual and varied selection of beers.*

**Opening hours:**  
Monday-Saturday: 1.00 - 11.00pm  
Sunday: 2.00 - 8 or 9.00pm  
No admission 30 minutes prior to closing time.

**Real Ale**  
Served as it's meant to be...  
Straight from the cask  
...and at a fair price

**Good Beer Guide 2016**  
We're in it

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**MICROPUB Association**

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# Focus on Broadway

## Getting there...

**FROM EVESHAM** the Rural 4 Bus from Evesham bus station is available from 12.12am. Last bus back is 5.30pm from opposite the **LYGON ARMS HOTEL**.

**FROM STRATFORD-UPON-AVON** Johnsons Route 1 from outside the Nat West Bank suggested catch the early (9.05am) bus and enjoy a walk around village and area. Last bus back 3.15pm.

**GWSR** From the end of March 2018 the Broadway Station will be open for Gloucester & Warwickshire Steam Railway train trips from Cheltenham Race Course.

Broadway is a major tourist destination with a range of specialist shops and multiple places to eat ranging from traditional pubs to **THE LYGON ARMS HOTEL** - high quality but at a price. There are a number of well documented walks that start and/or end at Broadway. Snowhill Manor (National Trust) and the Snowhill Arms (owned by Donnington Brewery) are a short walk away. I suggest starting your visit at the top the High Street with a visit to the **HORSE AND HOUNDS**.

### 1. Horse and Hounds



Traditional golden coloured stone building on the High Street dating from

the 17th century. Typically frequented by walkers and is dog-friendly. Open from 11-11 daily. Has a small number of letting bedrooms. Offers *Old Hooky*, *Purity Mad Goose* and *Sharps Atlantic* draft ales plus a choice of ciders. *Reveller's Orchard Pig*; *Thatchers Gold* and *Thatchers Haze*.

Upon leaving the front door turn right and walk down the High Street towards the Green. **THE SWAN** is at the bottom of the slope on the right.

### 2. The Swan

Pub is part of the Village, Pub and Kitchen chain (owned by M&B). Regular beers are *Purity UBU* and *Sharps Doom Bar*. They also offer a third rotating beer (recently *Marstons Pedigree*). They offer two ciders – *Waddle Goose 3 Berry Cider* and *Cornish Orchard Gold*.

There are a number of tables at the front to sit and watch the world go by. During the summer there are frequent live performances on The Green opposite.



Upon leaving the front door cross the High Street and go to the **BROADWAY HOTEL** opposite.

### 3. Broadway Hotel

The **BROADWAY HOTEL** is a 16th century black and white building complete with minstrel's gallery and inglenook fireplace. The hotel has a horse racing theme throughout with the Jockey Bar being the focal area for drinkers. A good range of ales is available (recently these included *Hook Norton's Hooky*; *Wickwar's Bob*; *Theakston's Old Peculiar*





and Goff's Lancer). Ciders available included Symonds and Orchard Thieves.

Upon leaving the front door turn left and follow the road to the left into Church Street and 50 yards along on the left is **THE CROWN AND TRUMPET INN**.

4. The Crown and Trumpet Inn

A fine 17th century stone inn offers oak beams and log fires in winter and offers traditional pub food at a reasonable price. The licensee, Andrew Scott, has appeared in the Good Beer Guide for over 30 years and **THE CROWN AND TRUMPET** is Shakespeare branch Worcestershire Cider Pub of the Year for 2017. **THE CROWN AND TRUMPET** boast a plethora of awards.

