

CONSERVATIVE CLUBS MAGAZINE



March 2019 50p



**ACC Celebrates 125th Anniversary and North West
Area Weekend Conference 50th Anniversary**

Message From The Chief Executive

CONSERVATIVE
CLUBS
MAGAZINE

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This month sees the ACC celebrating two special milestones. Front cover and centre of this month's edition of the magazine is the report on the North West Weekend Conference which celebrated its 50th anniversary at an enjoyable and informative event held last month in the Lake District. The ACC is also pleased to record that we celebrated our 125th Anniversary on the 16th February and in recognition of this, we feature two special 'Pages From The Past' from the Magazines produced in 1994 which featured the ACC's 100th anniversary reports. I am pleased to report that the ACC continues to be in a position to assist our Member Clubs and since our 100th Anniversary we have greatly expanded the assistance provided to our Member Clubs. Indeed, we recently calculated that there are approximately 200 ACC Clubs which are trading today as a direct result of financial assistance provided by the ACC. That Clubs are still able to support their local communities and allow

their facilities to be enjoyed by Club Members and their guests as a result of assistance provided by the ACC is the exact reason that this organisation was originally established 125 years ago. We can never know for sure, but I would like to think that those present for the formation of the ACC would consider the current and future success of the ACC and our Member Clubs would be a worthy result of their original efforts.

Whilst we do have two events to celebrate this month, we also have some sad news to share. Dave Harris, a long time and steadfast supporter of the ACC and our Members Clubs, both personally and through his Company Harris Brothers, has sadly passed away after a valiant battle against cancer. I was proud to represent the ACC at Dave's funeral just as he was always incredibly proud to have been able to assist ACC Member Clubs on internal projects and refurbishment work. I know that Dave will be greatly missed by everyone who knew him and who worked with him.

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Westhoughton Conservative Club wins Award From Best Bar None

The Westhoughton Conservative Club, Bolton, has been awarded a Silver Award in the Bolton Borough Best Bar None Award's Night. Best Bar None is an Accreditation Scheme with National Awards

supported by the Home Office and the drinks industry which is aimed primarily at promoting responsible management and operation of alcohol licensed premises.

The Club were delighted with

this award and are reapplying for the 2019 awards hoping to win the Gold Medal this year. Only six establishments in Westhoughton were recognised by a Best Bar None Award, the Club being one of

them and the first in Bolton.

The Club's Steward Mark Woodward, Club Chairman Harry Chadwick and Club Member Ian Hargreaves were on hand to accept the award on behalf of the Club.



Mark Woodward, Steward, Harry Chadwick, Chairman, and Club Member Ian Hargreaves.



The Club's Steward Mark Woodward.

Totnes Conservative Clubs Welcomes Local MP Kevin Foster

The Totnes Conservative Club gave a crash course to local MP Kevin Foster in how to pull a successful pint during Kevin's recent visit to the Club for a political discussion meeting.

Keven has always been a great supporter of all Conservative Clubs in South Devon and has now been offered the Saturday morning 'graveyard' shift at the bar after his pint pulling training!



Kevin Foster MP with the Club's Steward and Chairman.

Tiverton Raises Funds For Veterans

The Tiverton Constitutional Club, Devon, has raised £1,250 for the Charity 'Boots on the Ground'. Unusually, this charity was directly formed by Veterans who were Members of the Club and the Club has continued its support this charity ever since its creation. The charity has a simple mission statement: To soldiers, veterans and family members whenever help is required.

The money was raised during a fundraising day in the Club which

highlighted the importance of the charity and the work they have undertaken. Twyford internet radio presented Phil Gibbs was at the event to cover the fundraising and highlights of the event can be watched at <https://theirishintheuktv.com/episodes/82/>.

The ACC congratulates the Club on the continued support of this charity. If any other Clubs have charities which have been formed due to a Club's support please let us know.



Left to right Club Chairman Richard Jones, South West Chairman "Boots on the Ground", Bar Committee Chairman Paul Wakeman and Twyford Internet Radio Presenter Phil Gibbs.

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*Matthew Clark must be the Club's main supplier and have a significant proportion of supply

the experience matters

Matthew Clark

David passed over all of his prices to Vicky from Matthew Clark who completed a full pricing review and David was able to make some considerable savings by switching. He is also now saving around £250 a month on his Sky bill which was really easy to set up after calling the ACC helpline.

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ACC Services

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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.

