

NOTTINGHAM CAMRA & Nottingham Transport 2000 PRESS RELEASE
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“Local Ales for Local People”

HELP PROTECT THE ENVIRONMENT & LOCAL ECONOMY BY DRINKING *BEER!*

Nottingham CAMRA and lobby group Nottinghamshire Transport 2000 announce a new and unique accreditation scheme for pubs...the **LocAle** scheme

As a result,

- Customers will benefit as they have the choice of drinking a quality local real ale
- Pubs will benefit as they will see their trade increase
- The environment will benefit as these beers will have been delivered from just down the road rather than from hundreds of miles away
- The local economy will benefit from the growth of the local breweries
- The local community will benefit from a sense of loyalty and local pride towards local beers they can be proud of

Fact

Food & drink transport accounts for 25% of all HGV vehicle kilometres in the UK. Just imagine how road congestion would be reduced if we all ate and drank local produce! *This information comes from a DEFRA publication: 'The Validity of Food Miles as an Indicator of Sustainable Development'. [<http://statistics.defra.gov.uk/esg/reports/foodmiles/execsumm.pdf> page 4]*

Fact

£10 spent on locally supplied goods generates £25 for the local economy thus helping other local enterprises, creating more economic activity, local jobs and making other local services more viable.

Fact

By 1998, just four giant brewing corporations dominated with 83% of the UK market.

Fact

Taking the miles the ingredients have travelled as well as distribution miles, an imported lager produced by a multinational brewery could have accumulated over 24,000 ‘beer miles’!

As recently as 1991, Nottinghamshire had four regional breweries, Hardys & Hansons, Home, Mansfield and Shipstones. These four owned the majority of local pubs and supplied them with good quality ales at reasonable prices. Customers enjoyed these local brews and were fiercely loyal to them. Without exception, these were successful and profitable businesses, but corporate greed reared its ugly head and one by one, they were bought out by bigger companies, to grab ownership of the pubs, and the breweries were closed.

We now have the sad situation where the majority of our pubs sell just nationally branded beers, their popularity down to massive advertising budgets rather than quality or true customer loyalty. Worse still, these beers are trucked in from all over the country at a massive cost to our environment, increasing pollution, road congestion and damage to our roads.

But all is not lost. Since the mid-nineties, an increasing number of craft breweries have sprung up in the area producing some outstandingly good beer. Within the greater Nottingham conurbation, we have Alcazar, Castle Rock, Caythorpe, Full Mash, Holland, Magpie, Mallard and Nottingham breweries, with several others not very far away.

Unfortunately, these breweries' beers are not always easy to find in our pubs. They are kept off the bar by the corporate power of the big brewers fuelled by massive advertising budgets. Many pubs cannot buy in the beers they would like to sell, and their customers would like to drink, because of restrictive agreements by their owners who insist on beers being bought through them. But ways can often be found to get locally brewed beers on sale in pubs if the will is there, such as through the direct delivery scheme operated by SIBA (The Association of Independent Brewers).

To encourage the take up of local beers in our pubs, Nottingham CAMRA, in conjunction with Nottinghamshire Transport 2000, is launching the **LocAle** scheme. This unique accreditation will be awarded to pubs which pledge to always offer at least one locally brewed real ale on their bar.

The scheme will be open to all pubs within the Nottingham area and it will be operated by the Nottingham Branch of CAMRA (The Campaign For Real Ale) with the assistance of Nottinghamshire Transport 2000.

Pubs will be given point of sale material, window stickers, and posters to promote their accreditation. This will also be publicised in the Nottingham Drinker, at the Nottingham Beer & Cider Festival (Thursday, October 18 – Sunday, October 21), on the Nottingham CAMRA web site, and wherever else the opportunity arises.

The LocAle scheme is not intended to reduce the number or range of guest beers seen in our pubs; on the contrary, Nottingham CAMRA welcomes the interest and variety that they bring to the local pub scene. What we are trying to do is encourage the sale of locally brewed ales as a regular beer in local pubs, in place of pretty, ordinary beers, shipped in from beer factories elsewhere in the country.

Case study

Until recently, one of the local pubs always used to stock a "Yorkshire Bitter" as its regular real ale. This uninspiring 3.5% beer purported to come from a brewery in Halifax, but in fact this had closed in 1996 and this so called, "Yorkshire Bitter" is in fact brewed in Cheshire! Why on earth this pub could not have stocked one of our excellent local brews instead is a mystery!

Richard Studeny, Nottingham Camra Chairman said,

“Nottingham CAMRA’s latest campaign is set to lead the way nationwide. Our beer miles crusade not only highlights environmental issues such as the un-necessary over-use of fossil fuels in transporting what effectively is water hundreds of miles across Britain, and the long-term impact this might have on global warming, but it will hopefully also get the message across to people to think about the origin of the products they are buying, and if they as consumers, are contributing to the local economy in which they live, which in the long term, will be beneficial to us all.”

David Thornhill, Nottinghamshire Transport 2000 Chair said,

“The doom and gloom reported almost daily in the media of impending disaster due to Climate Change or destruction of our environment often suggests we all need to make huge changes to our lifestyles. This is not the case and just a few small steps could make all the difference. The LocAle scheme is a perfect example – all we are asking people to do is to support our local breweries. Drinking locally brewed beer is hardly a lifestyle change at all, but it could make a significant difference to the quality of life locally.”

Pubs wishing to apply for accreditation should contact Nottingham CAMRA by calling 0115 9640639 or emailing locale@nottinghamcamra.org

Tynemill Ltd, Pub People Company, and Northern Inns Ltd are three of the pub-co’s that have signed up to the scheme.

The pubs / bars signed up on the scheme so far include:

The Approach, Friar Lane; Lincolnshire Poacher, Mansfield Road; Lion Inn, Basford; Gatehouse, Toll House Hill; Canalhouse, Canal Street; Vat & Fiddle, Queensbridge Road; Globe, London Road; Southbank Bar, Trent Bridge; Stratford Haven and The Monkey Tree, West Bridgford; Fellows, Morton & Clayton, Canal Street; Hop Pole, Malt Shovel and Victoria Hotel, Beeston; Reindeer, Hoveringham; Broadway, Broad Street; Keans Head, Lace Market; Horse and Jockey, Basford; Newshouse, Canal Street; Forest Tavern, Mansfield Road; Bunkers Hill Inn, Hockley; Plough, Radford.

Newspaper Headline Suggestions:

Local Ales for Local People!

Help protect the environment & local economy by drinking *Beer!*

Drink with an environmental conscience!

Drink real ale...drink LocALe!

Campaigners say, drink local

Transport less...drink local

Campaigners drink to low mileage brews

Campaigners cheer to low mileage brews

Save the environment...drink local

For more details, please contact:

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David Thornhill, Chair of Nottinghamshire Transport 2000 – 0115 9334714 or 07792031074

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