



Institute of Brewing & Distilling

**MINUTES OF THE MEETING OF COUNCIL, HELD AT THE OFFICES OF THE IBD**  
**ON TUESDAY 3rd NOVEMBER 2015**

**PRESENT:**

Charlie Bamforth (President), Katherine Smart (Deputy President), Alan Barclay (Past President), David Pierpoint (UK Great Northern Section), Nigel Sadler (UK Southern Section), Michaela Miedl (International Section), Flo Vialan (Midland UK Section), Mark Kinsman (Scottish Section), Stephen Exinger (Asia Pacific Section), Derek Prentice (IBBS)

**IN ATTENDANCE:**

Jerry Avis (Chief Executive Officer), Simon Jackson (Executive Director), David Quain (BoE Chairman), Steve Curtis (IBD Technical & Publications Manager), Paula Hillman (FC)

**APOLOGIES:**

Apologies received from Paul Wickham (Irish Section), Greg Udeh (Africa Section), and Leonard Specterman (Treasurer)

**15/21 WELCOME**

The President welcomed Councillors to the meeting. He welcomed Jerry Avis to his first Council meeting as CEO.

**15/22 MINUTES AND MATTERS ARISING**

No comments have been received. Minutes of the last meeting were accepted as a true and accurate record and were signed by the President.

15/12 - It had previously been reported (June) that sections do receive details of all examination candidates when results are sent out. It is not believed that there currently is a way in which sending candidate details in advance of examination to sections is possible (that is compatible with data protection), nor are we sure what it would actually achieve. SJJ / JA

15/13.7 - Plans to develop a registration scheme (June) for members holding a diploma or above to become a 'registered brewer' or 'registered distiller' have started. Report back to council early next year. JA / SC

15/13.7 - A survey of all members with regard to services to members provided by the IBD has been sent out, with 750 responses so far. Report due for next council meeting. JA

15/16.3 - Chartered Scientist – SJJ/KS did meet to discuss promotion of CSci to target audience. Automatic registration of Master Brewer recipients is not possible – they have M-Level but may not have required experience - but looking at new 'online' application system which will make process much simpler. All Master Brewers should be approached directly and told about CSci scheme. JA

15/17.2 - The Awards Committee / Inge Russell do not think an award for best paper submitted to JIB is appropriate at the moment. Council agreed this was not to be progressed further.

## **15/23 MEMBERSHIP MATTERS**

### **23.1 New members and general overview.**

Steve Curtis highlighted that membership at November 2015 stood at 4,396, with 67 new members since the last meeting. There were 623 members removed due to non-payment or resignation (in 2014 this was 497 members).

67 new member applications have been received, and were elected unanimously by Council.

The gender split data was reviewed. The overall split is 86/14% male/female. Under 40 the split is 78/22%. It was requested whether we can report age and gender by decades, rather just <40, > 40. **JA**

It was requested whether we can report membership by craft brewer/distiller vs mainstream. **JA**

It was noted that the IBD LinkedIn Group, moderated by David Quain, has now passed the 7,000 member milestone. Unfortunately there is no easy way of checking this group for members / non-members, but Council suggested that members of the group might be reminded of the benefits of membership from time to time. **JA/DQ**

### **23.2 Nominations to Fellow**

Four nominations for Fellowship had been proposed by the Awards Committee:

Sandra Bates (Midlands)

Douglas Stewart (Asia Pac)

Michael Stiff (Asia Pac)

Aldo Lentini (Asia Pac)

Proposed by; Katherine Smart

Seconded by; Flo Vialan

Council unanimously accepted the nominations, and passed on their congratulations to Sandra, Doug, Michael and Aldo.

### **23.3 Chartered Scientist.**

The Awards Committee recently signed off Ed Kentish Barnes (SABM) as CSci.

### **23.4 Cambridge Prize**

The Awards Committee has awarded the 2015 prize to Stephen Lawrence (SABM) – this will be announced this week (w/c 2<sup>nd</sup> November).