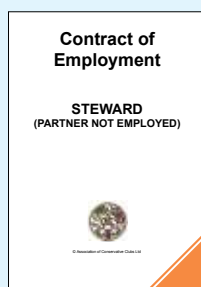
All Contract Packs now include a high quality and durable employee disciplinary and grievance policy handbook which should assist both Clubs and employees when these issues arise. Contracts for use with employees who live on the Club's premises now come with a specifically drafted Service Occupancy Agreement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

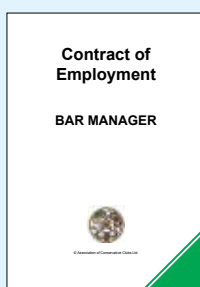
The contracts which are offered by the ACC are as follows:



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

New Year Business Health Check– Make sure you are maximising the Club's revenue

1. Who are your top 10 customers (by spend)? If you don't know, then find out! Once you have your list ask yourself what do they have in common and where you can go/what you can serve more of to attract more like them.
2. Update all the images on your club's website – and delete any out of date content.
3. Check the last six months of your P&L and highlight your worst selling drinks and menu items. Change them.
4. Search for your Club online on Google. Look for any out of date information and email the relevant site to get it changed/removed.
5. Draw up a list of your top 5 suppliers – call a competitor for each one and check you are getting the best deal. Then ask ACC Recommended Supplier Matthew Clark to see if they can provide an overall better deal. Matthew Clark are wholesale specialists, they can therefore supply you with all you bar products directly and centrally invoiced.
6. Dig out your utilities bills and note the end of all the contract terms in your calendar and make a note a month before to shop around for the best price before each contract ends.
7. Do a deep clean of the exterior of your Club and car park. It will be noticed.
8. Create a group on WhatsApp for the Club's Members to join. Use it to engage them and post about topics they are interested in, not just as a promotional tool. You'll then have a willing audience when you ask for feedback on any changes you make, or invite them to exclusive events, or to try new menus. Designate a Committee Member to manage the group and provide feedback from the group to your Committee Meetings.
9. Come up with a plan to promote a specific drink or menu item to the Club's Members. Call the supplier of that product and ask them to sponsor your promotion/provide prizes, merchandise or extra stock. If you think you have a great selection of local Ales or some niche gins then make sure you properly promote them.
10. Create your own mystery customer feedback form including any areas that are new, or that you have had negative feedback on, and ask someone outside the Club to give you an honest view.
11. Talk to your employees – do they have any ideas of where the Club could be improved? Would they like to introduce a new product to trial? The bar staff have constant contact with the Club's Members – this is valuable feedback.
12. Write to your local MP and invite them to come to an event or pull a pint behind your bar – if they say yes then contact your local media and get a photographer to attend too.
13. Run a monthly spot-check on staff knowledge of your menu and compliance issues. Address weaker areas with training or mentoring.
14. Introduce a 360 degree feedback element to staff appraisals – ask them what they think you could be doing better and make sure you act on it.
15. Remind your Members that ultimately they need to recruit new Members. No Club will survive without constantly recruiting new Members and your existing Members are your best form of advertising and word of mouth.

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CLUB LAW AND MANAGEMENT

Duties of Club Officers

With many Club AGMs occurring in March and April, we are including a short summary of the responsibility of Committee

Members and Officers. An extended version of this article is available upon request from the ACC.

The President

He should identify himself actively with the club and its affairs and be more than a figure-

head. He should also preside *ex officio* over all meetings (other than committee meetings).

The Chairman

The Chairman presides *ex officio* over all committee meetings and, in the absence of the President, those of the club. He should be thoroughly familiar with the rules of the club and the procedures which govern club meetings. He must, at all times, endeavour to maintain the dignity of his office

and, by precept and example, the reputation of the club. The Chairman should not be afraid to exercise his authority, quietly and tactfully, when occasion arises. He should work in the closest co-operation with the Secretary in assuring that all legal and other club obligations are carried out.

The Treasurer

The Treasurer is responsible for seeing that all moneys, whether received by himself, the Secretary, the steward or any other official or employee are duly banked. He is to ensure that all debts of the club are paid as directed by the committee and that cheques are

signed by himself and one, or more, members of the Finance Committee, then countersigned by the Secretary. It is his duty to produce the Paying-in Book, Bank Statement, Daily Takings Book etc. at every meeting of the committee, or whenever required.

The Secretary

It is the duty of the Secretary to keep the books, documents and papers of the club in proper order and carefully filed. They must summon and attend all meetings and take Minutes of the proceedings.

