

Creating a Local Inventory and Publishing a Local Pub Heritage Guide



Introduction:

Over the last thirty years, the CAMRA Pub Heritage Group (PHG) have produced a series of regional and national Pub Heritage Guides. Together, the regional guides cover the whole of the country, several running into second editions and/or, some years after the original, a completely rewritten new edition. They include listings of pubs, and clubs, which are on the National Inventory (NI) for their interior.

The only local guide to be produced, in a similar format (A5 portrait, full colour throughout), is 'Sheffield's Real Heritage Pubs.' The first edition, download only, was in 2017, new editions following. The 2018 and 2021 printed editions both made a four-figure surplus and are sell-outs. It is anticipated the same will occur for the 2023 edition. In addition to National Inventory listings, these publications also include both local heritage listings and pubs listed for Outstanding Conservation and Restoration (OCR).

Throughout, the book has been available as a free download. <https://sheffield.camra.org.uk/rhp/>

The process of creating a Local Inventory and a detailed local guide

1. Overview

What are you trying to achieve?

2. Area:

What geographical area are you covering?

A city? (eg. The City of Sheffield)

A defined area? (eg. Central Manchester, the Holme Valley, Rutland)

Keep it sensible/feasible – an LI is exactly that – local - at some point, every pub on your list will need visiting – better to start with a small geographical area and expand than start big and have to reduce.

For example: Sheffield – initial LI work has been done on nearby Dronfield – this could either evolve into a separate undertaking or become part of a bigger whole.

3. Pub classifications:

LOCAL INVENTORY (LI)

– A DETAILED LIST OF ALL PUBS (AND CLUBS) OF HERITAGE INTEREST
LOCATED IN A DEFINED GEOGRAPHICAL AREA.

★ ★ ★ Information on Three*, Two* and One* NI pubs¹ is available on the PHG website: <https://pubheritage.camra.org.uk>

¹ This document refers throughout to 'Pubs' – this should be taken as referring to both 'Pubs and Clubs.'





Information on OCR pubs is also available: <https://ocrpubs.camra.org.uk/>

You will need to look for:

- **Local Inventory of Historic Pub Interiors:** pubs with a reasonable degree of intactness in their layout and some of their fittings. Visitors should get a good idea of how the interior was originally arranged even if, for example, doors have been removed or extensions added.
- **Local Inventory of Historic Pub Interiors:** pubs where the layout has changed more radically but where particular fittings or features of real importance survive.
- **Local Inventory of Historic Pub Exteriors:** pubs where the historic interior has been entirely destroyed. Typically the original multi-room layout is transformed into a single open plan area around a central bar. However, the pub retains an exterior which is of a very high quality or includes specific features. You may also wish to include some pubs which have been converted from older buildings.

4. Creating a Local Inventory:

It is essential to see the creation of a Local Inventory as a manageable series of steps:

1. WhatPub: add heritage images and information (use the 'Historic Interest' field)
2. PHG website: update information and images
3. Article(s) for a local CAMRA/history magazine and/or Pub History Society magazine
4. Creating a Local PH Inventory
5. A publication – (for example: website, flyer, booklet, book)
 - ⇒ Best to start simple: update Whatpub information, produce short articles (which can be later up-dated & reused) then look to a larger publication and/or develop an online presence.

Use what already exists. There is lots of information on the national Pub Heritage website. This will give you information on Three*, Two* and One* pubs and (possibly) information on other pubs which miss out on One* but are LI. The latter may include pubs which were originally categorised as of 'Some Regional Importance' (SRI) but do not make the criteria for One*.

You may also wish to consider the inclusion of OCR pubs.

Creating a printed publication (book/booklet/flyer):

1. Project Team:

This could be one person, or a team. Roles can be shared, individuals can take on multiple roles. Ensure the following roles are covered:

- Project Manager
- Images
- Research
- Text writing
- Finance, including Sponsorship
- Design, including colours, fonts....

2. Availability:

Printed document – how many copies?

