

£23.25

St Peter's
Brewery

Liquid
Crystal

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14

BETTER BREW

THE  *est. 2013*
BREW
CLUB



St Peter's
Brewery

A de
ndert



Shows sugar content of your brew. It is high at start
mentation is over. Do not bottle wine until meter
several days. Do bottle or keg your beer until the
finish area, or your bottles/keg might blow up.
with care! For more how-to, see our website.

Hambleton Bard Ltd
Cobnar Wood Close
Chesterfield, S41 9RQ
United Kingdom

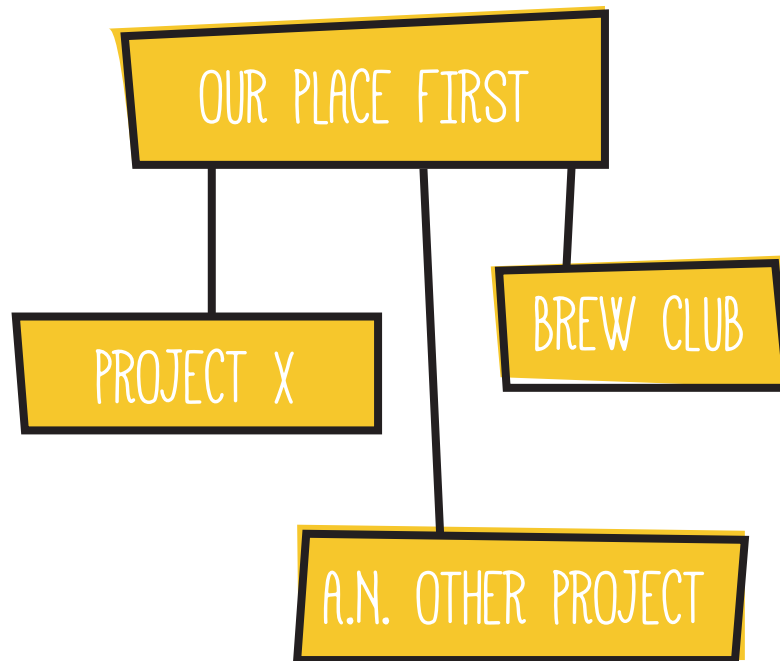
BETTER BREW



Fortif wine start
Table wine start
Beer start

Better Brew

OUR PLACE FIRST



IT'S ABOUT PROTOTYPING...

The Brew Club is the very first prototype of Our Place First. It is the result of a 3 month collaboration between Snook and Unlimited Potential that followed the design process of Discover, Define, Develop and Deliver.

The vision for Our Place First is that it become a sustainable commercial and social enterprise that operates as part of Unlimited Potential.

ABOUT

WHAT IS THE BREW CLUB?

Stakeholders:

The Brew Club is a program that aims to tackle the underlying issues of problem drinking by engaging participants in a 6-week brewing course.

Public:

The Brew Club is a 6-week guide to brewing that introduces you to the equipment, ingredients and methods you need to make your own beers, ciders and ales.

WHAT IS IT FOR?

The programme was designed to help tackle the underlying issues that lead to problem drinking, issues such as social isolation, loneliness and boredom.

THIS PACK

This pack should act as a guide for how to get The Brew Club off the ground and prototyped in your chosen area. It leads you from A – C with tips on how to best support you to make the project happen.

YOUR FEEDBACK

This is a prototype, for the pack to become exactly what you need, you have to think about what works and what didn't work. Talk to your managers and feedback, that way we can continue to develop the programme to support you to deliver it, and the punters to enjoy it.

WHO'S INVOLVED?

There are three key groups involved in making the Brew Club a success. They are involved in the project throughout and include;

THE PROJECT MANAGER



The Project Manager is responsible for overseeing activity from within Unlimited Potential. Their roles and responsibilities would be the same as any existing project manager within the team.