The duties imposed on a club's Secretary make the person undertaking this office the linchpin in the conduct of club affairs. Unless the Secretary

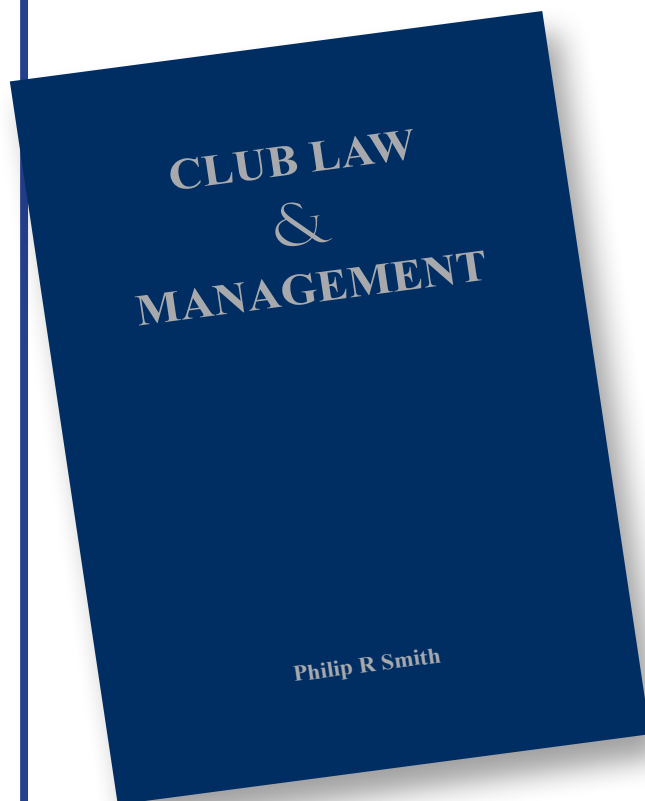
is truly competent, a club will find that it is unable to operate effectively and in accordance with the increasingly complex legislation affecting clubs. The Secretary acts under the superintendence, control and direction of the committee of management and is responsible for seeing that the decisions of the committee are conveyed to the proper quarter.

Committee

It is the duty of the committee to attend their meetings regularly. The committee conduct the general business of the club; are responsible for its management and control, and for seeing that the rules are duly observed. Acting in a quasi judicial capacity they are empowered—subject to what the rules say—to suspend or expel offending members, having first given them an opportunity of being heard in self-defence. The appointment, control and dismissal of all club employees rest solely in the hands of the committee.

The committee is responsible for checking books kept by the Treasurer or Secretary and seeing that all takings have been duly paid into the bank. They should examine the Order Book and be satisfied that only goods authorised by them have been purchased and that accounts submitted for payment have been duly checked and verified with the Goods Received Book kept by the Steward. The committee, realising their position of trust and authority, should rigidly observe the rules of the club, thus setting an example to the members.

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...the Club Law book should be a must for every Club Secretary, it is really informative and easy to understand.

- Gail Wilson (Ivybridge Constitutional Club).

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TELEPHONE 020 7222 0868/0843
OR EMAIL thesecretary@toryclubs.co.uk

Questions and Answers

Q We have some Members who rarely use the Club but often put their names down for election to the Committee. Some of the Committee are concerned regarding their motives for the Club and are wondering if we prevent these Members from standing. Perhaps impose a requirement that a candidate for election to the Committee must have visited the Club a certain number of times in the preceding 12 months?

A Whilst I note the concerns of the Committee, the Clubs' Rules allow any Club Member to stand for election to the Committee and there are no restrictions currently in place regarding who can stand as a candidate. Once the candidates have been proposed and seconded, the remaining Club Members can vote for their preferred candidates which is ultimately the check and balance – the Members must use their good judgement in deciding who to elect to the Committee. The Committee therefore do not have the right to restrict candidates they do not like from standing. I am sure you can appreciate how such a power would be open to abuse. In theory, it would be possible to put in a qualifying element to the election rules, that a Member has had to visit the Club x number of times per year before being eligible to stand although in practice I think it could be difficult to enforce this as it would be very difficult to monitor specific attendance levels of every Club Member.

On a more general point, if there are Members who pay a subscription fee but then do not frequently use the Club then there could be argued that having some of these Members on the Committee may be beneficial. After all, whilst it is easy to get the 'hardcore' Club Members to use the Club, the Club's revenues would be dramatically increased by encouraging those Members who seldom visit the Club to use the Club more. Therefore, do not automatically write off the ideas that such Members could

bring to the Committee even if in your eyes they are not regular attendees of the Club.

In any business it is easy to become blinded to issues as you see them every day but a fresh pair of eyes can often pinpoint issues you cannot see. A wide range of voices on the Committee is actually a very desirable outcome and allows you to draw on a comprehensive selection of experience and views which should, in theory, be able to benefit the Club.

