

CONSERVATIVE CLUBS MAGAZINE



April 2019 50p



**Rt Hon Brandon Lewis MP is the ACC's
2019 President**

National Minimum Wage and Pension Contributions Update

Chelmsford Raises Funds For Children's Charity

It's a Beer Raffle! Tyldesley Auctions Beer For Charity

April 2019
50p

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Conservative Party Chairman Rt Hon Brandon Lewis MP is the ACC's 2019 President

I am delighted to be joining you at the Association of Conservative Clubs' Annual General Meeting later this year

It has been an interesting and productive year for us as a party, and I am grateful for the continued invaluable support the ACC has shown. Our balanced approach to the economy has seen the national debt fall, record levels of unemployment and living standards rising. In January, we launched our ambitious long-term plan for the NHS which ensures this treasured institution will always be there for you and your family. The Conservatives are making a real difference to peoples' lives, from creating more good school places to helping more people get on the housing ladder. We are creating opportunity for all; a belief that has been our driving purpose as a party and what binds every one of us in the Conservative family.

Our party is a broad church of associations, clubs and groups and it is great to see the level of engagement from our members

through this fantastic organisation. Conservative clubs offer their members a fun and engaging way to support the principles of Conservatism and our party, and I am always delighted to hear the stories of the fantastic local activism and initiatives you are doing on the ground.

I am honoured to be appointed this year's Honorary President for this great organisation, and I am looking forward to meeting you all in the coming months.



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Rt Hon Alistair Burt MP

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Association of Conservative Clubs' 125th anniversary

Congratulations to the Association of Conservative Clubs on your 125th anniversary this year.

Conservative Clubs are a key part of our Conservative family. Your members give up their time to campaign for Conservative candidates and provide vital support to our MPs, councillors and activists. But you do far more than that. Whether it is putting on social events, supporting local charities, or simply providing a place of warmth and friendship, you are at the heart of many local communities across our country – as I know from my own Club in Maidenhead.

This would not be possible without the guidance, advice and financial assistance of the ACC, which for the last 125 years has helped Conservative Clubs to thrive and today supports hundreds of Clubs across the UK.

As you celebrate this wonderful milestone, you can be proud of everything you have achieved over the last 125 years. I am delighted to send my congratulations once again, along with my thanks for all the work that you are doing to support Conservative Clubs and the values they represent.

A handwritten signature in blue ink, appearing to read 'T. May', written in a cursive style.

ACC Services

Loans

Loans can be arranged from as little as £1,000 to £500,000. We provide loans at competitive simple interest rates, currently 4.75%, and all loans commence with a three year period of fixed interest. Loans are repaid over a term to be agreed on an individual basis with each Club in order to create a manageable and sensible time frame for repayment.

Documentation Available Free Of Charge

ACC Room Hire Agreement - The room hire agreement is designed to be completed at the time a booking and includes space for a deposit to be taken to secure the room is applicable.

ACC Catering Franchise Pack - The ACC Catering Franchise pack can be used by Clubs which have a franchisee who uses the Club's facilities to prepare and serve food within the Club. The Franchisee Contract permits the Committee to decide if the franchisee shall pay a set fee per month to the Club for use of the Club's facilities, shall pay to the Club a percentage of the profits from the sale of food or that a combination of both methods of remuneration shall be utilised.

Health and Safety and Risk Assessment Documentation - The ACC has extensive documentation to assist a Club in creating a Health and Safety policy and conducting regular risk assessments. This documentation is available free of charge. Examples include template health and safety documentation, risk assessment forms and practical advice on completing a Club risk assessment and first aid information.

Candidates for Admission Sheets - The admission sheets can be posted on the Club's Notice Board to detail prospective new Members and have spaces for: Date, Candidate Name, Address, Occupation, Proposer, Seconder.

Sale and Leaseback

Since launching the ACC Sale and Leaseback service, over 70 Clubs have entered into this arrangement with the ACC.

Under what circumstances would a Sale and Leaseback be appropriate? The most successful examples of ACC Sale and Leasebacks are Clubs which have a dedicated Committee and Membership and want to secure their Club's future. By unlocking the Club's freehold, Clubs can be provided the means of repaying debt, often undertaking refurbishments and providing a significant cash sum. The rent payable to the ACC following the completion of a Sale and Leaseback can often be less than a Club was paying for servicing debt.