THE LANDLORD



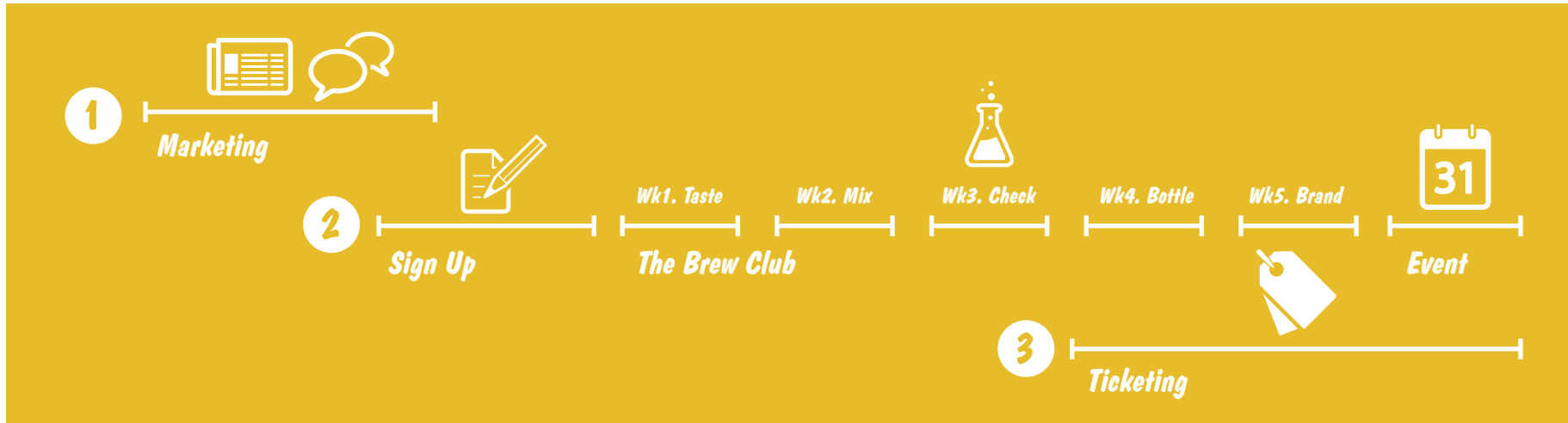
The Landlord is responsible for the week-to-week activity on the ground, including facilitation of the sessions from week 1-6, contacting the punters and ensuring the smooth running of the project on a weekly basis.

THE PUNTERS



The Punters are the individuals who sign up for the programme. They consist of 5-10 individuals at any one time who will participate in the Brew Club.

OVERVIEW



1 MARKETING

Prior to the launch of the Brew Club, marketing will need to take place to engage potential stakeholders and participants in the area.

2 SIGN UP, BREWING & EVENT

Signing up participants will be imperative to the success of the Brew Club. Signing up participants during the marketing phase is advisable however there will need to be a follow up to confirm attendance.

3 TICKETING

Ticketing for the event should happen from week 4 of the Brew Club. Reengaging with stakeholders to attend, as well as potential future customers to generate a buzz for the final event.

HOW IT WORKS

The Brew Club itself is broken up into three phases; Acquire, Brew and Celebrate. A cycle of the brew club should take about 6-8 weeks in total providing the first phase Acquire, has everything in place.



A. ACQUIRE

Where it all begins.

You need to acquire all the necessary resources to get the project off the ground. Some of this includes acquiring a space, acquiring the necessary equipment and ingredients to brew with and acquiring participants for the programme.

B. BREW

Where the magic happens.

The six-week brewing cycle takes participants on a journey of learning about brewing. It's broken up into one session a week for six weeks.

C. CELEBRATE

Enjoy the journey.

In the final phase, we celebrate with an event where all the punters who have been involved in the programme get to invite people along to taste their creations. It is a chance for the group to tout their wares and for the Landlord and Project Manager to identify other potential participants.

TERRY'S STORY

MEET TERRY



“ I feel like all I can do is go to the pub, I don't have any friends locally and the pub is the only place acceptable for me to go by myself. ”

Personas



• PERSONA TEMPLATE •

NAME terry

AGE 43

OCCUPATION unemployed (actively looking)

BACKGROUND Recently divorced and job loss

means he has lost contact with most of his work colleagues.

