



**CAMPAIGN
FOR
REAL ALE**

opening times

Huntingdonshire Branch of CAMRA Issue 133
the Campaign for Real Ale WINTER 2007

Community Pub of the Year

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Half Pints

Beer tasters needed

Booze on the Ouse, St Ives Beer
Festival, Thu 11—Sat 13 2008

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*Rachel Dee looks forward
to seeing all her friends in
her first pub*



COMMUNITY PUB OF THE YEAR

CAMRA's Cambridgeshire branches sponsored and presented an award in September to the Blue Bell at Maxey, near Peterborough, for the Community Pub of the Year, part of the Cambridgeshire and Peterborough Community Life Awards 2007.

CAMRA selected the most important pub to community life after visiting 8 shortlisted pubs over the summer. CAMRA was looking for pubs that serve their community well, get involved with all sections of the community and work in partnership with local businesses.

Runners-up were the Prince Albert at Ely and the Carlton Arms in Cambridge. Pubs nominated for Huntingdonshire were the Chequers at Little Gransden and the Lord John Russell in St Neots.

The award was presented by Kathy Hadfield-Moorhouse of CAMRA's Huntingdonshire branch at a prestigious event in September at the St Ivo Centre, attended by the Lord Lieutenant of Cambridgeshire along with many other local luminaries.

Other category awards were presented for people, activities and facilities in communities around Cambridgeshire. The awards are organised annually by Cambridgeshire ACRE (Action with Communities in Rural England), a charity whose members include parish councils and community groups.

ACRE works with community bodies and groups to support and develop voluntary and community organisations to become more sustainable and independent and to create greater equality and improved opportunities for members of local communities.



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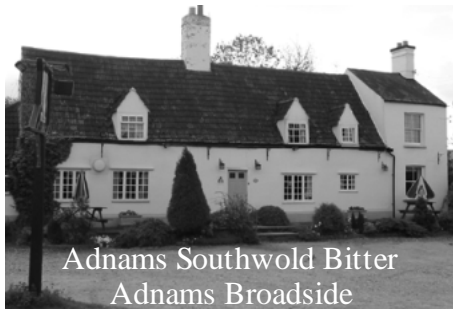
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REAL ALES and REAL FOOD



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Huntingdonshire CAMRA Pub of the Year 2006

COMMUNITY PUBS WEEK

Saturday 16th to Saturday 23rd February 2008

It's a frightening reality that at least 56 pubs are closing in Britain each month and early indications of new research being carried out by CAMRA suggest that this figure could actually be significantly higher. Worse still, the majority of these pubs are not high street chain bars or theme pubs, but community pubs, recognised by most people these days, as important community amenities. The local pub, after all, is often the heart of the community.

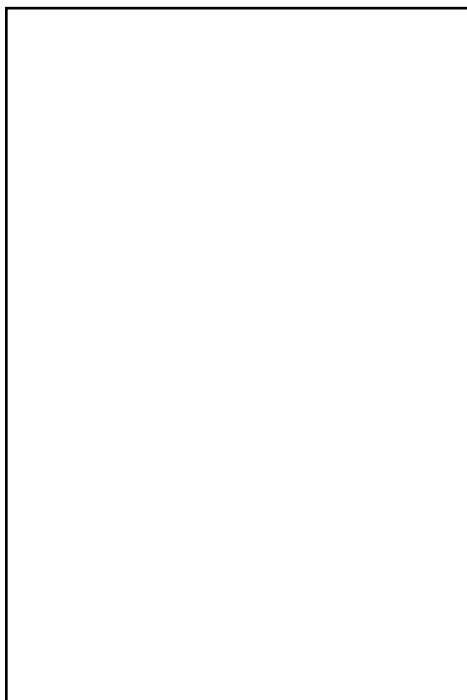
CAMRA has successfully run National Pubs Week for four years in an attempt to convince more people to visit more pubs more of the time. CAMRA members across the country have worked hard to promote pub-going in response to the growth in home drinking. Despite low supermarket prices, nothing can match the British pub for its service and atmosphere.

In light of the increased threats to community pubs CAMRA is changing the focus of its week of action to help raise the profile and importance of pubs in the community and encourage people of all ages and backgrounds to use community pubs more.