Trusteeship

The ACC Trusteeship Service is a free facility offered by the ACC. The transfer of Trusteeship to the ACC has increasingly become popular amongst unincorporated clubs and there are two main benefits for the Club. The first is that the ACC will pay for all legal expenses involved with the transfer of Trusteeship. The second is that the Association's financial and legal resources are such that the Club's position will be greatly strengthened when negotiating loans or defending itself against legal action taken by a third party.

The ACC do not become involved with the day to day business of any Club for which we act as Trustee. The Club will continue to be able to call upon the ACC for advice on any matter without needing to make reference to our Trusteeship. We will only act on behalf of the Club in accordance with the lawful instructions of the Committee and Members. The Club Committee will therefore continue to run the Club's affairs and will only refer matters to the ACC as and when they consider it appropriate to do so.

To obtain any of the documentation packages please email charles@toryclubs.co.uk or phone 0207 222 0843. To enquire about any of the ACC's financial assistance packages please email assistance@toryclubs.co.uk or phone 0207 222 0843.

ACC Contracts of Employment

The ACC are pleased to supply a range of Employment Contracts. These contracts are designed specifically to comply with the needs of ACC Clubs and are produced to a high quality with a glossy finish. All Contracts were fully revised and updated in 2015, with minor revisions made in 2016, and are compliant with all current UK legislation. We recommend that all Clubs use our current contracts of employment for their employees.

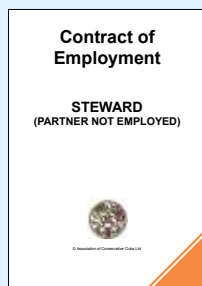
All Contract Packs now include a high quality and durable employee disciplinary and grievance policy handbook which should assist both Clubs and employees when these issues arise. Contracts for use with employees who live on the Club's premises now come with a specifically drafted Service Occupancy Agreement for the employees, and their partners if applicable, to sign in relation to their accommodation.

Our newest introduction to our contracts range is a contract of employment for use by Clubs which employ Bar Managers. We know that many Clubs employ Bar Managers as opposed to Club Stewards and we are pleased to now supply a specific contract pack for Bar Managers.

The contracts which are offered by the ACC are as follows:



Club Club Secretary/ Administrator Contract
Appropriate for Clubs which employ, rather than elect, a Club Secretary. Each contract pack costs £20 and includes:
2 x Club Secretary Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



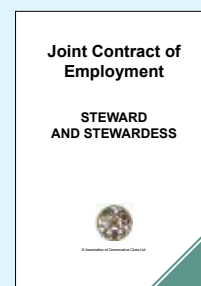
Steward Contract
Appropriate for a Club employing a Steward with or without accommodation included. Each contract pack costs £25 and includes:
2 x Club Steward Contract
2 x Service Occupancy Agreement
2 x Club Employee Disciplinary and Grievance Policy Handbook.



Bar Manager Contract
Appropriate for a Club employing a Bar Manager without accommodation. Each contract pack costs £20 and includes:
2 x Bar Manager Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



Standard Terms and Conditions of Employment
Appropriate for a wide range of Club Employees (bar employees, cleaners, general part time employees etc.). Each contract pack costs £15 and includes:
2 x Standard Terms and Conditions of Employment Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



Steward and Stewardess Joint Contract
Appropriate for a Club employing a Steward and Stewardess on a joint contract of employment with or without accommodation included. Each contract pack costs £25 and includes:
2 x Club Steward and Stewardess Contract
2 x Service Occupancy Agreement
2 x Club Employee Disciplinary and Grievance Policy Handbook.

Please contact the ACC with any questions regarding the new contracts of employment.

To order any of the above contract packs please place an order online at www.toryclubs.co.uk, email charles@toryclubs.co.uk or phone 0207 222 0868.

CLUB LAW AND MANAGEMENT

April 2019 Financial Update

National Minimum Wage/ National Living Wage update

From 1st April 2019 employees in the UK aged over 25 earning the current minimum wage rate of £7.83 per hour will see a 38p increase to a minimum hourly rate of £8.21. Employees aged under 25 will also see an increase. The small details are below:

Current rates

- £7.83 per hour for ages 25 and over.
- £7.38 per hour for ages 21 to 24.
- £5.90 per hour for ages 18 to 20.
- £4.20 per hour for school leaving age to 17.
- £3.70 per hour for apprentices.

New rates from 1st April 2019

- £8.21 per hour for ages 25 and over.
- £7.70 per hour for ages 21 to 24.
- £6.15 per hour for ages 18 to 20.
- £4.35 per hour for school leaving age to 17.
- £3.90 per hour for apprentices.

