

CONSERVATIVE CLUBS MAGAZINE



December 2019 50p



Vote Conservative 12th December





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Ealing Southall Parliamentary Candidate Tom Bennett Thanks Club

Tom Bennett was adopted as the Ealing Southall Parliamentary Conservative Party Candidate during an Ealing Southall Conservative Association event held at the Southall Conservative Club.

Following his election, Tom passed the following message to the Club's Members:

"I am absolutely thrilled to be selected as your candidate for the General Election. Ealing Southall Conservative Association is an incredibly friendly and positive group of people, and I can't wait to be out campaigning with everyone

over the next five weeks.

From the conversations we've all been having on the doorsteps over the last few months, there is a lot of dissatisfaction with Labour in Ealing Southall. People are fed up with Corbyn's anti-business and anti-aspiration message, as well as his divisiveness and his completely incomprehensible Brexit policy. I am confident there are a large number of Conservative votes to be gained here on 12th December, but we'll need all the help we can get to be able to bring them home. Look forward to seeing as many people as possible on the campaign trail!



Ealing South Conservative Association Meeting held on Wednesday 16th November, Tom Bennett was successful in being nominated as the candidate.

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YOUR CHOICE AT THIS ELECTION

Getting Brexit
done so we
can invest
in the
country's
priorities



A hung
parliament
with Jeremy
Corbyn in
charge



OR

- Get Brexit done with our new deal
- £33.9 billion extra for the NHS
- 20,000 extra police officers
- More funding for every pupil in every school

- A hung parliament with Corbyn in charge
- Scottish Nationalist Party and Lib Dems calling the shots
- Highest taxes in peacetime history
- No progress on the country's priorities

 **Conservatives**

Promoted by Alan Mabbutt on behalf of the Conservative and Unionist Party, both at 4 Matthew Parker Street, London, SW1H 9HQ.

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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 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

Winter Weather – How Should the Club prepare?

Over recent years, increasingly extreme weather patterns and snowfall are causing disruptions and creating hazards that can lead to slips and falls. Clubs should endeavour to make the entrances and exits to the Club as safe as possible.

Gritting and Protecting Surfaces

Arrangements should be made to minimise risks from snow and ice, by gritting, snow clearing and the closure of some pathways, particularly outside stairs. It is wise to keep a good supply of grit handy to help clear them. Gritting is not an automatic way of ensuring you are blameless but it is definitely recommended especially around important thoroughfares like car-parks, entrances and exits.

Temporary closures and footwear

If some pathways or entrances become too dangerous or troublesome to clear, place barriers and signs to close any footpaths that may propose a significant risk.

Also making sure all employees are wearing correct footwear is advisable to help protect against avoidable slips/falls. Alternatively if the Club's clothing policy typically involves smarter shoes it could be worthwhile to allow boots or more hard-wearing footwear during winter.

Preparation as well as reaction

Ignorance is not a defence against a claim so make sure steps are taken to reduce foreseeable risk whenever possible. Paying attention to weather forecasts can help you get a head start in preparing for upcoming hazardous

conditions such as pre-emptively laying down grit or arranging appropriate signage to be placed on pathways.

Records

It is important to document as much as possible such as retaining invoices and receipts for items in order to show you have taken an active effort to combat the problems and potential dangers caused by snow and ice. Keep a log to demonstrate when snow and ice have appeared and the action taken to reduce the risk posed. Remember that a claimant has three years from the date of the incident in which to pursue a claim so it is important that checklists and logs are retained for at least this period.

Any incidents which could give rise to a claim should be communicated to the Club's insurers. You should arrange to take photos of the area where the accident took place to demonstrate conditions at the time, especially if you have made significant attempts to make the Club safer. If you have CCTV covering the area please ensure that any images are retained securely for three years.

Written Warnings and Signage

Arrange to have some written instructions and warning signage on hand to inform members of the public that there is a risk of falling/slipping and that reasonable care should be taken. Not providing these warning signs will leave the Club more open to a liability claim. The ACC's Recommended Insurance Brokers Club Insure assisted with this advice and can be contacted on 0844 488 9204.

