

# CONSERVATIVE CLUBS MAGAZINE



September 2019 50p



## Harrogate Conservative Club Welcomes IA Ticket Holders To UCI World Cycling Championship

ACC Launches Price Check Report Service

How To Guide: Presentation and Pricing

Parr Conservative Club Hosts Snooker Legend Steve Davis For  
Farewell Tour

# Message from the Chief Executive

CONSERVATIVE  
CLUBS  
MAGAZINE

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I am delighted to announce a new ACC Price Check Report for bar products such as beer, spirits and wine. We are launching this service in conjunction with the ACC's recommended drinks suppliers Matthew Clark.

Clubs wishing to undertake the price check need to simply forward a recent bar invoice listing the products purchased and the prices paid – this can be done by email or post. The ACC will then reply to the Club's Committee with a report showing if the Club could make savings purchasing bar products directly from Matthew Clark. There is no requirement to enter into any agreement or dialogue with Matthew Clark as a result of undertaking a price check – it really is a no fee and no obligation service.

If your Club is already paying competitive prices for bar products, then the price check results will demonstrate this. If however your Club can

potentially save money, then the information we provide could be either be used to renegotiate with current suppliers or, and we hope this is the case, to discuss directly with Matthew Clark about supplying drinks to the Club. Ultimately it is the Committee's decision about what action, if any, is taken as a result of the ACC Price Check Report.

We hope this will be a useful additional service helping Clubs to be sure that they are paying the best possible bar prices.



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# Tiverton Constitutional Club Fundraising Update

The Tiverton Constitutional Club, Devon, have been hard at work fundraising over the summer.

Earlier in the summer, media celebrity Simon Bates, joined committee members Josette Bartlet and Mari Jones at the Club, to judge the recent "Tiverton's Got Talent Competition" which was raising funds for Cancer Relief. Cancer Relief is set up to assist cancer sufferers in the UK who experience financial hardship during their illness. The charity also provides funding who items such as wheelchairs, morphine pumps etc. and in addition can provide access for families to



## The Elf Fundraising Event.

receive and benefit from short trips together. In addition to these contributions, Cancer Relief also make large contributions to Life Saving Proton Therapy when finances have allowed. The event was enjoyed by all and raised a total of £386 for this important charity.

The Club then hosted a cream tea event to raise funds for 'ELF'. This event raised £275 for the Exeter Leukaemia Fund (ELF) which supports families affected by blood cancers and blood disorders across the South West. Over the years they have listened to patients and their loved ones and developed to meet their current and future needs, including comfort and support through counselling,

complimentary therapy, craft sessions, improving patient treatment and recovery through physical exercise.

The Club finally hosted a

Sponsored Hair Cut to raise funds for the Little Princess Trust. Two Moors Primary School pupil Kimmy Short, had 10 inches of her hair cut off at the Tiverton Constitutional Club enabling her to donate the hair and raise funds for the Little Princess Trust.

Over £400 was raised by sponsorship and donations, for the Little Princess Trust who provide real hair wigs for children and young people with hair loss. Kimmy said, " Our friend has cancer, so I thought it would be nice if I could donate some of mine to this Charity."

The ACC congratulates the Club on their fundraising endeavours.



**Kimmy – The Club's Sponsored Hair Cut Event.**



**A picture taken at the Cancer Relief Fundraising Event.**

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# 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](mailto: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](mailto: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 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](http://www.toryclubs.co.uk), email [charles@toryclubs.co.uk](mailto:charles@toryclubs.co.uk) or phone 0207 222 0868.**

# CLUB LAW AND MANAGEMENT

## Merchandising Presentation and Pricing Guidance

### Growing turnover and profits

There are three ways in which you can grow the turnover and profits of your Club; by increasing:

1. Footfall
2. Spend per head, and
3. Dwell-time

**Advertising and marketing** are the means by which you increase **footfall**.

**Merchandising** is the means by which you maximise **spend per head and dwell-time**, in respect of the customer traffic that advertising and marketing generates.

Merchandising involves combining your products, space and the environment into an appealing and stimulating display which is designed for the purpose of driving more customers in your Club towards the bar or other points of sale, and the products you want to sell to them.

Merchandising is carried out in order to:

- Promote impulse buying
- Promote new products
- Move old stock
- Increase the sale of particular products
- Encourage new customers
- Increase the frequency of visits

### Developing a merchandising strategy -

#### Areas of opportunity - exterior and entrance

Ensuring that the exterior and entrance of the Club is clean and tidy and that the signage, banners and Advertising boards reflect the offering inside the Club is very important. The exterior is the first impression that the customer has of the Club. The old adage "you never get a second chance to make a first impression" is no less true for being old!

