



Institute of Brewing & Distilling

MINUTES OF THE MEETING OF COUNCIL, HELD AT THE OFFICES PURITY BREWERY
ON MONDAY 4TH FEBRUARY 2016

PRESENT:

Charlie Bamforth (President), Katherine Smart (Deputy President), Alan Barclay (Past President), Nigel Sadler (UK Southern Section), Flo Vialan (UK Midland Section), Derek Prentice (IBBS), Rebecca Byrne (Irish Section)

IN ATTENDANCE:

Jerry Avis (Chief Executive Officer), David Quain (BoE Chairman), Steve Curtis (IBD Technical & Publications Manager),

APOLOGIES:

Apologies received from Michaela Miedl (International Section), Mark Kinsman (UK Scottish Section), David Pierpoint (UK Great Northern Section), Paul Wickham (Irish Section), Stephen Exinger (Asia Pacific Section), Greg Udeh (Africa Section), Leonard Specterman (Treasurer); Paula Hillman (FC); Jane Kershaw (Midlands Section)

WELCOME

The President welcomed Councillors to the meeting. He welcomed Rebecca Byrne to her first Council meeting.

1 MINUTES AND MATTERS ARISING

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

1.2 Matters Arising not dealt with elsewhere in these minutes

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 (in a way that is compatible with data protection), nor are we sure what it would actually achieve. This will not be further progressed.

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.

See item 2.4

15/16.3 - Chartered Scientist – Simon Jackson and Katherine Smart 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 **are** now approached directly by the Registrar and told about CSci scheme.

2 MEMBERSHIP MATTERS (Appendix 1 & 2)

2.1 New members and general overview.

The membership matters report was presented by Jerry Avis and is appended to these minutes. As requested by council a further analysis was done of age and gender by decades and this too is appended. It was agreed that this would be a useful analysis to report on an annual basis. Action **JWA**

It was requested at the previous meeting (minute 23.1) whether we can report membership by craft brewer/distiller vs mainstream. Jerry Avis reported that this is not currently possible and we are looking at the sufficiency of the current database to provide more relevant information.

New members were proposed for election by Nigel Sadler, seconded by Flo Vialan and elected by Council unanimously.

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 to check this group for members / non-members, but Council suggested that members of the group might be reminded from time to time of the benefits of membership. It was reported that Jerry Avis had further investigated checking for member / non-member status for this group. It would be possible if there were fewer than 2000 LinkedIn group members but at over 7,000 this is not currently possible.

2.2 Membership Survey Report (Appendix 3)

The membership renewal survey report was presented. With over 800 responses and over 600 fully completed there are significant data to analyse. Member satisfaction is generally high but it is clear that more could be done for particular demographics. The extent of written response again demonstrates that members care about the Institute and its future direction. The presentation is appended and a full report will be circulated through the sections for comments, with a view to publishing a summary and feedback in the Brewer and Distiller International magazine.

2.3 Nominations to Fellow

One nomination for Fellowship had been proposed by the Awards Committee:

Alan Dunn – UK Great Northern Section

Proposed by; Katherine Smart

Seconded by; Alan Barclay

Council unanimously accepted the nomination, and passed on their congratulations to Alan.

2.4 Chartered Scientist.

The Awards Committee recently assessed and approved Aldo Lentini as CSci.

Jerry Avis queried whether value to the full membership would continue to accrue from the CSci scheme as the Science Council has recently increased its licensing fees. Jerry Avis was tasked to review and to report on costs – initially with the awards committee.

Shane McNamara had continued to work up proposals for the registration of brewers and distillers. It was agreed that this approach (also adopted by other professional organisations) may be a more attractive proposition for members than the chartered scientist (see attached). The next step is to fully cost the proposal with an outline implementation plan. Action **JWA**

2.5 Obituaries

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

Ewart A	Boddington	GNS
William T	Cooper	AP
Ronald Herbert	Lumb	GNS
Christopher J	Marchbanks	UK Midland
Michael S.C.	Ruthven	UK Southern

3 FINANCE AND GOVERNANCE

3.1 Quarter 4 2015 Management Accounts

On behalf of Paula Hillman, Jerry Avis presented the YTD management accounts as of end-December (Q4) 2015: IBD shows an overall surplus to date of £200,081 which is c£97k less than as at Dec 2014. (The Dec 2014 accounts include £95k from the WDSC Conference). Total turnover to date is c£1.7m which is 96% of the full years budgeted income. This is c£136k less than as at Dec 2014.

The Beer Academy shows a net loss for the year of £15,180.

Copies of the management accounts will be circulated to Council once they have been signed off.