Free download - share the link

(this is not a vanity project, this is campaigning)

- Keep ongoing data regarding the number of downloads

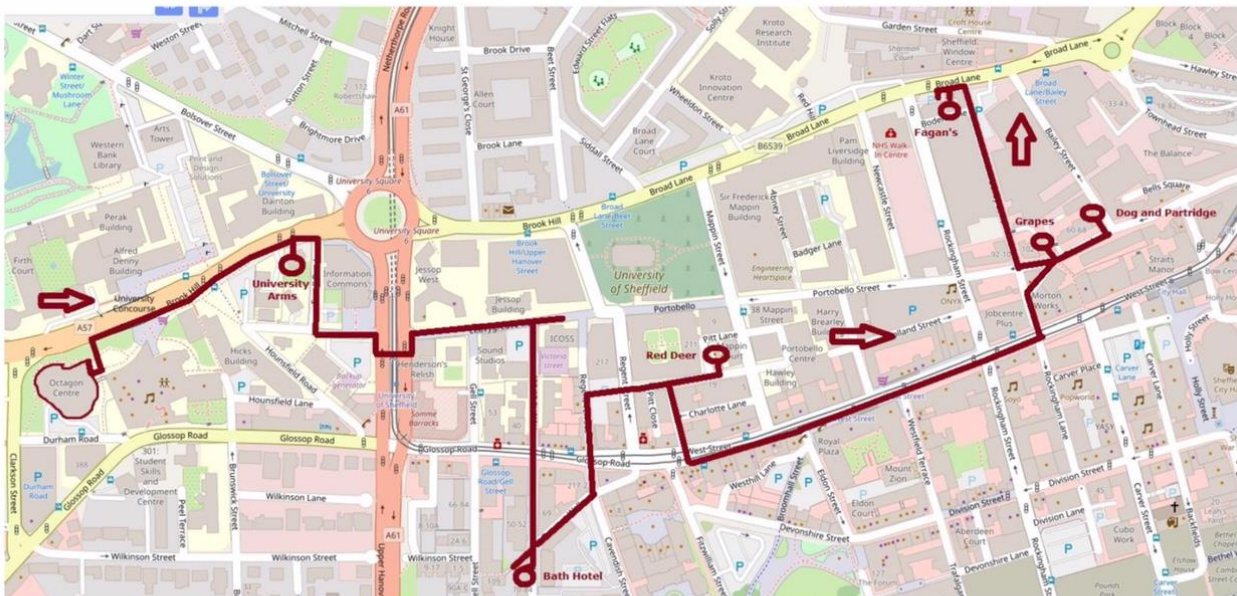


3. Structure of a book:

- (1) Title page, including acknowledgements, photo credits etc
- (2) Contents Page
- (3) Introduction/Overview
- (4) Pubs – will these be alphabetical or split into distinct geographical areas?
[for example: central, north, south, east, west]
- (5) Other articles? – is there something specific & local? eg. ‘Dram Shop’
- (6) Glossary? – use the glossary developed in PHG publications and add local extras
- (7) Maps? – be careful regarding copyright. If you wish to include a map, consider using OpenStreetMap
(see example, below: map is copied from OpenStreetMap, red is then added)
- (8) Appendixes
- (9) References

⇒ Use PHG regional and local guides to provide ideas regarding structure and content

Sheffield Pub Heritage Walk



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4. Pub entries:

Each pub should include the same introductory information. For example:

Pub name *PHG designation*
Address
Listing information, including local listing and conservation area
Link to PHG listings
Whatpub link

SheffieldTap *****
Platform 1b, Sheffield Railway Station, Sheaf Street S1 2BP
Grade II listed, December 1975
pubheritage.camra.org.uk/pubs/12055
whatpub.com/pubs/SHF/294

Followed by descriptive text and images.

The length of an entry will depend on many considerations:

- is this a Three* pub or LI?
- how much information do you have?
- what research is possible?

