

CAMPAIGN FOR REAL ALE - Hull & East Yorkshire Branch CIDER PUB OF THE YEAR AWARD

The following criteria should be considered carefully before nominating:

Quality of Cider/Perry:

a) Condition

This obviously has to be the most important single factor in judging a pub for a CAMRA award. If it does not sell excellent cider in good condition, then we should not want to be associated with it. Please note that the pub does not need to sell a wide range of ciders to score highly. A pub selling a couple of ciders in tip-top condition is infinitely preferable to one selling seven or eight of variable quality. Also the fact that a pub is a tied house must not be held against it in any way.

b) Temperature

The cider should be served refreshingly cool and not too cold or too warm.

Atmosphere/Style/Decor:

This is partly about the “feel” of the interior – is it a nice place to be? It is about the extent to which the most has been made of the actual building. Is the decor appropriate to the type of pub it is? Does the style show respect for the building? Factors like imagination, taste and restraint all come into play. Estate pubs, modern city centre bars, back street boozers – all can be excellent in their own terms. It’s the clichéd approach, the lack of imagination, the identikit and the formulaic that we want to get away from.

Service and Welcome:

Pretty self-evident this one. Is the service prompt, efficient and friendly? Do you get full measure or at least a top-up without having to ask? Does the person serving you seem to regard you as a human being rather than just a source of revenue?

Clientele Mix:

A good pub is one where anyone can go in and feel comfortable, whoever they are. If a pub, intentionally or unintentionally, operates in such a way as to exclude some sectors of the community then that counts against it for this competition. That is not to say that pubs that target a particular type of clientele cannot be excellent in their own right – but a CAMRA Pub of the Year does need to be inclusive, not exclusive. So look out for whether the pub attracts a good cross-section of people and age groups. Is there anything about the pub that might cause discomfort (physical or otherwise) to certain groups?

Sympathy with CAMRA Aims:

A POTY candidate would be expected to conform with CAMRA’s relevant policies on pubs. On a more general note, does the pub espouse and promote our values? Is cider given a positive push here? Is information offered about the ciders sold? Does the pub seek to stimulate interest in the sorts of issues we’re concerned about?

Good Value:

This is about value for money, but in the widest sense of the term i.e. not just how cheap the cider is. The question to ask revolves around – having made the effort to come here, having devoted some of my valuable time to the journey, having spent my hard-earned dosh, how good a pub experience have I had? In other words it’s a bit of a catch-all and also acknowledges that it’s not always easy to pin point exactly why a pub seems so good, but somehow it all comes together and the whole thing works.