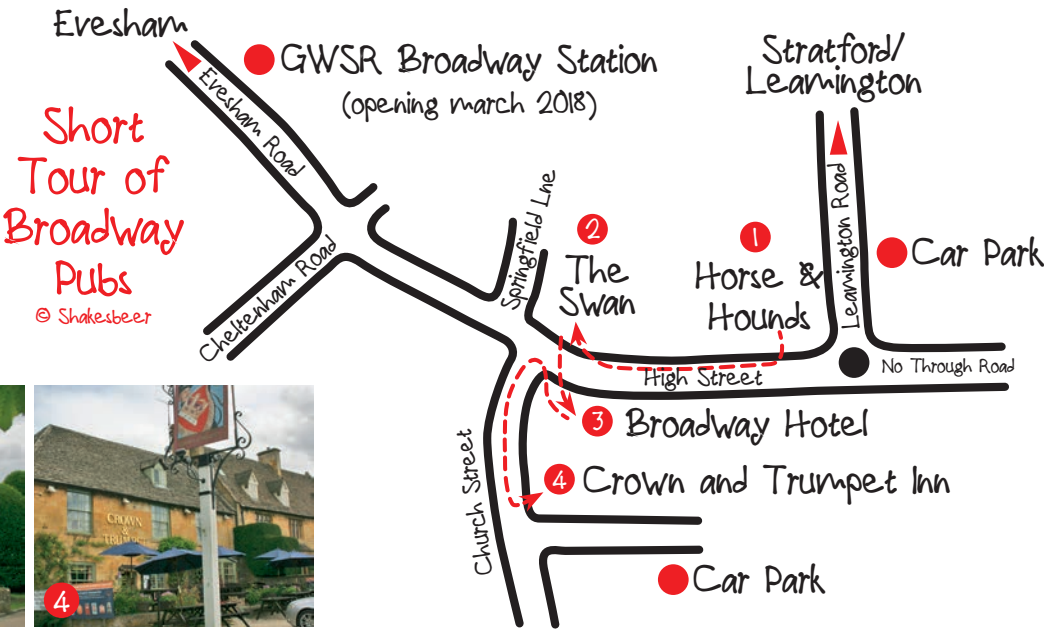
The pub offers locally sourced ales



including Stanway Artist Ale as well as Bard's Best and Timothy Taylor Landlord alongside changing local ales from North Cotswold and Prescott breweries. They also offer five ciders/perry - Moles Black Rat Cider, Black Rat Perry, Orchard Pig Chilli, Ginger Cider, Hairy Ferret Blackcurrent, Celtic Marches. You are guaranteed to be spoilt for choice! Not only a great range of good beer and cider but **THE CROWN AND TRUMPET** have also been awarded the Good Pub Guide "Value Pub of the Year Award"



If you can tear yourself away it may be time to finally set off for home!



# WEATHEROAK TAP HOUSE

STUDLEY

## WEATHEROAK BREWERY'S VERY OWN FREE HOUSE

SITUATED ON THE HIGH STREET IN STUDLEY, A UNIQUE, SMALL AND VERY FRIENDLY MICRO PUB OFFERING A VAST SELECTION OF WEATHEROAK BREWERY ALES AND GUEST ALES TOO! ALSO ON OFFER IS A RANGE OF DRAUGHT CIDERS, WINES AND SPIRITS



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TUE	12.30pm - 10.30pm
WED	12.30pm - 10.30pm
THU	12.30pm - 10.30pm
FRI	12.30pm - 11.00pm
SAT	12.00pm - 11.00pm
SUN	12.00pm - 9.00pm



21a High Street, Studley, B80 7HN. For further information call 01527 854433, email [toby@weatheroakbrewery.co.uk](mailto:toby@weatheroakbrewery.co.uk) or visit our website [www.weatheroakbrewery.co.uk](http://www.weatheroakbrewery.co.uk)



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Every Thursday from around 8.45pm - Folk Night, all welcome



# The NORMAN KNIGHT



The Norman Knight is situated in the picturesque village of Whichford, our award winning pub boasts tasty food, priding ourselves on fresh local ingredients great for pairing with our selection of beers from Stratford Upon Avon Brewery including regular guest ales and ciders. Frequent live music, quiz nights and our annual beer festival to name but a few events.

As well as this we now have three beautiful glamping pods and The Granary apartment if you would like to extend your stay with us!



As we are a very busy location booking at the weekends is essential, please call and follow our Facebook page to keep up to date with what's going on at The Norman Knight

Telephone: 01608 684621  
[www.thenormanknight.co.uk](http://www.thenormanknight.co.uk)



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Open Monday 6 - 10.30  
 Tues - Thurs 12-3 & 6 - 11  
 Fri & Sat 12 - 11  
 Sun 12 - 6





# Cider and Perry News

by Editor

We are entering the key harvesting period (September/ October) for the apples and pears destined to become this year's production of Real Cider and Perry.

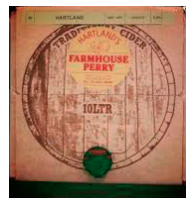
Your editor wonders if one day we will remember Real Cider/Perry by the year of vintage as high quality wine is recognised today. Because of changing weather across the different areas of the country every year Real Cider and Perry will have slight variations in flavour and taste from the same orchards?

It will be interesting to see which Cider and Perry will win the 2018 Gold Medals from CAMRA later in the year.

## LAST YEAR GOLD AWARDS WERE MADE TO:

**Cider:** 2016 Gold Award went to Harding's 3 Peace Sweet

**Perry:** 2016 Gold Award went to Hartland's Farmhouse Perry




Will they retain their crown this year?

## EDITOR COMMENT


The most common reasons a cider or Perry is not considered to be real are that it is carbonated, pasteurised, micro-filtered, or concentrate juice has been used. Real Cider (or Perry) should contain only apples (or pears) according to the CAMRA definition

Interestingly within CAMRA we accept Real Ale as having occasional additional elements. Your editor can remember sampling excellent offerings of ale containing, for example, a trace of ginger.