What is an Inter Affiliation Ticket?

The ACC's Inter Affiliation Ticket (IA Ticket) allows any ACC Club Member to visit any other ACC Club throughout the whole of the UK and use their facilities. A person holding an IA Ticket can also bring guests with them to the ACC Club which they are visiting.

IA Tickets can be purchased from the ACC for £2 per ticket. Clubs typically sell these onto their Members at the cost price of £2 although a small mark-up is also permitted. Some Clubs choose to automatically provide Members with an IA Ticket upon payment of their Membership subscription.

IA Tickets are valid for one calendar year and Club employees should be trained to be aware of the IA Ticket Scheme. IA Tickets can be purchased from the ACC in the usual way.

2020 IA Tickets are now available for ordering.

Local Beer – Are Clubs Missing Out?

There are an estimated 18,000 different beers brewed in the UK each year and this is a growing trend. Clubs have experienced considerable success when holding special Beer Festival events but should Clubs consider stocking one or more local beers permanently in the Club's bar?

Initially Clubs may wish to engage with their Members to assess the preference of Members and if there are any specific types of local beer or brands they would like to see the Club trial. Clubs could even hold a mini beer festival over a period of weeks to allow the Members to sample a selection of local beers and choose their favourite.

The Club can consider stocking a variety of locally brewed products from cask ale and craft keg products to flavoursome beers available in an easy to stock range of bottles and cans. If space in the Club's cellar is limited then a selection of local bottles and cans will provide an easy opportunity for the Club's Members to sample new locally brewed products.

By stocking local products the Club can tap into the emerging interest for consuming locally produced food and drink and allow the Club to offer a different experience to the national brands which supermarkets and off licences tend to sell in large quantities.

Independent breweries are producing many styles of beer. Golden Ale was the most popular produced beer in 2014 with 92% of small breweries offering it with traditional bitter being produced by 81% of breweries. By offering a selection of different products the Club can appeal to its entire Membership to try the new range.

Clubs can also consider devoting a handpull to a local beer and changing the selection every month or even every couple of weeks. This way the Club can offer a refreshing ale in the summer whilst offering a more substantial beer in the winter.

Clubs wishing to find out where their local breweries are located can visit <http://siba.co.uk/directory/brewery-finder/> to find out which suppliers are located nearby.

Ticket Only Events

We can confirm that it is in order for an event to be promoted at the club, the admission to which is by ticket only. A member of a club does not have an automatic legal right of entry to their club and there can therefore be occasions where Club Members do not have access to either all or part of the Club's building. Consequently, if a ticket only event is organised and promoted then members who do not wish to purchase a ticket may not enter a club at such an occasion. A typical example would be New

Year's Eve which is often ticket only or when there are live bands or entertainment being provided by the Club. By selling tickets for such an event the committee will at least be able to manage the number of staff required and levels of entertainment and refreshments required etc., which otherwise they may not be able to do on what can be either a very busy or a very quiet night. Ticket Only Events can also assist in covering the cost of putting on entertainment and specific event nights.

Motion Picture Licensing Company (MPLC) Licence

Clubs may receive a letter from this Company which indicates that they are required to pay for an 'Umbrella Licence'. This is an annual licence from MPLC which allows commercial premises to broadcast copyrighted material such as film DVD's to the public.

Clubs do not need an MPLC licence to show channels such

as rolling news, sports, or music channels. Therefore, for most Clubs the only licence that is required is a Television Licence. In the ACC's experience it is rare that a Conservative Club would need to obtain the aforementioned licence as most Conservative Clubs do screen films or drama series inside the Club.

How to Deliver Good Customer Service & Efficient Bar Dispense

Introduction

Good customer service and efficient bar service is key to meeting and exceeding your customers expectations and to keep them coming back. Although what follows in this guide is about the process of good customer service and efficient bar dispense it is important to understand that customer service is about establishing a culture. Key to this is recognizing that customers don't just attend your club for the drink, food or entertainment, they attend for the whole experience of enjoying a night out.

