

Judging Guidelines

Introduction

These guidelines are to help judges follow a consistent approach to judging websites for the CAMRA Website of the Year Competition.

Overall Process

The first round of the competition will assess branch websites against a set of mandatory criteria. After this round all branches which have failed any mandatory criteria will be informed and given the opportunity to make the necessary improvements.

Following this first round eligible branch websites are judged in a second round using the quality criteria referenced below. Judges should score each website against the judging criteria, which will allow the websites in each group to be ranked in order from best to worst. A Google Sheet (on a Google Drive) is provided to enter the judging results.

Judging should be carried out during December and January. Please try to complete the judging of all websites by a deadline of the end of January. Please let me know if you are unlikely to complete judging before this deadline.

The best website in each of the judging groups will then progress to a third round, where a panel of judges will repeat the judging as before, to rank all websites in order from best to worst, and to identify the 1st, 2nd and 3rd, all of whom will receive an award. The third round of judging will be carried out in February.

The awards will be presented at the members' weekend in April.

Judging Process

1. List of websites and scoring sheet

The covering email will list the websites in the group you are judging. These will loosely be in a common geographical area. Finally, the covering email will provide a link to a Google Sheet on which you can enter your scores. Please enter your scores online and do not download a copy of the scoring sheet. The Google Sheet has short labels for each judging criteria – please refer to the full judging criteria below for the details of each criterion. If you are having any difficulty interpreting the detailed meaning of any judging criteria, please ask for help, and more details will be provided, and the judging criteria document will be updated and the revised edition sent to all judges.

2. Score Mandatory Criteria

In round 1 each website will be assessed using the mandatory criteria. These criteria are mandatory for any website to be considered for the competition. They have been decided based upon CAMRA policy, legislation and other key factors. There is no score for these criteria, just a pass or a fail for each criterion, and any website not conforming to all mandatory criteria will not progress to the next stage of evaluation (Preferred Criteria).

3. Preferred Criteria (Quality)

In round 2 each website having passed all the mandatory criteria in round 1 will be assessed using the preferred (quality) criteria. These criteria are each worth up to three (3) points each. Please note, each of these should be clear, and if a website requires excessive searching to find evidence, then please mark down accordingly.

4. Finishing

Please send me an email as soon as you have completed judging all websites.

Judging Criteria

The CAMRA Branch Website of the Year competition is to encourage volunteers by recognising and rewarding the best examples. The competition is to identify the branch websites that, in the opinion of the judges and according to the following criteria:

1. Provides a friendly, attractive and effective illustration of the branch's activities, encouraging engagement by members and non-members alike.
2. Promotes the aims of the Campaign at a local level.
3. Encourages people to join the Campaign.
4. Meets criteria for web standards, accessibility and data protection.
5. Follows best practice in editorial guidelines.

CAMRA Branch Website of the Year

Judging Guidelines and Judging Criteria

Mandatory Criteria

These criteria are mandatory for any website to be considered for the competition. They have been decided based upon CAMRA policy, legislation and other key factors. There is no score for these criteria, just a pass or a fail for each criterion, but any website not conforming to all mandatory criteria will not progress to the second round.

Important: The judging criteria relate to matters of content and layout, but Brand. Please ignore any matters of compliance with the current brand guidelines, which are entirely outside the scope of the Website of the Year competition.

Please Note: When accessing Mandatory Criteria you are looking for evidence that the criteria has been achieved to the minimum level necessary, and not the maximum quality possible. Quality is assessed in round 2 of the judging. See the qualifications in italics below.

Note that the following criteria will have already been assessed, and sites failing eliminated:

