

Internal Memorandum

To: All branches

From: Ben Wilkinson Chair, Pub and Club Campaigns Committee

CC: National Executive and Regional Directors

Subject: Temporary changes to WhatPub to help support pubs during the COVID-19 outbreak – how Branches can help

Date: 25 March 2020

Status: For Information

Synopsis

We are introducing some temporary changes to WhatPub to help promote pubs, clubs and brewery taprooms offering alternative services during the enforced closure period. We are asking for branches to support this by adding information about their local venues to enable members of the public to find information about such services and help keep pubs alive over the coming weeks. This will replace the current #PullingTogether map as an easily referenced guide for members and the public.

Background

The unprecedented restrictions introduced by the Government as a result of the Covid-19 outbreak have had a significant effect on all our lives, as well as on the business operations of pubs, clubs and brewery taprooms. As you will be aware, since last Friday these businesses (as well as cafes and other similar facilities) have been ordered to close, except for the provision of off-sales and deliveries.

A number of pubs have chosen to adapt their businesses during this time to offer takeaway beer, cider and food. In fact, the Government has temporarily relaxed planning rules to enable pubs which wouldn't ordinarily be permitted to serve takeaway food to do so.

CAMRA's position throughout this national crisis has been to recommend its members follow the most up-to-date official guidance, and this remains the case. It can be found here:

<https://www.gov.uk/coronavirus>

At the same time, many members will want to do what they can to help promote the services that pubs are legitimately and legally continuing to provide during this time. This includes not just takeaways, but also a whole array of other initiatives such as online "virtual pub" sessions bringing regulars together or "pub quizzes" conducted by social media. These events can help to tackle loneliness while people are forced to isolate themselves.



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CAMRA is already working to highlight how people can continue to support pubs and clubs by teaming up with the Society of Independent Brewers to launch its #PullingTogether campaign. You can see the latest on this campaign and get involved at www.camra.org.uk/pullingtogether/.

However, whatpub.com remains CAMRA's most popular external-facing platform with much greater reach, so we have now decided to make some temporary changes to ensure it remains the go-to pub resource during this period.

Detail

From Thursday 26 March, whatpub.com will have an additional search option on the homepage: "*only show pubs offering takeaway or other additional services during closure period*". This will be selected by default and when people search for a pub in a location, those pubs and clubs which continue to offer services during the Covid-19 closure period will be displayed.

Branches are asked to add details of any such additional services being offered by pubs and clubs in their area as soon as possible, using a simple process accessed through <https://whatpub-admin.camra.org.uk/> This can be accessed by anyone registered as holding a branch position.

We understand that it won't be as easy as usual for you to find out what's happening in your local pubs just by popping in, so we'd welcome any information you've learned while following social distancing rules – such as by phone, email or social media.

We are also receiving information about initiatives directly from pubs and members of the public as part of the Pulling Together campaign. These were previously being displayed on the events map on the Pulling Together webpage but will now be displayed on WhatPub instead. These will be added to WhatPub by a central team of volunteers and staff, so please be aware that some listings may update without your branch adding them.

The full detail of the process can be found in the step-by-step guide attached to this memo. Anyone who encounters any difficulty with the process can seek support by emailing: it@camra.org.uk

Naturally, this change has had to be developed at pace to respond to the current (constantly evolving) situation, and it may be that it can be enhanced further. If anyone has any suggestions or feedback, please send this to the same email address so it can be considered.

As always, your support is much appreciated.

Ben Wilkinson
Chair, Pub and Club Campaigns Committee

Adding Pub additional services (COVID-19)

Guide



Pub additional services

In response to the current COVID-19 situation, it is important to support Pubs where possible via Whatpub and the #pullingtogether campaign. Staff have amended the Whatpub site to allow filtering of pubs that offer “additional services” so users can support pubs during this crisis.

Additional services can be Takeout or deliveries. Anything that is in line with the Gov.uk guidelines.

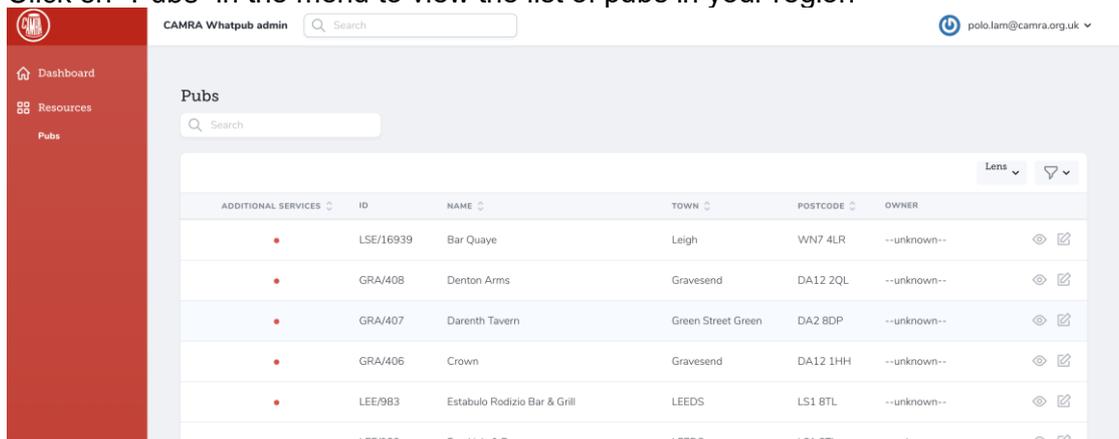
How to:

PubData now has 3 additional fields for marking the above.

