



**MINUTES OF THE MEETING OF COUNCIL, HELD AT THE WOODTHORPE HOTEL, OLD BURY ROAD,
PRESTWICH, MANCHESTER M25 0EG
ON MONDAY 5TH SEPTEMBER 2016**

PRESENT:

Charlie Bamforth (President), Katherine Smart (Deputy President), Alan Barclay (Past President), Jane Kershaw (UK Midland Section), Derek Prentice (IBBS), Mark Kinsman (UK Scottish Section), Ian Roberts (Asia Pacific Section & agreed proxy for Stephen Exinger); Kate Jones (Africa Section), David Smith (UK Great Northern Section). Peter Channon (Southern Section) The meeting was quorate.

IN ATTENDANCE:

Jerry Avis (Chief Executive Officer), Angus Steven (BoE Chairman), Steve Curtis (IBD Technical & Publications Manager), Paula Hillman (FC);

APOLOGIES:

Apologies received from Michaela Miedl (International Section), Paul Wickham (Irish Section), Inge Russell (JIB)

Reports had been received from Inge Russell

WELCOME

The President welcomed Councillors & attendees to the meeting.

1 MINUTES FROM THE LAST MEETING AND MATTERS ARISING

1.1 Minutes from the last meeting were accepted as a true and accurate record and were signed by the President.

1.2 Matters arising from the notes that are not dealt with elsewhere in these minutes

(3.1) Following a previous request from Flo Vialan for a meeting of section treasurers, Paula Hillman held a workshop at Curlew Street on 28th June.

2 MEMBERSHIP MATTERS (Appendix 1)

2.1 New members and general overview.

The membership matters report was presented by Jerry Avis and is appended to these minutes. The Chair put new membership to the vote of the Council which was unanimously agreed.

2.2 Nominations to Fellow

There were no nominations for Fellowship

2.3 Obituaries

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

Leo MacDonald	African Section
Reginald Bird	UK Great Northern Section
Philip Moores	UK Midland Section
Denis Holliday	UK Southern Section
Rodney Tabona	UK Southern Section
Keith Leppard	UK Southern Section

3 FINANCE AND GOVERNANCE

3.1 Quarter 2 2016 Management Accounts

Paula Hillman, presented a summary of the Q2 YTD management accounts:

- At £1,683,795 the total income to date is 91% of the budgeted income figure
- Subscriptions have exceeded budget by 2% (c. £496k actual)
- Exam income is 90% of the budgeted figure (c. £511k actual)
- Advertising revenue from Wiley is lower than expected and is £22k lower than at this point last year – print advertising is decreasing in favour of digital although the BDI is outperforming similar subscription magazines.
- Income from training courses is in excess of budget by 39% (c. £173k although last year's budget had been significantly reduced compared with previous years.
- Investment and other income is higher than budget due to the sponsorship income from the YSS conference (£21k)
- Staff costs are lower than budget as the budget included a new technical position was filled in August 2016
- Overhead costs are lower than budget mainly due to the VAT recovery in the first quarter and the computer development costs have been capitalised
- A number of grants have been made to the sections
- Depreciation to date has been charged to the accounts
- The loss on the investments is £35k to date

The surplus as at the end of qtr. 2 is £692,705k which is higher than last year by £132,532, this is mainly due to higher income from Examinations and Training courses

Balance Sheet

As at 30 June 2016 the net assets on the balance sheet are £5.8m

3.2 2016 Budget update

The 2016 IBD budget was reviewed and presented to the Trustees. Investment plans for e-learning, further exam development and process efficiencies in the IBD finance function were agreed with the Board.

An indicative budget for 2016 was provided for the Beer Academy to show the Profit and Loss account at break by the end of 2016.

3.3 2017 Subscriptions and fees

Strong recommendations relating to subscriptions and fees that the Council had recommended at the previous meeting had been agreed by the Board of Trustees and would be put to the Annual General Meeting.