Auto Enrolment Pension – April 2019 update

All Clubs with eligible employees should now have enrolled into the Auto Enrolment Pension scheme. From 6th April 2019, the contributions from the employer and the employee will increase. The Club will contribute 3%, up from 2% currently, and the employee will contribute 5%, up from 3%. Further changes will occur from 6th April 2019.

Date	Employer Minimum	Employee Minimum	Total Minimum Contribution
Up to 5 April 2018	1%	1%	2%
6 April 2018 to 5 April 2019	2%	3%	5%
6 April 2019 onwards	3%	5%	8%

Therefore, the overall total minimum contribution increases to 8% from its current rate of 5%. As an example, a member of staff earning £350 per week currently pays £5.62 (after tax relief) – the employer pays £4.68 totalling £10.30 per week into their

pension pot. From the 6th April 2019, assuming that the member of staff has a 5% wage increase due to the change in National Living Wage the contributions would increase as follows.

Opt out rates

The impact on staff of pension contributions increases will be mitigated by the increase in the National Living Wage (NLW) NLW and in the increase on the 6th April of the income tax personal allowance from

£11,850 to £12,500. Research by The Pension Regulator shows less than 2% of staff in medium, small and micro businesses asked to leave their pension scheme as a result of the increases in 2018.

How will the living wage and pension increases affect the club?

The NLW and pension contribution increases will increase your payroll costs by just under 6%. Many committees have been debating by how much to increase bar prices as a result of brewery price rises but few consider the impact of the payroll increases. It varies significantly from club to club but

wage cost can represent up to 25% of bar takings, if no action is taken and using this percentage, wage costs will increase to 26.5% of bar takings. In terms of bar prices, a club would need to add, with VAT, an extra 5p to a pint sold for £2.75, in addition to the brewery increases.

AGMs 2019: How to elect Club Committee Members and Officers

The rules of a club should provide the method whereby its officers and committee are elected. Such rules must be strictly adhered to, otherwise the election may be

rendered invalid and a fresh ballot has to be taken. What follows should be read and applied subject to anything appearing to the contrary in the club rules–

Nominations

It is the duty of Secretary to post a nomination sheet on the notice board, which records the names of candidates for the committee or other offices. The nomination sheet must remain displayed for whole period stipulated in club's rules. Day and time when nominations close should be stated on the sheet, even if not definitely fixed by club rules. The proposer and the seconder of any candidate should personally sign their names against the candidate they put forward, having previously ascertained that

their nominee is willing to stand and serve if elected. A member may be nominated for any number of offices in the club unless the rules provide otherwise; if elected to more than one office, he can select the one he desires to hold. If the rules say that no candidate shall be nominated for more than one office, it is in order for an officer or committee member who is not due to retire to be nominated for another office without first resigning. If unsuccessful, he would retain his present office.

Qualifications


Candidates for office, nominators and seconders must be either honorary members, life members, or subscribing members who are not in arrears with payment of their subscription before nomination

sheet is due to be taken down. Otherwise nominations may be objected. Where a rule provides that a certain period of membership is an essential qualification for

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◀ From page 5

office, this must be calculated from the date when the candidate was elected to membership to the last

List of Voters

Unless the rules provide otherwise, every member of the club is entitled to vote. It is the duty of the Secretary to prepare a special list of members for

Ballot Paper

The ballot paper is compiled from the nomination sheet. In preparing the ballot paper, names of candidates for presidency and other offices are usually typed or printed in separate sections on the same sheet as names of candidates for committee. The different sections are nevertheless distinct, and if one section is spoiled by the voter, it does

Marking the Ballot Paper

If a voter makes some mark other than the customary 'X' against the name of the candidate for whom he wishes to vote, it does not necessarily spoil his paper. The vote is good, if the intention of the voter is clear. Practically the only grounds for the rejection of the paper are—

- Because too many votes have been recorded
- Uncertainty of the voter's intention

Taking the Ballot

Unless the rules contain specific instructions on the matter, committees decide how ballot papers are to be distributed – whether sent to members by post or handed to them on request. Where the former method is adopted and the member returns the paper by post or hand, the envelope containing it should be sealed and marked 'ballot.' It should

Close of Ballot

The ballot must remain open the full time stated in the rules. When it is closed, the scrutineers count the votes recorded. The results, signed by them, together with the

Demand for a Scrutiny

If a majority of the meeting demands a scrutiny, the box containing all the ballot papers should be sealed by the Chairman and arrangements made for a recount in the presence of the scrutineers. Once it has been declared and accepted, a ballot stands no matter what discrepancies

day of nominations. For example, should six months be specified, a person elected to membership on 6 July would first become eligible on 6 January the following year.

this purpose. The list should be handed to scrutineers, together with the precise number of requisite ballot papers if all such members voted.

not invalidate other sections.

