

# 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 inventory listings and pubs listed for Outstanding Conservation and Restoration (OCR).

Clear selection criteria for the inclusion of pubs on such a LI have been developed by the national Pub Heritage Group. These were formally updated at a meeting held in Birmingham in October 2024. They will be reviewed in October 2029. These are provided as an appendix to this document.

## LOCAL INVENTORY (LI)

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

## 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.



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## 3. Pub classifications:



Information on Three\*, Two\* and One\* NI pubs<sup>1</sup> is available on the PHG website: <https://pubheritage.camra.org.uk>



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 which are not of special national interest but have a degree of intactness in their original layout and/or some of their original internal fittings.

**□ Local Inventory of Historic Pub Exteriors:** pubs where the historic interior has been entirely destroyed.

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.

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<sup>1</sup> This document refers throughout to 'Pubs' – this should be taken as referring to both '**Pubs and Clubs**.'



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## 4. 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

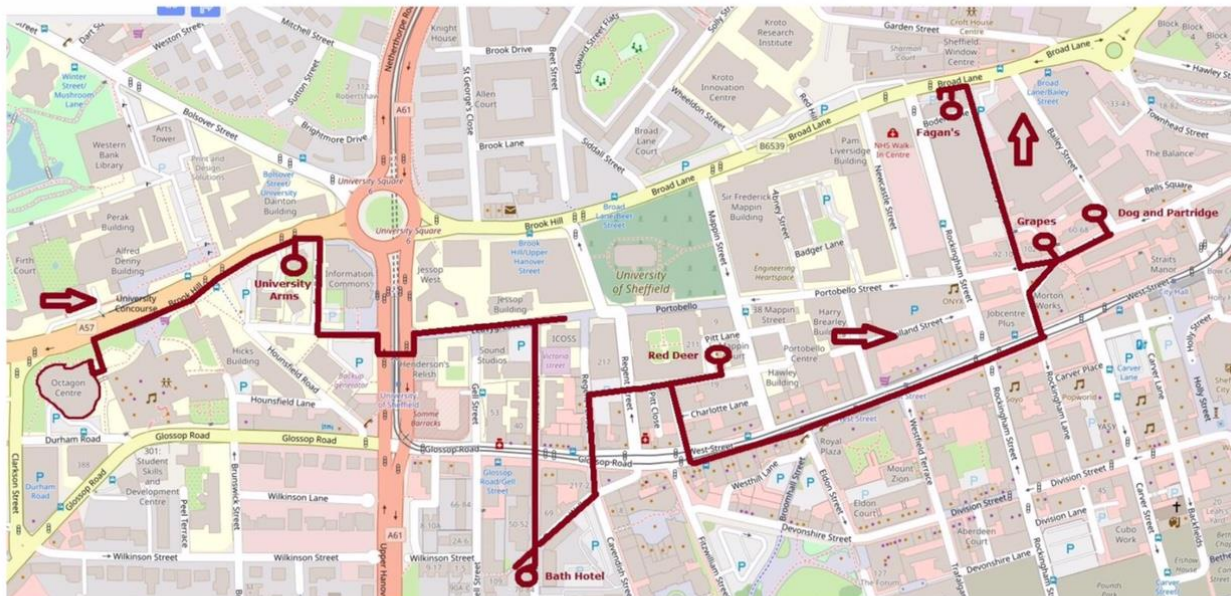
(9) References

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



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## Sheffield Pub Heritage Walk



© OpenStreetMap contributors

### 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](http://pubheritage.camra.org.uk/pubs/12055)  
[whatpub.com/pubs/SHF/294](http://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?



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## 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, DALLE-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.

**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.

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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

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

1970s	1970's	1970s'		
19 <sup>th</sup> C	C19 <sup>th</sup>	19 <sup>th</sup> Century	C19 <sup>th</sup>	19 <sup>th</sup> 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:

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



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## 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:

**Museo Slab 500 20**  
(Museo Slab 500 10)  
**Museo Slab 500 12**  
Museo Slab 500 8

Main text:  
Gotham Book 12

Footnotes:  
Calibri 10

to be checked

Sheffield Pub Heritage Walk

**Wellington** ★  
(also known as: Wellington, Cask and Cutler, 'Bottom Waller')  
1 Henry Street, S3 7EQ  
Listed on the South Yorkshire Local Heritage List, September 2023  
pubheritage.camra.org.uk/pubs/22138  
whispub.com/pubs/26072384

Built in 1839, the Wellington was acquired by A.H. Smith and Company, in 1872. The original address is 309 Roscoe Place; by the 1871 census it is at 307 Shalesmoor and 1 Henry Street.