The customer service process

The welcome

When a customer walks into your premises you have only a short time to make the right impression. Research shows that customers formulate their initial impressions within eight seconds of arrival.

Your welcome should be:

- Warm
- Friendly
- Instructional

All customers arriving at a bar or counter should receive an immediate acknowledgement from staff, even if it is only a smile and nod of greeting! Within 30 seconds you should have verbally acknowledged the customer – “be with you in a just a moment sir”. The minimum form of acknowledgement should be eye contact, but ideally acknowledgement should also be verbal.

Staff should:

- Serve customers in order of arriving
- Be friendly, courteous and helpful at all times
- Inform the customer of any ordering process or waiting times
- Be alert and watchful for the next customer
- Make use of eye contact and smile
- Speak to customers when directly serving them, e.g., “Sorry to keep you waiting”, “Good morning, how are you today?”
- Help customers make appropriate choices (know your product range)
- Recognise regular customers and acknowledge them by name
- Provide assistance to elderly or disabled customers

Taking an order

A customer may require help or advice making choices. Quickly establish the customer's requirements by listening carefully and repeat what the customer has said back to them for the avoidance of doubt. Standard procedures for taking an order will include:

- Listening carefully to avoid mistakes
- Qualify the sale e.g., “Would you like ice and a slice of lemon?”
- Staff having knowledge of the product range
- Establish price range, e.g., “Our red wines range in price from £8 a bottle to £16 a bottle, what did you want to spend?”
- Offer an alternative product if you haven't got the precise product the customer wants

- ‘Sell up’ and offer choices wherever possible, e.g., “So, you want to order the gammon steak, do you want pineapple with that, or a fried egg?”
- Know what products are on ‘special offer’ and highlight offers
- Establish the method of payment

Serving products and establishing standards

A standards-led approach to customer service, that puts the customer first, can be illustrated by considering how we can standardise the service process – thereby embedding high standards

Personal standards

Personal presentation and hygiene

All staff must be clean and smartly dressed in a manner that conforms to the management's dress code or uniform. Appearance is part of the total product that you're selling the customer. Remember the maxim: ‘People Buy People’.

- Clothes/uniform – clean, ironed and in good repair
- Hair – must be kept clean and tidy. Hair longer than shoulder length should be tied back
- Perfume/aftershave – heavy or strong fragrances should be avoided
- Shoes – clean and polished and only appropriate shoes should be worn
- Hands – must be washed regularly - after visits to the toilet, blowing your nose or smoking.
- Nails should ideally be kept short
- Jewellery – kept to a minimum
- Religious symbols: a sensitive approach needs to be adopted and the display of discreet religious symbols should be allowed

Premises standards

The customer area

Remember, customers form an initial impression of your premises within eight seconds of arrival. This known as ‘kerb appeal’. All areas to which customers have access should be kept to a high standard:

- Outside areas/car parks kept clean and tidy
- Paintwork must be kept clean and dust free – any chipped paintwork reported to the management
- Walls and wallpaper/paint in good repair – any torn wallpaper or chipped paint reported to the management
- Flooring must be safe, clean and free from debris or obstructions
- Furniture must be clean, presentable and in good repair
- Curtain arrangements must be clean, dust-free, hanging correctly and safe
- Lamps and light fittings must all be working correctly, light bulbs replaced as necessary and light shades fitted properly
- Ventilation must be working correctly and all ducts and louvers must be clean and dust-free
- Report immediately any rips or tears in carpets or seating
- All relevant notices must be displayed
- All machines or equipment for the use of children must be safe and in good working order
- The customer area must be kept clean throughout the hours of opening

The toilets

- All premises must offer toilet facilities – this is a legal requirement in pubs, bars and restaurants and increasingly toilet or ‘rest room’ facilities are made available in other types of retail outlet too
- Toilets should be checked before opening, and throughout the session, to ensure that they are clean, tidy and stocked with all necessary toiletries
- Toilets should be provided for male, female and disabled customers
- Locks must be working and broken locks replaced as soon as possible
- Sufficient toilet tissue
- Hand dryers working