5. Sources of information on pubs:

CAMRA: Pub Heritage publications and website
GBG, local guides, local websites, WhatPub

Local libraries & archives: for example: Sheffield Archives (online catalogue and visits) have a licensing file for many pubs (& ex-pubs) which include licensee lists, photographs, plans and assorted papers

<https://www.calmview.eu/SheffieldArchives/CalmView/>

Other organisations: Local and national history societies and similar organisations: for example:

- Historic England have created several historic pub walks:

<https://historicengland.org.uk/campaigns/visit/walking-tours/historic-pub-walks-north-west-england/>

<https://historicengland.org.uk/listing/missing-pieces/historic-pub-walks/>

- Pub History Society <http://www.pubhistorysociety.co.uk/>

Other publications and AI: brewery guides, local history books, pub guides it can also be useful to investigate the use of Artificial Intelligence (AI) tools. For example: ChatGPT, Copilot, DALLÉ-2 and Google Gemini. A search using '*History of (pub name), (location)*' is likely to provide much information you have gleaned from other sources. However, there may be snippets which can provide other lines of research.



PUB HERITAGE – CREATING LOCAL INVENTORIES

Listed Buildings: The [National Heritage List for England](#) originated in 1882. In 1947, this developed into Statutory Listing. Listed building consent must be granted in order to make changes which might affect their special interest. This could be alterations, extensions and possibly, demolition. There are three categories of listing:

- Grade 1. This highest of gradings covers just 2.5% of all listed buildings: these have 'exceptional', even international interest.
- Grade 11*. (spoken of as 'Two Star'). Covers a further 5.5%: 'outstanding' interest.
- Grade 11. 92% of all English listed buildings are at this grade: 'special' architectural or historic interest.

Most listed pubs are designated as Grade 11: the listing information will include useful information.

In England, listings are made by the Secretary of State for Culture, Media and Sport, on the advice of Heritage England. Local Heritage Lists identify heritage assets that are valued as contributing to the distinctiveness and history of the area but that are not protected by statutory designations – see, for example: [South Yorkshire Local Heritage Listing](#).

As with all research, you want multiple sources to agree and provide a coherent picture.

Referencing: information sources need referencing - keep references as you research, don't leave it until the end. Use footnotes in your text and include a references section.

6. **Pub Images:** ideally an external photo (full sun, blue sky, no parked cars ...) and appropriate internal images. Obtaining the latter may require diplomacy and patience.

Rename your image files as they are obtained. For example, an image of some tile work named 'IMG_3345.jpg' which was taken 3-4 years previously may not readily confirm the name of the pub. It is also useful to include the date the photograph was taken. For example:

White Lion_2024_04_lounge.jpg
Pub Name_year_month_room.jpg

Use the properties feature of .jpg files to include the name of the photographer and other information.

It is possible to use images taken by others: permission must be obtained. For example, a pub posts a photo on Facebook which fits your requirements: contact the pub, ask for the original (high resolution) image and promise a photo credit and a copy of the publication if it is used.

You may wish to manipulate images (cropping, perspective, exposure ...). In most cases, the software available on your smartphone or a pc will suffice. However, occasionally, you may need to be more technical. Commercially, Photoshop will provide. The open-source alternative, GIMP, is worth serious consideration.



At some point, you will need to transfer large files (for example, images) between colleagues. We suggest that you use 'We Transfer' for this purpose <https://wetransfer.com/>: a file-sharing tool which allows you to easily send large files over the internet. Up to 200 Gb can be sent at no cost.