One of the big issues facing CAMRA and one which will be a major focus at the next AGM (to be held at Warwick University in April 2018) in response to the Revitalisation Project is how we balance our existing definitions of Real Cider (Perry) against the increasing popularity of ciders (or Perry) with additions (such as others fruits e.g. blackcurrants). Should we amend our Real Cider / Perry definitions to include these popular products by re-defining Real Cider or adopt a purist approach to the definition of Real Cider/ Perry?



**CAMRA campaigns for real cider and perry**



**Real cider and perry grows on trees**

Real cider and perry is made from 100% fresh apple and pear juice; not artificially gassed up or processed



## The Crown & Trumpet

The Crown & Trumpet is located behind the village green of Broadway, this 17th Century Inn provides excellent accommodation. Being centrally located and just off the Cotswold Way, it is an ideal base for touring Shakespeare's Country and the surrounding Cotswold and Malvern Hills.

Serving Lunch and Dinners all through the week, all our seasonal homemade dishes are created on the premises using locally produced ingredients. Voted Shakespeare's CAMRA pub of the year in 2012/ CAMRA Good Beer and rated in Room at an Inn and Good Pub guides, we have four exclusively brewed seasonal beers. Come along and drink them at our weekly Jazz and Blues evenings.



14 Church Street, Broadway,  
Worcs. WR12 7AE  
0044 (0)1386 853202  
info@cotswoldholidays.co.uk  
www.cotswoldholidays.co.uk



## The Broom Tavern



### BEAUTIFUL 16<sup>TH</sup> CENTURY PUBLIC HOUSE

Traditional bar serving local award winning real ales, ciders and fine wines and situated in one of Shakespeare's drinking haunts

Sunny spacious front and rear beer gardens for the warm weather and roaring log fires for those cold rainy days

Great quality, fresh local ingredients brought together to create fantastic seasonal menus from two well established Midlands chefs

Refurbished and restored both inside and out, offering free WiFi and daily newspapers

Lovely Sunday lunches with Fritz's famous Yorkshire puddings served every week from 12pm

#### OPENING HOURS:

Monday to Friday 12pm-3pm and 5pm onwards : Saturday & Sunday All day from 12pm

FOOD SERVICE: Monday to Friday 12pm-2.30pm and 6pm-9.30pm

Saturday 12pm-9.30pm and Sunday 12pm-4pm

32, High Street, Broom, Alcester, Warwickshire B50 4HL

Email us on [enquiries@thebroomtavern.co.uk](mailto:enquiries@thebroomtavern.co.uk) or call us on 01789 778199

[www.thebroomtavern.co.uk](http://www.thebroomtavern.co.uk) 

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# A Jug of This

with Alan Whitbread, Folk Singer & Concertina Player  
Founder Chairman, Shakespeare CAMRA (1981)  
[www.alanwhitbread.co.uk](http://www.alanwhitbread.co.uk)

Here's an ale drinking song from the 19th century, variously titled A Jug of This or Ye Mariners All. It has been recorded by numerous well known folk singers, including AL Lloyd, Martin Carthy, Fairport Convention, Jim Mageean & Johnny Collins, Cyril Tawney, Hughie Jones (of the Spinners) and, more recently, Tim van Eyken and Jon Boden.

The song was collected by Henry Hammond in 1907 from Mrs Marina Russell of Upwey in Dorset. In the same year it was published in the Journal of the Folk Song Society, Vol III Issue 11 and was included in the Penguin Book of English Folk Songs 1959. But that wasn't the origin of the song. Its words were printed in a penny song-book published between 1819 and 1844 by John Pitts of 6 Great St Andrew Street, Seven Dials, London. The melody to which the song became attached seems to belong more properly to a song about the complaint of a betrayed girl, called A Brisk Young Sailor Courted Me or Died for Love. Not only that, when Hammond heard it sung by Mrs Russell he thought she sang "ye mourners all" but later it was acknowledged that she meant "ye mariners all". A jug of this! So what were jugs like in

Victorian times? In the 19th century & earlier times serving jugs were used to bring the ale up from the cellar. Also, they were big, being at least quart measures (2 pints) and often as big as 5 pints. Well, I for one wouldn't want to go down to a dark cellar, often on a rickety staircase or ladder, and then carry a large measure of ale up to serve the customers. Such jugs were usually made of pottery, earthenware, pewter or copper and, occasionally, were elaborately decorated. One particular type of jug was a Toby Jug, sometimes known as a Fillpot. It is a pottery jug typically in the form of a seated, heavy-set, jovial man. He holds a mug of ale in one hand and a pipe of tobacco in the other and wears the 18th century attire of a long frock coat and a tricorn hat. The tricorn hat forms a pouring spout, often with a removable lid, and a handle is attached at the rear.