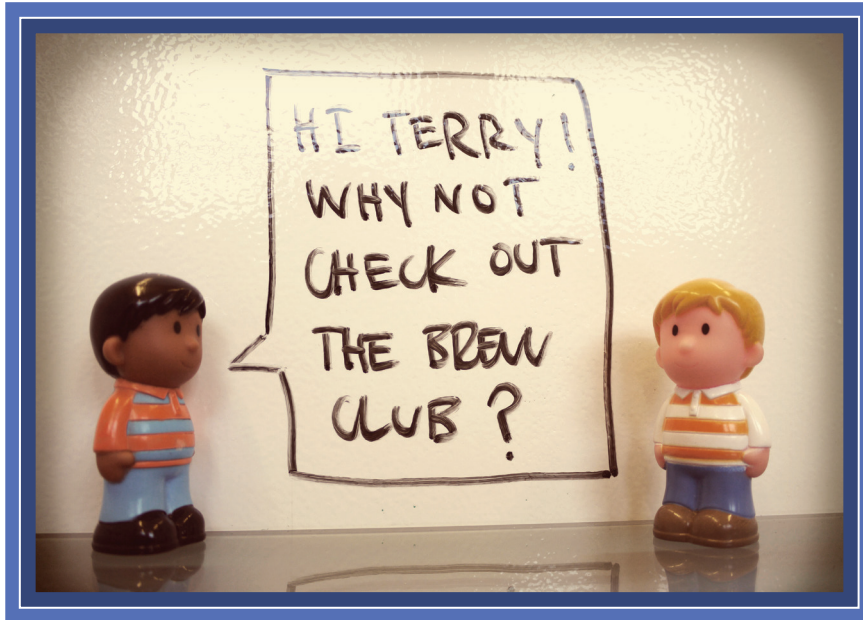
PERSONA CHARACTERISTICS Hopeful, still life left in him, not yet

accepted that this is his lot.

HOMELIFE Lives alone in Eccles high-rise flats.

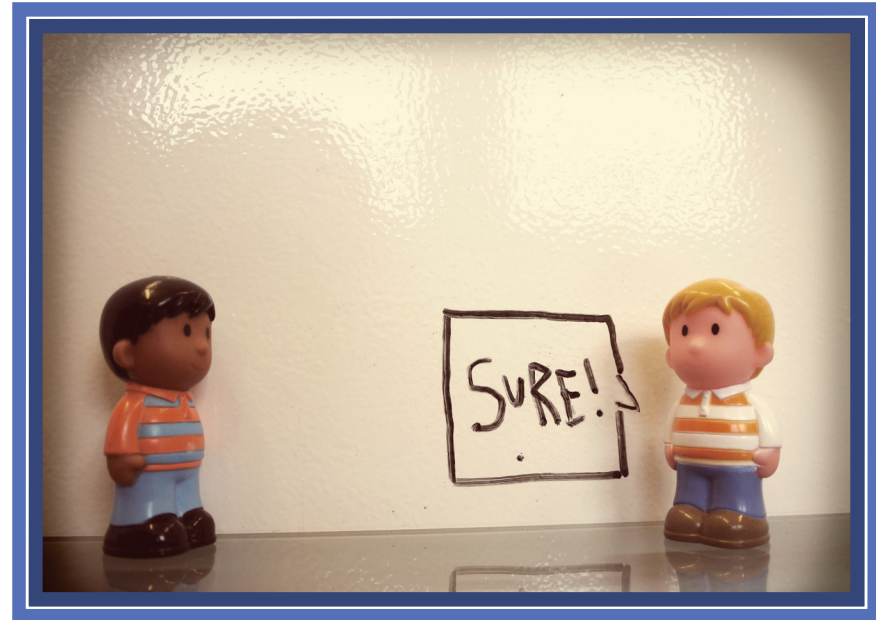
* Persona Tool: Use the persona tool to capture those who are engaging in your Brew Club prototype.