Names of all candidates should be set out alphabetically on the ballot paper and in uniform type. The 'starring' of ballot papers i.e. putting an asterisk (*) against the names of retiring members seeking re-election or distinguishing them by printing their names in larger or thicker type is irregular.

- Writing sufficient to identify the voter

If a member spoils a paper he should, on request, be supplied with another, having previously handed back the one spoiled. A member may vote for a fewer number of candidates than there are vacancies—he cannot be compelled to use all his votes—but if he votes for more candidates than there are vacancies, the paper, so far as the particular section is concerned, must be regarded as spoiled.

be addressed to the scrutineers, who must deposit it unopened in the ballot box. Where ballot papers are handed to members, the scrutineers should first make sure from the list received from the Secretary that the member is entitled to vote. When this is done, the member's name should be scored off, thus preventing anyone voting twice.

marked list of members to whom they have handed ballot papers, and also all unused ballot papers, must be handed by them to the Chairman at the Annual General Meeting.

a subsequent examination of the papers may reveal. Prior to the signed statement being handed to the Chairman by the scrutineers, a system of checking and double checking should be carried out to ensure absolute accuracy in the matter of the votes recorded.

Confidentiality of Committee Meetings

With most Clubs holding AGMs at the moment, it is useful to remind new Committee Members of the requirement that matters discussed in Committee Meetings are kept confidential.

The confidentiality of committee meetings is paramount to the effective management of a club. Discussion in committee should remain confidential between committee members.

The Minutes of committee meetings should merely record the motions and amendments and decisions which are agreed and, again, remain confidential. This does not mean that there are never circumstances in which the membership ought to be informed of what takes place during committee meetings.

In all clubs there are issues which are of immediate concern to all the membership. The committee may have discussed some matter referred to it by a general meeting for consideration. In such cases, the Secretary should arrange for a suitable notice to be posted on the club notice board.

The general membership does not have a right to inspect the committee's Minutes. However, a club's auditors will have a right to inspect the committee's Minutes in order to confirm that certain transactions have been authorised.

No member of the committee is entitled to inform anyone of the proceedings and deliberations of the committee. If a club is to be served well, then it is essential that the committee should be free to conduct their affairs in a frank

and open way. Surely, few people would serve on committees if they knew that their views were repeated outside the confines of the committee room and, as is so often the case, misinterpreted by being taken out of context and made to appear contrary to the original intentions.

Committees are therefore entitled to insist on the confidentiality of their proceedings and the right of quasi privilege in the conduct of the affairs of the club while, at the same time, keeping the members informed of matters that affect them generally, but not in respect to individual members.

Proceedings in committee are not privileged, but qualified privilege may apply where the person who makes the communication has an interest or duty, legal or moral or social, to make it to a person, or persons, having a corresponding interest or duty to receive such a communication. On the whole, the spirit of this principle has been upheld by the courts. It appears that the courts will not usually intervene in respect of domestic decisions, and cannot demand explanations. If reasons are given, however, the courts reserve the right to consider their sufficiency. It may be said that normally decisions of a committee made in accordance with the rules, and made fairly, cannot be overturned.

In conclusion, therefore, what is said in committee should not be repeated outside the confines of a committee meeting, and committee Minutes should remain confidential.

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Questions and Answers

Q We had a Member who was proposed for the Offices of Chairman and Vice Chairman. He was one of a number of Members proposed for the position of Chairman but the only person proposed for Vice Chairman. At the election, this Member was elected as Chairman and was, by default of being the only candidate, also elected as Vice Chairman. Since our rules state he can only occupy one position, he has selected the position of Chairman. Should we offer the now vacant position of Vice Chairman to the runner up to the position of the Chairman?

A There is no need to offer the vacant position of Vice Chairman to the runner up for Chairman. This will now be considered a Casual Vacancy and the Committee can choose a Member to fill the position. Clearly though, you may wish to give considering to choosing the runner

up for the position of Chairman but you are not obligated to do so.

Q Our Members have proposed a change to the Rules which would allow Club Employees to become Members. Is such a rule change acceptable and do you have any guidance?

A We would strongly advise that the Club does not allow employees to become Members. When Employees are granted Membership rights they are able to attend and vote at AGMs and SGMs and also stand for election to the Committee. This can result in employees becoming Committee Members and therefore effectively becoming their own employers. It also makes it difficult to freely discuss employment situations in Committee Meetings.