Community Pubs Week complements a range of CAMRA-led initiatives including the Community Pubs Foundation, launched in 2005 to support campaigns to save local public houses by offering assistance to community groups, as well as a whole range of local campaigns by CAMRA to save and promote community pubs.

Community Pubs Week celebrates and promotes all community pubs - not just village locals, but urban gems too.

The Huntingdonshire CAMRA are organising a coach tour around the village community pubs East of St Ives (see page 22). Visit our web site for more news of activities during Community Pubs Week in your local area.



A LOOK BACK IN TIME

25 YEARS AGO



New microbrewery Banks and Taylor was set up at Shefford in Bedfordshire by Martin Ayres and Mike Desquesnes with their wives Angela and Jan after Martin was made redundant by Whitbread.



In a scarcely credible move, national brewers Watney Mann and Truman, the chief scourge for CAMRA through the 1970's, linked up with Ruddles, then an independent Rutland brewer, to stock the famous real ale Ruddles County in Watney houses. Watneys boasted the biggest range for its pubs of any UK brewer – five real ales, six keg bitters and milds, and four keg lagers. Guest beers in tied houses had previously been unthinkable, and the term had not yet been invented, but Whitbread had also been trying out 'non-house' beers and, locally, Paine's brewery of St Neots had been trying beers such as Marstons and Fullers in selected pubs.



CAMRA declared Watneys' infamous 'Red Revolution' over as the red barrel logo was expunged from their 1500 pubs in the London area, re-badged as Watney, Combe and Reid with an old stag trademark in a throwback to the 19th century.

Another surprise move by the Watney group was the introduction of a new real mild ale, Bullards Mild, in 85 of its Norwich Brewery pubs. CAMRA's delighted Nor-

wich branch secretary Paul Moorhouse, pictured at the launch alongside Rodney Mann, managing director of Norwich Brewery, said: 'It has doubled the number of real mild outlets in our area'.

Meanwhile CAMRA's Norwich branch banned Norwich Brewery's beers from its October beer festival for its misleading promotion of keg Webster's Yorkshire bitter alongside the real cask version. By December, Norwich Brewery had relented and were to re-brand the keg version to emphasise the difference. 'It is the traditional beer that has taken off' explained Marketing Director Peter Hopkinson.

St Neots CAMRA held a meeting at the Waterloo in Huntingdon, now known as the Samuel



Pepys. There was a winter social at Alconbury (the White Hart and the Crown), a pub crawl of St Neots started at the Wrestlers, and the branch Christmas party was at Kisby's Hut (listed in CAMRA's newspaper Whats Brewing as an Everard's pub).

Ireland's first new brewery since the 19th century was set up in Dublin as Dempseys became Dublin's second biggest brewer, and the city's only real ale brewer.

Cambridge CAMRA's leading member Tony Millns was elected chairman of CAMRA at a meeting of its national executive.

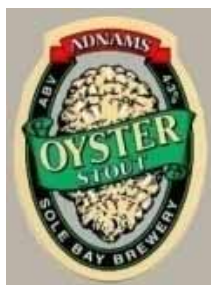


A LOOK BACK IN TIME

10 YEARS AGO



Cambridgeshire CAMRA celebrated a new cask mild as City of Cambridge brewery launched Jet Black, described by CAMRA as 'a very porterish mild'.



Adnams of Southwold launched Oyster Stout, the delicious roasty ale that became an eagerly anticipated annual seasonal ale. It was originally brewed under another name as a special brew for CAMRA's Norwich

Beer Festival in 1996, when it was voted Beer of the Festival. But CAMRA urged Adnams to reconsider its decision to relegate its cask mild to a seasonal beer brewed once a year. Sales of Adnams Mild had fallen below 7 barrels a week.

Norfolk Nips, the organ of Norfolk CAMRA, reported on 'big brewery carnage' as the UK's national brewers began the dismantling of their real ale brewing operations that in 2007 is almost complete. In 1997 Whitbread cut nine regional cask brands, including Chesters, Wethereds and Fremfins. Carlsberg-Tetley disposed of its famous Ind Coope brewery in Burton on Trent to Bass and closed its Alloa plant, and Bass announced the closure of its Cardiff and Sheffield breweries.