AWARE



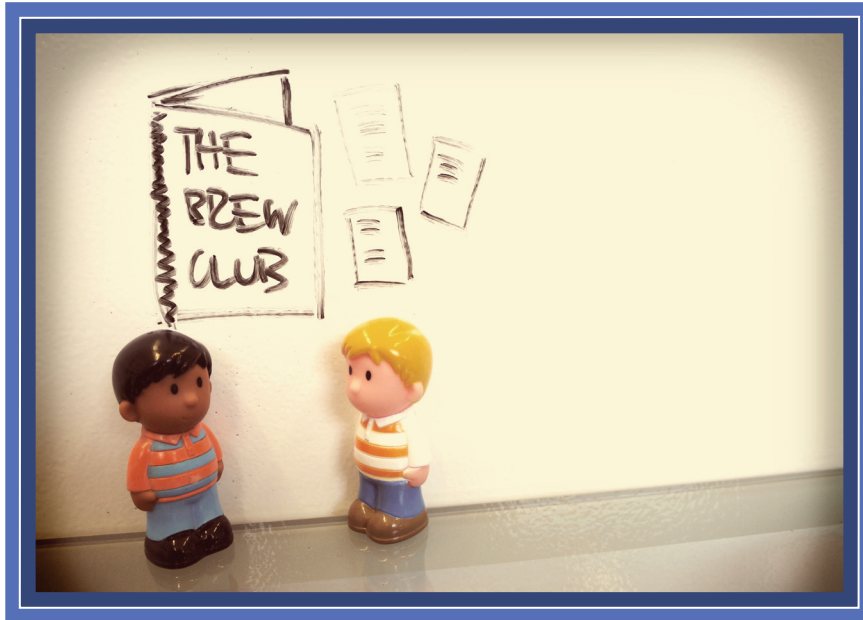
Terry hears about the Brew Club from a volunteer working with Unlimited Potential...

JOIN

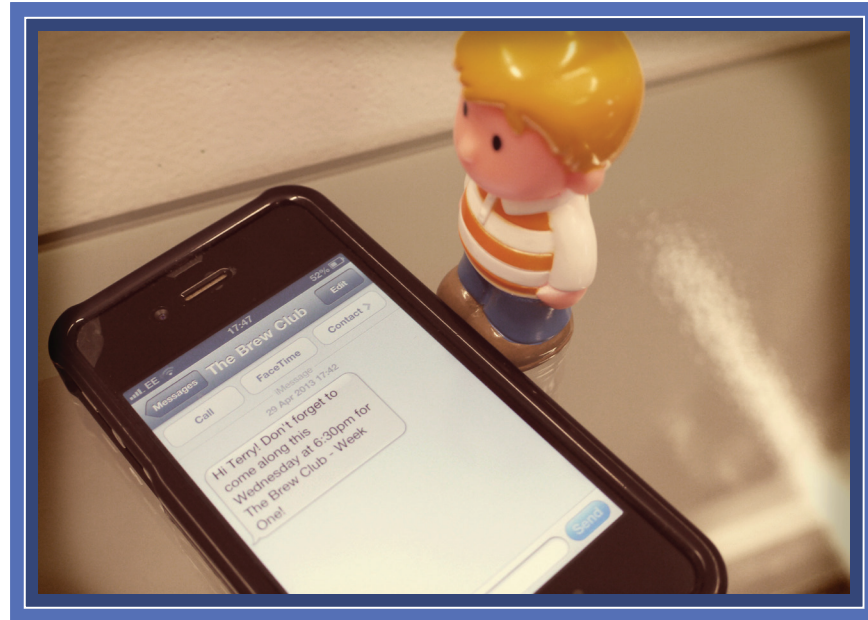


...it sounds like something Terry would be interested in doing, so he agrees to sign up and passes over his details.