This is, however, ultimately a decision for the Club's Members to make. They are able to, should they wish to, to amend the Rule to delete the line preventing employees from

becoming Members of the Club. This would have to be voted on at a Special General Meeting and would need a majority of 75% of those Members present to vote in favour of the Rules change.

Once again, we would recommend to the Club's Members that they do not allow Club Employees to become Members of the Club. We would suggest that any Club Employee wishing to use the Club socially to join a nearby ACC Club and obtain an IA Ticket. This will allow them to use your Club but will not permit them to attend or vote at AGMs nor stand for election to the Club's Committee. Many Clubs have informal agreements with neighbouring ACC Clubs that each Club will grant the other Club's employees Membership rights and provide them with an IA Card. You may therefore wish to liaise with a local ACC Club to discuss such a proposal further.

Q We have a Club Member who is standing for election as the Club's Treasurer. However, this Member is also employed at another social club in our area. Is it permissible that they are still allowed to stand for election to our Committee?

A There is no rule which would prevent a Member of your Club standing for election to the Committee simply because they are employed at another social Club.

Assuming that there are two or more candidates for the position of Treasurer, it will be for the Members to elect the candidate that they have most confidence in to do the job well and for the betterment of the Club. We must always trust in the Club's Members to make sensible decisions when choosing who to elect to run their Club.

Q Is the Club able to advertise our events on an external notice board and using Social Media? We would like to raise the Club's profile. If we sell tickets to events can we also display ticket prices?

A There is no problem with the Club having a notice board which advertises the Club's forthcoming events. You can also advertise the Club's events locally and using social media.

If your Club has a Club Premises Certificate then non-members can use the Club and attend events if they are signed in by a Club Member. Alternatively, you could request a Temporary Event Notice which will allow non-members to attend specific events and purchase alcohol without being signed in by a Member.

For events where the Club sells tickets you can certainly state the price of each ticket and, if applicable, state where a Member will be charged a lower ticket price than a non-member. From a Licensing perspective, selling tickets to events is fine but for non-members to attend, even if they have purchased a ticket, they must still be signed into the Club by a Member or the Club must have obtained a Temporary Event Notice to cover the duration of the event.

Q We have a new Committee Member who has a close personal relationship with a Club employee. It is not completely clear how close a relationship this is. What would happen if this Committee Member did not voluntarily excuse themselves from the Committee Meeting during employment discussions?

A If a Committee Member clearly has a close personal relationship or friendship with an employee then they should not be present during discussions or voting which involves this employee or other employees. We accept it can be difficult to judge, particularly in cases which simply involve a close friendship, where the line is. Typically, it would be when a normal person may find it difficult to be impartial during relevant discussions and voting.

If there is a dispute over whether a Committee Member has a close enough relationship with an employee which would require them to excuse themselves from a Committee discussion then a vote can be taken of the entire Committee which will be binding.

Therefore, unless this person voluntarily excuses themselves from the Committee Meeting the Committee will have to vote to determine whether or not this person has a conflict of interest in relation to the matter being discussed.

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the experience matters

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Okehampton Conservative Club Celebrates 50th Anniversary

The Okehampton Conservative Club has celebrated 50 years of trading in their present building. The Club had originally opened elsewhere in Okehampton but moved shortly after opening to its present location in Kempley Road.

The building the Club moved into was originally built in 1913 and was known as the drill hall. It was used by the 'Dad's Army' of the day to practice their drill routines, rifle practise, bayonet practise and unarmed combat. The

Club have retained the title of drill hall to cover the Club's function room and the cellar is also known as the armoury which was where the ammunition was stored prior to the Club taking over the premises. The rifle range did not, however, survive the conversion to the Club and is now the Club's skittle alley.

The Club hosted a party to celebrate the 50th Anniversary and it was themed as an old army event in recognition of the buildings former use. The Club would like

to thank Club President Marilyn Poat and her team for organising the evening which featured games and competitions, evening entertainment and a superb buffet.

The Club were also pleased to welcome Mel Stride MP, Mid

Devon Member of Parliament, who attended the evening and gave a speech congratulating the Club on its success and looking forward to the next fifty years. The ACC congratulates the Club on this milestone.



Mel Stride MP and Club President Marilyn Poat delivering their speeches at the evening event.



Mel Stride MP being 'taught' how to pull a pint by Club President Marilyn Poat.



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North West Weekend Area Conference Follow Up

Just after we went to press last month, Charles White forwarded us some additional pictures from this successful event which we are showcasing below.