#### The route to the bar

It takes approximately 14 seconds to walk from the entrance to the bar in most alcohol licensed premises. What kind of messages will you communicate to customers along the route, and where will you place them? Keep the messages short and to the point.

#### Signs and posters and the psychology of communication

To merchandise effectively, you need to understand how gender and personality differences affect how people communicate, and how receptive they are to merchandising and messaging.

**Gender differences** - men and women generally think and communicate differently.

**Men:** generally don't like to ask for directions. This is because they are often status conscious and tend to think and speak 'vertically':

*"Did what I say make you think **higher** or **lower** of me?"*

To ask for directions is to admit you don't know. Most men are not comfortable with this because it may make someone think less of them. Therefore, when they enter a Club, they need to see the bar, or if they are coming to dine, or need to visit the toilet first, they look for a sign or poster that tells them where to go and what to do.

Signs and posters are an important way of communicating with men:

- Tell them what they need to do to place a food order or direct them to the bar

- Direct them to the toilet, so that they don't have to ask
- And then in any of the corridors of travel that you are directing them along, place merchandising messages along the route

**Women:** tend to think and speak 'horizontally':

*"Does what I say draw me in closer or push me away?"*

To ask for help is to get drawn into the inner circle. If a woman in a Club doesn't know where to go she looks for a person, not a sign. But not all women...

**Personality differences** - 'extrovert' and 'introvert'.

Introverts are also sign readers. Introverts are people who want information before interaction. They want knowledge before they speak to someone. And then they need time to process that knowledge. Signs are their best friends because signs answer their basic questions before they have to interact with someone. Signs also help them formulate new questions they may need to ask.

Therefore, 75% of the population (all men and half the women) are served by signs and posters. A good sign or poster is one that answers questions. It gives the right amount of information in a quick and easy-to-read format. Sometimes the only question is "how much?" More often the question is "why?"

#### Point of sale - bar and back of bar

The point of sale is the time and place at which a customer commits to a purchase. Your points of sale need to be arranged literally from the point of view of the customer. Approximately 60% of purchases made in retail shops are accounted for by impulse buying. Whilst many customers will enter the Club knowing what they are going to order, many will only make their buying decision at the bar.

#### Back of bar displays

- The main rules are:
- Keep the back bar free of clutter
- Concentrate on displaying high margin product in key areas
- Ensure that there is a simple selling message or call to action
- Remember that you are trying to prompt purchase

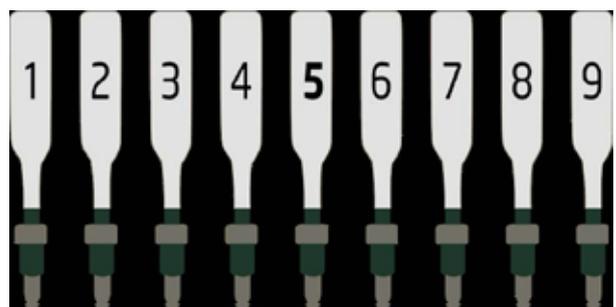
**Eye-level is Buy-level** - vertically people look from eye-level to just below the chin. Horizontally people's normal field of vision is about 6 feet, and they look from left to right (that's how we were all taught to read).

#### What "draws the eye"?

When presented with a display the gaze of the customer is first drawn to the center of the display, and then the display is 'read' from left to right. Breaking up displays into "easy-to-read" sequences is an important way of merchandising products. It reflects the psychology of human perception and how we process sequences.

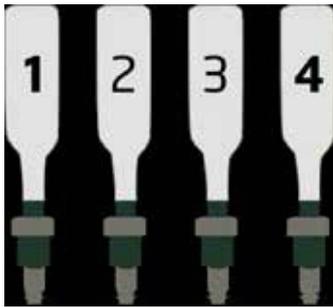
#### Bottles on optic

Likewise, with bottles on optic, if your display of optics is too long, customers will become confused; they won't take it in. The normal field of vision is about 6 feet, and so customers will focus on the centre, optic number five.

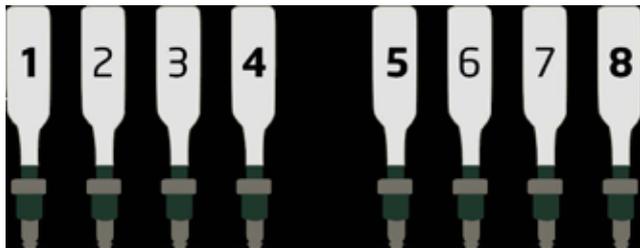


# CLUB LAW AND MANAGEMENT

The majority of customers look from left to right. In a display of four optics the left one (1) will be strong, but the right one (4) will be the strongest, because that is the end of the “sentence” – where the eye comes to rest.