USE



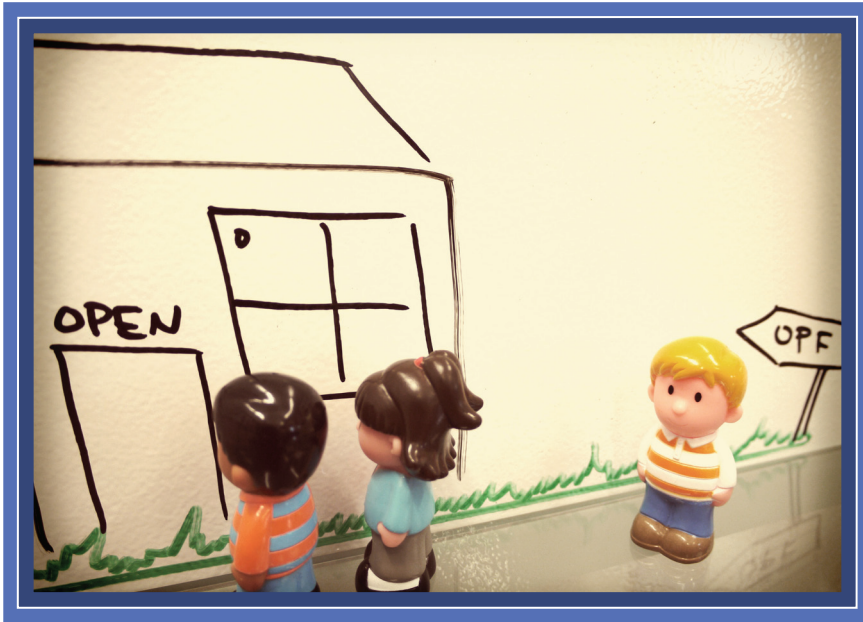
Terry receives some more information on the Brew Club and takes it away with him.



A while later, Terry gets a text reminding him about the first week of the Brew Club, it details the time and venue and he gets ready to go along.

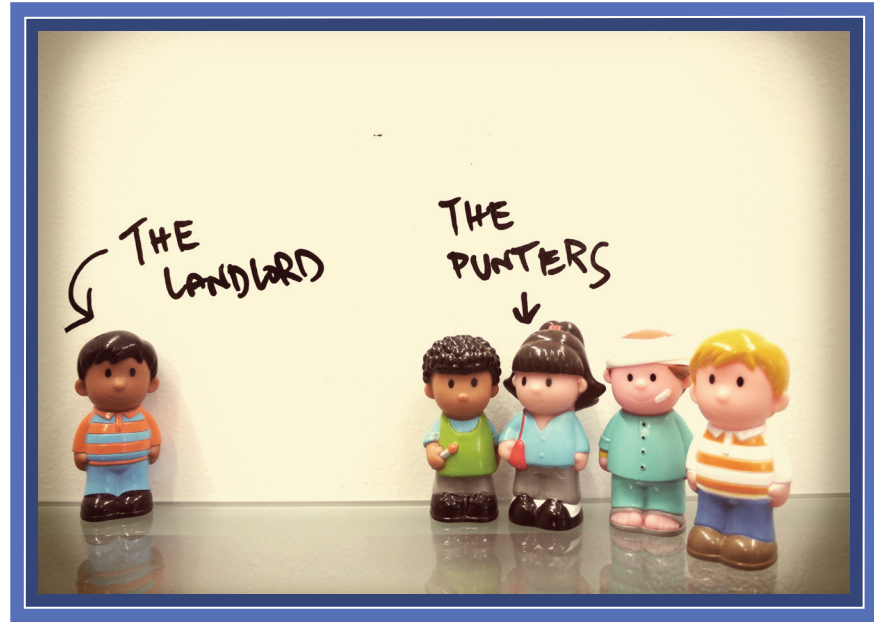
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WEEK ONE - Venue



Terry arrives at the venue and meets the other Punters who are taking part in the program.

WEEK ONE - Landlord & Punters



Terry and the group meet the Landlord for the first time. He talks to them a bit about the club.

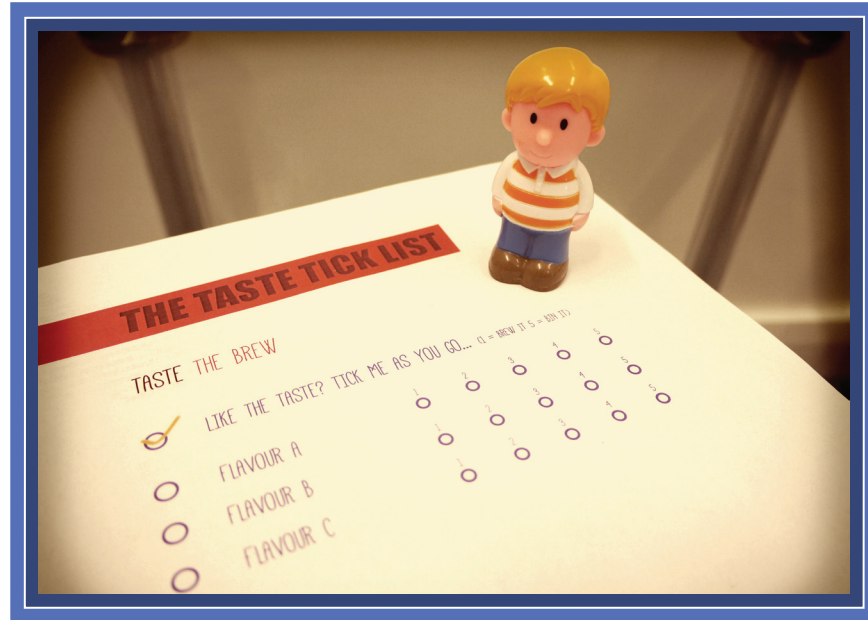
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WEEK ONE - Taste The Brew