CAMRA's St Neots branch ran a taste test at its St Ives beer festival in which 86% of non-CAMRA members preferred real ale served without the use of a sparkler being

used increasingly in pubs to create more foam on the beer. Drinkers said that the beer without a sparkler was more active on the palate, with more bitterness and a fuller flavour. The branch held open committee meetings at the Prince of Wales, Hilton and the Olde Sun in St Neots, and a late Christmas party in January 1998 at the Green Man at Leighton Bromswold.



CAMRA called upon Japanese bank Nomura to maintain customer choice after it bought the Innentrepreneur and Spring Inns pub estates from Grand Metropolitan and Australian brewers Foster's to add to its former Phoenix Inns chain to form the biggest UK group of around 5500 pubs, to be used to underwrite its global money lendings. Innentrepreneur lessees had enjoyed the right to stock a guest beer, and Phoenix Inns had been free of tie. CAMRA were urging the retention of these rights, as well as a wider choice of real ales as a supply agreement with Scottish Courage was due to end in March 1998.

The real ale revival reached the Isle of Unst as a new cask ale brewery was set up at Baltasound with funding from the Shetlands Islands Council and Shetland Enterprise. In 2007 the Valhalla brewery at Baltasound remains the UK's most northerly brewery.



HALF PINTS

Scottish and Newcastle, the UK's largest brewer, is a target for a joint bid planned by Carlsberg and Heineken, the global brewing groups based in Denmark and Holland, who are to form a consortium to launch the bid. S&N have received no approach regarding the bid. If successful, this would mean that all of what were known as the 'big six' UK brewers would be in foreign ownership. S&N have received no approach regarding any bid.



Thai beer Chang, named after the Thai word for Elephant, is to be marketed to the many UK

pubs offering Thai menus. Global brewer InterBev, which owns the brand, is importing the beer from Thailand.

Alcohol consumption in the UK fell by 3.3% in 2006, and by 5.3% over the past two years, according to the British Beer and Pub Association's Statistical Handbook 2007. Chang

In Scotland a move to curb 'vertical drinking' seems likely to be dropped by the City of Edinburgh Council after oppositions to the plan. The council had proposed that pubs must provide seating for at least 50% of customers. In our local area, Huntingdonshire District Council suggests that an appropriate ratio of tables and chairs to customers should be considered for pub licences. Huntingdonshire CAMRA is seeking the addition of conditions to encourage the provision and retention of room divisions, which are seen as a successful way of reducing disorder in pubs.

Greene King brewery has escaped an

invasion by rugby players. As a part of their sponsorship of the English rugby union Greene King had offered the England squad the keys to the brewery if they were to win the Rugby World Cup. This would have enabled a celebratory party for the players at the brewery or allowed



them to call in for a pint of Greene King IPA when in the area. But it was not to be, as England lost the final to South Africa.

Greene King has launched a new cask beer St Edmunds that is designed to be served at colder than normal temperatures (down to 5 degrees C). The new beer will be dispensed using a new beer engine which features a mechanism to switch between tight creamier head and a looser head styles automatically without the need for bar staff to touch the nozzle, so making it more hygienic.



Black Sheep Brewery is the first supplier to put its sales and marketing team through the Cask Marque accredited standard in cellar management to achieve the BII

Award in Beer and Cellar Quality. The move is intended to emphasise the sales team's role in helping Black Sheep's customers to serve the perfect pint.



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PUB PIECES

St Ives night clubs have been taking on the running of pubs. Following a lead set by the LEL club in their proprietorship of the Robin Hood, the Music Box is reported to have taken the lease of the Royal Oak, previously one of the Spirit Group chain of managed houses sold to Punch Taverns, which runs a chain of leased pubs. Work has begun to improve décor both inside and outside this historic pub.

Also in St Ives, there is a new licensee at the Aviator, and good reports have been received of the real ales there.

The Mad Cat at Pidley has been sold and the pub is proving popular under the management of the new owners, who have been busy organising various events at the pub, including a real ale festival.

The Crown at Broughton is on the market freehold at a guide price of £550000.

At Warboys, new licensees at the Royal Oak have made various improvements to create a more family-orientated pub and have shown considerable enthusiasm for cask ales.

Leases are available for the King William IV in Ferstanton and the Wheatsheaf in Eaton Socon.

