



LocAle in Bromley



What is LocAle?

CAMRA's LocAle scheme encourages pubs and clubs to reliably stock and sell at least one real ale that is produced locally - in our case, within 30 miles by shortest road distance from the pub/club. To encourage the stocking of beers from micro-breweries, to qualify as LocAle in Bromley the brewery at which the beer is produced must have an annual output of less than 20,000 hectolitres.

Everyone could benefit from local pubs/clubs adding locally-brewed real ale to their portfolio:

- Pubs can attract more pubgoers through their doors, including visitors to the area looking for distinctive local products.
- Consumers can enjoy greater beer choice and diversity.
- Local brewers gain from increased sales.
- The local economy benefits from greater spending locally.
- The environmental benefits from fewer 'beer miles', resulting in less road congestion and pollution.

Depending on where they are in the borough, pubs/clubs could currently expect to be able to enjoy a beer choice from **over 100 breweries** based in Greater London, Kent and Surrey, plus a few in Essex, Hertfordshire, Berkshire and East Sussex.

More information about CAMRA's LocAle campaign can be found on the CAMRA website:

<https://camra.org.uk/promotional-campaigns/locale>.



Which breweries are eligible to be classed as LocAle breweries?

This will vary depending on where the pub/club is located within Bromley, e.g. pubs/clubs in the south of our area are likely to be within 30 miles of more breweries in Kent than would a pub/club in the north of the borough.

Based on a notional geographic centre of Bromley Borough at the former [Keston Mark](#) pub, the following breweries would be eligible:

- All breweries within Greater London;
- Breweries in Kent, to as far south/east as approx. Chatham & Tunbridge Wells;

- Breweries in Surrey, to as far south/west as approx. Leatherhead & Esher;
- Breweries in Sussex, to as far south/west as approx. Crawley
- North of the river and Berkshire, a few breweries just outside of the M25 might be eligible

Where to find which breweries are eligible:

Some CAMRA branches or Regions publish lists of breweries in their area:

- **Greater London.** It can be assumed that all of these breweries will be within 30 miles of any pub/club in Bromley, for the full list go to:
<https://www.london.camra.org.uk/viewnode.php?id=1972>
- **Outside of Greater London.** Please note that only some of the breweries in these counties will be within 30 miles of pubs/clubs in Bromley:
 - Kent <https://kent.camra.org.uk/breweries>
 - East & Mid Surrey <https://ems.camra.org.uk/viewnode.php?id=99261>
 - Surrey / Hants Borders <https://shb.camra.org.uk/breweries>

However not all CAMRA branches publish lists of breweries, therefore some neighbouring areas are not covered in the above list.

IMPORTANT NOTE: The information contained on the above websites was believed to be correct at the time of its publication, however new breweries open and - sadly - some others cease brewing, therefore you are advised to make your own enquiries.

Other sources of information about breweries

The Breweries section on the CAMRA website lists all of the breweries which are known to CAMRA. Go to <https://camra.org.uk/breweries>, this will enable you to find all the breweries within an approx. 25 mile radius ('as the crow flies') therefore most should be eligible for LocAle.

Check the distance by road

It's very quick and easy to check the distance by road from any brewery to any pub/club using Google Maps (other applications are available). Example: Google Maps shows that Iron Pier Brewery in Gravesend to Bromley High St is 18.6 or 18.7 miles, depending on the route.

Need any further information about LocAle, or assistance in checking whether a brewery qualifies as LocAle for your pub/club?

- Please send an email to the Bromley CAMRA Pub Promotions & Awards Coordinator ppac@bromley.camra.org.uk

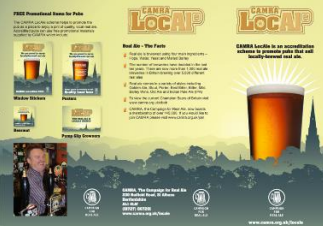
CAMRA helps promote LocAle Pubs/Clubs

- Potential customers can search for pubs/clubs stocking LocAle on the 'Find Pubs/Clubs to visit' section of the CAMRA website. <https://camra.org.uk/pubs>
- The Bromley CAMRA website lists all the accredited LocAle pubs/clubs in the branch area. <https://bromley.camra.org.uk/other-resources/locale-scheme/> (please note that this information is being updated during 2026)
- Any LocAle pubs/clubs listed in CAMRA's Good Beer Guide, have a prominent LocAle symbol adjacent to the name of the pub/club

Promotional materials available

Subject to availability, CAMRA can supply various printed and digital materials for pubs/clubs to use to publicise their stocking of LocAle beers.

Material available includes:

Window sticker (Printed or digital format)	
Pump clip crowners (Printed only)	
Information Leaflets (Not currently available)	

Please ask your CAMRA Area Pub/Club Contact if you require any of the above materials