So, when deciding how to display your bottles on optic, break up the “sentence” of display into smaller “phrases”. Display two groups of four bottles rather than a continuous display of eight bottles:



With two groups the bottles to the left and right of each group will be strong (1 & 4 and 5 & 8). In this way you can maximise the number of premium brands that you want the customer to notice and select, or the new products you are promoting, or the high Gross Profit (GP) products – whatever your sales priority is. You can also arrange the bottles in a grouped manner – all the gins in one area versus all the whiskeys in another area.

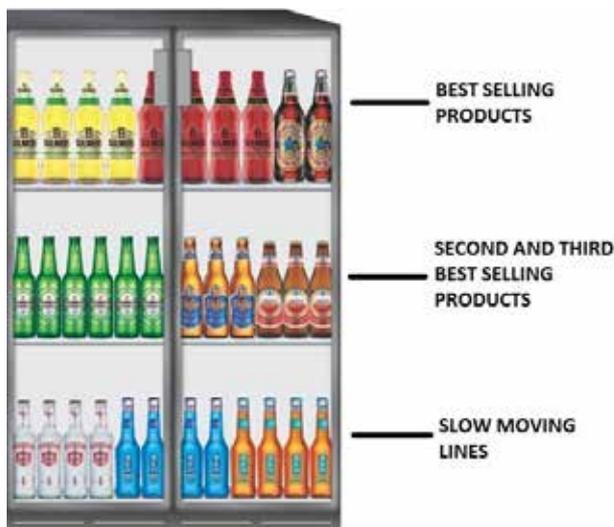
## Fridge merchandising

- The key to merchandising fridge space is to keep it simple
- Make it easy for customers to see the products that you want them to buy
- Use horizontal block facings to promote high GP items at the top of the fridge
- Skips with ice can be used to keep high volume items cold on busy nights
- Fruit juices can be kept on ambient shelves as they are usually served with ice
- Use the plan below as a guide to maximising GP

## Bottom shelf – turf protectors

These are relatively low volume brands that meet specific customer needs and need to be stocked to maintain customer loyalty, e.g., Holsten Pils, Stella low alcohol or alcohol free lagers.

(Pictures of fridge displays opposite each of the above)



## Middle shelf – cash generators

Well established big volume brands that contribute a significant share of sales and profit. These are ‘must-stock’ brands that the customer will simply expect to find behind the bar – Budweiser, Becks.

## Top shelf – excitement generators

These are new branded products that excite interest – the customer can see that the product range does change. Or, they may be seasonal products that the customer may buy on impulse, e.g., pear cider for summer appeal.

## Hot spots and product promotion

Merchandising ‘hot spots’ are places where customers naturally look. The back of the bar is an example. Hot spots should be reserved for products you really want to promote.

They include the:

- arrival point
- back bar fitting
- optic rail
- space above the till
- right-hand-side of the field of vision, particularly to the right of the till
- top bottle shelf
- front bar counter

## Back bar fitting

- This is a natural hot spot. Use it for:
- posters
- stickers
- product placement when engaged in a promotion

## The merchandising matrix

- The customer only registers certain information at certain times
- Research shows that messages should be seven words or less

## The matrix explained:

### ‘Advertising’ Boards

*Exterior chalkboards – attract passing trade, educate passing trade for future.*

### Should advertise:

- Most appealing offers to attract new customers (2-4-1 promotion, Meal Deals)
- High cash generating aspects of the business (function room/ hotel rooms)

### Lightboxes

*Exterior wall mounted boxes which are lit.*

### Should advertise:

- Menus (expected to be seen here, menus not shown may lead customers to the conclusion that food isn’t available)
- Photographs (if applicable, of function rooms, hotel rooms)

### Window posters

*Double sided posters in clear vinyl wallets suspended from hooks by suction pads. A maximum of 25% of window space should be utilised for posters.*

### Should advertise:

- Value offer where applicable
- Aspects of the business which are a point of difference to competitors on the high street

### Poster frames (lobby)

*Hot spot which all customers are likely to pass, therefore ensuring maximum exposure for contents.*

### Should advertise:

- Specifics for sports fixtures
- Specifics of entertainment, e.g., band listings, part/event nights

### Poster frames (route to toilets)

*This route is frequented by the majority of customers and is usually a well-lit area.*

# CLUB LAW AND MANAGEMENT

## Should advertise (where applicable):

- Sports fixtures and entertainments listings
- Quiz Night details, function room and accommodation details

## Poster frames (in toilets)

## Should advertise:

- Value drink offer
- Sports fixtures
- Specifics of entertainment, e.g., band listings, party/event nights.