There are competing theories about the origin of the name Toby Jug. One is that it was named after the intoxicated, jovial character of Sir Toby Belch in Shakespeare's play, Twelfth



Toby Belch

Night. However, many Toby Jugs depicted famous drinkers or characters of the time, such as Sir Tobias (Toby) Fillpot, who was an 18th century Yorkshire sot. He was made famous as a character in a 1761 song Brown Jug, which was composed by Rev Francis Fawkes and which became a popular tavern song of the time.



Three Belchers



Mine Host Toby Jug



The Poacher's Toby Jug



# A Jug of This or Ye Mariners All

1. Ye mariners all, as ye pass by  
Come in and drink if you are dry  
Come spend, me lads, your money brisk  
And pop your nose in a jug of this

2. O mariners all, if you've half a crown  
You're welcome all for to sit down  
Come spend, me lads, your money brisk  
And pop your nose in a jug of this

3. O tipplers all, as you pass by  
Come in and drink if you are dry  
Come in and drink, think not amiss  
And pop your nose in a jug of this

4. O now I'm old and can scarcely crawl  
I've a long grey beard and a head that's bald  
Crown my desire, fulfil my bliss  
A pretty girl and a jug of this

5. And when I'm in my grave and dead  
And all my sorrows are past and fled  
Transform me then into a fish  
And let me swim in a jug of this

In the 1950's collecting decorative Toby Jugs became a popular pastime. These were produced by the major pottery companies and many of these can still be found second-hand and on E-Bay. Royal Doulton produced a substantial range of individually named characters such as "Mine Host"; "The Poacher" and "The Cardinal".

Other manufacturers such as Sandland

also produced rages with popular themes such as Charles Dickens characters.

These still make impressive decorations today although they do tend to collect a lot of dust!

## Cheers!

If you want to hear and join in with the choruses of such songs in the Shakespeare CAMRA area, try the following places:-

- Every Thursday at **THE FLEECE INN** at Bretforton (a NT property in the GBG) WR11 7JE
- First Friday at **THE CHERINGTON ARMS** at Cherington CV36 5HS
- First Sunday at **THE GATE INN** at Upper Brailles (GBG) OX15 5AX
- Second Sunday at **THE MARY ARDEN** at Wilmcote CV37 9XJ;
- Third Sunday at **THE BLUE BOAR INN** at Temple Grafton B49 6NR
- Fourth Sunday at **THE BAKER'S ARMS**, Broad Campden GL55 0UR
- Fifth Sunday at **THE FLEECE INN** at Bretforton (a NT property in the GBG) WR11 7JE



The Cardinal Toby Jug



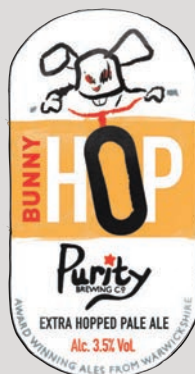
Pickwick Toby Jug



Micawber Toby Jug



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### RECYCLE WHENEVER AND WHATEVER WE CAN

Waste paper, plastic, tins and anything else that can be recycled through a privately implemented recycling scheme.



### WE ARE PASSIONATE ABOUT COMMUNITY

We hold beer and food events throughout the year and specialise in designing bespoke premium beer menus for our customers. Please contact the team for more information.



**WWW.PURITYBREWING.COM**

CALL US ON 01789 488007 OR DROP US AN EMAIL ON SALES@PURITYBREWING.COM

# Upcoming Beer Festivals

## 10th Hinckley Beer Festival

14th-16th September 2017

The Atkins Building, Lower Bond Street, Hinckley LE10 1QU

(adjacent to bus stop & 15 minutes walk from railway station)

Entrance: £3 pp (18+ only)

CAMRA Card Carrying Members: Free  
Three Brewers Commemorative Glass and Programme: £3

Returned glasses refund: £2

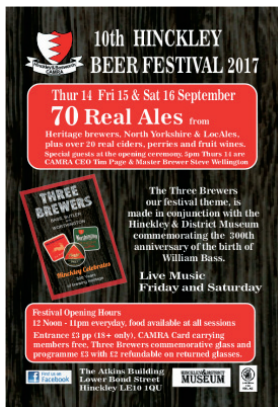
Live music:-

Friday evening: All or Nuthin

Saturday afternoon: Bold Ukuleles (by special request)

Saturday evening: The Craic

[www.hinckleyandbosworth.camra.org.uk](http://www.hinckleyandbosworth.camra.org.uk)



## The Ebrington Arms Yubbyfest

Saturday 16th September 2017

Ebrington, CHIPPING CAMPDEN GL55 6NH

Celebrates 300 year anniversary of the pub opening and has been identified

as the UK's No1 Village Inn 2017 (The Times)



## 4th Cannock Chase Beer Festival

21st-23rd September 2017

Prince of Wales Theatre, Church St, Cannock, Staffs WS11 1DE

63 ales and 20 ciders/perries,

International Bottled Beer Bar. Hot & Cold food available all sessions. CAMRA membership and merchandise stalls, Tombola.