### **23.5 Obituaries**

The names of recent late members were noted by the President and Council held a short period of reflection:

Donald Beardmore (GNS)

Alan Cameron (Southern)

Nuno D'Aquino (Asia Pac)

Reg Dury (Southern)

Edwin Jordan (Africa)

Alan Mayfield (Midlands)

Ruben Schneider (International)

## 15/24 FINANCE AND GOVERNANCE

### 24.1 Quarter 3 2015 Management Accounts

Paula Hillman presented the YTD management accounts as of end-September (Q3) 2015: IBD shows an overall surplus to date of £468,349 which is c£113k more than as at Sep 2014. (The Sep 2014 accounts also included £95k from the WDSC Conference). Total turnover to date is c£1.6m which is 90% of the full years budgeted income. This is c£16k less than as at Sep 2014.

Beer Academy shows a net loss for the year to date of £10,592, and the full year forecast is a profit of £146. This includes a management fee payable to IBD of £17,500.

Copies of the management accounts will be circulated to Council once they have been signed off by the IBD Trustees at their next meeting.

It was requested that further support be given to the section accountants with regard to compiling their quarterly accounts, especially with regard to VAT returns. Jerry Avis agreed to progress. JA

### 24.2 2016 Budget update

The 2016 IBD budget will be reviewed with Jerry Avis and presented to the Trustees. An indicative budget for 2016 has been provided for the Beer Academy to show the profitability in the year (£18,816 with management fee to IBD of £25k) with no extraordinary development costs.

### 24.3 Update on IT and Website

Steve Curtis gave Council a brief update on the IT projects currently in progress:

**IT Infrastructure / Support:** We currently have the following suppliers/structure;

- Hardware – iHotdesk
- Data base – Advanced (Integra)
- On Line Services (OLS) - Amatis

The Trustees have signed off a project to bring together to single supplier;

- Hardware – Advanced
- Database and Servers – Advanced

Physical and remote audits for this have been completed, with some snagging on audits (minor) to be resolved next week before drawing up contracts. Notice has been given to iHotdesk and Amatis with the switch over planned for the middle of January. Internet line contract remains with iHotdesk until 2017

**Website renewal:** Detailed tender process was completed, with NETXTRA coming out on top (although £15K more expensive). This provides a better overall proposal, as they have extensive knowledge of our Integra membership database and how to build OLS into the new site to further enhance service to members.

Somcom / Learning Zone site will need to be built into plan at a cost of circa £6 - £8k – this is a non-avoidable cost in any event to upgrade that site's content management system (CMS). NETEXTRA / IBD workshop planned for November, with project due to start later this year.

## 15/25 IBBS

Derek Prentice reported as follows:

There has been one IBBS Meeting since the June 2015 Council meeting. The meeting was held in Curlew Street on the 17th September and followed the usual format: finance, grants, administrative business and a progress review of the IBBS Educational Bursary scheme.

The portfolios currently stand at £2.22 million (+4.3 % YOY) although the valuations were lower than the last quarter. It was recognised that the performance was still creditable with market conditions. Our current 5 cases had grants of £3,737 for Jan 2015 to June 2015 period compared with £3,720 for the same period in 2014. Our one potential new case mentioned in the previous report is still at the discussion stage. We are pleased to report that the meeting approved two applications under the IBBS Educational Bursary scheme; these amounted to a total of £1,128.00. These were for two young brewers studying for and applying to sit the IBD's GCB examination.

A question was raised as to whether the IBBS Bursary scheme was open to any IBD member. It was confirmed by Derek that the scheme applied to any IBD member – brewing or distilling – within the UK and Ireland only.

IBD sections were reminded that the IBD's own bursary scheme – the JJ Morison Scholarship Award (see 15/26.3 below) – is available to any IBD member irrespective of location.

The President reported to Council that the issue of the IBBS not being available to 'overseas' members was challenged at the recent Irish Section AGM he had attended. The section believes that the IBBS is a relic of the past, is out of keeping with the modern IBD, and that Council should give serious consideration to who should / should not be recipients of IBBS grants in the future.

The President added that the IBBS is obviously a separate body to the IBD and that it is not within our power to make changes, but there are some serious concerns being raised by the IBD membership.

It was asked whether or not there is a will on behalf of the IBD to recommend change to the IBBS. The President replied by suggesting this issue needs some serious discussion, looking at the current and future needs of IBD members and consigning artefacts to history.

The IBD Trustees are still looking at our Articles of Association and Bylaws, including our relationship with the IBBS; any changes will have to be voted-in by the IBD membership. It is important that any proposed changes should be communicated to the membership through the sections and fully discussed.