- **`AdditionalServices`** char(1) NOT NULL DEFAULT 'n',
Set this to “y” to mark the pub as “yes it does offer additional services”. This allows users to filter this pub on Whatpub.
- **`AdditionalServicesComment`** text NOT NULL,
Use this to add any description text that would be useful to the user
- **`AdditionalServicesUrl`** text NOT NULL,
Use this to link to external resources such as a pub menu, pub website, facebook page that gives more detail

To add the above you can login to <https://whatpub-admin.camra.org.uk/> using your normal membership details. Only committee members will have access to do this and you will be able to see all pubs in your region.

1. Click on “Pubs” in the menu to view the list of pubs in your region



The screenshot shows the CAMRA Whatpub admin interface. The left sidebar has a menu with 'Pubs' selected. The main content area displays a table of pubs. The table has columns for 'ADDITIONAL SERVICES', 'ID', 'NAME', 'TOWN', 'POSTCODE', and 'OWNER'. Each row represents a pub, and a red dot in the 'ADDITIONAL SERVICES' column indicates that the pub does not have additional services. The table also includes search and filter icons.

| ADDITIONAL SERVICES | ID | NAME | TOWN | POSTCODE | OWNER |
|---------------------|-----------|------------------------------|--------------------|----------|-------------|
| . | LSE/16939 | Bar Quaye | Leigh | WN7 4LR | --unknown-- |
| . | GRA/408 | Denton Arms | Gravesend | DA12 2QL | --unknown-- |
| . | GRA/407 | Darenth Tavern | Green Street Green | DA2 8DP | --unknown-- |
| . | GRA/406 | Crown | Gravesend | DA12 1HH | --unknown-- |
| . | LEE/983 | Estabulo Rodizio Bar & Grill | LEEDS | LS1 8TL | --unknown-- |
| . | LEF/0R? | Frankie's & Ronnie | LEEDS | LS1 8TL | --unknown-- |

2. Use the search to find the pub you would like to add services for. You can search by name, Pub ID or postcode
3. A **red dot** means that this Pub has no additional services.

Pub additional services

4. Click the edit icon on the right hand side to edit the pub and add services as required.

Edit Pub

| | |
|-----------------------------|---|
| Additional Services | <input checked="" type="checkbox"/> |
| ID | <input type="text" value="AVN/1254"/> |
| Name | <input type="text" value="Tapestry Brewery"/> |
| Postcode | <input type="text" value="BS2 0XH"/> |
| Additional Services Comment | <input type="text" value="We're delivering fresh beer in 2-pint cartons as well as wood-fired sourdough pizzas in Bristol. Details can be found on our website -"/> |
| Additional Services URL | <input type="text" value="https://www.tapestrybrewery.com/delivery"/> |

5. Make sure to tick the “Additional Services” checkbox
6. You can add a comment or description in the Comment field
7. You can add an external link for more information. Please provide full url.
8. When finished click “update Pub” to save

How it appears on WhatPub:

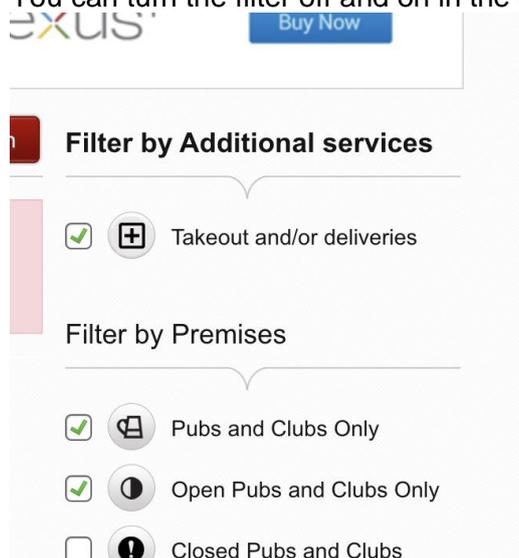
- A new search checkbox is available on the homepage to find these pubs. This will limit the search to **only** show pubs with additional services

e.g. place name, postcode, pub name, station...

Search only for pubs and clubs that serve real ale
 Only show pubs with additional services.

Pub additional services

- You can turn the filter off and on in the aside menu or filters section



- A new “Updates” section will appear on the pub detail page to show the comments you have added and link.