Open Thurs 5-11pm, Fri & Sat noon-11pm. Admission: £3 non CAMRA members, £2 seniors, students, HM Forces, £1 CAMRA members.

£10 package to include admission,

programme, souvenir glass (refundable) and beer tokens.

Entertainment: Thurs: live broadcast on Cannock Chase Radio, CBOB judging.

Fri night: Stone Cold Soberish, Sat aft:

The Busker, Cider tasting with Sally

Lavender. Sat night: Waiting For Susan.

[www.cannockbeerfestival.co.uk](http://www.cannockbeerfestival.co.uk)



## Coach and Horses Beer Festival 2017

22nd-24th September 2017

Coach and Horses, Harvington

Great range of ales, cider and perry plus entertainment and food.



Continued over ➔

See our website [shakespeare.camra.org.uk](http://shakespeare.camra.org.uk)



# Upcoming Beer Festivals

## 18th Solihull Beer Festival

6th -7th October 2017

Open: 12 noon – 11.00pm each day. Royal British Legion, Union Road, Solihull B91 3DH

Entry fee: £10

(includes refundable glass hire, programme, and beer tokens [incl.

extra £1's worth of tokens to CAMRA

members) There will

be 45 real ales over the two days plus cider and perry, food available each day, a home-brew competition on Saturday afternoon, and live music on Saturday night. Glasses can be taken home or refunded; unused beer tokens can either



be refunded or donated to this year's charity collection. The venue is within 15 minutes' walk of Solihull rail and bus station, and various buses stop on the Warwick Road by the junction with Union Road. More details

[www.solihull.camra.org.uk](http://www.solihull.camra.org.uk)

## Cheltenham Real Ale Festival 2017

26th-28th October 2017

Cheltenham Ladies College

More details

[www.cheltenhamcamra.org.uk/craf/](http://www.cheltenhamcamra.org.uk/craf/)

## Birmingham Beer and Cider Festival 2017

26th- 28th October 2017

Custard Factory, Gibb Street, Birmingham, B9 4AA

More information

[www.birminghambeerfestival.org.uk/](http://www.birminghambeerfestival.org.uk/)



# Members' Weekend, AGM & Conference sent to Coventry

The annual CAMRA member weekend and AGM will be held at Warwick University on the outskirts of Coventry on the weekend of 20-22 April 2018.

The venue will focus on the Butterworth Hall which can hold 1600 members with additional meeting spaces and a Members Bar. The Members Bar will be stocked with a wide range of ales and ciders showcasing local breweries. The Bar Manager has already been appointed and is working hard to ensure a very attractive offering.

The venue is only 30 minutes from Stratford-upon-Avon and the organising committee are already planning a number of coach trips to breweries as well as organising ale trails in Coventry, Warwick, Kenilworth, Royal Leamington Spa, Stratford-upon-Avon and Rugby. All attendees will be able to sign up for these trips.


Shakespeare members will already be

very familiar with Stratford and Alcester but may be less familiar with Coventry and Rugby.

Coventry boasts 12 pubs listed in the 2018 Good Beer Guide and the majority will be included in the planned ale trail.

Rugby has 8 GBG entrants most focused around the centre of the town made famous as the home of Rugby after William Webb Ellis first picked up and ran with the ball. There is now a Rugby Museum conveniently located next door to the Rugby Tap.

The organising committee would like to involve members from all of the West Midlands CAMRA branches either volunteering to help at the event itself or locally by meeting and greeting CAMRA members from outside the area but visiting on organised coach trips. This is of



**CAMRA**  
MEMBERS' WEEKEND  
AGM & CONFERENCE  
COVENTRY 2018

**University of Warwick**  
20th-22nd April 2018  
Hosted by Coventry & District branch

Please register online at [agm.camra.org.uk](http://agm.camra.org.uk) or complete the form below and return to CAMRA, 230 Hatfield Road, St Albans AL1 4LW.