During week one, Terry and the group get introduced to different types of ales and beer.

WEEK ONE - Taste Tick List



Terry gets given the Taste Tick List to scores the beers he has tried. His favourite was the Ruby Red, so he places his order with the Landlord for week two.

2

WEEK TWO - Equipment Introduction



The Landlord talks Terry and the Punters through the equipment and introduces them to everything they will use throughout the coming weeks. They begin to brew...

WEEK TWO - Mix The Brew



After sterilizing the equipment, Terry begins the brewing process by mixing his brew. He then fits an airlock to the lid of the fermentation bin and leaves the brew to ferment.

3**WEEK THREE - Check The Brew**

Terry comes back to The Brew Club to check how his brew is progressing. He uses his sterilized and rinsed hydrometer to check the beer. The markers on the hydrometer indicate when his Red Ale is ready.

4**WEEK FOUR - Bottle The Brew**

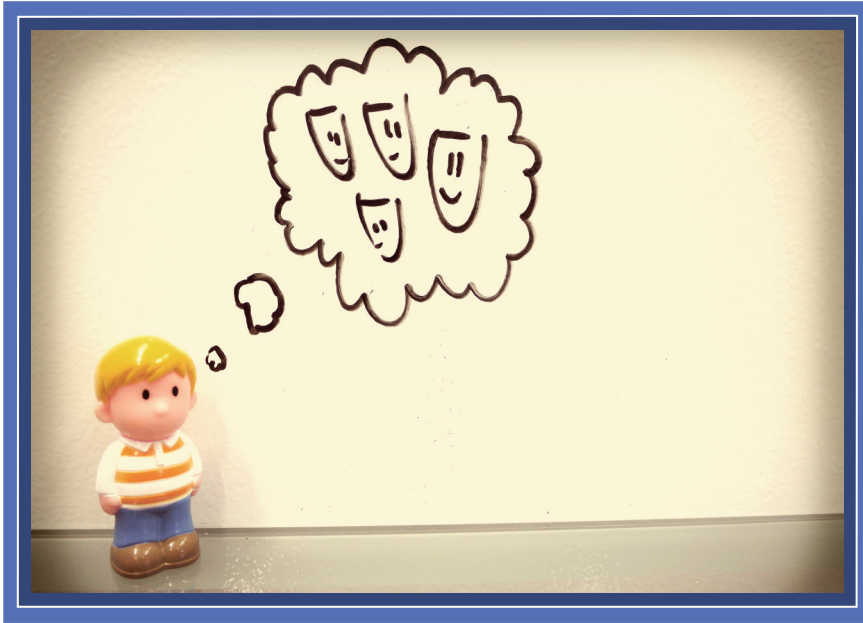
Once the reading is stable for at least 48 hours, Terry is shown how to bottle his beer. Using a syphon tube and rinsed bottles, he transfers his brew into each individual bottle.



Terry is encouraged to brand his brew prior to the upcoming event.



As a Salford City Reds fan, he opts for 'Red Terry Tastic'



Terry gets the opportunity to invite friends, family members, and work colleagues along to the event to taste his brew. Along with the other punters they put on a showcase where people can come and taste what they have created.



To be continued...



A COLLABORATION BETWEEN SNOOK AND UNLIMITED POTENTIAL

WEARESNOOK.COM

UNLIMITEDPOTENTIAL.ORG.UK