CAMRA National Executive Recruitment Pack

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About CAMRA

CAMRA is considered one of the most successful consumer organisations across Europe. Founded by four real ale enthusiasts back in 1971, today we represent beer drinkers and pub-goers across the UK.

Our vision is to have quality real ale, cider and perry and thriving pubs in every community. Our mission is to promote and advocate:

- the production, availability and consumption of quality real ale, cider and perry
- pubs and clubs as social centres and part of the UK's cultural heritage
- the benefits of responsible social drinking

We do this by supporting and encouraging the beer and pubs trade by running beer festivals, lobbying Government for change, running numerous awards and developing bespoke pub finders and guides.

There's plenty for everyone, whether you're a dedicated campaigner, a beer connoisseur looking to learn more about beer or just want to meet up with friends in your local. Why not join the beer movement

Who are we looking for?

There are three members of the National Executive to be elected.

We are seeking individuals who can bring diverse skills and perspectives to our board, such expertise will be instrumental in enhancing our governance and driving our strategic vision. Joining the National Executive offers a unique opportunity to make a significant impact on CAMRA and the broader community. As a member of the National Executive, you will:

- **Shape strategic direction:** Play a crucial role in setting the strategic vision and direction of CAMRA, ensuring that our initiatives align with our mission and values.
- **Influence policy and decision-making:** Be at the forefront of key policy decisions, influencing the future of our organisation and the sectors we serve.
- **Drive innovation and change:** Lead innovative projects and campaigns that drive positive change, leveraging your expertise to create meaningful and lasting impact.
- **Enhance governance and accountability:** Strengthen our governance framework by providing oversight and ensuring transparency, integrity, and compliance in all our operations.
- **Expand your network:** Collaborate with a diverse group of professionals, stakeholders, and community leaders, expanding your professional network and gaining new perspectives.

Our Structure

CAMRA's governance structure is designed to ensure effective oversight while drawing on the experience and expertise of volunteers from across the organisation. Committees are responsible for developing and delivering work within their remit, supported by advisory groups that provide specialist guidance and recommendations.

Structure can be found in Appendix 1 or online here

1. **Candidate Guidance and Election Campaigning**

This document sets out the rules, requirements and standards that apply to all candidates seeking election to CAMRA's National Executive (NE) in 2027.

The purpose of this guidance is to:

- Ensure a fair, transparent and equitable election process.
- Provide all candidates with equal opportunity to communicate with members.
- Protect the integrity and reputation of CAMRA and its election process.
- Prevent any candidate obtaining an unfair advantage through their position, access to information, or CAMRA resources.

Compliance with this guidance is mandatory for all candidates.

Failure to comply with any requirement contained within this document may result in sanctions, including the withdrawal of candidacy from the election process.

This guidance should be read alongside, these can be found here:

- CAMRA's Code of Conduct for National Executive Members.
- NE Member Role description
- CAMRA's Conflict of Interest Policy.
- CAMRA's Volunteers' Charter.
- Any additional election instructions issued by the Company Secretary or Election Oversight Working Group (EOWG).

2. **Election Timetable**

Activity	Date
Opening of nominations	Friday 4 December 2026
Close of nominations	3pm Friday 12 February 2027
Publication of candidate information	11am Monday 22 February 2027
Opening of member voting	11am Monday 1 March 2027
Close of voting	23.59 Wednesday 14 April 2027
Election results announced	After 6pm Saturday 17 April 2027

All dates and times are final unless amended by CAMRA and communicated formally to candidates.

3. Election Oversight Working Group (EOWG)

The Election Oversight Working Group (EOWG) has responsibility for overseeing the integrity and operation of the election process.

The EOWG operates through the Company Secretary and is responsible for:

- Monitoring compliance with election rules.
- Considering complaints and concerns.
- Investigating alleged breaches.
- Determining appropriate sanctions where breaches are identified.