## PRESENTATION & PRICING

### Product presentation

Products need to be presented in an attractive and visible way behind the bar and on the bar counter:

- Beer pumps arranged for easy access
- Bottled products refrigerated
- Bottles wiped and arranged in lines, labels facing outward
- Show the full range of products and move bottles from the back of the fridge so it always looks full
- Fill the fridge from the back to ensure that you always sell the product cooled
- Bold, eye-catching merchandising – point of sale, product displays, chalk boards
- Keep a 'drivers shelf' of low alcohol and alcohol-free products
- Give prominence to high value, high volume products, e.g., premium beers and ciders
- Dispense products into the correct, branded glasses
- Give attention to glass and optic hygiene

### Pricing strategies

In your Club you can set your own prices, although guidance and knowledge of local competition will both be important influences.

## How do you set your drinks' prices?

### Cost-price plus or category pricing

This is a method of setting prices that takes the cost of buying-in the product and then adds a margin. Often stocktakers will advise on a GP percentage that you need to achieve on each product, given your sales mix, in order to achieve an overall GP percentage of, say, 50%. This tends to lead to category pricing, for example, all fruit juices or mixers being priced the same, or all session beers being priced the same. This simplifies the price proposition but ignores the benefits of 'premiumisation' and the perceived value that customers attach to well-known brands

### Ladder pricing

This is a pricing strategy that recognises that customers are prepared to pay more for premium products. For example: a premium gin can attract a higher price than an 'entry level' gin. Customers expect to pay more.

### Top tip:

You can't bank percentages - a lower GP on a high-priced item may deliver more money in the till than a higher GP on a lower priced item:

### Example:

Which is better?

Selling an £8 bottle of wine with a 70% GP, OR a £15 bottle of wine with a 50% GP?

The £8 bottle will yield the Club a profit of £5.60 but the £15 bottle will a profit of £7.50.

### Combined or bundle pricing

Consider offering a selection of combined price items, for example, any standard spirit and mixer for a combined price or 4 x bottled lager for a set price. Make sure you advertise the offer. People are looking for value.



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# Western Area Conservative Clubs' Council Summer Meeting Report

The Western Area Conservative Clubs' Council has held its summer meeting at the Sidmouth Conservative Club. The meeting was very well attended and very informative. Everyone who attended was made to feel very welcome by the Sidmouth Conservative Club Officers and Club employees. The Club also provided a superb buffet which was enjoyed by all who attended the meeting.

The meeting commenced with a warm welcome by the Sidmouth Conservative Club Chairman, Sonia Cowley, who gave a brief introduction to the local town.

Chairman Brian Tottle then formally opened the meeting, welcoming all the delegates and thanking Sidmouth for hosting the meeting. He gave a special welcome to delegates from Clubs who were attending for the first time. Brian stressed the dangers of borrowing money from breweries, and how some Clubs had been trapped into impossible contracts, only to be rescued by the ACC. Brian said to always take advice from the ACC prior to signing and entering into any contracts.

Brian reported he and Area Secretary Jenny Povey had visited



**Pictures from the Meeting.**

many Clubs around the area and been made very welcome, making new friends and contacts on the way. Jenny Povey then gave an explanation of the area's accounts.

Conference organiser, Margaret Henderson, spoke of the success of the 25th Conference held in April. The conference for 2020 will again be at the Livermead House Hotel, Torquay, April 17th – 19th.

Delegates from the attending Clubs then gave updates and reports which was useful for all who attended.

Brian then closed the meeting and the delegates enjoyed the buffet put on by the Club.

## Richmondshire Conservative Club Celebrates First Female President In The Club's History

The Richmondshire Conservative Club, North Yorkshire, has elected its first woman president in its 121 year history. Club Member Valerie Blease was chosen to take on the position of Club President. Valerie has been a Member of the Club for more than 30 years, having first been introduced to the Club by her late husband Cllr Oliver Blease. Valerie said she was delighted to have been nominated and was looking forward to her tenure as president.

Committee member David Johnson said it was a unanimous decision by the committee to elect Mrs Blease. He said: "Oliver Blease had been chairman and president of the club in previous years, before he died last September. Valerie has always worked hard for the club so we thought she would be a great president. "The motion was put

forward by Jorge Hermanis and seconded by me, supported by our Chairman Paul Westerman said. She is our first woman President since the club formed in 1898."

Mrs Blease said: "I was very surprised but quite honoured to be the first woman president. I was touched and I think Oliver would have been too." "I have been a member for more than 30 years and it is a lovely club. I enjoy being involved in decorating, flowers and a bit of catering. "I think I will really enjoy my time being President."

Whilst most ACC Clubs have women in positions such as Secretary, Treasurer, Chairman and President we are always pleased to see Clubs breaking their own records in terms of electing women to positions of authority and hope that this may long continue to happen.