Flo Vialan requested an update on the further support to be given to the section accountants with regard to compiling their quarterly accounts, especially with regard to VAT returns. Jerry Avis to agree schedule with Paula Hillman and section accountants. Action **JWA**

24.2 2016 Budget update

A draft 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 Profit and Loss account at break even with management fee to IBD of £25k.

3.3 Update on IT and Website

3.3.1 Remote hosting: Jerry Avis gave an update on the new structure of the IT system at Curlew Street. The year on year savings through cloud based hosting and support would be c. £4k in the current year and then c. £10k per year thereafter. Cybersecurity is an issue facing all organisations and breaches have occurred in membership organisations amongst many others. Basic remedial action has already been taken and a full review will take place once migration to the hosted platform has been completed (end of Feb 2016).

3.3.2 Website update: Design is currently underway, on programme and budget. Beta testing will take place at the end of April with a soft launch currently scheduled for May. There was a discussion of the use of social media and formulating a media strategy that would be appealing to the broader range of the member constituency. It was agreed that Jerry Avis would poll younger members for their ideas.

Action JWA

A number of special interest groups (SIG) are included within the new website, Jerry Avis will agree with sections how to access the CMS for keeping their section information up to date.

Action JWA

3.4 Trustees update including bye-laws and articles

The President summarised that the articles and bye-laws were currently being reviewed by the Governance sub-committee and would be circulated to council after the trustees has completed their review.

4 IBBS

Derek Prentice reported as follows:

There has been one IBBS Meeting since the November 2015 Council meeting. The meeting was held in Curlew Street on the 10th December 2015 and followed the usual format: finance, grants, administrative business and a progress review of the IBBS Educational Bursary scheme.

The portfolios currently stand at £2.27 million. Our current 5 cases had grants of £10000.00 for Jan 2015 to September 2015 period compared with £11373.00 for the same period in 2014. Our one potential new case mentioned in the previous report is still pending.

We have had no further applications for IBBS Bursaries which is a little disappointing and we are having discussions with interested parties about ensuring potential applicants are advised of availability. We were pleased to note though that the two GCB candidates we supported for the GCB were successful in the exam.

The President said that the issue of IBBS and its relationship to IBD would be discussed further within the Board of Trustees.

5 EXAMINATIONS, TRAINING and CPD

5.1 Update on Beer Academy

Jerry Avis updated the council on the Beer Academy activity. Delegates attending BA courses for 2015 stand at 1,084 vs 2014's total of 1,065 delegates.

The 'Beer Steward' course has had 887 people register, with 157 on-line courses activated and 73 certificates issued. Beer Sommelier numbers have exceeded 100 (with an announcement of achieving this number having been well publicised).

The number of registrations required for the Beer Steward product to become profitable under the current business model (fixed fee for the platform, no variable charge for the test takes) is high and the Beer Steward made a loss in 2015 if taken as a stand-alone product. A discussion has taken place with the company that provides the platform to review the model and they have been receptive to the proposition of splitting the costs between a fixed and variable fee once the current contract expires. It may be possible using this model to break even by the end of 2016. Overall the Beer Academy is making a loss which cannot be supported by the IBD other than by an arm's length, commercial agreement. The proposition is a good one and fulfils part of our charitable status under public education. The business model and relevant contracts are currently under review by the Trustees.

5.2.1 IBD Qualification Development Plan

David Quain reported that he felt that progress was not being made at the hoped for rate on the changes agreed post-Diploma review. These were expected to complete summer 2016 ready for examination June 2017. The additional work coming out of the post-appeals performance review (see 5.2.2) had put back work with the Examiners on syllabus developments, and it is now felt that moving all of the Diploma examinations (Brewing, Distilling, Packaging, Malting) to new format at the same time might not be possible. Meetings with the Examiners are planned w/c 8th February and more information on progress made will be available thereafter.

Council agreed that the previously approved timetable would be the aspiration; however it made sense to change each individual examination only when ready.

Steve Curtis reported that it was unlikely that the Diploma in Malting examination would be ready for June this year as the syllabus was not yet available and already too late for examination in June.

5.2.2 Final review of 2015 performance following appeals process (Appendix 4 & 5)

David Quain followed up on the previous examiners' report at the last Council meeting (November 2015) in response to continuing concerns over the falling pass rate for module 3 and variable performance on module 2. An independent report was commissioned and the findings were summarised by DEQ in the attached. Regrading suggestions were also investigated, as were the pass rates over the last six years by company and number of registrations, evidence of which is appended. The President also declared his interest as a training organisation and gave some insight in to how the examinations had been received by students at UC Davis where similar concerns over the both module 2 and module 3 had been expressed. The President strongly expressed his continuing support for the exams process, that anomalies and adverse trends should be fully investigated through the correct channels of governance and that our examination process should be further reviewed by an independent group with the specialist knowledge and expertise to determine a better route forward. Jerry Avis was tasked with forming a small advisory panel to take this forward. Action JWA

With specific reference to the request from a small group of people that module 3 should be re-marked the President suggested that this would be unhelpful for the Institute in the longer term, setting a precedent.