## **15/26 EXAMINATIONS, TRAINING and CPD**

### **26.1 Update on Beer Academy**

The pre-circulated Beer Academy update was discussed. Delegates attending BA courses for 2015 YTD stand at 1,018 vs 2014's total of 1,065 delegates.

The 'Beer Steward' course has had 295 people register, with 131 on-line courses activated and 73 certificates issued. Beer Sommelier numbers are approaching 100 (with announcement of achieving this number being imminent).

In response to a question, it was confirmed that Beer Sommeliers do not have to be IBD members. This was perhaps an opportunity for IBD membership, or even a case for 'Beer Academy' membership.

Council was asked to promote the activities of the Beer Academy through the IBD sections, and to potentially look for franchise opportunities internationally.

## **26.2 IBD Qualification Development Plan**

David Quain presented the summary of results from the June Diploma and Master Brewer examinations. This is the report that has recently been sent to the Board of Examiner members upon completion of the 2015 examination cycle.

The obvious stand-out result is the very low pass rate in Diploma in Brewing Module 3 – Packaging and Process Engineering. David reported that review has indicated that it was believed to be a ‘fair’ paper, with the long-term moderator involved with setting and marking being comfortable with its standard. Many more candidates didn’t finish the six questions asked than usual, and 83 candidates in total scored less than 30% as an overall mark. Candidates score overall was the same in Packaging (part A) as was in Engineering (Part B) – the packaging performance was particularly poor.

In response to a question, historic pass rates (and average mark) for Diploma in Brewing Module 3 are as follows:-

2015 23% (35%)

2014 53% (46%)

2013 64% (52%)

David confirmed that the Examiners Report 2015 had been completed, and will be available this year. (Post meeting note –report posted on website 6<sup>th</sup> November)

### **Diploma Review**

David Quain highlighted that it was now essential that resources / funds be made available to ensure that the work (from January) in bringing changes to the Diploma examination platform in a timely manner.

Council asked that this be agreed and presented to Council as soon as possible

**JA/SC**

David suggested that the Board of Examiners will be driving the content of the revised syllabi. The IBD Approved Trainers have been involved and have actively given feedback at every opportunity during the consultations, and an examiner/trainer workshop needs planning (December?) once clear of 2015 examinations.

**DQ/SC**

In response to a question, David confirmed that a wide-range of help and additional information was being made available to the Examiners in order to put together the new material that would be linked to the new syllabi.

Council passed on their thanks to David and everyone who has been involved with this important work so far.

## **26.3 J.J. Morison Scholarship Awards**

Steve Curtis presented the list of 2015 award winners, with 14 recipients totalling £18,211. It was noted that there was a good geographical spread for the awards, however no applications from small/medium breweries or distilleries and perhaps communication of the award scheme could be improved. Council noted the high cost of the Diploma in Brewing Module 3 training / examination awarded to one individual – this is for 9 days training over two weeks.

## **26.4 Accredited Trainer Scheme**

Steve Curtis updated council on progress on bringing the IBD Accredited Training scheme up to date.

The previous scheme had been set up some years ago, with a long-standing detailed list on the IBD website of individuals and their training abilities. The problem has become that this list is out of date in

many of its aspects – people and their willingness to train – so that a revised scheme has been put into place.

The revised scheme asks for ‘approved trainers’ to confirm on an annual basis that they are still available for training towards IBD qualifications, so that the list can be maintained as current, and that ‘approved trainers’ submit names of examination candidates that they have trained, so that the long-held ambition of IBD being able to monitor basic performance of trainers is achieved.

Concerns have been raised that identification of those individuals being trained might breach data protection laws, but it has been made very clear that current Examination Regulations – which all exam candidates specifically acknowledge they agree to – allow for this transfer of information. In recent years approved trainers have been very quick to request results from the exams team, and it is envisaged that this long-standing process be adopted to achieve this objective – “this year I have trained these candidates, and I request that the IBD release to me their results”.

All individuals on the current list have been written to and invited to be included in the new scheme. Response has been favourable, with the number of ‘approved trainers’ being greatly reduced for various reasons, and those currently active in IBD training being very supportive with their prompt sign-up. Twelve active IBD Accredited Trainers are now recognised. It is expected that this list will be live on the IBD website from this month.