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**Club President Valerie Blease outside the Club.**

Darlington and Stockton Times

# Parr Conservative Club Hosts Snooker Legend Steve Davis for his Farewell Tour

The snooker icon Steve Davis OBE visited the Parr Conservative Club as part of his farewell tour. At the Club he posed for pictures and played an exhibition match.

Steve is an English retired professional snooker player from Plumstead, London. He dominated the sport during the 1980s, when he reached eight World Championship finals in nine years, won six world titles, and held the world number one ranking for seven consecutive seasons. He is remembered particularly for his encounter with Dennis Taylor in the 1985 World Championship final, the black-ball conclusion of which still holds the record for the UK's largest after-midnight television audience, with 18.5 million viewers. Davis won a total of 28 ranking events, placing him fourth on the all-time list. In addition to his six world titles, he won the Masters three times and the UK Championship six times, for a total of 15 Triple Crown titles, placing him behind only Ronnie O'Sullivan (19) and Stephen Hendry (18) on the all-time list. During the 1987-88 season, he became the first player to win all three Triple Crown events in a single season, and remains one of only three players (along with Hendry and Mark Williams) to achieve this. The first player to earn over £1 million in the professional game, he earned a total of £5.5 million in career prize money. He compiled a career total of 355 competitive century breaks, including the first officially recognised and first televised maximum break in professional competition, at the Classic in



1982. Named the BBC's Sports Personality of the Year in 1988, he remains the only snooker player ever to win the award.

Davis reached his last world final and won his last world title in 1989, aged 31. Hendry subsequently replaced him as the sport's most dominant player, but Davis continued to compete at a high level over the next two decades. He won the 1997 Masters at age 39, reached the final of the 2005 UK Championship at age 48, and was still a top-16 ranked player when he turned 50 during the 2007/2008 season. In 2010, aged 52, he made a record 30th appearance at the Crucible, also becoming the only player to compete in the tournament over five different decades, since his 1979 debut. Even though he defeated the defending world champion John Higgins 13-11 in the second round to become the oldest quarterfinalist since Eddie Charlton in 1983, that Crucible appearance was Davis's last. He slipped down the world rankings in the latter years of his career, and on 17 April 2016, aged 58, he announced his retirement after 38 professional seasons. He remains active as a television analyst and commentator for the BBC's snooker coverage. He was made an MBE in the 1988 Birthday Honours and an OBE in the 2000 New Year Honours.

Whilst visiting the Club Steve played frames against the Club's amateur players and regaled the guests in attendance with stories from his career. Everyone at the Club thoroughly enjoyed his visit and the opportunity to see him in action.

Pictures From The Event.

Picture Credit: Robbob



# We're a drinks supplier with a difference. To us, the experience matters.

We always strive to meet the needs of our customers, and in doing so, help them in turn to deliver a positive experience to their customers.

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Whether that's the experience of our customers or their consumers; our range, expertise & local knowledge makes us the perfect partner for your club.

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However, we don't want to stop there... we want to work with you on an ongoing basis and add value to your club, with bespoke marketing support, staff training, liaising with brand owners, designing your drinks menus and advising on product ranges.

And if all of that isn't enough, you'll receive a MASSIVE £1,000 worth of free stock once you've spent £10,000 with us as well as a 33% contribution to your Sky bill.

## Here's just a few promotions that we have running in September

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Corona **£17.99**

Becks **£13.49**

Jack Daniels **£17.49**

## Buy 6 cases J2Os / Fruit Shoots

Receive a case of J2O Orange & Passion plus Fruit Shoot Apple & Blackcurrant FOC



# Harrogate Conservative Club Welcomes All For The UCI World Cycling Event

The Harrogate Conservative Club is extending an invitation for all ACC IA Ticket Holders to visit the Club during the UCI World Cycling Championship Event which is being held in Harrogate from September 19th-September 30th. The Club will be open daily Mon – Fri at 4pm with Sat/Sun open at 12 but these will be reviewed when the full racing itinerary is known.

The UCI world championships are annual competitions promoted by the Union Cycliste Internationale (UCI) to determine world champion cyclists. They are held in several different styles of racing, in a different country each year. Championship winners wear a white jersey with coloured bands around the chest for the following year. The similarity to the colours of a rainbow gives them the colloquial

name of “the rainbow jersey.” The first three individuals or teams in each championship win gold, silver and bronze medals. Former world champions are allowed to wear a trim to their collar and sleeves in the same pattern as the rainbow jersey. Championships are held for men and for women in road cycling, track cycling, cyclo-cross, mountain biking, BMX, and indoor cycling. There are also championships for disabled competitors.