Kisby's Hut at Papworth Everard has been converted to an Indian restaurant. At Eltisley, a new manager is in place at the Leeds Arms. At Buckden, the Lion is now reported to be under the ownership of Churchill Taverns. The Three Horseshoes at Southoe has been closed by the owner and licensee.

Bedford brewers Charles Wells are looking for entrepreneurs to take leases of pubs to be run as free-house style real ale pubs along similar lines to the recently

reopened Bedford Arms in Bedford. St Neots pub the Globe has been earmarked for this and the lease is currently available.

The Green Man at Leighton Bromswold has taken on a new chef, Bill Bennett, formerly from the White Hart at Bythorn.

The Pheasant at Keyston won the 'Best Pub' award in the Huntingdonshire Food and Drink Awards run by the Hunts Post, in conjunction with the Huntingdonshire Food and Drink Festival last September. The 'best pub' award was sponsored and judged by CAMRA Huntingdonshire branch, who judged the Pheasant to be the best of the pubs entered for its well kept local real ales, as well as having the best wine list and the best food.

At Kimbolton the Saddle has reported that they are to install a new stillage for real ales after a period of the using upright dispense system for cask ales.

The property pages of a local newspaper have reported a survey which found that the presence of a nearby pub as an amenity for residents could add up to 10% to the value of a country home.

A unique pub at Foulness Island, Essex, the George and Dragon, is reportedly under threat from a rent increase proposed by its owners, the Ministry of Defence. This unspoilt and very basic pub serves a small resident community on the island, which is owned by the military. The George and Dragon serves real ales, and may only be visited by making prior arrangements with the pub and providing a list of names in order to pass the security gate to gain access to the island.

REAL ALE BACK TO GROWTH

The decline in real ale sales is expected to turn to growth in the next few years as smaller brewers continue their spectacular success.

A new report shows that regional and independent brewers are increasing their sales by an average of 7.5% per year, and one in three pints of ale sold in the UK is now cask beer.

The report, "The Intelligent Choice" – The True State of the Market for Cask Ale in 2007, is backed by the Society of Independent Brewers, Independent Family Brewers of Britain, CAMRA, the Cask Marque Trust and market analyst AC Nielsen.

Real ale declined by 61% in the ten years between 1995 and 2005 to represent only 7% of the total alcohol market. But most of the decline derives from the abandonment of cask beer by the UK's global brewers.

Additional headline findings published in The Intelligent Choice include:

- Good quality cask ale accounts for up to 40 percent of a pub's beer sales
- Consumers are becoming increasingly affluent and show an interest in different and more complex flavours
- Forget style bars, the traditional pub is back in fashion
- Consumers are starting to favour buying local produce and cask ale clocks up far fewer 'food miles' than imported lager brands or wines

Carlsberg and Coors are now the only globals producing cask beer in the UK. The Tetleys and Ansell's brands and Burton Ale are brewed by Carlsberg in Leeds, and Worthington plus some tiny brands

are brewed by Coors in Burton-on-Trent.

The global brewers' other cask brands, including John Smiths, Boddingtons, Courage, M&B and Websters, are brewed under licence by independent brewers such as Burtonwood, Hydes, Wells & Youngs, Brains and Highgate.

The moves of these brands to smaller brewers are an indication of the declines in volumes – global brewers now represent only 19% of the real ale market, yet they control 85% of total UK beer production. The globals' brands appear to receive little promotion and now rarely seen in many parts of their former stamping grounds.

But other parts of the market have also declined, notably alcopops and keg and 'smooth' ales. Against these declines, wine is seeing spectacular increases as are some bottled ciders on the back of powerful marketing.

Meanwhile, the independent brewers and the burgeoning microbrewery sector are fueling the halt in the decline of cask beer.

The determination of the medium-sized, independent brewers appears to be paying off, despite over-capacity in the sector, and the closure of breweries such as Gales, King & Barnes and Ridleys that have resulted.

The microbrewery sector, spawned by the activities of CAMRA, only represents 1% of the entire alcohol market, but it has seen 70% growth amongst the members of the Small Independent Brewers' Association and around 160 new independent and micro breweries have been launched over the past two years.

Paul Moorhouse

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I wish to join the Campaign for Real Ale, and agree to abide by the Memorandum and Articles of Association.