The popular Question Time panel on the Sunday morning featuring Geoffrey Knowles OBE, Alistair Burt MP, Charles White, Cllr Anne Cheatham OBE and ACC Chief Executive Philip Smith.



The Main Conference Dinner Venue looking suitably dressed up for the occasion.



Cllr John Hudson OBE amuses the guests with his after dinner speech.



Guests enjoying the Conference Dinner.

Ruthin Conservative Club Donates To Help For Heroes

The Ruthin Conservative Club has donated £650.00 to the well-respected Help for Heroes charity.

The cheque was given by the Chairman Ursula Harrington to Rhys Edwards who had travelled up from South Wales to receive the donation on behalf of Help For Heroes. He gave an overview of the charity and was grateful for the donation. Help for Heroes supports those with injuries and illnesses attributable to their service in the British Armed Forces. No matter when someone served, the Charity believe that those prepared to put their lives second, deserve a second chance at life. Every course and activity which the Charity offers aims to empower them to look beyond illness and injury, regain their purpose, reach their potential and have a positive impact on society.



David Thomas President, Rhys Edwards from Help the Heroes, Ursula Harrington Chairman and Gary Coleman Steward.

SHOW MORE UNMISSABLE MOMENTS IN 2019

Matt Feeney is an experienced multiple operator who has run a number of pubs over the years and took over The Green Man in the village of Willington, near Derby, about three years ago. Having had Sky Sports in several of his previous businesses, Matt knows the value it can bring to a pub.

“It was clear when we took over that the pub had been struggling for a while and I was asked to inject some life back into it. It became apparent very quickly that it was missing an element which I’ve used successfully in my other pubs – showing Sky Sports,” explains Matt.

There was a real demand for live sport from the local community which wasn’t being tapped into, an opportunity that Matt and his team at The Green Man wanted to exploit.

“Sky Sports is a great tool which brings value to your pub. I knew there was demand among the local community to show sport and have been proved right as people have embraced the move; Sky Sports has been transformational for us,” he says.

Matt acknowledges that persuading people to get off their sofas and visit the pub is becoming increasingly challenging. “People have big TVs with surround sound and a fridge full of beer at home, so you have to somehow encourage them to come to your pub,” he explains.

However, he is clear that pubs have a distinct advantage over the in-home environment, offering customers a unique atmosphere that is second only to being at the sporting venue itself.

“The one thing you can’t do is bottle atmosphere, that’s where pubs have the advantage over watching at home,” says Matt. “Driving footfall and getting people in your pub by creating atmosphere and generating excitement among customers is key.”

He continues, “Atmosphere drives repeat visits as customers feel part of a community, part of a family, and enjoy watching great sport with their friends.”

Matt used that thinking in deciding to make more of the opportunity from the high-quality golf coverage on Sky Sports.



“Putting Sky Sports in the pub is one of the best things we have done.”

Matt Feeney, Sky Sports customer and licensee of The Green Man, Derby

“Sky Sports is a great tool which brings value to your pub. I knew there was demand among the local community”

Sky Sports is the home of golf, showing all 4 golf Major, including The Open Championship and The Masters, plus 32 events from the European and PGA Tours – that’s a live event every week of the year. Plus, pubs can enjoy even more from the ladies’ game, including the Solheim Cup.

“We looked at the schedule of tournaments and as a team agreed to focus on The Masters at Augusta. Last year, on the day of the final round, we held a golf tournament at our local club for customers, which was well attended and we’ve subsequently used its popularity to launch the pub’s new golf society.

“At the end of our tournament, we brought everyone back to the pub, put some food on, and had the presentation, with the top prize being a replica Masters green jacket.

“The atmosphere slowly started to build up. Watching that final day in a busy pub, with customers getting into the swing of things as the evening progressed, was just

magical. Golf can be quite a solitary sport to watch, so having a pub packed full of people watching the drama unfold was special and a little bit different. When the winning putt dropped from Patrick Reed, that moment was fantastic,” Matt says.

“Showing golf has benefited our pub in the sense that people have responded positively to it and it’s met a demand from the local community. It’s just added a different element to our sports offer and boosted business, and it shows through sales in the till.

“Golf has also helped attract new faces through the door who have heard about what we are doing, so it’s great for our reputation locally. As well as The Masters, there are the other Majors for us to utilise, along with the big tournaments which form part of the European Tour.”

The growing popularity of watching top-quality golf in an out of home environment is becoming increasingly apparent, with viewing statistics showing Day 3 of The 2018 Open Championship attracted almost 400,000 people to watch in a pub or bar¹.