The racing starts on Saturday 21st September with Para-cycling events before the first UCI World Championships are crowned the following day with the maiden Team Time Trial Mixed Relay. This event will replace the separate men’s and women’s trade team time trials, and will be contested by national teams consisting of three male riders and three female



riders. The male athletes will ride first and the women will replace them on the road as soon as the second male rider has crossed the finish line. Final timings will be taken when the second female rider crosses the finish line, with the fastest team declared the winner. The Yorkshire 2019 programme will continue through until Sunday 29th September with Individual Time Trials and Road Races for Junior (Under 18), Under 23 and Elite male and female riders. Harrogate will serve as the destination town for every race, with start locations across the county to ensure the Championships reach as many people as possible.

The Harrogate Conservative Club was first formed in 1889 at a small club premises within Harrogate town centre but moved to existing premises in 1904 and since then has refurbished the Club property and formed a separate business company called EPP properties which purchased the remainder of the building to redevelop and has now 6 dwelling properties and 3 commercial properties which are rented out privately. The Club is situated short walking distance from both rail and bus terminals in the town.

The Club is run by a small committee with Mr Brian Parkill

secretary a retired warrant officer in the HM Forces who has previously played football at international level for the army and EPP managed by Mr Tom Halliday who must be applauded for his efforts in the renovations of the commercial properties. The Club has a steward Mr Paul Joyce who is originally from Castleford and has now settled in Harrogate. The Club is on 3 floors with stewards property on top floor and on first floor is a snooker room which has two tables and bar and hosts county matches along with local league. A number of top professionals have played there including former world champion and member Sean Murphy.

The ground floor has a bar with variety of cask ales lagers and extensive Gin bar. The Club has large screen TVs and both BT and Sky Sports. The function room attached is used for pool and darts that play in local leagues. The Club’s newly refurbished toilets are an example of the ongoing refurbishing which will be completed in 2020. Outside to front of building is a terrace with outside furniture for those summer balmy afternoons and evenings.

We hope that many IA Ticket Holders will take up this opportunity to visit the Club during the UCI World Championship.



## Bridlington Conservative Club Dedicates Bench to Cllr Richard Hirrap

An outdoor bench seat at Bridlington Conservative Club has been dedicated to long serving Councillor, Richard Hirrap, who died suddenly in May. Richard, a former Mayor of the town, was a member at the Conservative Club, on Tennyson Avenue, and his favourite outdoor bench has now been named in his honour by members

of the Club. Bridlington’s MP Sir Greg Knight said: ‘Richard was a tireless worker for the town and was well respected across the political spectrum. “When relaxing, he used to love sitting outside at the club where he would greet passers-by. “He would be deeply touched that the club has decided to dedicate the bench in his honour.”



Inspecting the newly dedicated bench seat at the club, left to right, Councillor John Copsey, Club member Martin Burnhill, Sir Greg Knight MP, Councillor Chad Chadwick and Councillor Chris Matthews.