Membership # \_\_\_\_\_ Joint Membership # (if applicable) \_\_\_\_\_  
First Name \_\_\_\_\_ First Name \_\_\_\_\_  
Surname \_\_\_\_\_ Surname \_\_\_\_\_  
Email \_\_\_\_\_

If you would like to volunteer, please indicate when you can help and the staffing officer will contact you in due course. Your information will be treated in accordance with CAMRA's Privacy policy. [www.camra.org.uk/privacy-policy](http://www.camra.org.uk/privacy-policy)

Please tick if you have any specialist skills: first aid / / other / local knowledge / logistics /

☐ AN/PW ☐ West AN/PW ☐ The AN/PW ☐ AN/PW ☐ AN/PW ☐ Sun AN/PW

Please return to: CAMRA, 230 Hatfield Road, St Albans AL1 4LW. (Closing date for postal & online registration is Tuesday 3rd April 2018)



course in addition to those members who will be taking part as individuals. The Annual General Meeting (AGM) which is held on the same weekend is particularly important this year as the outcomes of the Revitalisation Project will be discussed and a number of motions will be put forward to members which will guide the future direction of CAMRA. It is already possible to book accommodation in advance of the Members Weekend either on campus or locally and additional services are planned in and out of Coventry. A special web site for Members Weekend is under construction and will soon be available for CAMRA members to obtain more information so watch this space.



Butterworth Hall



# Coach and Horses

## Shakespeare Worcestershire Pub of the Year 2017



• Steve and Di Salter received their award from Shakespeare Branch Chairman Lloyd Evans

• Steve Salter pulling another pint

The Coach and Horses, Harvington were this year awarded the Shakespeare Branch Worcestershire Pub of the Year - again. This is the fourth year running that Steve and Di have received this award.

They hold numerous awards:

- CAMRA Shakesbeer branch spring pub of the season 2013
- CAMRA Shakesbeer branch pub of the year 2014, 2015, 2016 and 2017
- Worcestershire county, pub of the year runner up 2014 and 2015
- Worcestershire County, pub of the year winners 2016

The quality of their ale is outstanding and they always have four rotating beers available with a mixture of local and national beers which are extremely well kept.

**THE COACH AND HORSES** is

approaching a milestone and will have been a pub for 300 years in 2018.

To celebrate Steve and Di plan to offer 300 different ales throughout 2018 and we look forward to trying as many as possible!

In the meantime **THE COACH AND HORSES** will be running their annual beer festival from 22-24th September with over 20 beers and more than 10 cider/ Perry.

Steve and his team have chosen a range of extremely interesting offerings including the following...

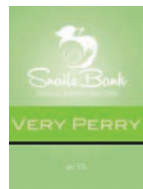
**An event not to be missed!**

**BEER FESTIVAL**  
 22nd - 24th September  
 Live Entertainment All Weekend!  
 20+ Different Beers & Ciders Available!

**Friday 22nd**  
 Clogg Dancers,  
 Final Warning (Live Band)

**Saturday 23rd**  
 Upstream (Live Band),  
 Woottown Hilbillies (Live Band)

**Sunday 24th**  
 Songbirds  
 Ukulele Group





- Four Real Ales
- Real Cider
- 5 Star Food Hygiene Rating
- Cask Marque

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ALLEY



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### FOOD SERVED:

Traditional Pub Food & Sunday Lunches

Mon-Sat: 6pm-8.30pm : Sunday Lunch: 12pm-3pm

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HORSES

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info@coachandhorsesharvington.com  
www.coachandhorsesharvington.com



Opening times: Mon-Fri 5pm to 12.00  
Sat. 12-12 :: Sun. 12-11.30

OUTSIDE  
CATERING  
& MOBILE  
BAR

## Shakespeare Branch DIARY

All events 8pm unless otherwise stated

### BRANCH MEETINGS

Wednesday 20th September 2017

THE STAG Red Hill, Alcester B49 6NQ

Wednesday 18th October 2017

BRIDGE INN AND FERRY Boat Lane, Offenham  
WR11 8QZ

Wednesday 8th November 2017

HOLLY BUSH Henley Street, Alcester B49 5QX

Wednesday 15th November 2017

COACH & HORSES 16 New Street, Shipston-on-Stour  
CV36 4EN

Wednesday 13th December 2017

Alcester Crawl - start HOLLY BUSH Henley Street,  
Alcester B49 5QX

Wednesday 17th January 2017

TRUMPET 13 Merstow Green, Evesham WR11 4BD

## The Boars Head

Church Street, Hampton Lucy CV35 8BE



Opening Hours:

12.00pm - 12.00am Fri. & Sat. • 12.00pm - 8.00pm Sun  
12.00pm-11.00pm Mon. to Thurs.

Food served:

ALL DAY Fri. & Sat. • 12.00pm - 3.00pm Sun.  
12.00pm - 2.30pm & 6.00pm-9.00pm Mon. to Thurs.