“The way Sky Sports has developed its coverage over the years has undoubtedly helped the pub through increased revenue. Without Sky our sales would definitely be decreasing,” says Matt.

Sustainable success can’t be achieved by accident, putting in the hard yards is vital in order for your pub to really make the most of what Sky Sports offers, explains Matt.

“Planning is important, so your staff know what sport is on, and when, and can respond to customer questions. Getting your marketing right is key, I have a team here that manages our social media channels and website, to ensure we’re shouting about what we are showing. Simple things like using the updated fixtures posters do make a difference. You have to put in the ground work in order to get the desired results.

“When it comes to ensuring customers have an optimum viewing experience, sound levels are absolutely vital for a pub environment, even with sports such as golf. You want people to hear every shot and the roar of the crowd.”

The Green Man is also anticipating a great sporting year ahead for customers.

“What a year 2019 is set to be – it will be massive for our pub. As well as the golf Majors, we’re looking forward to the Cricket World Cup and The Ashes, along with the Premier League title race – it’s so exciting. There’s lot going on but we’re ready to go!”



UNMISSABLE MOMENTS IN 2019

11th - 14th April
The Masters, Golf Major

19th May
Last Day of the Premier League

25th - 27th May
Sky Bet Play-off Finals

30th May - 14th July
Cricket World Cup

5th -9th June
UEFA Nations League Finals

1st August - 16th September
The Ashes

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¹Day 3 of the Open Championship attracted 372k viewers out of home on 21st July 2018. Source: Ipsos MORI Out of Home Viewing Panel July 2018. Sky Sports requires a Sky subscription equipment and installation. Scheduling may be subject to change. Further terms apply. Calls to Sky cost 7p per minute plus your provider's access. Correct at time of supply - 23/03/19. All rights reserved.

Chelmsford Conservative Club Raises £1,500 For Kids Inspire Charity

The Chelmsford Conservative Club, Essex, has raised £1,500 over the course of their fundraising activities in 2018. The funds were raised across the year from Member donations and specific fundraising events.

The Club presented Kids Inspire with the cheque for £1,500 at a cheque presentation evening in early March. Vicky Ford, MP for Chelmsford, presented the cheque to the charity during the presentation evening. The Club were also represented by Club President Geoff Swaine and Club Chairman Peter Day. The funds raised by the Chelmsford Conservative Club will enable Kids Inspire to continue to provide invaluable support for their most complex cases that urgently need their help.

Kids Inspire are currently working with over 2000 young people and their families across



Left to right: Peter Day, Club Chairman, Paula Ashfield, Kids Inspire, Vicky Ford MP and Geoff Swaine Club President.

Essex. Over the past year they have received a record number of referrals from schools, GP's and social care. Kids Inspire are one of the primary services in Essex

providing specialist treatment helping children and young people to reclaim their lives, preventing a need for adult services in the future. Their aim is for all children

in Essex, who have experienced adverse childhood experiences, to receive specialist support to become healthy adults who lead full and happy lives.

Tyldesley Conservative Club, Blackpool, Raises £4,000 After Raffling Off Beer

The Tyldesley Conservative Club, Blackpool, has raised money for the Fylde Coast Older Adult Community Mental Health Team (CMHT) based at the Shorelands Centre on Central Drive.

The Club's Committee decided to start raffling off a gallon of beer every Friday in order to raise funds for this important Charity. David Dixon, Club President, was in charge of raffling off a gallon of beer every Friday night for the year in order to raise the funds. He said: "I would encourage everyone to get their money out of their pockets in order to raise the cash. It also was important for the money

would stay in Blackpool and go to a local cause." David said it was a team effort to raise the money. He said: "I would like to thank all of the Friday night members who contributed towards this fund. I would also like to thank Paula Hazeldine, the representative for Marstons Brewery, for the support."

Julie Marsden, the CMHT manager, said it was a "wonderful" donation that would help a lot of people. She said: "For example during Christmas, we take our service users out for a proper Christmas dinner and party. It is donations like this that help us to

organise events like that." Fylde Coast Community Mental Health Team (CMHT) for older adults provide a service to older adults, usually over the age of 65, who need assessment and treatment of mental health disorders which due to their severity or complexity cannot or have not responded successfully to treatment in Improving Access to Psychological Therapy (IAPT) services or primary care. The service provides specialist assessment and treatment, and high quality support for older people with complex mental health and social care needs, including people

with dementia. The key focus will be one of therapeutic optimism and service users will be assisted to maximise their quality of life by promoting recovery, social inclusion and living well with dementia and other significant mental health conditions. The service will also provide assessment and specialist support to carers and families.