I enclose a cheque for

Signed Date

Applications will be processed within 21 days



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CHRISTMAS CAMRA GIFT MEMBERSHIP!



Looking for new presents to buy friends and family this Christmas? CAMRA has put together a great selection of CAMRA Gift Membership Packages for you to choose from. CAMRA will also enter every Gift Membership Package that you buy into a prize draw. Two lucky winners will win either a 12 bottle case of Woodforde's Nelson's Revenge or 18 pint Beer Box of the same beer.

This year we will be offering the following fantastic gift membership packages:

Pack 1 - Membership with Good Beer Guide RRP £36.99 our price £32.99 (saving £4)

Pack 2 - Membership with Cricket RRP £38.99 our price £34.99 (saving £4)

Pack 3 - Membership with Appetite for Ale RRP £41.99 our price £36.99 (saving £5)

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Ever-changing guests

Bar Snacks and Full Menu available 7 days a week

Referred to as **“A NATIONAL TREASURE”**
by *Saturday Times* - *Food and Drink Critic* - Richard Brass

BEER TASTERS NEEDED

It sounds like a dream job. CAMRA needs more tasters for its network of beer tasting panels.

CAMRA set up tasting panels in the late 1980's to publish tasting notes in the Good Beer Guide, select finalists for Champion Beer of Britain competitions, characterise beer styles and generally boost the image of Britain's national drink.

Tasting panels have been largely successful in most of the UK. But it is an ongoing task to survey new beers and monitor existing beers for changes in their character and the more tasters we have, the more reliable the results as differences between the palates of individuals are averaged out.



New tasters will undergo some simple training organised by their local tasting panel chair or coordinator. This

involves smelling and tasting individual beer flavours such as malts and hops, firstly on their own and then in beers. In this way they will learn to recognise and quantify beer flavours. Then they will be given tasting cards to complete whenever the opportunity arises on visits to pubs or when enjoying real ale in bottle at home.



Some panels also meet occasionally for group tastings to help with standardisation.

The tasting cards provide ratings for the levels of flavours in the aroma, taste and aftertaste of beers, and an 'overall impression' score which is used to nominate finalists for the Champion Beer of Britain and Winter Beer of Britain competitions. Each year, the panel chair calls in the cards from panel members and collates them to produce average taste profiles for the beers. He or she then uses these to write tasting notes for publication in the Good Beer Guide and to derive nominations for the competitions.

If you are interested in joining in, rest assured that your involvement will be very welcome. Your local CAMRA tasting panel chairman is Kathy Hadfield-Moorhouse. Contact her on 01480 496247.

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ROY'S RIDES – DOES TOUR DE MARATHON

The timing for this cycle ride has been quite a challenge. It has been down to finding a dry window in a wet summer. Pondering the map I decide to go west in a circular tour, taking in Great Staughton, Kimbolton, and Tilbrook, then into North Bedfordshire, to Upper Dean, Riseley and finally Keysoe. This is a long route with plenty of rolling countryside and no major roads.

Distance: 29 miles. Circular route from St Neots. Around 5 hours.

A dry Sunday coincides with the UK start of the Tour de France. Leaving St Neots Market Square over the town river bridge, at the roundabout we take the third exit and proceed parallel to Riverside Park and up the hill to the Eaton Oak. We follow the cycle path on the opposite side of the road then continue on the road to Great Staughton.



White Hart

Our first stop is at the White Hart (4.5 miles), a former coaching inn with an archway through to the car park at the back, and one of only two Batemans tied houses in the Huntingdonshire area. On sale today are XB, XXXB and Valiant.

Just around the corner is the Tavern on the Green (5.0 miles), which features in the Michelin 'Eating out in Pubs' guide so



Snooty Tavern

is an opportunity for a bite to eat. It is a free house so an interesting range of beers is anticipated. Today there is a great range - Elgoods Cambridge Bitter and Mad Dog, Thwaites Double Century and Taylors Landlord.

We continue to Kimbolton, taking time out at Stonely to spot the now closed Bell on the right-hand side.



Bell, Stonely

Entering Kimbolton the main thoroughfare offers a choice of two pubs, the Saddle and the New Sun (7.5 miles). Today we choose the



New Sun, Kimbolton



Saddle, Kimbolton

New Sun. On offer are Youngs Special and Wells Eagle.