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CLUB LAW AND MANAGEMENT

- Liquid soap dispensers working and stocked
- Sinks clean and plugs attached with no drip marks around vanity units
- Toilets and urinals clean and checked regularly throughout opening hours
- Paintwork and tiles in good condition and any graffiti removed as soon as possible
- Mirrors and windows clean and unblemished with broken mirrors replaced as soon as possible
- Sanitary bins clean and in good condition
- Dispense machines clean and well stocked
- Rubbish bins clean and regularly emptied
- Fragrance dispensers working and stocked
- All lights working

- All fire exit doors, crash bars etc., operating properly
- Fire alarm and emergency lighting tests carried out and recorded on a daily basis
- All carpets, curtains, upholstery and fixtures and fittings to comply with fire retardance Regulations
- Employers and public liability insurance in place
- At least one person trained in first aid in the workplace should be in attendance during
- working hours and a fully stocked first aid box must be available
- All working and public areas must be effectively lit
- Fire drills should be carried out and recorded in line with statutory requirements

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The bar or counter

The bar or service counter must be professionally presented at all times:

- Bar or counter must be clean, polished and clutter-free – and should be regularly cleaned with debris being removed throughout the session
- Point of sale material and any dispense equipment must be sparkling with all brand names facing the customer
- The back bar or counter fitting must be clean with all product displays having impact – the back fitting can be an effective way of merchandising products
- Popular lines should have at least two facings
- Products on shelves should be clean with labels facing the front where customers can see them
- All stock lines must be available and preferably on display - using the vertical method of display wherever possible
- The overall impression of the back bar or counter fitting must be professional, attractive and a good selling point
- All working areas must be clean and safe
- All statutory notices and price lists on display
- Till price display should be visible to the customer

The farewell

Where possible say goodbye/goodnight to customers as they leave.

- Thank them for their business
- Say you hope to see them again soon
- Enquire where they are going on to home – somewhere else
- Offer directions if appropriate
- Offer to call a taxi if appropriate

Building safety and fire safety

A safe environment meets an important human need, as well as complying with statutory requirements: All risk assessments for building and fire safety must be complete and up-to-date.

- All fire exits illuminated and means of escape free from obstruction



Due to retirement, a vacancy has arisen for a

CLUB STEWARD

for a thriving and successful private members' club situated in the pleasant East Yorkshire village of Cottingham. The successful applicant will be responsible for all duties commensurate with stewardship, including staff recruitment, managing a friendly team of nine employees, cash handling and reporting, stock and cellar management and generally supporting the activities of the club. Catering is not required but he/she will be required to work closely with the existing popular catering franchisee. An ability to provide outstanding customer service is essential and applicants will be required to demonstrate proven full and extensive stewardship experience.

This is very much a hands on role within a club that is open 364 days of the year and a flexible approach is fundamental to reflect the requirements of the Club.

The General Management Committee is justifiably proud of our club and its building and an opportunity to view, by appointment, before submitting an application, can be arranged by communicating with the e-address hereunder.

An attractive remuneration package includes a salary circa £23k, six weeks annual leave and the possibility of living accommodation. It is envisaged that formal interviews will be held early January for appointment April 2020.

To request an application form, write to:

The Company Secretary,
Cottingham Memorial Club Trust Ltd.,
Elm Tree House,
Cottingham.
East Riding of Yorkshire.
HU16 4AU

E mail: contact@cottinghamclub.co.uk

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CLUB LAW AND MANAGEMENT

◀ From page 7

The Welcome

THE STANDARD	THE PROCEDURE	BEST PRACTICE
<p>The welcome should be warm, friendly and instructional.</p> <p>It should include telephone enquiries.</p> <p>Introduce the customer to the food ordering system, where appropriate</p>	<p>Staff should acknowledge customers within 30 seconds – minimum of eye-contact.</p> <p>Serve customers in order of arrival.</p> <p>Staff should:</p> <ul style="list-style-type: none"> • be friendly, courteous and helpful • be alert and watchful for the next customer • use eye-contact and smile • speak to customers when serving them • inform customers of special offers <p>Answering the phone:</p> <ul style="list-style-type: none"> • give the club name • your name, and • How can I help you? 	<p>Recognise regular customers and address them by name.</p> <p>Identify those customers unfamiliar with the premises and offer help.</p> <p>Suggest elderly or disabled customers sit down, take the order and serve drinks at the table.</p> <p>Indicate where the outside smoking area is.</p>