Council was asked to approve this process, and this was done unanimously.

A question was raised as to whether the IBD has its own set of training materials. Steve confirmed that we only own a ‘basic’ set of outline slides, and that these have largely been adapted by individual trainers. Ownership of these training materials is complex; where trainers working for the IBD have been paid specifically to provide and keep these materials fresh and up-to-date it might be argued that IBD has ownership, but clearly when a separate training organisation has produced their own materials then these are the intellectual property of that training organisation. This issue will require further clarification and possible remedial action.

JA/SC

## **15/27 TECHNICAL MATTERS (INFORMATION)**

## **15/28 PUBLICATIONS AND COMMUNICATIONS (INFORMATION)**

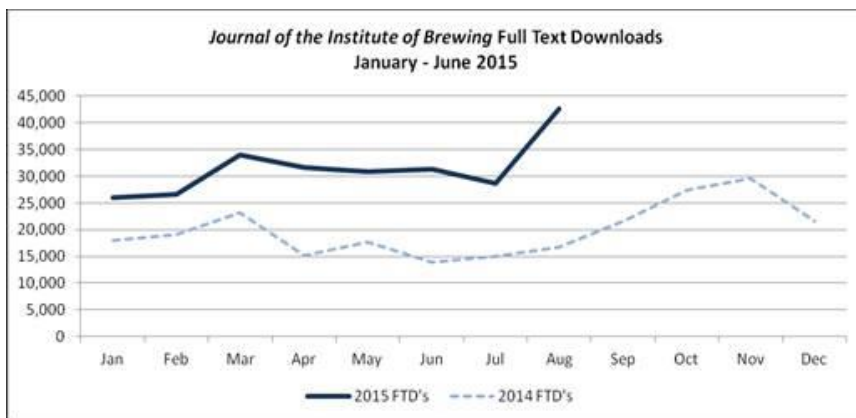
### **28.1 JIB**

Inge Russell provided a report as follows;

The Journal continues to grow with a very healthy number of submissions. Volume 121 Issue 4 of 2015, containing 26 papers, has been posted on the website and the print copies will be mailed shortly.

In terms of papers in progress for issue 1 of 2016 and beyond – in the ‘Scholar One Review Submission System’ - there are currently 54 papers at various stages of review and revision. This number does not include the papers that have already been rejected after review, or the 7 papers already accepted and waiting for typesetting.

Analytics in the figure below show the number of full text downloads of papers in 2015 compared to 2014. There continues to be a very positive upward trend.



In summary, all is well with the Journal and it continues to grow in terms of attracting a good mix of papers and being read online by a wide global brewing and distilling audience.

## 28.2 BDI

Steve Curtis reported that favourable comments continue to be received following the change to format in May. Content continues to be sought from beyond the UK and Ireland – the magazine could easily be filled with UK-based features every month and that sourcing international content, particularly in distilling, would be priority for 2016. Good technical content, based upon the global industries, would always be welcomed.

The role of sections in providing copy had been raised at the last SRC and Steve was pleased to report that the supply of section news copy had improved. Wherever possible 'professional' photographers or cameras should be used, as many photographs received continue to be unusable.

Advertising income continues to be very encouraging, with YTD (end Q3) total income from Wiley at £163K against FY budget of £195K.

It was suggested that Council members might be able to source news stories / features from within their companies, and that potentially the IBD might look at an international version of BDI, translating the best / most useful features into different languages on a regular basis. A significant number of IBD members are now non-English speaking, and this may continue as examinations are offered in multiple languages. Whilst there was no objection from Council for this suggestion, it would require some careful consideration, especially around cost and accuracy of translation.

SC/JA

## 15/28 OVERSEAS SECTIONS FUNDING

Stephen Exinger presented a paper on proposed changes to the Asia Pacific section, centred around themes of an increased focus on value for membership fees throughout the region, the overall beer category in decline in Australia/NZ, growth in craft brewers and distillers, beer volume growing in Asia, and multiple streams of education choices including the shift to digital/online/mobile.