Grade	Suggested	Increase
Standard	£ 138.00	£ 2.00
Certificate	£ 99.00	£ 1.00
Retired/Student	£ 46.00	£ -
MBAA	£ 118.00	£ 2.00

3.4 Update on IT and Website

3.4.1 Jerry Avis reported some slowness in response rate running some of the systems on the hosting was causing frustration but that some solutions were being looked into.

3.4.2 Website update: The website was given a “soft” launch at the beginning of September; comments are so far favourable although glitches and adjustments would need to be made as members become familiar with the system.

3.5 Trustees update including bye-laws and articles

The President summarised that the review of articles and bye-laws by the Governance sub-committee had been completed and would go forward to the AGM later in the day.

3.6 Development Plan Update

Jerry Avis gave an update on the strategic framework and work that was to be delivered over the next 3-5 years depending on development of the financial position. He stressed that expenditure needed to be in line with the overall strategic direction of the Institute and delivered in a sufficiently flexible manner in order to take market changes in to account. The framework continues to be developed down to individual, costed deliverables which can be prioritised, programmed and delivered through HQ, the Sections and membership.

3.7 AGM Appointments

The Chair ran through the appointments that would be proposed at the following day's AGM:

Prof Katherine A Smart as President of the Institute
Dr Timothy J Cooper as a Deputy President of the Institute
Prof Charles W Bamforth as Past President of the Institute
Nigel S Fitch as the Hon Treasurer of the Institute
Dr Peter J Channon as a Trustee
Kenneth J Fairbrother as a Trustee
Colin S McCrorie as a Trustee
J Kevin Mitchell as a Trustee
To re-appoint MHA MacIntyre Hudson as Auditors

This would leave one vacancy for a Trustee which would go for election at the next opportunity.

4 IBBS

Derek Prentice gave the following report:

There has been one IBBS Meeting since the May Council meeting. The meeting was held in Sloane Court on the 22nd of June 2016.

The committee meeting reviewed finance, grants, administrative business and the IBBS Educational Bursary scheme.

The portfolio valuations currently stand at £2.2 million 3% lower than previous quarter. Our current 5 cases and educational bursaries had grants of £1964 for Jan 2016 to March 2016 compared with £1840 for Q1 last year.

We have received two educational bursary applications for GCB exam and course fees, one applicant has been approved and the other currently being reviewed.

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 to August 31st stand at 866 which is a 20% increase on the running rate per month.

The 'Beer Steward' course has been de-listed other than for customers who already hold a valid voucher and where there is a liability until the vouchers expire. For the latter there is access to the Beer Steward exam on our existing exam platform (QuestionMark).

A number of proposals had been formulated for the future of the Academy and these would be put to the Board of Trustees at its next meeting.

5.2 IBD Qualification Development Plan

Steve Curtis reported that progress was being made with a General Certificate in Traditional African Beverages, in conjunction with SABMiller. The plan is to roll this out from September (with a copy in the October edition of Brewer and Distiller International) and with the SABMiller-only examination to be set as early as May 2016 (yet to be agreed). The issue of ownership of Learning Materials (produced by Optimum, SA) is yet to be agreed and will probably be on the basis of reduced examination fees to the first SABMiller candidates to cover their costs so far, with ownership of Learning Materials subsequently to pass to the IBD.

A meeting was held with MAGB regarding the readiness of Diploma in Malting examination for June 2017. It was agreed that we would continue working towards this date although there may not be candidates registering until 2018.

The change of Diploma syllabus / examination format was confirmed as delayed for Brewing and Packaging to June 2018, with a detailed syllabus to be released late 2016. A final decision on Diploma in Distilling for June 2017 is soon to be made, once Angus Steven /Steve Curtis can discuss with Examiner group – but the deadline is set for early October or else this will be too late and will be delayed until 2018 with Brewing/Packaging.

5.3 Examiners report

Angus Steven gave the report of the Board of Examiners and early results on the exams just taken. He also shared the development plan that would be put into place to develop both the syllabi as needed and the examinations process towards one of excellence.