The EOWG's decisions relating to election conduct are final unless otherwise provided for within CAMRA's governing procedures.

Candidates may seek confidential guidance from:

- The EOWG Chair regarding the role and responsibilities of the National Executive.
- The Company Secretary regarding election procedures, compliance questions, or concerns.

4. Nomination Requirements

To be eligible for election, candidates must:

- Meet any constitutional eligibility requirements applicable to National Executive elections.
- Submit a completed nomination form by the published deadline.
- Obtain support from ten eligible CAMRA members.
- Submit all supporting documentation by the specified deadline.

Prohibited Activity During Nominations

Candidates must not:

- Lobby members for votes prior to the commencement of the official election period.
- Present themselves as a confirmed candidate before nominations have closed and candidatures have been validated.
- Approach CAMRA employees and ask them to nominate or support their candidacy.
- Use any CAMRA data, membership information or privileged access to assist nomination gathering.

Failure to comply with these requirements may result in a nomination being rejected.

5. Election Campaigning Rules

General Principle
Campaigning is permitted only during the official election period and must be conducted fairly, respectfully and lawfully.

Candidates must not encourage, direct, organise, coordinate, request or knowingly permit any individual to undertake campaigning activities on their behalf which would breach this guidance.

Candidates must take reasonable steps to discourage inappropriate campaigning where they become aware of it.

A candidate will not normally be held responsible for the actions of an independent third party acting without their knowledge, consent, encouragement or involvement.

Where evidence demonstrates that a candidate has encouraged, directed, authorised, coordinated, endorsed or knowingly benefitted from inappropriate campaigning conducted by another person, this may be treated as a breach of this guidance.

A candidate cannot avoid responsibility by claiming that inappropriate campaigning was conducted by supporters.

Campaigning Start Date
No election campaigning may take place until:

1. Nominations have closed;
2. Candidate eligibility has been confirmed; and
3. The Company Secretary has formally notified candidates that campaigning may begin.

Any campaign activity before this point is prohibited. Prior to the commencement of the official election period, candidates must not:

- seek votes or endorsements from members;
- encourage others to campaign or lobby on their behalf;
- participate in, organise or facilitate communications intended to influence members' voting intentions; or
- allow their name, candidacy or campaign platform to be promoted through organised lobbying activity.

Candidates are expected to take reasonable steps to ensure supporters understand and comply with these restrictions.
Examples include:

- Seeking votes.
- Publishing campaign statements.
- Promoting candidacy through social media.
- Distributing campaign material.
- Encouraging others to campaign on a candidate's behalf.

Any early campaigning may result in immediate disqualification.

6. Permitted Campaigning Activities

Following formal authorisation from the Company Secretary, candidates may:

Discourse

- Participate in discussions on Discourse.
- Answer questions from members.
- Explain their policies, priorities and experience.

Personal Social Media

Candidates may use:

- Personal Facebook accounts.
- Personal X/Twitter accounts.
- LinkedIn.
- Personal websites.
- Personal blogs.

Personal Email Communications

Candidates may:

- Communicate with existing personal contacts.
- Respond to members who contact them directly.
- Answer questions regarding their candidacy.

7. Prohibited Campaigning Activities

The following activities are prohibited at all times.

Use of CAMRA Resources

Candidates must not use:

- CAMRA membership databases.
- Membership contact information.
- Volunteer contact lists obtained through CAMRA activities.
- Branch, regional or committee distribution lists.
- CAMRA-owned communication systems except where specifically authorised.

8. Use of Position or Office

Candidates must not use their current or previous role within CAMRA to gain an unfair electoral advantage. This requirement does not prevent candidates from identifying their current or past positions, experience, responsibilities, or contributions to CAMRA where these are relevant to their candidacy.

Existing National Executive members, Regional Directors, branch officers, committee chairs and other office holders may continue to undertake the normal duties of their role during the election period. However, they must not use CAMRA meetings, communications, events, resources, decision-making processes, or access to membership information to promote their candidacy or secure support from members.