Taking the Order

THE STANDARD	THE PROCEDURE	BEST PRACTICE
<p>When taking an order you should do so in an efficient manner.</p> <p>Staff should have sufficient product knowledge to assist customers with ordering.</p> <p>Staff should be aware of upselling opportunities.</p> <p>Drinks must always be served in a hygienic, attractive and appealing way.</p>	<p>Establish the customer's requirements – listen carefully to avoid mistakes.</p> <p>Offer ice and a slice.</p> <p>Where possible serve draught products last to retain heads.</p> <p>Know high margin products and know promotional products - highlight offers.</p> <p>Demonstrate good product knowledge – wine and beer tastes/countries of origin/ABVs.</p> <p>Serve in correct glass and size for the drink. Use branded glasses where appropriate.</p> <p>Use a clean, cold, undamaged glass. Use a fresh glass every serve. Where a customer has his own tankard, dispense into a clean glass and pour into his vessel away from the dispense area.</p> <p>Don't dip the beer tap into the glass except when the Swan Neck system is in use.</p> <p>Never use a glass as an ice-scoop – use ice tongs. Locate ice buckets on the back bar.</p> <p>Dispense optic by hand to avoid cross-contamination</p> <p>Correct spirit measures to be used and washed after every use.</p> <p>Use government stamped glasses only for draught products dispensed from a free-flow system</p>	<p>Mentally group the order by products, e.g., soft drinks, spirits and mixers, beer – and collect all these at the same time.</p> <p>Always offer ice and a slice.</p> <p>Use opportunity to sell preferred lines.</p> <p>Sell up where possible.</p> <p>Regular staff training and information sheets.</p> <p>Any member of bar staff should be capable of taking an order.</p> <p>Check glass prior to use.</p> <p>Look for lipstick marks and clean off prior to placing in the glasswash.</p>

The Farewell

THE STANDARD	THE PROCEDURE	BEST PRACTICE
<p>The end of the evening/visit</p> <p>Thanking the customer: thank the customer in a warm and friendly manner.</p>	<p>The last impression should leave a positive, lasting impression.</p> <p>Face the customer, make friendly eye-contact and thank them for their business.</p> <p>Check the customer has had an enjoyable visit.</p> <p>Continue to work whilst saying goodbye. Whenever you see someone getting ready to leave the table or the pub, always say goodbye.</p>	<p>Advise the customer of any forthcoming events or promotions.</p>

Western Area Council Meeting Report

The Autumn Meeting of the Western Area Conservative Clubs' Council was hosted by Clevedon Conservative Club, affectionately known as "The Consti", in North Somerset. The attendance was very good with twelve Clubs represented.

Club Manager Tim welcomed everyone and wished us a successful meeting. Western Area Chairman Brian Tottle thanked Tim for his warm welcome and opened the meeting. He welcome all the delegates and especially those attending for the first time. Many had travelled considerable distances in adverse weather conditions. He said that with secretary Jenny Povey they had visited many Clubs in the Western Area and had been made most welcome.

Brian drew attention to Lord Smith's article in the September Clubs' magazine regarding a free price check on all bar products. He urged delegates to take up this offer as there was nothing to lose but possible substantial savings to be made.

The delegates gave reports on their respective Clubs and they were mostly very positive.

This session always provides an opportunity to exchange ideas and assist each other.