6 TECHNICAL MATTERS (INFORMATION)

All matters discussed elsewhere in the agenda.

7 PUBLICATIONS AND COMMUNICATIONS (INFORMATION)

7.1 JIB

Inge Russell provided metrics for the Journal.

With respect to online unique visitors, number of visits and number of page down loads, these had increased on this time last year by c. 9%, 11% and 7% respectively. The Journal overall was performing well.

7.2 BDI

Steve Curtis reported that the BDI continues in good health, with growing amounts of 'non-UK' content. Decline was seen this year in print advertising income (£22k vs last year), but Q3 and Q4 are likely more in line with previous years. SC to discuss improvement strategy with Wiley.

The situation with BDI printed obituaries was discussed. Steve Curtis stated his belief (and agreed by Council) that these are reserved for deceased IBD members only – having had a lot of requests for non-member obituaries in recent months. Furthermore, it was agreed that the IBD Weekly Newsletter (to all members) was an inappropriate vehicle for death notices, and in future notifications would be to local

sections by email only – with exception being made for ‘internationally known’ members or officers of the IBD.

8 OVERSEAS SECTIONS

Asia Pacific: Ian Roberts (AP Chairman elect) gave an update review of the strategic direction of the AP Section, of the recent convention and an update on training.

8.1 Strategic direction

With respect to the AP section, the focus would continue to be on the growth of business in Australia and New Zealand whilst maintaining support at the appropriate levels for the rest of the section. As in other parts of the world, the craft sector is growing at pace and is seen as an opportunity for membership growth if addressed with the right offer.

Key elements of the current climate were described as below:

- The mix of brewers in Australia and NZ is rapidly changing. We estimate more brewers will be in craft than traditional large brewers (CUB, Lion, Coopers) over the next 2-3 years
- Craft are looking for a mix of vocational and theoretical education
- IBD not seen as entirely relevant. Very “UK & big brewer” centric
- ABI purchase of SAB Miller sees Carlton & United Breweries (CUB) transition to ABI from 10th October (approx. 100 IBD members)
- Asia is a transient membership and continually challenging market. Cost neutral at best
- The Section is completely self-funded with no investment from IBD membership fees
- The current Asia Pacific model is under threat. Membership has started to decline and turnover increasing. Becoming a more volatile market.

Key strategic thoughts were that the Section needed to:

- Shore up the “heartland” of Australia and New Zealand
- Relate and ally with the growing craft industry
- Fund a more professional organisation that adds more value to members for their fees
- Get the learning and development model right for the market
- Identify further funding models to keep the section viable into the future

The key organisation deliverables to be supported would be:

1. Overall Membership Growth of >10%
2. Share of Membership in Australia & New Zealand from the Craft sector >25%
3. Growth in the number of People Attending Regional Meetings >30%
4. Membership Retention >95%
5. Forecasted Financial Reserves >\$250K
6. Total Education Student-Hours Increased 25%
7. Membership Engagement – Metric to be determined

8.2 Convention update

Ian Roberts gave an update on the 2018 AP convention with the following points:

- Striving towards a convention of 300 people
- **Convention Dates:** Monday 19th March 2018 to Thursday 22nd March 2018
- **City:** Wellington - the “hub” of New Zealand craft
- **Venue:** TSB Bank Arena & Convention Centre Shed 6 (Purpose built conference facility)
- **Convention Chair:** Chris O’Leary (Emerson’s Brewery, NZ) Founding NZ Craft Brewery
- Strong Craft themes and queues to renew the attraction and diversify the audience
- Build on the successes of the Sydney convention 2016

Africa:

Kate Jones reported that the 2017 Africa convention had been cancelled because it was too high a risk with the perception that the ABInBev acquisition of SABMiller would be highly impactful on the numbers of those able to attend with a concomitant reduction in interest from suppliers. The Africa Section committee had therefore taken the difficult decision not to go ahead at full scale. There was a discussion on a reduced offer for the craft brewing sector but “craft” is still in its infancy so similar conversations were had around the IBD proposition being value for money. A lot of work is required with craft brewers going forward so that the IBD remain relevant. Most breweries are less than 10 hl so at the moment the Section is looking at different strategic options for engagement. DGB have just opened a 150 hl brewery with interest from the wine makers.