Story Credit: Bridlington Free Press

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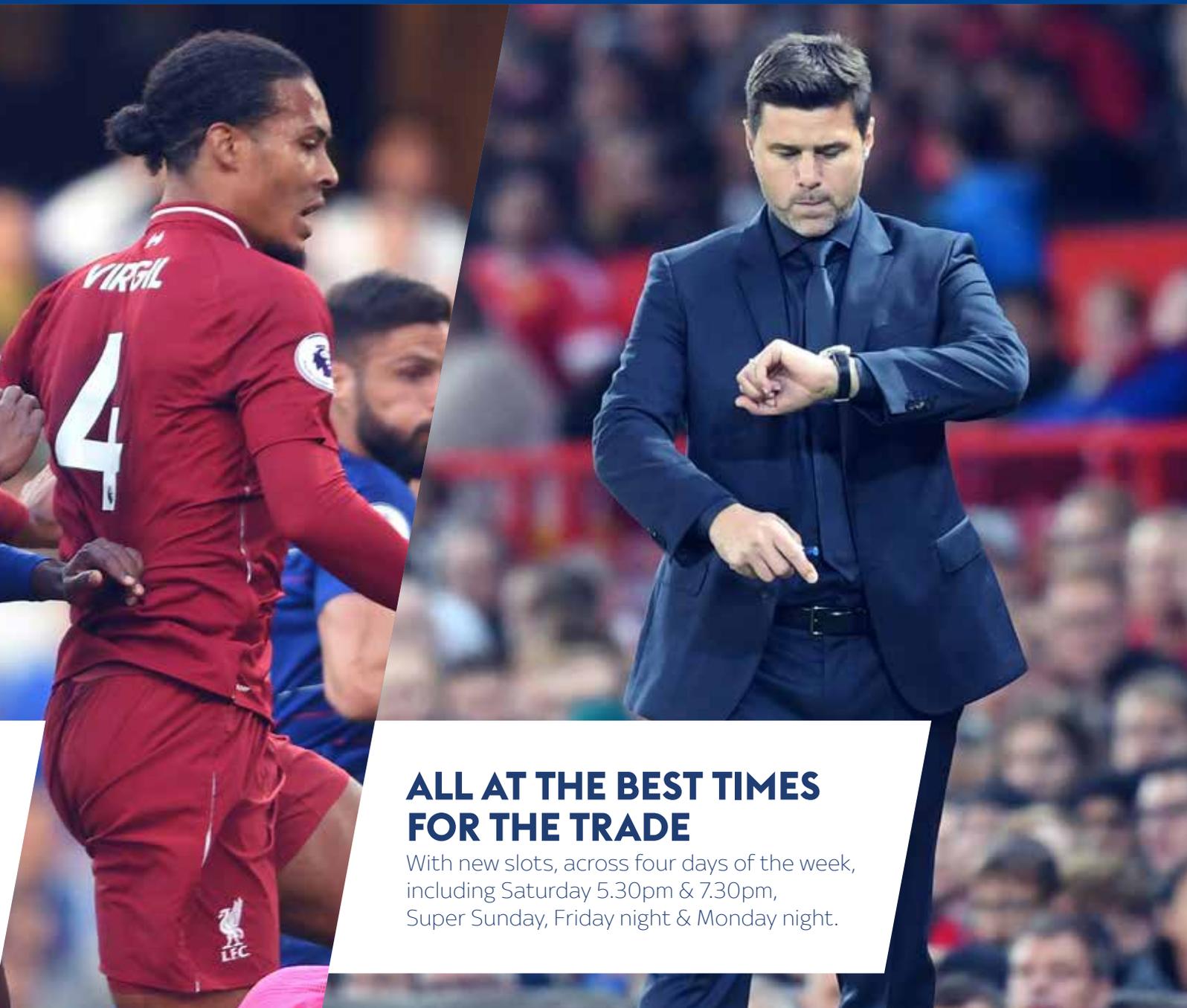
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# Tyldesley Conservative Club Raises Funds For Charity With Beer Auction

The Club's Committee decided to raise funds for the Fylde Coast Older Adult Community Mental Health Team (CMHT) based at the Shorelands Centre on Central Drive. The auctions took place over the course of a year with David Dixon, president of the Conservative Club, was raffling off a gallon of beer every Friday night for a year in order to raise funds for a local cause. 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. 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."

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.

Julie Marsden, the CMHT manager, said it was a "wonderful" donation that would help a lot of



David Dixon presents a cheque to Janet Carter and Julie Marsden from Shorelands.

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."

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."

## Pages From The Past

In this month's Pages From The Past feature we go back to October 1939 where an interesting article is featured regarding the extra taxes which were levied on beer and spirits due to the commencement of World War II on the 1st September 1939. This had wide ranging effects on all Clubs since the extra taxation had to be passed onto the Club's Members, in addition Clubs had to pay additional Club Duty on all of its purchases of alcoholic refreshments. It was not all negative for Clubs, the enclosed suggested wording sort to portray the opportunity to purchase beer at the higher tax level as a way to assist with the war effort. An innovative way to sell the extra tax as a benefit!

Interestingly, it was not just the taxation of beer that was affected by World War II. With troops fighting in the Pacific Ocean, it was imperative that supplies could reach them including British brewed beer.

With supply chains being stretched, the difficulty was that whilst beer could be brewed at home and transported to troops abroad it often did not taste as was expected once it reached the troops. The HMS Menestheus was therefore converted to be able to supply beer worldwide. George Brown from Truman's Brewery of London was made head brewer. Though the ship wasn't outfitted to be working while in motion, when it was stationary the Menestheus was able to pump out 250 British-sized (or 350 American-sized) barrels per week. Though the ultimate conversion of the ship was only completed towards the end of the war, with troops still stationed overseas through 1946 it played an important role in supplying troops stationed in Yokohama, Kure, Shanghai, and Hong Kong. There were plans for ten more ships to be retrofitted as roving breweries but with the end of the war these planned conversions were shelved.

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## CLUBS HARD HIT BY WAR BUDGET.

### How Committees can Best Meet Additional Taxes on Beer and Spirits.

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

Clubs—in common with the rest of the community—have been dealt a heavy blow by the Chancellor of the Exchequer in the War Budget. The additional taxes which have been imposed on beer, spirits, tobacco, etc., are part of the price to be paid for the ultimate triumph of Liberty, and must be so regarded by those who pay them through consumption of what must, to a great extent, be regarded as luxuries.