Q A Committee Member has said that we need to include a reference to the GDPR regulations within the Club's Rules and that as we do not have a current reference that the entire Rule Book is out of date. Is a reference to GDPR in the Rules legally required?

A From the ACC's position the Club's Rules are up to date. Obviously, if this Committee Member has any suggested amendments the Committee could consider them and it ultimately would be for the Members to approve them.

There would be no harm in putting a reference to GDPR in the Rules although this is not a legal requirement. I understand that the Committee adopted the GDPR policies which the ACC drafted last year so these are already in place and in effect. Therefore the Club has complied with its obligations under the GDPR regulations.

Q We are currently arranging a Special General Meeting to elect the Club's Arbitrators. The Committee was wondering that if, in the future, one of these Arbitrators dies or resigns as a Club Member so we need to hold another meeting to elect a replacement or could the Committee appoint the replacement directly?

A All arbitrators should be appointed by the Members at an AGM or SGM. You will appreciate that as the Arbitrators

are in place to review, when appropriate, decisions the Committee have made it would not be sensible for the Committee to appoint them. I suggest you simply add this to the standard agenda of the AGM so that you automatically have a current panel of 5 arbitrators elected each year.

Q If someone is co-opted onto the committee following a resignation, death etc., does the co-opted member remain on the committee for the full term of the person who has left or do they have to complete a nomination form for election at the next AGM?

A A co-opted Committee Member will remain on the Committee to complete the full original term of the person they have replaced. Therefore, if the person they replaced had a further two years left on the Committee then the replacement Committee Member will serve these two years.

Q The Committee is considering a rule change, is it the Committee or the Members that would decide on a possible Rule change?

A Any amendment of Rules need to be confirmed by the Club's Members at a Special General Meeting. The Committee is unable to modify or create rules without recourse to the Club's Members although it can create Bye-Laws which do not conflict with any existing Rule or Bye-Law.

Q The Committee would like to create 'sub-officer' positions which would assist the current Officers with their duties. Is this a Rule change or can the Committee create these positions?

A In theory the Committee can create sub officers without a Rule change but these would have no right to vote at Committee Meetings and would only be able to attend Committee Meetings if

an invite from the Committee is extended to them – they would not have an automatic right to attend Committee Meetings. To provide these new positions with formal voting rights and Committee attendance rights would require a Rule change.

Q A Member has requested an AGM motion regarding new subscription rate which decreases in line with the length of a Member's length of Membership. The Committee are concerned that this would be difficult to administer and also could reduce the subscription revenue which is an important source of finance for the Club. The Committee would like to write to the Member explaining our concerns and hopefully the Member will withdraw their proposal. If the Member insists on putting his proposal to the AGM can the Committee prevent this?

A I think such a reply would be sensible although should the Member insist then the motion should be placed on the agenda of the AGM to be voted on by the Members (the Committee can present your view to the Members at the meeting that such a proposal may not be in the long term interests of the Club).

Most Clubs do already offer a wide variety of subscription packages, the most prevalent being Life Membership once a person has reached a specific age and has been a member of the Club for a set number of years or discounted subscription rates for couples. Having said that, some Clubs are moving towards a single membership fee applicable to all Members. This is really only a decision Clubs can make on a local level.

Ultimately, in most Clubs it is the Member's choice what to set the subscription rates at although I would hope they would be guided by the advice given to them by the Committee. It is worth noting that in some Clubs it is the Committee which has the power to directly set the subscription rates.



“Sky Sports brings in thousands
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Neil Howley, The Swan - West Wickham



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Sunday 17 March, 2.15pm
Premier League



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The North West Area Celebrates the 50th Anniversary

The 50th Annual Weekend Conference of the North West Conservative Clubs was held at the events new home of Cumbria Grand Hotel, Grange-over-Sands, which is the third time the hotel has hosted the event and remains popular with all the delegates. The North West Area were pleased to welcome Clubs from the North West, Sunderland, North Wales, and South Wales. The event first took place in 1969 and was originally held at the Royal Oak Hotel in Keswick.

The Conference was opened on Friday afternoon with a

warm welcome from Cllr John Hudson OBE, Chairman of the North West Area, who paid a special tribute to the event's 50th anniversary and how proud he was to have been associated with this long lasting and much enjoyed weekend conference. John also gave a brief update on the activities of the North West Council over the past year. The guests on Friday evening were treated to an excellent dinner followed by entertainment which was enjoyed by all.