ROY'S RIDES – DOES TOUR DE MARATHON

Moving on to Tilbrook, we pass another closed pub, the former Three Shuttles. A CAMRA favourite in days gone by, it had ten years in the Good Beer Guide before it closed in 1986.



Three Shuttles

A few metres further on is the White Horse (9.5 miles), which Charles Wells brought when they closed the Three Shuttles, and one of the



White Horse

two bars is named after this former pub.

Back on the road, after a mile or so we branch off to the left towards Upper Dean. Here we spot a sign that nearly throws the whole trip into jeopardy. The Yelden beer festival is on. Should we go, and abandon the whole trip? Thankfully common sense prevails. So it's onwards through Lower Dean to Upper Dean.

One of our objectives here is to find the



Prince of Wales

former Paines pub, the Prince of Wales. Eventually we find it, but it has undergone quite a trans-

formation and is hard to visualise as a pub.



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Available all year round



SEASONAL ALES

Thin Ice 4.7% Jan/Feb Old Wagg 4.0% March/April
Double Swan 4.5% May/June Mad Dog 4.4% July/Aug
Barleymead 4.8% Sept/Oct Old Black Shuck 4.5% Nov
Snickalmas 5.0% Wenceslas Winter Warmer 7.5% Dec

ROY'S RIDES – DOES TOUR DE MARATHON

The last pub left in the village, the Three Compasses (12 miles) is quite a large thatched Charles Wells pub, and the last building in the village.



Three Compasses

Pubs are now few and far between as we head into the North Bedfordshire countryside. Fields, trees and hedgerows abound. We turn left at a T-junction, then up a hill until to a crossroads, where we take a right turn towards Riseley.

By now we are concerned as to whether the Five Bells at Riseley (16 miles), will be open, as it is 2.45pm and there is still quite a way to go. A spurt is needed. Luckily it is mostly downhill, but Riseley is a long village. We



Five Bells

only just arrive in time for 3 o'clock. But the panic is over when we find that it is open all afternoon! Greene King IPA and Ruddles Orchard provide welcome refreshment after the rush.



Chequers, Keysoe

We retrace our route into the centre of the village, take a right turn and wend our way to Keysoe,

which is on the B660. In Keysoe we turn left but find that the Chequers has closed for the afternoon.

So it's about turn and back along the



White Horse

B660 for a couple of miles to the White Horse at Keysoe Row (20.5 miles). This is a half-thatched local serving the community of this small village. Although a Charles Wells pub it is serving a good range of beers, Shepherd Neame Spitfire, Batemans Miss Luscious and Eagle IPA.

This prepares us for the long ride back to Eaton Socon. We continue along the B660 to a crossroads where we turn left and along a road signposted to Eaton Socon. Although a seven mile ride with no pub in sight, this is slightly downhill and not too much of a strain.

On arrival back in Eaton Socon we relax in the Rivermill Tavern. It has been a tour de marathon, well worthwhile on a lovely day in our wet summer.



Roy Endersby

TRIALS AND REWARDS OF A REAL ALE PURVEYOR

I purchased the Horseshoe in Offord Darcy in late July 2006. Our oldest son is an excellent chef and his focus is the food and restaurant. I have a 'real' job in the city, so I was the 'part-timer', but I am the real ale enthusiast. I have learned a lot over the last year or so about providing a real ale product. The city job is now part-time!

We inherited a syphon style of beer delivery in our cellar. As the first of number of serious investments for real ale, we replaced this with a stillage rack for 6 casks. A spring 'tongue' under each cask allows it to tilt as beer is dispensed.

We also had to replace three of our six handpumps due to their age.

Next we discovered that the real ale in the lounge bar was too warm, yet in the 'snug' bar it was perfect. Both rooms are served by a 'python' system – lines carrying chilled water run with the beer lines through an insulated tube system known as a 'python'.

On investigation we discovered that the 'python' for the lounge was routed close by some 'heat sources'. This resulted in another investigation into how glass washers and under bar coolers for lager could be distanced from the 'python'.

But an expert told us that the 'python' really should not allow such heat sources to affect the beer. So the cooling system was investigated and the culprit was identified as a faulty thermostat on the python.