With the cancellation of the conference the section is left with a conundrum because the convention supplied the revenue for the section. Similar concerns were expressed as with the AP section over costs and revenue. Kate also noted that a lot of craft distillers had also appeared recently.

9 CONVENTIONS & CONFERENCES (Information)

9.1 Asia Pacific Convention 2018 – Wellington, New Zealand

See above

9.2 Young Scientists Symposium April 2016 – Chico, California

The President reported that the YSS ran with great success from 21st to 23rd April at the Sierra Nevada Brewery in Chico, California. The 2018 YSS is scheduled to take place in Trier with the support of the Bitburg brewery.

9.3 WDSC 2017

Martin Kinsman provided an update as follows:

9.3.1 Promotion & Communications

Website now live www.wdsc2017.org and abstract submission opened on 6th May – website being updated regularly.

Twitter feed has been live for a few months with regular posts by Communications Committee and others. Twitter feed is also on the website homepage.

Full page advert and full page “abstract submission open notice” were in the July edition of BDI. Plans are in place with Steve Curtis for adverts and / or articles in all future editions of BDI including a WDSC 2017 special edition in April next year.

WDSC 2017 Flyers are being distributed at all Conferences being attended by IBD staff and others.

A LinkedIn profile has been created for WDSC 2017 and everyone encouraged to promote this way.

A whisky writer, Ian Wisniewski, has been engaged to help promote the Conference prior to the event. He will also attend the Conference, and blog, tweet, etc “live” during the event.

9.3.2 Commercial & Social

All major sponsors from 2014 have confirmed that they will repeat the same level of sponsorship in 2017 (Platinum – Briggs: Gold – AB Mauri, Blyth & Blyth, Forsyths, and Green Engineering). All other sponsors from 2014 have been contacted to offer them sponsorship packages, same for exhibitors with positive feedback so far and it looks like we will achieve the same number of sponsors and exhibitors as 2014 despite sponsorship costs being increased slightly compared to 2014.

Briggs will sponsor the social evening on the Wednesday evening. The venue in Glasgow has been identified and detailed planning continues.

9.3.3 Programme

The Programme Committee has defined the session topics and these will be added to the website soon. Abstract submission opened on 6th May and we are beginning to receive submissions. Break-out sessions also being planned – these will take a more “educational” slant for 2017. We also plan to have an exhibition of laboratory equipment set up throughout the Conference, with various lectures and drop-in sessions on particular topics related to analytical techniques.

Two plenary speakers have been identified and are being contracted to determine their availability. We are targeting one invited technical speaker per session, but there may be more if abstract submission is low.

Keynote speakers confirmed:

- Tuesday – James Brosnan, SWRI
- Wednesday - Dame Anne Glover – Aberdeen University and Chief Scientific Adviser to the President of the European Commission. At the moment, Dame Anne is only available on the Wednesday, but she may be able to make herself available to open the Conference on the Tuesday – if she can, then we’ll swap her with James Brosnan.
- Thursday – Senior Executive from Beam Suntory Japan (name to be confirmed)

The Sottish section of the IBD have recently made a number of grants to Universities and Research Bodies. A requirement of each grant is that a paper / poster must be submitted for WDSC 2017.

9.3.4 Other

Financial and bank account details have been confirmed with IBD HQ in London (Paula Hillman). The best cost event insurance is currently being investigated between IBD HQ and Meeting Makers.

10 ANY OTHER BUSINESS

None

11 DATES OF NEXT MEETINGS

Date (2017)	Event	Location	Venue
Friday 3 February	Council	Burton	Briggs
Tuesday 23 May	Council	London	Curlew St
Wednesday 6 September	Council and AGM	London	Curlew St