The delegates were able to enjoy a leisurely Saturday morning by exploring the local

area and were treated to some clear and warm weather. The Chairman's reception was held in the evening and the event was very well attended and which was followed by the Conference Dinner. Jeff Simpson, North West Treasurer, acted as Toastmaster and introduced the guest speakers of ACC Chairman Alistair Burt MP, ACC Chief Executive the Lord Smith of Hindhead, Cllr. John Hudson OBE. Alistair Burt reflected on the ways that the Clubs have always supported him throughout his career and how enjoyable it was to see so many familiar faces at this year's special anniversary conference. Alistair also spoke of the current political climate and gave delegates an update on events in Westminster. Lord Smith gave an entertaining address which reflected on the activities of the ACC during the past year and on the enduring appeal and success of the weekend conference and paid special tribute to John Hudson and the North West Officers for supporting the event so well during their terms of office. In an emotional response John thanked Philip for his kind remarks and thanked all the delegates for making the weekend conferences such a success each and every year. John thanked all the attendees for their continued support over many years and



Representatives From The Waterloo and Taunton Conservative Club.



Middle top: The original location of the weekend conference – The Royal Oak Hotel in Keswick.

Middle lower: The Grange Hotel.



The 50th Anniversary Dinner Gala.

looked forward to many more weekend conferences to come.

The dinner was followed dancing and the Conference Grand Raffle draw. ACC Recommended Gaming Machine Supplier Dransfield's had donated the star prize of a 42 inch flat screen TV. The North West Council would also like to thank all the clubs and individuals who donated some 80 prizes. Following the draw entertainment continued in the lounge along with the

50th Anniversary of the North West Weekend Conference



consumption of a spectacular special North West Weekend Birthday cake which had been kindly produced by Marina Saide.

On Sunday Morning Charlie White, North West Officer, chaired a Conference edition of Question Time. The panel consisted of Geoff Knowles OBE, Rt Hon Alistair Burt MP, Cllr Anne Cheatham OBE and Philip Smith who all answered a variety of interesting points. The final session of the weekend was the Club's update with Philip Smith and ACC Chief Executive Charles Littlewood covering many aspects of Club Law and Management including the ACC's Sale and Leaseback Service, Trusteeship and

Membership Recruitment. The Conference then concluded after an excellent buffet lunch.

The 51st Annual Weekend

Conference will be held again in the Grange Hotel in February 2020. Please contact Cllr John Hudson for details.



Cutting the cake.



ACC ANNIVERSARY PAGES FROM THE PAST

In a special Pages From The Past feature we have located the first information published about the initial North West Area Weekend Conference which appeared in February 1969 and then the subsequent positive report which was published in May of the same year. The first conference was held in the Royal Oak Hotel in Keswick and subsequent locations included the longstanding Hydro Hotel in Bowness on Windermere and the

current location of the Cumbria Grand Hotel located in Grange-over-Sands. Whilst researching this feature it has been fascinating to see how the event has evolved from its initial format but also has kept many of the hallmarks of why it is such a successful event each year – notably the inclusive feel of the event, the importance of political information and discourse and the assistance that Clubs visiting the conference can

offer each other. Long may the event continue. . It is a credit to the North West Area that not only has the event been sustained for the previous 50 years but it has thrived by combining the popular elements of the initial weekend format such as the enjoyable dinners and

club information and assistance sessions with modern features such as the popular Question Time panel which is now a much loved staple of the event. We sincerely hope that in a further 50 years' time that we will be toasting the event's 100th Anniversary.

Conservative Clubmen's Conference at Keswick

THE North Western Area Conservative Clubs Council organised a most successful Weekend Conference at which over a hundred clubmen and their wives attended.

The Conference was held at the most comfortable Royal Oak Hotel situated in the heart of some of the loveliest countryside in the Lake District.

For the most part the weather was kind to the delegates, but the warmth of welcome and the comfort provided by the hotel more than made up for the eventual break in the weather.

Mr. D. T. Laws is to be particularly congratulated for his detailed management of the Conference. His efficiency was only equalled by his great good humour in getting members to the sessions on time.

The Conference formed on the Saturday afternoon at tea which was followed by a welcome and introduction to the Conference by Mr. Stanley Windle, Area Chairman for the Clubs organisation.

At dinner, which was a splendid meal, the proceedings were highlighted by witty and instructive speeches by Mr. Walter Clegg, M.P., a Vice-Chairman of the A.C.C., and Brigadier Ian Branson, Chairman of the Northern Area Conservative Clubs Committee in whose Area the event was held. The meal was followed by dancing and a cabaret. Mr. E. Jones was the M.C. for this most successful event.

During the evening the A.C.C. Secretary, Mr. L. G. Waterman, paid an official visit to the Keswick Conservative Club where he was introduced to the officials by Mr. Brannan, the Club Chairman, and informally met a number of the members and addressed them in the Club's

attractive lounge.