WeTransfer



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7. **Style Guidelines:** use common formats throughout & agree in advance, for example:

1970s	1970's	1970s'		
19 th C	C19 th	19 th Century	C19 th	19 th century
1968-69	1968-1969	1968/1969	1968/69	
abv	a.b.v	Abv	ABV	
F.A.Cup	FA Cup	FAC		
For example:	Eg.	eg.	eg	
Street	St	St.		
T Moore	T.Moore			

Very detailed guides are used for CAMRA GBG entries. Hence, you may wish to consult the GBG Style Sheet regarding further suggestions - <https://www1-camra.s3.eu-west-1.amazonaws.com/wp-content/uploads/2023/12/01134852/GBG-2025-Style-Sheet.pdf>

8. **Units:** ensure that you use correct units at all times. SI units always have a space between the number and the unit. - for example:

Correct:	Bbl.	75 cL	2 m	2 metres
Incorrect:	BbL. bbL. Bbl	75cL 75cl. 75 CL	2m 2M 2mtr 2ms 2Mts 2metres	2 m.

9. **Design:**

Who will design your publication?

Follow CAMRA guidelines and style.

Suggest preparing as an A4 document and printing as A5 – your printer will reduce the size.

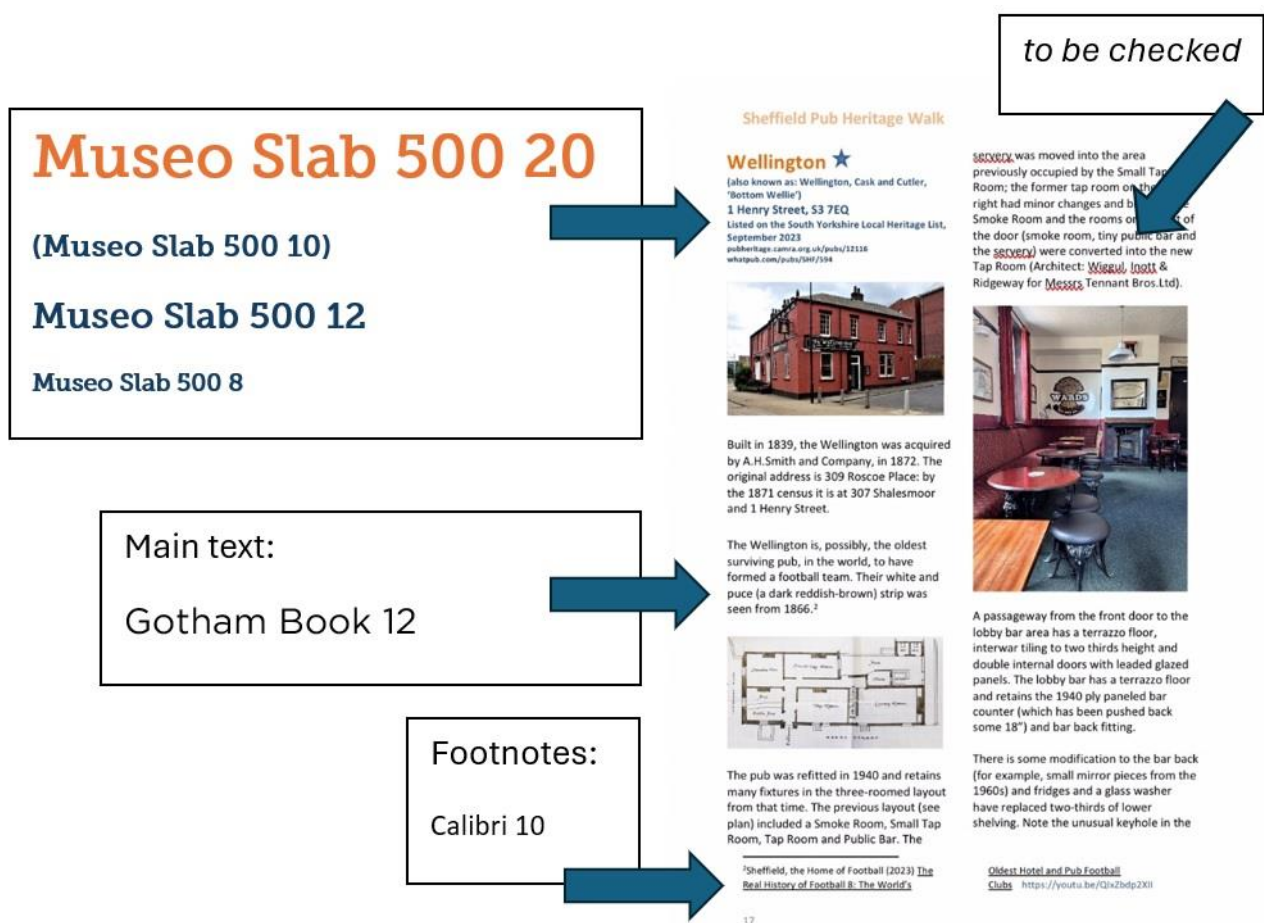
You will need to make decisions regarding the text size, font and colour of the following:

