



You're in a



PUB

How can you help?

- Watch out for pubs displaying the up-to-date LocAle sign
- Order a LocAle beer, this may be highlighted with the LocAle Crown on the pump
- Enjoy the quality local real ale
- Ask your local if they can stock a LocAle real ale
- Contact Barnsley CAMRA if you would like us to speak to a licensee about LocAle on your behalf



Local Beers for Local People

20 Miles From Brewery to Bar



The New Accreditation Scheme for Pubs and Clubs in the Barnsley CAMRA Area



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With thanks to Nottingham CAMRA, who devised the original scheme and have been very helpful in setting up the scheme here in Barnsley.



CAMPAIGN FOR REAL ALE



www.barnsleycamra.org.uk/locale

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Nowadays, many pubs sell only beers that are available nationally, and which have lost any regional characteristics and identity they may once have had. All too often, they taste bland and inoffensive, to appeal to as wide an audience as possible. People drink them because they are widely advertised and they have no alternative, rather than because they are truly enjoyable.

Drinkers are missing out: breweries can offer so much more than this. Travel around the UK and you will come across established regional brewers, who remain committed to their original heartland and who brew beers to appeal to the local palate. Trading alongside these are the newer micro-brewers; together they provide a huge range of good quality, fresh, real ales with which drinkers can identify.

In our part of Yorkshire we have a vast range of local breweries *on our doorstep, our very own Acorn and Oakwell here in Barnsley to Glentworth, Abbey Bells, Spire, Thornbridge and Robinsons outside our area but within 20 miles of our LocAle miles for some of our pubs. In between all these we have the likes of Clarks, Kelham Island, Bradfield, Abbeydale, Wentworth, Salamander, Ossett and Elland, all producing beers to appeal to local tastes.

Beers from these breweries aren't always easy to find, so to encourage pubs to stock and promote them, Barnsley CAMRA is launching a scheme called **LocAle**. We will offer publicity

and accreditation to pubs which make a commitment to always sell at least one locally brewed real ale, this would allow for barrel changing and for customers who have enthusiastically drunk all the stock! The beer must be cask-conditioned real ale, as defined by CAMRA, and must come from a brewery which is no more than 20 miles radius (not road miles) from the pub cellar doors. This means that a pub in Penistone would have a different choice of local breweries to choose from than a pub in Darfield.

The scheme isn't intended to reduce the number or range of guest beers that some pubs offer. No-one enjoys the variety and interest these pubs provide more than CAMRA members! What we are trying to do is encourage the sale of local ales ahead of those pretty ordinary national brands which are trucked in from all over the country, causing pollution, congestion and damage to the environment.

We're aware that many pubs simply don't have a free choice of beers because of who owns them and so won't be able to join the scheme; we will continue to support these pubs. The major pub owning companies place severe restrictions on what their licensees can buy and we hope in some small way that schemes like this might influence their thinking.

* There are currently 55 breweries that cover our area, not all can be listed here. A full list is on our website

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The Scheme

- It's open to all pubs and clubs within the Barnsley branch area
- Point of sale material such as window stickers, beer mats, posters and leaflets will identify LocAle pubs/clubs and are provided free.
- A list of participating pubs/clubs will be listed in *The BAR* our free newsletter and on the branch website



The Benefits

- **You will have** the choice of drinking a good quality local real ale in a pub with a commitment to the local community
- **Fewer beer miles** will be clocked up as these beers come from less than 20 miles away rather than hundreds of miles away
- **Growth in trade** for local breweries will help to support the local economy

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