Examples include:

- Using an official CAMRA position to promote candidacy.
- Using access to CAMRA communications channels unavailable to other candidates.
- Using committee, branch or regional communications for campaigning purposes.
- Using CAMRA meetings primarily as campaign events.

9. Official CAMRA Channels

No individual may use administrative, moderation, editorial or publishing privileges connected with any CAMRA channel to support or oppose any candidate.

This includes:

- Websites.
- Social media accounts.
- Branch communications.
- Regional communications.
- Official publications.
- Discourse moderation privileges.

10. Campaign Events

Candidates must not organise or use formal CAMRA meetings, branch meetings, regional meetings, committee meetings or other CAMRA business meetings for election campaigning purposes.

11. Negative Campaigning

Candidates must not:

- Make false or misleading statements.
- Publish defamatory comments.
- Misrepresent another candidate's views.
- Engage in harassment, intimidation, bullying or personal attacks.
- Encourage others to undertake such behaviour on their behalf.

12. Unacceptable Conduct

Candidates must not engage in behaviour that could reasonably be regarded as:

- Intimidating.
- Abusive.
- Harassing.
- Discriminatory.
- Bringing CAMRA into disrepute.

13. Member Contact and Data Protection

Candidates must not use personal information obtained through their volunteer role, employment, committee membership or other CAMRA activities for election purposes.

This includes:

- Email addresses.
- Postal addresses.
- Telephone numbers.
- Membership lists.
- Distribution lists.

Members who choose to contact a candidate directly may be responded to individually. The use of membership data for campaigning purposes is strictly prohibited.

14. Complaints and Breaches

Any allegation of a breach of this guidance should be submitted to the Company Secretary.

The EOWG may:

- Investigate complaints.
- Request information from candidates.
- Issue warnings.
- Require corrective action.
- Restrict campaigning activity.
- Declare a candidacy invalid.
- Remove a candidate from the election process.

The sanction imposed will be proportionate to the seriousness of the breach. Ignorance of this guidance will not be accepted as a defence.

15. Appeals

A candidate may appeal any sanction imposed by the EOWG by submitting a written appeal to the Company Secretary within seven days of notification of the decision. Appeals will be considered by the National Executive, excluding any member with a

conflict of interest or prior involvement in the matter. The decision of the National Executive shall be final.

16. Requests for Advice

Candidates who are unsure whether a particular activity is permitted must seek advice before proceeding.

Obtaining guidance beforehand may avoid an inadvertent breach.

All enquiries should be directed to:
Anita Newland-Smith
Company Secretary
anita.newlandsmith@camra.org.uk

There shall be no campaigning before formal authorisation is issued by the Company Secretary, and no use of CAMRA resources, data, systems or positions of authority to obtain an electoral advantage. This principle underpins the entire election process and will be strictly enforced.

17. How to Apply?

1. Review all documentation here.
2. The candidate completed the online form, allowing time for their 10 proposers to validate the application.
3. Click here to begin the application process.
4. If the portal is unavailable or cannot be accessed, please contact the Company Secretary, who will be able to provide the relevant information and assistance.

Candidate Information and Hustings Statements
Each candidate must submit:

Candidate Statement
A written statement addressing the following four questions:

1. What experience do you have of volunteering within CAMRA and how will that experience assist you if elected?
2. What relevant skills, knowledge and experience would you bring to the National Executive?
3. What is your vision for CAMRA over the next four years?
4. Is there any additional information members should consider when assessing your candidacy?

Word Limits

- Maximum total word count: 500 words.
- Minimum response length per question: 60 words.

The National Executive Election portal will prevent submission of any response that exceeds the maximum word limit or does not meet the minimum word requirement.

Proposers

Proposers are members who support your nomination. Their names are published alongside your materials.