Later a party from the Conference visited the Club headed by Mr. and Mrs. Walter Clegg, together with Mr. Percy Stephenson, Chairman of the North Western Provincial Area, Mr. and Mrs. Stanley Windle, Brigadier and Mrs. Ian Branson, and others.

It was an encouraging sight to see so many down early to breakfast on Sunday morning. The day's proceedings commenced with a non-denominational service conducted by the Vicar of Keswick at which all present bravely sang the hymns without accompaniment and were pleasantly surprised at the apparent harmony achieved.

The first session was presided over by Mr. John Clegg in his usual inimitable style, and Mr. L. G. Waterman spoke on the theme of the "Conservative Clubs in the Seventies", and answered a number of questions on Club matters.

After coffee, the Conference assembled to hear Mr. Tim Fortescue, M.P. for Liverpool, Garston, and at which session Alderman Edwin Taylor presided. Mr. Fortescue gave a thoughtful review of Party policies. After luncheon the delegates reassembled for a session on "The Party in our Clubs". The A.C.C. staff proved a useful attraction and was manned by Miss Joyce Lever.

The Conference broke up after tea when the members braved the increasingly heavy snowstorms which were building up.

One of the most successful features of this Conference, apart from the formal sessions, was the opportunity of clubmen in a relaxed atmosphere to meet and discuss Club and Party problems.

All concerned are to be congratulated on a most valuable exercise.

NORTH WEST AREA CONSERVATIVE CLUBS WEEKEND CONFERENCE

THE Officers of the North Western Area Conservative Clubs Council have pleasure to announce that they have arranged for a Clubmen's Weekend Conference, which will be the first ever to be held in the North West. It is intended to be a get together of Club members and their ladies with a view to making new friends and for discussion of Club problems.

The Conference is to be held at the Royal Oak Hotel, Keswick-on-Derwentwater, on Saturday and Sunday the 11th and 12th April this year.

The Royal Oak Hotel has been chosen because of its excellent facilities for a Conference and for its position in one of the principal centres in the Lake District.

Previous arrangements for the Conference provide for it to commence on Saturday, 11th April, at 4 o'clock for tea to be followed by a welcome and introduction to the Conference at 5 o'clock; at 6.30 p.m. a reception followed by a Banquet Dinner at 7 o'clock. This will be followed at 9 o'clock with dancing and local entertainment.

On Sunday breakfast will be provided followed by a non-denominational religious service. Thereafter there will be a Club forum and break for coffee and a distinguished guest speaker. After luncheon at 2.30 p.m. the programme states there shall be an item called "The Party in our Clubs", followed by tea. Other arrangements have been made for the comfort and enjoyment of the Club members and their ladies.

The Conference fee, inclusive of all meals from Saturday tea to Sunday tea, accommodation, dance and gratuities is £5 5s. The sum of 10s. extra will be required for rooms with private bath.

A deposit of £1 per person is payable when booking, and the remainder together with any extras shall be payable to the hotel during the weekend.

A special welcome is extended to wives or husbands to accompany members to the Conference.

All enquiries about the Conference and applications for enrolment forms should be addressed to D. T. Laws, Esq., Woolton House, 31 Byrom Street, Manchester, M3 4PJ.

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In this special Centenary message, the Chairman of the A.C.C., Sir Marcus Fox, M.B.E., M.P. says he believes that our Clubs reflect the real spirit of the Conservative Party.

Our aim: the best for Britain and her people

ONE HUNDRED YEARS ago the A.C.C. was formed to bring together the country's Conservative Clubs to create a force for political advancement.

Its sponsors were the great West End London Conservative Clubs of the day, who saw how important the growing political Club movement was to the strength of the Conservative vote.

They knew there was more to be done, and decided to offer a helping hand to their friends in the country.

Times have changed, and the focus of Club activity has moved away from the West End of our capital city, but the aims of our A.C.C. remain the same: to be a power for good in the political life of our country.

Who could have foreseen in 1894 that the A.C.C. would grow into the wonderful organisation we see today? I say, "grow", but the A.C.C. has not just blossomed on its own.

What we have today has been achieved by hard work, sacrifice, devotion and sheer determination by a band of men and women, ever changing over the century, who had faith in that continuing vision of the vital role Clubs could play in the Conservative cause.

Their inspiration was not complicated. They wanted to achieve what was best for Britain and her people, and in those days, it was coupled with a strong belief in the British Empire.

There was no such thing as a "class-less society" in the 19th Century, far from it; but Conservative Clubs provided the conditions and surroundings where the working men could mix with representatives of the professions in a relaxed atmosphere.

