



Marie Cawley  
Consumer and Competition Policy Directorate  
Department of Trade and Industry  
1 Victoria Street  
London  
SW1H 0ET

24<sup>th</sup> September 2004

Dear Ms Cawley

I am writing on behalf of CAMRA, The Campaign for Real Ale to apply for the organisation to be designated as a “super complainant” under section 11 (6) (a) of the Enterprise Act.

The following appendices are attached with more detailed information:

- Appendix One - Accounts for the previous two years
- Appendix Two - Campaign for Real Ale Limited Memorandum and Articles of Association
- Appendix Three - Details of Directors and Chief Executive (not for publication)

CAMRA, The Campaign for Real Ale represents consumers who enjoy good beer and good pubs. CAMRA is therefore active in the following sectors:

- Brewing
- Public houses and Clubs

CAMRA has 72,000 individual members and is wholly funded by membership fees and fundraising activities. The bulk of our fundraising income is received from beer festivals and the sale of CAMRA publications, including the Good Beer Guide.

In representing consumers CAMRA is involved in the following activities:

- Monthly newspaper providing up to date news, and advice to our membership.
- Publication of free leaflets providing consumer advice.
- Publication of books and guides providing invaluable information for the public.
- Representing consumer concerns to Government, Government agencies and other regulatory bodies.
- Providing a source of independent advice for consumers.

*Criterion (1) – The body is so constituted, managed and controlled as to be expected to act independently, impartially and with complete integrity.*

CAMRA was formed in 1971 and its mission is to act as the champion of the consumer in relation to the UK and European drinks industry. Its aims are to:

- Promote consumer rights
- Promote quality, choice and value for money
- Support the public house as a focus of community life
- And campaign for greater appreciation of traditional beers, ciders and perries as part of national heritage and culture

CAMRA is a non profit-making company limited by guarantee (no.1270286). CAMRA is governed by its Memorandum and Articles of Association, a copy of which is attached as Appendix 1.

CAMRA has an elected board of twelve directors, known as the National Executive. One third of the directors are elected annually for a three-year term at CAMRA's Annual General Meeting and Members Weekend. CAMRA's Chief Executive reports to the National Executive.

*Criterion 2 – The body can demonstrate considerable experience and competence in representing the interests of consumers of any description.*

CAMRA has acted in the interests of beer drinkers and pub goers since its formation in 1971.

As a volunteer led organisation CAMRA's policy development is driven by consumer concerns. Policy is developed through a range of volunteer committees that ensures CAMRA's competence in representing consumers. Membership of CAMRA is restricted to private individuals.

CAMRA acts and continues to act in the interests of consumers in the following areas:

- In response to complaints about lack of choice in pubs we are working with the Society of Independent Brewers to encourage the national pub chains to stock a wider range of beers.
- In response to complaints about short beer measures we are working with LACORS, TSI and the DTI to put an end to short beer measures.
- In response to complaints about the loss of rural public houses we have worked with Business in the Community and The Pub is the Hub to provide advice to consumers on how to prevent closure and if necessary how to buy the pub themselves.
- Improving standards of customer service in the pub industry

Our policy work and responses to consultations and consumer publications demonstrate our competence and experience in representing the interests of consumers. We have responded to the following inquiries and consultations in the past year.

- *Trade and Industry Select Committee – Inquiry into Pubcos – June 2004*
- *Excise Duty on Beer and Cider – Budget Memorandum – February 2004*
- *Review of Liquor Licensing Law in Scotland – December 2003*
- *Draft Planning Policy Statement (PPS7) – December 2003*
- *Protecting our Historic Environment – October 2003*

*Criterion 3 - The body has the capacity to put together reasoned super-complaints on a range of issues.*

CAMRA possesses an in depth knowledge of the pub retail, wholesale and brewing markets. We closely monitor industry developments and their effects on consumers. We conduct annual pub prices surveys; six monthly consumer omnibus surveys and additional ad hoc research projects.

We confirm that where necessary we would consult outside specialists in order to deal with complex competition and economic issues in a super complaint.

CAMRA has a long tradition of responding to competition enquiries and the Office of Fair Trading, Competition Commission and Parliamentary select committees actively seek our views. In recent years we have been called to give oral evidence to the Trade and Industry Select Committee and the Competition Commission.

*Criterion 4 – The body is willing to co-operate with the Office of Fair Trading and/or with any other authority, body or person having responsibility for responding to a super complaint.*

CAMRA undertakes to fully co-operate with the OFT and any other authority, body or person having responsibility for responding to a super-complaint. We will take full account of guidance issued by the OFT.

*Criterion 5 – The fact that a body has a trading arm will not disqualify it from being designated provided that the trading arm does not control the body, and any profits of the trading arm are only used to further the stated objectives of the body and the body has established procedures to ensure that any potential conflicts of interest are properly dealt with.*

Campaign for Real Ale Limited has a subsidiary company CAMRA Limited, which is dormant.

CAMRA Investment Club Limited is a dormant company that acts as a nominee company for the shares held by the CAMRA Investment Club.

CAMRA undertakes to notify the Secretary of State of any material changes to the information provided that could be relevant to super complainant status.

Yours Sincerely

**Mike Benner**  
Chief Executive