Proposers must be invited using their member code, rather than their membership number. Members can find their member code within the Membership Details section of their CAMRA account. As only members who have consented to being approached are included in the system, invitations can only be sent to those individuals.

Candidate Photograph

Candidates must also submit:

- A recent head-and-shoulders photograph.
- The image should clearly identify the candidate.
- Photographs should not include other individuals.
- Neutral or uncluttered backgrounds are strongly recommended.

Submission Deadline

Candidate statements and photographs must be received by the Company Secretary no later than:

15:00 on Friday 12 February 2027

Late submissions may not be accepted.

Candidate Videos

Once a candidate has been confirmed by the Company Secretary, they will be invited to produce a two minute video.

The video may be:

- Self-recorded by the candidate; or
- Recorded with support from a member of CAMRA staff via Microsoft Teams.

Detailed instructions, technical requirements and deadlines will be provided after nominations have closed.

Candidate videos will be made available to members alongside other election materials.

Candidate Declaration

By submitting a nomination, each candidate confirms that they:

- Have read and understood this guidance.
- Agree to comply with its requirements.
- Will comply with CAMRA policies and governing documents.
- Accept the authority of the Election Oversight Working Group regarding election conduct.
- Understand that breaches may result in sanctions, including disqualification from the election process.

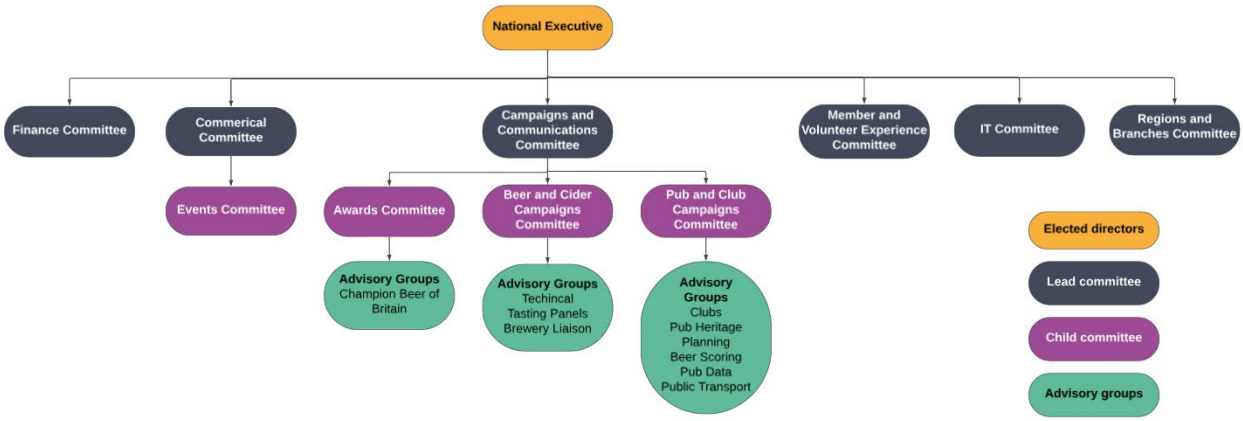
Publication of Candidate Information

CAMRA will publish candidate information through official election channels, which may include:

- The CAMRA website.
- Discourse.
- Members' Weekend, AGM and Conference materials.
- Election communications issued directly to members.
- Beer publications.

The format, layout and presentation of candidate information will be determined solely by CAMRA.

Appendix 1.


National Executive
Finance Committee
Commerical Committee
Campaigns and Communications Committee
Member and Volunteer Experience Committee
IT Committee
Regions and Branches Committee
Events Committee
Awards Committee
Beer and Cider Campaigns Committee
Pub and Club Campaigns Committee
Advisory Groups
Champion Beer of Britain
Advisory Groups
Techincal
Tasting Panels
Brewery Liaison
Advisory Groups
Clubs
Pub Heritage
Planning
Beer Scoring
Pub Data
Public Transport
Elected directors
Lead committee
Child committee
Advisory groups