**01789 840533**

www.theboarsheadhamptonlucy.com  
theboarsheadhamptonlucy@gmail.com

~ Find us on Facebook/theboarshead ~

# CAMRA Branch Contacts

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FESTIVAL STAFFING:	<b>PETE GODFREY</b>	festival.staffing@shakespeare.camra.org.uk

ALL NEW  
EMAIL  
ADDRESSES

## Are you interested in joining your local Shakespeare CAMRA committee?

**We would like to hear from you if you could help us to help our local members.**

Do you have a few spare moments during the week when you could help our local committee with organising social events - if so we would like to hear from you. Or could you assist in gathering news or assist publishing this magazine by being part of our editorial team. What about liaising with the local landlords and pubs within our branch? If so we would like to hear from you however much time you can spare in any capacity. **Please contact us if you have any questions or would like to join: [chair@shakespeare.camra.org.uk](mailto:chair@shakespeare.camra.org.uk)**



## SUBSCRIBE TO SHAKESBEER...

If you are a CAMRA member in the Shakespeare branch, you should receive a copy of Shakesbeer through the post (one per household). If you prefer, a PDF copy can be sent to you by email - just let Shakesbeer know. If you live outside the area or are not a CAMRA member but would like to subscribe and receive copies through the post, then please send an email to [editor@shakespeare.camra.org.uk](mailto:editor@shakespeare.camra.org.uk) for further details or write to us at : **Shakesbeer, Editor c/o The Coach & Horses, Station Rd, Harvington WR11 8NJ**



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# LocAle

**CAMRA LocAle - promoting pubs that sell locally-brewed real ale, reducing the number of 'beer miles', and supporting local breweries. CAMRA LocAle is an initiative that promotes pubs stocking locally-brewed real ale. The scheme builds on a growing consumer demand for quality local produce and an increased awareness of 'green' issues.**

The CAMRA LocAle scheme was created in 2007 by CAMRA's Nottingham branch which wanted to help support the tradition of brewing within Nottinghamshire, following the demise of local brewer Hardys and Hansons. Following on from our Locale feature in Shakesbeer Spring 2013 we will be keeping you up to date on the most recent Locale accredited pubs. Below are our most recent locale conscriptors and so you should be able to track down a pint of beer produced with 30 miles of that pub.

## **Everyone benefits from local pubs stocking locally-brewed real ale...**

- Public houses as stocking local real ales can increase pub visits
- Consumers who enjoy greater beer choice and diversity
- Local brewers who gain from increased sales
- The local economy because more money is spent and retained locally
- The environment due to fewer 'beer miles' resulting in less road congestion and pollution
- Tourism due to an increased sense of local identity and pride - let's celebrate what makes our locality different

Accreditation is at the sole discretion of the local CAMRA branch and subject to the licensee agreeing to the following...

- That they will endeavour to ensure at least one locally brewed real ale, as defined by the local branch, is on sale at all times
- Only real ale, as defined by CAMRA, can be promoted as a CAMRA LocAle
- Where the standard of real ale sold falls below an acceptable quality, accreditation will be withdrawn
- That accreditation can be withdrawn at any time at the discretion of the local branch
- That should accreditation be withdrawn, or should the licensee withdraw from the scheme, all LocAle publicity material must be removed from the pub and the licensee cease using the CAMRA LocAle logo.

## **Definition of Local**

The Sustainable Communities Act, which CAMRA strongly supports, provides a definition of local as up to 30 miles from the point of sale. CAMRA recommends that the distance is calculated from the pub to the brewery and should be based on the shortest driving distance. Real ales from regional and national breweries as well as from microbreweries can be

regarded as "local" if they are brewed within what the branch has decided as being the local area.

## **How do I find a LocAle Pub?**

Pubs which have been given LocAle status by their local CAMRA branch can display the LocAle sticker on their windows/doors. The stickers have the

year for which they have been accredited as LocAle pubs by their branch. They may also have posters up in the pub and on the pumps that are serving locally brewed beers there will be LocAle pump clip crowners.

To find a locale accredited pub in this area see the branch website and look for the <http://www.shakespearecamra.org.uk/rainshc/>



Armscote **FUZZY DUCK**; Brilles (Lower) **GEORGE INN**; Brilles (Upper) **GATE INN**; Bretforton **FLEECE INN**; Broadway **CROWN & TRUMPET, BROADWAY HOTEL**; Broom **BROOM TAVERN**; Cherington **CHERINGTON ARMS**; Edgehill **CASTLE INN**; Evesham **RED LION, ROYAL OAK, TRUMPET**; Great Alne **MOTHER HUFF CAP**; Hampton Lucy **BOARS HEAD**; Ilmington **HOWARD ARMS, RED LION**; Little Compton **RED LION**; Long Compton **RED LION**; Newbold-on-Stour **WHITE HART INN**; Oxhill **PEACOCK**; Sedgeberrow **QUEENS HEAD**; Shipston-on-Stour **BLACK HORSE INN, COACH & HORSE, GEORGE INN; THE WHITE BEAR**; Stratford-upon-Avon **BEAR (SWANS NEST), FALCON HOTEL, GOLDEN BEE, ONE ELM, STRATFORD ALE HOUSE**; Stretton-on-Fosse **PLOUGH**; Welford-on-Avon **BELL INN**; Whichford **NORMAN KNIGHT**.