Many of our Clubs point with pride to their founders; the local Doctor, the Rector, a clutch of lawyers, a J.P., the Squire, the "iron-master", the leading employer, and so on.

Those local leaders knew, even in those days, that, at heart, the British working man was Conservative.

Benefactors gave magnificent gifts of land, building and furnishings to ensure the success of Clubs. The Clubs were supported vigorously by the local political worthies, and the Clubs gave them their wholehearted support in return.

The A.C.C.'s founding fathers had a simple idea — that Britain should live under a Conservative Government.

They knew that by keeping their voters together, giving a firm lead and offering political education, success would be theirs.

The Conservative Club movement, as embodied in the A.C.C., is the pride of our Party and the envy of our political opponents.

Of course, our Clubs have changed over the years, just as we have seen our own lives change, but deep down the Clubs have not altered.

We have never departed from our Conservative principles. Those principles have seen us through the past one hundred turbulent years. They will surely guide us through whatever challenges we must meet now, and in the decades to come.

I am proud to be your Chairman, to serve you in whatever way I can.

I am conscious of the confidence you repose in me, and I am grateful for it.

I am never more aware of the real spirit of the Conservative Party, and what it stands for, than when I am sharing the true friendship with the men and women who make up the membership of our Clubs.

Long may the A.C.C. and our Clubs prosper to be a cornerstone of our Party's traditions and beliefs.



SIR MARCUS FOX, M.B.E., MP, was appointed Chairman of the A.C.C. at the Annual General Meeting in 1988.

He followed Lord Kaberry who had held the office for 27 years.

Sir Marcus, who at present also holds the office of Chairman of the 1922 Committee of Conservative back bench MPs, was no stranger to the world of Conservative Clubs, or the work of the Association.

He was a Vice-Chairman of the A.C.C. from 1971 to 1976, one of the longest spells in that office.

Sir Marcus was born, and educated, in Yorkshire, and is married with a son and a daughter.

All his life he has been involved in Conservative politics at national, and local level, and was elected M.P. for Shipley at the 1970 General Election.

He has extensive Parliamentary experience as a member of committees, as a Whip and as a Minister.

In 1976 he was appointed by Margaret Thatcher as Vice-Chairman of the Conservative Party with special responsibility for candidates and was, after the 1979 election, appointed a junior Minister at the Department of the Environment.

Sir Marcus has been an active member of the Conservative Clubs' Parliamentary Panel since it was formed.



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Pages From The Past

A special double page Pages From The Past feature looking back at the articles produced to celebrate the ACC's 100th Anniversary in 1994. The April 1994 Magazine was first to report the news with the information that the ACC had held a small internal office party to celebrate the milestone. Reference was made to the then Assistant to the Secretary Philip Smith and Lesley Di Popolo who are both still with the ACC. The article mentions that a toast was made to the future of the ACC in a small party lasting just half an hour. At the time of the 100th Anniversary the ACC Secretary was Miss Margaret Dupont. The second Page from the Past features an article written for the June 1994 Magazine by then Chairman of the ACC Sir Marcus Fox MBE MP regarding the role and objectives of the ACC which we still believe resonates today. For any readers wondering how the ACC Office celebrated the 125th Anniversary, we may have slightly forgotten it had occurred until we happened upon the 1994 Magazine whilst looking for a possible Pages From The Past.... We shall be sure to celebrate the 150th Anniversary in a more suitable fashion.

One Hundred Years — nearly precisely

THE ACC was launched on 16th February 1894. The present staff decided such an important date should be placed on record for the benefit of those who will be celebrating 200 years on 16th February 2094.

The celebration and historical date was marked on Thursday, 17th February, 1994, due to the fact that the ACC Secretary, Miss Margaret Dupont, MBE, attended the Annual General meeting of the Northern Area Clubs Advisory Committee at Gateshead on Tuesday, 15th February, and was travelling back on 16th February by Inter-City train through snow and fog.

On the Thursday champagne was produced for the staff who comprised the Secretary of the ACC, Miss Margaret Dupont; the Assistant Secretary, Mr Ken Hargreaves; Mrs D. M. Harding, Bookkeeper (part-time); Mrs Marina Smith, Assistant Bookkeeper; Mr Philip Smith, Assistant to the Secretary; Miss Katie McDonnell, Secretary; Miss Nicola Roberts, Secretary; Miss Margaret Hawkins, temporary Secretary (part-time); Mrs Lesley Di Popolo, in charge of the computer accounts/orders/sales (part-time); Miss Lesley Harris, computer accounts/orders/sales; Mr Robert Smith, storekeeper, packer and "Man Friday"; and, since the audit was in progress, the two auditors from Messrs. Coopers & Lybrand, Mr Stephen Herbert and Mr Justin Blair.