The Wellington is, possibly, the oldest surviving pub, in the world, to have formed a football team. Their white and puce (a dark reddish-brown) strip was seen from 1866.<sup>7</sup>

The pub was refitted in 1940 and retains many fixtures in the three-roomed layout from that time. The previous layout (see plan) included a Smoke Room, Small Tap Room, Tap Room and Public Bar. The

<sup>7</sup>Sheffield, the Home of Football (2023) *The Real History of Football 8: The World's*

*Oldest Hotel and Pub Football Clubs* <https://youtu.be/Q2x2ndp2XII>

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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).



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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 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. 3 weeks, not one)

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

⇒ **Essential to make a financial surplus**





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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

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
August 2024	Download and printed copy	32	1000	£0.628	£2.99	SCBF48

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

## 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



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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 5<sup>th</sup> 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-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.

**13.7 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

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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](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/>

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## Appendix:

### Local Inventory Criteria:

#### Introduction:

Local Inventories are the lowest tier in our structured statement of national pub preservation priorities. Above it is the National Inventory which identifies the country's best preserved historic pub interiors: pubs within it are graded in three tiers (Three, Two and One Star): all are considered to be of special national interest.

There are many pub interiors where the level of change has been too great for the National Inventory (NI) to be considered appropriate. However, they do retain parts of their traditional planform and/or some historic features. Such fragments are of heritage interest. They deserve recognition and respect in any alteration or refurbishment schemes that may be proposed. To that end, and to aid understanding, they should be recorded and catalogued.

In addition, many pubs retain much of their original exterior despite their interior having had substantial change. For example, they may have original brickwork, entrance doors, plasterwork, stained windows and/or tiling.

Hence, the development of Local Inventories as a means of raising such awareness. The expectation is that LIs will be driven by individual CAMRA Branches, with PHG maintaining arms-length oversight and setting the inclusion criteria.

#### Local Inventories - Criteria:

As with the NI, the 'cut off' point for LI pubs is 50 years ago: the interior must contain some elements that originated before that date. However, whilst NI pubs are expected to retain significant elements that are more than 50 years old, with LI pubs that criterion is more relaxed and just a few features or aspects of old plan-form can suffice. LIs can also include pubs whose historic interior is no more, but which have historic exteriors.

#### Applying the Criteria:

When considering a pub for LI inclusion, things to look for are 'fragmentary survival': historic features and/or a historic plan:

**Historic features:** for example: seating, counter and bar back (gantry), doors and windows, wall-tiles, a mosaic floor in the entrance hall (vestibule), panelling, fireplaces, bell-pushes, decorated ceilings, original loos, screens and so forth. In an LI pub, it would be rare for more than a few of these features to survive, otherwise it would be a candidate for the NI. Given that this is the lowest tier of the Inventory project, the bar can be set quite low. A room with old bench seating (even if recently upholstered) and some wall-panelling could be regarded as having enough to qualify.

**Historic plan:** Are some elements of the historic layout intact or readily discernible? Comments on the pub should aim to demonstrate how much of

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its internal plan has, or hasn't, changed. For instance, it might still be obvious to the trained eye that the pub was once multi-roomed even though several walls have been removed and spaces rearranged. However, if the interior has been comprehensively remodelled then historic interest in the layout will have gone.

**Historic exterior:** Typically, the original multi-room layout is transformed into a single open plan area with a single bar. However, the pub retains an exterior which has high quality aspects.

## Agreeing Entries:

NI entries have to be agreed by specified numbers of Pub Heritage Group (PHG) members. It would be unrealistic for such approval methods to extend to LIs. The expectation is that compilation of LIs will be driven by individual CAMRA Branches. It should be their decision, using these criteria, as to which interiors to include on the list. However, PHG will maintain quality control oversight. LIs should be made available to PHG who may wish to comment.

## Coverage:

The basic building blocks should be CAMRA Branch areas. However, Branches may wish to combine their findings into larger areas such as a whole County or a city such as Birmingham, Manchester or London. Alternatively, a Branch may wish to look at a specific part of their area. For example, a single Local Authority or a series of adjacent areas.

## Format:

In a similar manner to the NI, the description for each LI pub should include its name and address, the name of the local planning authority and whether it is Listed. The main text should make clear the reasons why the interior merits inclusion. If appropriate, reasons can also be given as to why the interior is not up to NI standard. Mention should also be made of any significance regarding the exterior.

## Recording:

- Each branch should maintain a list of the pubs on their LI (via their branch website)
- Each local listing will be linked from the LI page on the PHG website
- In time, all LI pubs should have an entry which is accessible from the national pub heritage database.

**Agreed: October 2024**

**To be reviewed: October 2029**