The section has identified six strategic initiatives for a sustainable future:

- Identify alternative IBD-AP funding options
- Develop strategy encompassing Craft
- Develop IBD-AP Curriculum modernisation strategy
- Rebuild Marketing communications online strategy
- Develop longer term Asia membership strategy
- Develop strategy for operational capacity and capability

The Key messages are:

- There are many changes in the industry and environment that are challenging the long-term sustainability of the Asia Pacific Section.
- The Section is looking to the IBD to support the strategic initiatives through prioritisation of resources and funding.
- Looking first to discuss the principle of funding, then in due course the processes and governance.

Council suggested that this funding support might be available across all sections, with a view to them being self-sufficient and less reliant on income from conventions and seminars. This perhaps should be seen as a defensive strategy in advance of any loss of support from the big brewery companies, especially in the AP region.

It was agreed that Council needs to give consideration for this funding request after more information, details of amounts of money involved, and detail on strategies.

SE

Simon Jackson reminded Council that it was a long-standing ambition for the UK sections to become self-sufficient in a similar way.

## 15/29 CONVENTIONS

### 29.1 UK Symposium 2015 – Harrogate – report

This had been deemed to be a success, with exhibition space being sold out and over 100 delegates present at each day's presentations. The event brought a significant increase to the Great Northern Section Banquet on the Friday evening.

Plans for future UK seminars need to take into consideration potential future events from SIBA (BeerX 2016 – annual, March), BFBI (BevExpo 2016 – biannual, June), and IBD Presidential Dinner (triannual, December). Options suggested include back it onto the Presidential dinner (December 2016, London) or onto the Midlands Dinner in Burton in February 2017 (too close to SIBA Beer?).

### 29.2 Asia Pacific Convention 2016 – Sydney, Australia

Stephen Exinger gave an update on the upcoming convention in Sydney.

What: "Vibrant Diversity – embracing the changing face of brewing and distilling"

When: March 14th to 18th, 2016

Where: Westin Sydney Hotel, within the redeveloped heritage Sydney General Post Office building in the heart of the CBD

Who: 350 delegates: UK, USA, EU, Asia Pacific – even Sydney!

New 4 day format:

- Monday afternoon opens with a craft brewing technical symposium
- Tuesday highlights are Key Note speakers, latest insights re global craft beer, Exhibition and Brewing/Distilling Diversity
- Wednesday and Thursday is a blend of technical papers; exhibitor/supplier workshops and poster presentations
- Technical program fully subscribed, including concurrent paper sessions

Delegate Diversity:

- 350 delegates, including leading suppliers; exhibitors and educators
- Key Sponsors include Pentair, Ecolab, Kronen, Briggs, Visy, Henning Harders, Lion, NZ Hops, WestRock, FB\*Propak and Malteurop
- CBIA and Craft Distillers are event supporters
- "Day Pass" offering and range of accommodation options



### **29.3 Young Scientists Symposium April 2016 – Chico, California**

The YSS will run from 21st to 23rd April and will be held at the Sierra Nevada Brewery in Chico, California. The Scientific Committee is in the process of planning of the technical programme, and the website ([youngscientistssymposium.org](http://youngscientistssymposium.org)) is up and running and registration for delegates is open.

Deadline submission for oral and poster presentations is January 4<sup>th</sup>; deadline for sponsorship is March 11<sup>th</sup>.

### **15/30 ANY OTHER BUSINESS**

There was no other business raised that is not covered in the minutes above.

### **C15/20 DATES OF NEXT MEETING**

Thursday 4th February 2016 – 11:30 for 12:00 start

**Council Meeting** at Purity Brewery, Great Alne, Stratford upon Avon, Worcestershire, B49 6JF

Friday 5th February 2016 – 09.00 for 09.45 start, with a 16:00 finish time.

**Board of Trustees Meeting** at Purity Purecraft Bar and Kitchen, Birmingham, B2 5TJ

Tuesday 24<sup>th</sup> May - **Council/SRC Meeting**, London

Wednesday 25<sup>th</sup> May - **Board of Trustees**, London

Monday 5<sup>th</sup> September - **Council Meeting and AGM**, venue TBC

Tuesday 6<sup>th</sup> September - **Board of Trustees** venue TBC

Wednesday 16<sup>th</sup> November - **Board of Trustees**, London

Friday 18<sup>th</sup> November – Presidential Dinner, London, venue TBC