Another skill is estimating when casks will run out, and ensuring that new casks are spiled and tapped in good time. Needless to say we got it wrong quite a few times because of unexpected runs on the real ales, with casks empty before their re-

placements were ready.

Similar problems resulted from late delivery or non-availability of beers. We are, however, learning fast and such incidents are now infrequent.

Our policy is to offer four real ales at any time. Our locals include loyal followers of London Pride, and the consistent availability of 'Ossian' from Perth's Inverlornmond Brewery draws a batch of regular drinkers. We replaced Greene King IPA with Potton's Shannon IPA. Woodforde's Wherry is also a favourite so these four are consistently available. We have also offered JHB, Tom Woods, and Thwaites and we will next try out some Adnams.

We held a small 6 cask beer festival on our local green at the end of August. This was sufficiently successful to encourage us to plan another for the early spring.

So it has been an interesting learning curve and now I enjoy the reward of looking at that face of pleasure on a real ale drinker discovering Ossian for the first time, or just appreciating that their pint of London Pride, or Wherry, is 'just perfect'.

Ian Kennedy



REAL CIDER AND PERRY

SEVEN OUT OF TEN PEOPLE WOULD DRINK REAL CIDER AND PERRY IN THEIR PUB

CAMRA urges licensees to capitalise on the growth of the cider market by selling real cider and perry.

As the cider market enjoys unprecedented growth, the Campaign for Real Ale (CAMRA) is asking pubs to stock real cider and perry in October after new research revealed that 69% of pub goers will drink them if they are available at the bar.

CAMRA carried out the research to mark the beginning of National Cider Month in October. Real cider is a long-established drink which is produced naturally from apples and is neither carbonated nor pasteurised. As cider is made from apples, perry is made from perry pears.

The online survey revealed that:

- 69% of pub goers will be inspired to drink real cider and perry in a pub when it is available.
- 81% of women pub goers said they would drink real cider or perry in a pub when it is available.
- 22% of people that have tried real cider did so because they heard it was tastier than fizzy, mass-produced ciders.

Gillian Williams, CAMRA's Chair of Cider and Perry campaigning, said: "This research proves that people are keen to seek out the delicious multilayered taste of real cider and perry, but unfortunately it is hard to find in many pubs.

"The overall cider market grew by a phenomenal 33% in the last year* and an opportunity exists to build on that success

with real ciders and perries. Licensees that want to attract customers by offering something truly original, tasty and natural should forget fizzy, chilled humdrum ciders and make real cider and perry a feature in their pub."

CAMRA has put an online resource for licensees to source real cider and perry suppliers on its website at www.camra.org.uk/cidmonth.

Despite overall growth in the cider market, further research from CAMRA revealed that:

Only 50% of adults in the UK have ever tried real cider and perry.

Only 36% of 18-34 year olds have ever tried real cider, compared to 63% of people aged 45-54 and 61% of people aged 55-64.

In London only 41% of people had ever tried real cider – the lowest number of any region in England. The highest percentage of people to have drunk real cider are in Wales and the West/South West of England (63%).

(Taken from CAMRA tracking omnibus survey June 2007 from a sample of 1000 adults in the UK)

Gillian Williams added: "In the pub beer was traditionally drunk by men, and wine by women, however in the 21st Century cider and perry are enjoyed equally by everyone. Frankly licensees that do not take advantage of this demand for real cider and perry are doing themselves and their customers an injustice. A locally produced, real cider or perry makes a welcome addition to any bar."

EVENTS AND SOCIALS

December 2007 – Huntingdon Pubs

- Tues 11th Open Committee Meeting, **Prince of Wales, Hilton**, (8.30 pm).
Fri 14th Social around **Huntingdon** pubs, starting the **Market Inn** at 8:30 pm, moving to the **The Victoria** at 9.15 pm, then **Samuel Pepys** at 10.00 pm.

January 2008 – Christmas Social / Games Night

- Tues 8th Open Committee Meeting, **Three Horseshoes, Abbots Ripton**, (8.30 pm).
Fri 18th **Christmas Social & Paté competition, The Chequers, Little Gransden** (8.30 pm). Bring along a homemade Paté and join in an evening of entertainment with a buffet.
Sat 26th **Games night**. A night of beer and traditional pub games, **White Hart, Great Staughton**. (8.30 pm).