- Front Cover text
- Text on spine
- Acknowledgements
- Contents
- Main text
- Header
- Footer
- footnotes
- Image descriptions
- Back cover titles
- Back cover text

Use an earlier publication to act as your template, for example:



Pub Heritage: Local Inventories



The above example is written in A4, to be printed in A5.

10. Finance:

Sponsorship: sponsorship can be useful in order to defray printing costs. Ensure that you ask for payment as the book goes to print (this helps with the bill from the printer).

Possible sponsorship package:

- full page internal advertisement
- your logo on the back cover
- a mention in the editorial, including weblink
- two complementary copies of the publication
- 50% reduction on the rrp for further copies
- If requested, a book signing event - two hours at a mutually agreed time/venue

Offer the same package to all, at the same cost. If you charge different amounts for the same package, it will become known and your trust is subsequently destroyed for future publications. You can charge different for a different package (eg. half-page ad., not full-page ...).

Essential that book signings get lots of local publicity.

All the printed Srhp books have had several sponsors. Obtaining sponsors for the first printed edition was difficult: download figures from the first edition was a key influence, as was a previous positive relationship (customer, BLO ...). Sponsoring a new book takes an act of faith: the editorial

Pub Heritage: Local Inventories

team have to be trusted. Be prepared to make a pitch and justify why spending their money on your book is a good use of their marketing budget.

By contrast, obtaining sponsors for the subsequent printed editions was straightforward: the successful track record was established and potential sponsors could see exactly what benefit they would receive.

<i>Srhp Sponsor</i>	<i>October 2018</i>	<i>October 2021</i>	<i>April 2023</i>
Abbeydale Brewery	X	X	X
Rutland/ Crow	X	X	X
White Lion	X		
Bradfield Brewery		X	X
Beer Central		X	
Maison du Biere		X	
Alder Bar			X
Hop Hideout			X
Sheffield Beer Week			X

11. Printing:

Cost – get multiple estimates from local printers

Do you have enough funds to pay the printer?

What format documents does the printer want? (best option for yourself is .pdf)

Time-lines – printers may offer a lower rate for a longer turnaround time
(eg. three weeks, not one week).

Nb – printing costs increased by over 50% in 2022-23

⇒ **Essential to make a financial surplus**

Printing costs for Sheffield's Real Heritage Pubs:

Year		Pages (internal)	No. printed	Unit cost	Rrp	Launch event
Oct.2017	Download only	80	None	N/a	N/a	N/a
Oct.2018	Download and printed copy	96	1050	£1.27	£5.99	SCBF44
Oct.2019	Download only	112	None	N/a	N/a	N/a
Oct.2021	Download and printed copy	112	1008	£1.60	£6.99	SCBF on tour
April 2023	Download and printed copy	120	1000	£3.16	£8.99	MW2023

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Printing costs for Sheffield Pub Heritage Walk Booklet:

Year		Pages (internal)	No. printed	Unit cost	Rrp	Launch event
April 2023	Download and printed copy	32	825	£0.623	£2.99	MW2023

12. Marketing:

Social media: Facebook, Discourse
Launch event
CAMRA publications
Press release and articles
Pub Heritage talks & walks
Book signing events

13. Distribution:

13.1 Recommended retail price (rrp): will depend on sponsors input and printing costs

13.2 Postal copies: use BACS to collect payment

13.3 Retail outlets: will expect a discount (the 'Trade Price') - at least 40%, 50% if they take >10 copies: have a clear policy, same discounts for all. Some will pay cash, others will want both a delivery note and a formal invoice. All will require a receipt/delivery note.