# Join up, join in, join the campaign



From  
as little as  
**£25\***

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month!

Discover  
why we joined.  
[camra.org.uk/  
members](http://camra.org.uk/members)

**Join us, and together we can protect the traditions of great British pubs and everything that goes with them.**

Become part of the CAMRA community today – enjoy discounted entry to beer festivals and exclusive member offers. Learn about brewing and beer and join like-minded people supporting our campaigns to save pubs, clubs, your pint and more.

Join the campaign today at  
**[www.camra.org.uk/joinup](http://www.camra.org.uk/joinup)**

\*Price for paying by Direct Debit and correct at April 2017. Concessionary rates available. Please visit [camra.org.uk/membership-rates](http://camra.org.uk/membership-rates)



**CAMPAIGN  
FOR  
REAL ALE**

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## Join CAMRA today

Enter your details and complete the Direct Debit form below to get 15 months for the price of 12 for the first year and save £2 on your membership fee.

Alternatively you can send a cheque payable to CAMRA Ltd with your completed form, visit [www.camra.org.uk/joinup](http://www.camra.org.uk/joinup) or call 01727 798440. All forms should be addressed to Membership Department, CAMRA, 230 Hatfield Road, St Albans, AL1 4LW.

### Your details:

	Direct Debit	Non DD
Title ..... Surname .....	Single Membership £25 <input type="checkbox"/>	£27 <input type="checkbox"/>
Forename(s) .....	(UK & EU)	
Date of Birth (dd/mm/yyyy) .....	Joint Membership £30.50 <input type="checkbox"/>	£32.50 <input type="checkbox"/>
Address .....	(Partner at the same address)	
.....		
..... Postcode .....		
Email address .....	*For information on Young Member and other concessionary rates please visit <a href="http://www.camra.org.uk/membership-rates">www.camra.org.uk/membership-rates</a> or call 01727 798440.	
Tel No(s) .....		

### Partner's Details (if Joint Membership)

Title ..... Surname .....	I/we wish to join the Campaign for Real Ale, and agree to abide by the Memorandum and Articles of Association these are available at <a href="http://camra.org.uk/memorandum">camra.org.uk/memorandum</a> <input type="checkbox"/>
Forename(s) .....	
Date of Birth (dd/mm/yyyy) .....	
Joint member's Email .....	
Joint member's Tel No .....	

Signed .....  
Date .....

Applications will be processed within 21 days of receipt of this form. 04/17

CAMRA CAMPAIGN FOR REAL ALE		DIRECT Debit		DIRECT Debit	
<b>Instruction to your Bank or Building Society to pay by Direct Debit</b>				<b>The Direct Debit Guarantee</b>	
Please fill in the whole form using a ball point pen and send to: Campaign for Real Ale Ltd, 230 Hatfield Road St. Albans, Herts AL1 4LW				This Guarantee should be detached and retained by the payer.	
<b>Name and full postal address of your Bank or Building Society</b>		<b>Service User Number</b>		<b>Instructions to your Bank or Building Society</b> Please pay Campaign For Real Ale Limited Direct Debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Campaign For Real Ale Limited and, if so will be passed electronically to my Bank/Building Society.  Signature(s) .....  Date .....	
To the Manager ..... Bank or Building Society		9 2 6 1 2 9			
Address .....		FOR CAMRA OFFICIAL USE ONLY This is not part of the instruction to your Bank or Building Society			
Postcode .....		Membership Number .....			
Names(s) of Account Holder .....		Name .....			
Bank or Building Society Account Number .....		Postcode .....		<ul style="list-style-type: none"><li>• This Guarantee is offered by all banks and building societies that accept instructions to pay by Direct Debits</li><li>• If there are any changes to the amount, date or frequency of your Direct Debit The Campaign for Real Ale Ltd will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request The Campaign for Real Ale Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request</li><li>• If an error is made in the payment of your Direct Debit by The Campaign for Real Ale Ltd or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society</li><li>• If you receive a refund you are not entitled to, you must pay it back when The Campaign for Real Ale Ltd asks you to</li><li>• You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.</li></ul>	
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## THE BEAR


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