He recognised that it had become the subject of significant emotion. He felt strongly however that it should be the Council and the Trustees who needed to be fully involved in this contentious issue. AB voiced his support for this position and there was agreement from the remainder of the Council.

The Chair of the Board of Examiners gave notice of his intention to stand down now that the five years of office that he had originally envisaged serving would be at full term by the end of 2016. He expressed the wish to ensure that he was able to effect a managed handover during the year. The President thanked DEQ for his work at Chairman and for the progress made.

6 TECHNICAL MATTERS (INFORMATION)

Steve Curtis reported that work had recommenced on a General Certificate in Opaque Beer, following offer from a potential client to commission the Learning Material and organise local training. Costs to the IBD would be minimal with potential for examination income. Council agreed that the IBD should support this proposal.

A large amount of material has been added to the IBD Learning Zone by Shane McNamara, with the intention of making resources for examination candidates easier to source. This work will continue as more information is made available, as well as integration with the revised Diploma syllabi when they are available.

7 PUBLICATIONS AND COMMUNICATIONS (INFORMATION)

7.1 JIB

Inge Russell provided a report as follows;

Status of the Journal

The Journal continues to grow with a very healthy number of submissions.

Volume 122 Issue 1 of 2016, containing 25 papers, has been posted on the website and the print copies will be mailed shortly.

In terms of papers in progress for issue 2 of 2016 and beyond – in the ‘Scholar One Review Submission System’ - there are currently 24 papers at various stages of review.

In addition, there are ten accepted papers for issue 2 that are waiting for final editing.

There are also 16 papers under revision by authors (reviewers felt that these required additional work and re-review).

Thus there are a total of 50 papers in the system, at various stages of the process, and this number does not include papers that have been already reviewed and rejected for various reasons.

Wiley has this month upgraded the ‘Scholar One’ software so that we can trial a system of sub-editors to expedite the review process. Once a successful trial has been performed, with a small number of volunteer sub-editors, the goal is to expand and utilize more sub-editors, with specific areas of expertise, to create a more efficient review system and process flow.

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.

7.2 BDI

Steve Curtis repeated his comment from last Council that content continues to be sought from beyond the UK and Ireland. A number of replies to the membership survey report commented that the BDI is often 'too UK orientated' and targets for news / feature mix for the magazine should more reflect our diverse membership.

Good technical content, based upon the global industries, would always be welcomed.

8 OVERSEAS SECTIONS FUNDING

At the last meeting 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. This will be updated following the Asia and Pacific Section convention in March.

9 CONVENTIONS & CONFERENCES (Information)

9.1 Asia Pacific Convention 2016 – Sydney, Australia

- 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.

Update

- Revenue pledges from Sponsors on track at \$605K and expected to reach \$615K. On track for a \$200K surplus
- Cash flow positive and on track
- Exhibitor space fully subscribed with 48 Exhibitors plus 8 additional Suppliers in a mini exhibit area
- Delegates: 175 to date from 16 countries
- On track for 100 delegates to the Craft Brewers forum
- Technical program published on the Section website
- Partner program prepared
- Mark McCrindle [Social Commentator] is the keynote speaker and Lion Aust MD James Brindley will provide a local perspective of Vibrant Diversity
- Presentations will be linked to our updated Section website. We do not intent to produce a CD of proceedings.

9.2 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 the technical programme, and the website (youngscientistssymposium.org) is up and running and registration for delegates is open. Delegate numbers are now c. 40

Deadline submission for oral and poster presentations was January 4th; deadline for registration and sponsorship is March 11th. Sponsorship is now c. \$15,000

9.3 Africa Convention, Cape Town, March 2017

The acquisition of SABMiller by ABInBev has potentially compromised the number of delegates that could go to the convention as figures demonstrate that previous Africa conventions have enjoyed significant support from SABMiller and their supplier base. The Africa section committee are currently reviewing options for size, content and location.

10 ANY OTHER BUSINESS

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

11 DATES OF NEXT MEETING

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

Wednesday 25th May - **Board of Trustees**, London

Monday 5th September - **Council Meeting and AGM**, venue TBC

Tuesday 6th September - **Board of Trustees** venue TBC

Wednesday 16th November - **Board of Trustees**, London

Attachments

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| Appendix 1 | Membership matters |
| Appendix 2 | Membership by gender and age |
| Appendix 3 | Membership survey |
| Appendix 4 | Chair of BoE report on module 3 results |
| Appendix 5 | Additional data relating to module 3 results |