Tony Williams, leader of Blackpool Conservatives, said: "David has done an incredible job of raising an amazing amount of money. I am very proud of him and it will be a big help at the centre."



The £4,000 Cheque.

Picture and Story Credit: Blackpool Gazette

Pages From The Past

Our page from the past this month comes from May 1939 which contains an interesting article on the rise 'bogus clubs'. This was in a time when Clubs had much more relaxed licensing restrictions than other licensed establishments, a situation which has evolved dramatically over the years to the present day where this is arguably not the case anymore. Note the interesting reference to the problem of 'bogus clubs' being a largely 'post-war problem'. May

1939 was just prior to the formal commencement of the second world war which started on the 1st September 1939 – just 4 months from the date of this article. Also included on the page is an advert for 'Marvellous Marstons', the brewery use to be a frequent advertiser in the Conservative Clubs Magazine and the tag line of 'marvellous' is a clear sign that the Advertising Standards Authority had yet to be created...

THE BOGUS CLUB PROBLEM.

How it Arose and How it can be Solved in a way Acceptable to Bona Fide Clubs.

[BY THE SECRETARY OF THE A.C.C.]

"The difficulties of reaching any agreement on the subject (bogus Clubs) are great. Despite these difficulties, the Government are, however, convinced that some amendment of the law is required which, without prejudicing the interests of reputable Clubs, will deal with undesirable resorts which misuse the liberty allowed genuine Clubs. The Government intend to introduce a measure on these lines as soon as it is practicable."—The Home Secretary, House of Commons, 30/3/39.

The bogus Club is largely a post-war problem; how it came about we shall presently see. It is mainly confined to big cities, towns and their suburbs, beyond which—save from hearsay—it is virtually unknown.

First, what exactly is a "bogus" Club? A bogus Club may be described as one in which liquor which does not belong to the members as a body, is sold to them for consumption on, or off, the premises for the profit of some person, or persons, who own the liquor. Such bogus Clubs, at present, are registered by the Clerk to the Justices in precisely the same way as *bona fide* Clubs. They are subject to the same legal restrictions which, however, are usually "more honoured in the breach than in the observance"—especially with regard to confining purchases to members and the observation of registered hours of supply.

How "Bogus" Clubs Came Into Being.

The root cause of the existence of "bogus" Clubs lies in the undue curtailment of hours of sale in licensed houses, particularly in populous places. After the war, man, ever a gregarious animal, resented having the doors of his accustomed "local" closed against him and his companions at times when they desired to foregather. Debarred their accustomed haunts at what they regarded unreasonable hours, they looked around for elsewhere to congregate, and the "bogus" Club arose to cater for their requirements.

With none of such excrescences had the genuine Club Movement anything whatsoever to do; nor has it to-day. It regretted that the time-honoured word "Club" should thus be defiled and utilised by establishments which, in effect, were little more than unlicensed public houses, and there, so far as *bona fide* Clubs were concerned, the matter ended. Genuine Clubs knew—and know to-day—that the law, if enforced, is sufficient to punish, and close, all improperly-conducted Clubs and are left wondering how it comes about that Lord Amulree was able to announce in the House of Lords (as he did recently) that there are at present "something like 4,000 undesirable and bogus Clubs in existence." What a commentary on the efficiency of the police—if Lord Amulree's statement is well founded—that 25 per cent. of the Clubs now on the register are bogus!

In some quarters the impression prevails that *bona fide*

Clubs are opposed to legislation being introduced rendering it impossible for bogus Clubs to get on the register. Such belief is entirely devoid of foundation. Three years ago the "Big Three" organisations of *bona fide* Clubs—the A.C.C., Working Men's Club and Institute Union and National Golf Clubs' Association—themselves drafted a Bill having a twofold object:—

- (1) Reasonable extension of hours for the sale and supply of alcoholic refreshments.
- (2) Improved system of registration for Clubs.

It was realised by the "Big Three" that if there was some extension of the hours of sale and supply, the chief reason for "bogus" Clubs would vanish, and, further, if it were made more difficult for Clubs to get on the register, the two things, in combination, would solve, once and for all, the bogus Club problem.

A Bill, framed on these lines, was duly introduced in the House of Commons on behalf of *bona fide* Clubs by Mr. Gilbert Gledhill, M.P., early in 1936. The Government, unfortunately, threw cold water on it and thus an

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