Avoid 'sale or return' – better to get paid for x copies than going back some weeks later to collect payment.

(Nb. There is the occasional exception to this suggestion, for example: Samuels Kitchen (a café/sandwich shop in Stocksbridge) has sold copies of Srhp – personal acquaintance for years ... hence, use your local judgement).

Investigate possible local outlets before you collect from the printer – if you can get pre-orders, deliver on collection day:

- Local bookshops, bottle shops, brewery taps, pubs, large garden centres, beer festivals
- Pub heritage walks (link to Heritage Open Days) – cash sales at such events yields maximum surplus

13.4 CAMRA Shop: will take some copies – essential that the branch invoices at the Trade price. Find a 'no-cost' method of getting copies to St.Albans (eg. the HQ lorry returning from a CAMRA BF) – don't spend your surplus on a courier.

For example:

- 50 copies of the 2023 Sheffield Heritage Pub Walk booklet were delivered to GBBF (Winter) in Burton-on-Trent and went on sale. Later in the afternoon, the editor was doing pop-up book signings. At the end of the festival, remaining booklets went to St.Albans.
- copies of the 5th edition of Sheffield's Real Heritage Pubs were transported to St.Albans on the HQ lorry after take-down at MW2023.

13.5 CAMRA Beer Festivals (BF): invoice for the trade price – deliver copies and check back on sales when you leave the BF (for example, Srhp – copies taken to Derby, Nottingham and Manchester BF – most sold within several hours: at Derby, they were taken off-

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sale to ensure copies were subsequently available for sale at a scheduled talk by the editor). Left-over copies of the publication can be kept by the branch for future sales.

13.6 ISBN number: if you aim to sell to a national chain (eg. Waterstones), this is essential. However, you may be able to sell locally with no ISBN – another cost consideration.

- a. **Complementary copies** will include: acknowledgements, editorial/production team, image providers, sponsors, selected reviewers, local libraries, printer, pub entries (nb. pubs will often take 10 copies to sell when you visit with their copy).

This also includes the legal requirement to send copies to:

Legal Deposit Office, Boston Spa - 1

Copyright Libraries Agency, Edinburgh - 5

[Bodleian Libraries University of Oxford, Cambridge University Library, the National Library of Scotland, the National Library of Wales, the Library of Trinity College Dublin]

14. **Accounts, records and documentation:** draft a budget in advance: it is essential that every penny is accounted for – use a spreadsheet and keep documentation. Send an up-to-date copy to a trusted person (eg. Branch Treasurer) at agreed intervals.

Be aware of **GDPR** (General Data Protection Regulations): you will have names and addresses of postal sales. This data should not be circulated.

15. Useful links:

- 1) CAMRA Historic Pub Interiors: <https://pubheritage.camra.org.uk>
- 2) CAMRA Outstanding Conservations and Renovations (OCR) pubs: <https://ocrpubs.camra.org.uk/>
- 3) CAMRA Tckty: https://tckty.camra.org.uk/select_account
- 4) Eventbrite Organiser: <https://www.eventbrite.com/organizer/>
- 5) GNU Image Manipulation Program (GIMP): <https://www.gimp.org/>
- 6) Historic England: search the list: <https://historicengland.org.uk/listing/the-list>
- 7) OpenStreetMap: <https://www.openstreetmap.org>
- 8) Pub History Society: <http://www.pubhistorysociety.co.uk/>
- 9) Sheffield Archives online catalogue: <https://www.calmview.eu/SheffieldArchives/CalmView/>
- 10) Sheffield's Real Heritage Pubs: <https://sheffield.camra.org.uk/rhp/>
- 11) We Transfer: <https://wetransfer.com/>