Secretary/Treasurer Jenny Povey gave an update on the accounts and all is well there. Conference organiser, Margaret Henderson, was unable to attend due to a family bereavement and so Jenny gave an update on next year's conference. Plans are up to date with many bookings already taken. The event will again be held at The Livermead House Hotel, Torquay April 17th - 19th 2020.

Excellent speeches were delivered by Area President Neil Parish MP, and Dr. Liam Fox MP. They both gave a first class update on what is happening in Parliament.

The directors from K and M Club Refurbishment gave a short presentation on the service they have to offer to our Clubs. They are extremely helpful and their work is very professional and highly recommended by The ACC.

Brian then thanked Clevedon Conservative Club for their hospitality, closed the meeting and everyone enjoyed an excellent buffet provided by the Club Chef.



Pictures from the Western Area Meeting.



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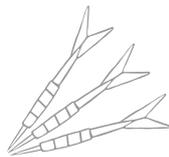
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- Bletchley Conservative Club



Braintree and Bocking Celebrate Financial Turnaround



Club President Barry Ward.

The Braintree and Bocking Constitutional Club, Essex, has endured a few difficult years but is now celebrating a turnaround of the Club's financial fortunes which they wished to share with other ACC Clubs to ensure that no matter what financial situation a Club may find itself in there is always a way forward. Barry Ward, President of the Club, takes us through the Club's history:

"The Club's premises were originally built as three cottages in 1645. Sixty years later Dr Benjamin Allen, a physician, naturalist, and friend of John Ray, bought all three cottages converting them to create a family home and surgery. Later, in the nineteenth century the Great House was created when three storeys and a cellar were attached to the front of the cottages. Many original features of the cottages were retained resulting in the prestigious Grade II listed status. The Braintree & Bocking Constitutional Club Property Limited was formed in 1894 and in 1912, the Great House was purchased for £2,400 and placed into a Trust to ensure that the Club could always be located on the site.

In the 1970's most of the Club's garden was sold to a supermarket for £30,000. The Club's management team of the time thought they had won the football pools and the Club would never again have financial problems. Unfortunately, the Club has faced several issues as custodians of a Grade II, crumbling

quoins, leaking roof, lath & plaster repairs, pigeons in the roof, sash window repairs, and the list goes on. The supermarket windfall soon evaporated. Following a volatile AGM in 2004 an historic step was taken when the Club membership was opened to ladies. We now move forward to 2012 and the Club was again in serious financial difficulties. Only one bill away from no cash in the bank, forecasts of future income looked inadequate, more than £25,000 was owed to the brewery for roof repairs, and the days ahead appeared uncertain.

In September 2012, a series of presentations were made to members and one of JFK's quotations was plagiarised. "Ask not what your Club can do for you but what you can do for your Club". Within the space of a few months the Club's fortunes began slowly to improve.

52 members accepted promissory notes ranging from £100 to £1,000 with no guarantee of when or even if they would ever see their money again. Those promissory notes were enough to keep the immediate cash flow positive. Without them the bank balance would have gone into the red on no less than 10 occasions over the following three years. All the promissory notes have now been either repaid or generously donated to the Club.

Two Club officers, the Secretary and Treasurer, have not taken the honorariums associated with their positions. These sacrifices have been extremely important in helping us to keep our cash flow positive. The House sub-committee team have reduced many of the maintenance costs with well researched purchases, contracts, and the application of their own skills. Following ACC advice in 2011, the Club has pursued a policy of encouraging members to organise and promote events for other members. Members are actively encouraged to arrange and manage functions. In this way



The Club's Garden.

all the functions become private events to which members are invited. The organiser suggests a donation to cover costs. Once the hire of the function room and any other costs have been paid then monies left over are donated to the Club. Almost thirty members have so far organised an event and made very important donations in this way.

Just over six years ago, the Club owed almost £23,000 to a brewery in respect of an earlier loan taken to effect essential roof repairs. The consumption of beer was at an all-time low and a £2,000 penalty was on the horizon. That brewery loan was a mill-stone around the Club. The Club sought a loan to enable the brewery loan to be paid off and in 2018 that loan was also repaid. Due to this the Club was able to commence trading with another brewery firm but without a long term tie. In effect the Club became a 'Free House'.