Some days prior to the introduction of the Budget, the A.C.C. wrote specially to all Clubs at which it takes stock and advised them to purchase, without delay, their bar commodities. Those which did so will have reason to be grateful to Headquarters for the considerable saving they should have been able to effect by prompt buying.

#### The Extra Beer Duty.

The Chancellor of the Exchequer has certainly laid a heavy hand on members of registered Clubs who take alcoholic refreshments for, be it noted, not only will they have to pay the extra taxes imposed, but Clubs themselves will be mulcted in additional "Club Tax," viz., 3d. in the £ on their total purchases. The immediate, and all-important, matter with which Committees are faced is how to adjust prices of refreshments to members so as to produce, as near as possible, the return hitherto obtained and necessary for the upkeep of the Club, without affecting materially the amount of consumption.

Let me deal first with the extra beer duty. This is 24/- per barrel which is at the rate of 1d. per pint. The additional duty is the same for beers of any gravity—thus, the cheaper, or low gravity, beers bear the same extra duty as beers of moderate, or high gravity. For example, beer, hitherto retailed at 5d. a pint, will bear the same amount of additional tax as beer which has been supplied at 6d., 7d. or 8d.

#### Bottled Beers.

This also applies to bottled beers. The cheaper grades, sold at, say, 4½d. per half pint bottle, will carry the same extra tax as the higher gravity beers, such as Bass, Guinness, etc., i.e., a halfpenny more per half pint bottle. The extra duty, as already stated, is not graded according to the gravity of the beer, all qualities bearing the same additional impost. Suppliers should, in no case, charge more than 24/- a barrel or more than 6d. per half dozen half pints, 1/- per dozen pints, or 2/- per dozen quarts (Imperial measure).

*All extra charges on beer—whether draught or bottled—must, perforce, be passed on to members.* Although, on the face of it, the Club will not suffer by the increase of price—both cost and selling prices being increased to the same extent—it will have to pay additional Club Duty on all its purchases of alcoholic refreshments.

#### The Extra Duty on Spirits.

Let me now deal with the additional duty on spirits, which has been increased by 10/- per gallon. This, as the Chancellor said, is equal to 1/3 per bottle. Here, again, the extra payment for Club Duty must be borne

in mind, and on top of that it has been announced that whisky will cost retailers 6d. extra per bottle on account of the insurance which distillers have to effect in respect of war risks. Club Committees, therefore, would be well advised to lose no time in revising the prices of spirits. The A.C.C. recommends that

*Whisky should be charged 14/3 per bottle, 7/6 per half bottle, 4/- per quarter bottle and 1/6 miniatures.*

*Other spirits (except brandy) 13/9 per bottle, 7/3 per half bottle, 3/9 per quarter bottle and 1/6 miniatures.*

In regard to small measures for consumption in the Club, it is recommended that existing prices should be increased by one penny.

**Tobacco and Cigarettes.**—The additional tax is 2/- per lb. This will mean an increase of 1½d. per ounce and ½d. per packet of 10 cigarettes of the popular brands.

#### THE EXTRA TAX ON BEER.

*"Drink hearty!" Clubmen, one and all,  
Your half-pints—maybe more,  
Remember that each glass you quaff  
Will help to win the War.*

#### A.C.C. VISITORS' BADGES.

Button badges, for the use of visitors, are now in use in the majority of affiliated Clubs. A member, introducing a guest, is handed a badge on which is inscribed the word "Visitor." This the guest wears whilst on the Club premises, showing, at a glance, that he is a visitor and, consequently, must not be allowed to pay for anything. On leaving the Club the badge is handed back to the doorkeeper or Steward and the penny paid for its "hire" by the member is returned. Visitors' badges afford protection alike to Club and Steward and are obtainable, at a cost of 1/- a dozen, from the A.C.C., Palace Chambers, Westminster, S.W.1.

#### BAR CLOSED FOR 10 WEEKS.

The Rochdale magistrates adjourned for 10 weeks an application that the Beaconsfield Conservative Club—one of the oldest in the town—should be struck off the register for having habitually supplied intoxicating liquors during non-permitted hours. For the Club, an undertaking was given that, in the interval, there would be a drastic re-organisation of the Club, and its bar would be voluntarily closed for the ten weeks.

Earlier in the proceedings, the Steward and Stewardess were each fined 30/- for supplying intoxicants after hours, and a police constable and his wife 20/- each for consuming. Eight members of the Committee were ordered to pay costs for supplying, through their servants, drink during non-permitted hours.

**Notices for display in Clubs.**—To ensure compliance with the law regarding Hours of Supply, Visitors, etc.—see page 156.

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