February 2008 – Community Pubs / Breweries of Skipton / Belgium Trip

- Sat 9th **The Breweries of Skipton**. Touring the breweries and pubs of the area – Starting at **Naylors** (Cross Hills) for an 11:30am tour then lunch in the White Bear. Then onto **Copper Dragon** (Skipton) by taxi for a 2:30pm tour. The evening will be spent in Skipton pubs and the famous **Narrow Boat Inn**.
Tues 12th Open Committee Meeting, **The Lord John Russell, St Neots** (8.30 pm).
Fri 15th Sun 17th **Tour of Belgium Bars and Breweries**. Spend several days travelling through the Belgium countryside and sampling the delights of local beer.
Sat 23rd **Community Pubs Tour**. Coach tour around the village community pubs East of St Ives. Pick-ups in St Neots, Huntingdon and St Ives and then return (1:30pm – 7:30pm). Free to CAMRA members and £5 for guests.

For further information contact Pete Godfrey, Social Secretary, on 01480 212849 or e-mail: socials@huntscamra.org.uk. An up to date listing of Social Events can also be found at the web site: www.huntscamra.org.uk/diary.

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TRADING STANDARDS

Your local Trading Standards organisation is Cambridgeshire County Council Trading Standards. If you have any complaints about trading standards issues at local pubs please contact them.

They have a role to protect consumers from errors or frauds concerned with quality, description or price of goods, services or facilities and to detect and rectify unfair advertising practices.

Contact **Cambridgeshire Trading Standards** helpdesk on 08454 040 506, or at Trading Standards Division, Sackville House, Sackville Way, Great Cambourne, Cambridgeshire, CB3 6HD. The local trading standards web site is www.cambridgeshire.gov.uk/business/trading/. The national trading standards web site is www.tradingstandards.gov.uk.

OPENING TIMES

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To contact the Editor Andy Shaw, see "Who to Contact" opposite.

To Advertise

To place an advert or enquire about our rates please contact:

Neil Richards: 01536 358670 or
N.Richards@btinternet.com

**Deadline for Spring 2008 issue (134) is
Friday 18th January 2008.**

the Saddle



Sunday Lunch 12:00 - 2:30

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THE WHITE HART

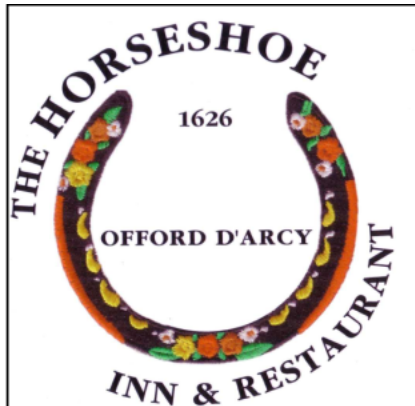
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- Four Real Ales - including two alternating guest ales.
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Jaq Pearce & Kim Sewell
welcome you to a
traditional country pub.



Doing Lunch?

Enjoy lunch in our spacious restaurant. Try our home made Beef & Ale pie, or Fresh Cod in Beer Batter, or a range of filling sandwiches.

Sunday offers a Quality Roast Carvery when table booking in advance is advised.

Doing Dinner?

Fine Quality Dining.

Monday to Saturday enjoy an 'A La Carte' meal with a fine selection of fine wines.

Richard sources seasonal fresh fish or try a Succulent Steak. Vegetarian? Try the Risotto. Lot's more to choose from.

New Wine List.

The Horseshoe Inn now sources it's wine from Corney & Barrow Ltd', purveyors of wine to the Royal Household.

A remarkable selection from 3 continents. Try!

Interesting Real Ales

Our most popular Real Ale is 'London Pride', but the Scottish Real Ale from Perth's Inveralmond Breweries 'Ossian' has an established following. Rarely available anywhere in England! We regularly have guest Real Ales such as Woodefords Wherry, Batemans, or Adnam's and provide Potton's Shannon as our IPA,

Richard Kennedy Chef-Proprietor
Table booking on 01480 810 293
E-mail: info@thehorseshoeinn.biz

Half way between St. Neots & Huntingdon we can be found at 90 High Street Offord Darcy
Cambridgeshire PE19 5RH