- The website must be secure
- The website must be mobile-friendly

Criteria	P/F
A contact must be displayed clearly, with appropriate contact details, or alternatively a contact form must be available. <i>Only a single contact is required, and the contact details can be anywhere appropriate on the site.</i> (Also see Preferred Criteria: The Local Branch: Contacts below).	
A branch diary must be available and be up-to-date with details of where and when branch events are being held. <i>By up-to-date we mean that there is at least one future branch event publicised. Some branches are relatively inactive and are not holding regular meetings or socials, but that is not what we are assessing.</i>	
There must be a clear hyperlink to the national CAMRA website camra.org.uk . <i>Ideally this link should be on the home page, but can be anywhere appropriate on the site, and the link might not be prominent.</i>	
A link to joining CAMRA must be included i.e. join.camra.org.uk . <i>Ideally this link should be on the home page, but can be anywhere appropriate on the site, and the link might not be prominent.</i> <i>The link could be in the form of text or an image.</i>	
There should be disclaimer link on the homepage. A typical disclaimer is "Except where otherwise indicated, all content © Copyright CAMRA. Whilst every effort is made to ensure that the information on this site is accurate and up to date, no responsibility for errors and omissions can be accepted. The views expressed on this site are not necessarily those of the Campaign for Real Ale Ltd" (but this is only an example).	
There should be a privacy policy link on the homepage. The privacy policy could be a link to https://camra.org.uk/terms-conditions/ . <i>This link might not be prominent, but a link that is not prominent still qualifies.</i>	

CAMRA Branch Website of the Year

Judging Guidelines and Judging Criteria

Preferred Criteria (Quality)

The following criteria are not mandatory, but each are worth up to three (3) points each. Please note, each of these should be clearly evident. If a website requires excessive searching to find evidence it will be marked down accordingly.

0 = no evidence; 1 = little evidence, sporadic; 2 = some evidence but not consistent and with some minor concerns; 3 = exceptional evidence, consistent throughout with no concerns or omissions.

General	0-3
No content should be offensive, discriminatory or could be considered to bringing the Campaign into disrepute. Content must not have a party political bias.	
Defunct campaigns or calls to actions for events that are in the past are only found on archive pages and past posts.	
Does the website content convey a branch that is active and enjoyable? Is there a variety of different content, e.g. about beer festivals, pub walks, presenting awards?	
Have acronyms been avoided? And where used have they been explained?	
Does the website use good spelling and grammar?	
Are there advertisements or articles about the upcoming Great British Beer Festival and/or Great British Beer Festival Winter? Are there advertisements or articles about prominent regional festivals?	
Are there advertisements or articles about the Good Beer Guide?	
Campaigning	0-3
Is there content promoting wider campaign activities and future campaigning events? e.g. Good Beer Guide launch, AGM & Members' Weekend, Mild in May, Cider and Perry month and Parliamentary Lobby Days?	
Does the website encourage visitors to get involved in campaigning, e.g. signing a petition or attending a branch campaigning event or activities?	
Is there a dedicated, relevant and up-to-date page about local real ale brewers, cider and perry makers?	
Does the site include personal anecdotes of members' experience of being involved in both local and regional/national volunteering?	

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Judging Guidelines and Judging Criteria

The Local Branch	0-3
Contacts: Ideally contact details of all the key roles on the branch committee should be given along with a role email address e.g. chair@branch.camra.org.uk.	
Are visitors able to read information on the key objectives of CAMRA via a link to https://camra.org.uk/about/about-us/who-we-are/ ?	
Is there content about local campaigns?	
Is there an explanation of the local branch structure and committee members?	
Is there a clear explanation of the area the branch covers? Is a map included?	
Is there a link to national, regional or local social media accounts?	
Is there a dedicated page to local transport? Are visitors encouraged to use public transport to attend CAMRA events?	
Are there links to other local branch websites?	
Is there a clear explanation of how the branch chooses its Pub of the Year, Good Beer Guide inclusions and other awards?	
Is there a balanced amount of content promoting non-CAMRA social events, offers or news from local breweries, pubs and clubs?	
Does the website list past winners of the various local?	
Are there details of local pub trails or other ideas for visitors to try?	
Does the site include a history of the branch, particularly recent campaigning successes?	
Does the site explain how the branch fits into the wider Campaign?	
Is there a list or map of local breweries and cider producers?	
Can visitors engage with the local branch and get involved with campaigning and volunteering directly from the site?	
User-Friendliness	0-3
Is the home page attractive and engaging?	
Does the home page avoid having verbose multi-page content, difficult to navigate on a mobile phone?	
Can every page of the site be reached within three clicks?	

General Feedback
Please provide comments on your overall impressions and highlight any exceptional features. These comments will be used in any award presentation. Note that the form for this feedback is in a separate tab in the scoring spreadsheet.