A Toast to the ACC and its future was drunk, and its past celebrated in a small party lasting just half-an-hour.

They all wondered just what took place and how the office and its occupants looked on 16th February, 1894, and the Secretary decided that this Centenary should be marked by a report in the Magazine which we hope those working in 2094 will refer to and know that in 1994 they stood round a large table in the Secretariat and toasted the ACC.



LYTHAM Conservative Club held an Autumn Fair for the first time, and raised about £300 from a wide variety of stalls. Lady Committee members pictured are (left to right): Margaret Tattersall; Audrey Winch; Pat Bryan; Mary Moulden (Chairman); Delia Cartmell; Ann Anderson and Joyce Grundy. The Fair was opened by Fylde Mayor, Cllr. Jean Wilding.

The value of live sport

“F1 race weekends are a great driver of trade for our pub”

Philip Cutter, Sky Sports customer and licensee of The Murderers, Norwich

SHOW MORE UNMISSABLE MOMENTS IN 2019

For Norwich-based pub The Murderers, showing live sport is a key part of their offering, with the venue having been shortlisted five times in the Great British Pub Awards and winning the national prize for Best Sports Pub in 2015. March 17 sees the return of Formula 1 to Sky Sports as the Australian Grand Prix gets underway, and licensee Philip Cutter says it will be a big opportunity for the venue.

“Sport is a massive part of our offer and attracts people into the pub,” explains Philip. “Sky Sports is great, it adds value to my business. Personally, I love my sport, so nothing pleases me more than seeing a pub full of people anticipating a big sporting event.”

Philip says the interest in Formula 1 has never been higher among his customers. In 2019, Sky Sports will show every race weekend exclusively live, creating more money-making opportunities for licensees and enabling them to show even more unmissable moments to their customers.

When it comes to F1, according to Philip the biggest driver for the pub is the popularity of Lewis Hamilton and the interest he has created in the sport through his ongoing success. “Since he came into F1 as a rookie, the interest in Lewis Hamilton among my customers has been enormous,” explains Philip. “Lewis winning the Championship last year was

a huge day for us, the pub was really full. People came in early and settled in – it was a fantastic day.

“The whole package we get with F1 weekends is a great driver for trade. Obviously, there is massive attention on the Sunday race day, but interest in the qualifying periods is also huge.

“People will come in early and get their spot in the pub, have something to eat and watch the action. But certainly, on race day there are prime positions in the pub that are in demand, where people want to sit and experience the action. There are so many great races, it means what might usually be a quiet trading period for us, it drives people in.”

“There are so many great races, it means what might usually be a quiet trading period drives people in”

Philip's experience of running a successful sports-focused pub means he knows that creating the right atmosphere for

customers is crucial in order to keep them coming back: "It's really important for us to get every part of the offer completely right. Great beer, great food and great company is of course really good. But you want to offer great sport as well.

"Creating the right atmosphere in your venue is key. People who come to watch sport in a pub want to experience something different. It's all too easy for people to sit and watch sport on their TVs at home, so you have to offer them an experience that they can't recreate.

"It's about doing everything well, in terms of having enough beer, making sure service is spot on, that the sound levels are right, the picture quality is second to none. We have invested in technology that ensures people can enjoy the best picture quality anywhere in the city - we've even installed TVs in our toilets so that if people have to 'pay a visit' halfway through a match or race then they won't miss any of the action."

It's also important to regularly review your offer to keep up with changing customer demands, explains Philip. "You have to be open to showing sports that might be different from the norm. Sometimes, being able to show a sport that a customer has specifically come into your pub to watch makes all the difference and helps build your reputation locally. You should be open to that - for example, NFL has been good for us, particularly with the fact there are now matches regularly played in the UK which has helped grow interest.

"To keep things fresh we evaluate our offer on a regular basis to make sure we are staying ahead of the competition and whether we need to refine anything."

Philip says 2019 promises to be an exciting sporting year for The Murderers: "I'm personally looking forward to the Ashes later in the year, it should be good for the pub and really competitive. The Premier League remains a massive draw for us, and with Norwich potentially getting promoted from The Championship this season, it means excitement in the city is growing."

But right now all eyes in The Murderers will be on the starting grid, as the Formula 1 season prepares for 'lights out and away we go' for another season.



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17th March
New Formula 1 season

11th - 14th April
The Masters, Golf Major

19th May
Last Day of the Premier League

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

30 May - 14 July
Cricket World Cup

5th - 9th June
UEFA Nations League Finals

1st August - 16th September
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