These contributions have culminated in the Club being debt free for the first time in more than a quarter of a century with a significant amount of cash in the bank. However, this is no time to relax, after all, the custodians of a Grade II listed building have responsibilities. The Club is indebted to so many Members who have selflessly helped the Club in so many ways. The Club website, notices, emails, and table top listings show that most Saturdays offer some form of entertainment. Much of it at no cost to the members. Interestingly the Club does not have a social committee. It is the collective responsibility of the Committee to find members willing to arrange, promote, and organise events.

A programme of social events is organised and promoted by individuals for the benefit of members. The programme includes tribute acts, quizzes, BBQ's, race nights, murder mystery evenings, long weekends away, days out, visits to the theatre, trips to the dogs and horse racing. The

monthly 100+ club draw and weekly bonus ball provide valuable contributions to the income. In addition to being used on a regular basis by The Lions, British Legion, Rotarians, Outdoor Pursuits Club, and the Association of Beekeepers, the function room is available for hire to members for christenings, birthday parties, weddings, anniversaries, and wakes. National advice tells us that loneliness is a major social problem. The Cha, Chatter, Natter group meets once a week, they donate £1 per person for tea or coffee. In 18 months, this group has donated £980 towards the cost of a defibrillator.

Finally, today in 2019, the Club has a healthy bank balance and the future looks good. The clear challenge now is to ensure and resolve those dark days never return and the Committee and the Members are all aware that a Club's success, particularly in 2019, is never something that can be taken for granted and instead relies on the hard work of a competent Committee and the support of dedicated Club Members."

The ACC thanks Barry for this comprehensive account of the Club's struggles and turnaround and hope it inspires Clubs in similar difficulties that it is never too late to revitalise a Club and make it into a success. In speaking with Barry, he empathised a point that we completely agree with – these days for any Club to be successful it has to take its place at the centre of the community. Sponsoring local sports teams, giving local groups a place to hold meetings and being a welcoming atmosphere are all key to any Club being successful in today's trading climate. We commend the Club's Committee and loyal Members for making the Club's turnaround possible.

The Club's website can be accessed here: www.braintreeconclub.co.uk and the Club welcomes IA Ticket Holders from around the UK to visit the Club and enjoy its hospitality and facilities.



The Braintree and Bocking Constitutional Club.

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Pontefract Conservative Club loses its hardest working Member

Pontefract Conservative Club said goodbye recently to one of its most popular and loyal members, Ian Oates. Club Secretary Fiona Smith remembers Ian and the work he has performed on behalf of the Club:

“Ian Oates was the most respected and honored member of the Pontefract Conservative Club for the past fifty years, and the hardest working member of the committee for over twenty of those years. Even though he resigned

from active committee duties he remained a trustee until his sudden and unexpected death on Friday 23rd August 2019.

He remained a loyal member of the club and oversaw the finances and the administrative side despite the pressures of running his own business which operated on a seven day a week basis.

No one who knew Ian ever heard him say a bad word about any member, or member of staff, and would always look for a peaceful and thoughtful solution to any problems that arose and was always the first to help members who had queries or suggestions.

He was instrumental in setting up the clubs computerised till and back office system, linking members entry cards to car park and discount system, prepared the accounts for our auditors each year and in his time negotiated deals with suppliers and breweries, and fought against outdated rhetoric and methods. But whilst he embraced change he never



compromised on ethics, good manners and friendship. His efforts and dedication helped move the club to a better financial footing as well as contributing to twice winning “Club of the year award”.

His passing and memory has been honoured by the Club,

June Evans

Cwm Conservative Club Announces Death of June Evans

The Cwm Conservative Club is saddened to announce the death of Club Chairman June Evans. She will be missed by all at the Club.

The ACC passes our condolences to June’s family and the entire Club.

naming our small bar and lounge after him, but his passing will have a huge impact on this club, as it has had on the hundreds of people who attended his funeral. “

The ACC passes our condolences to Ian family and the entire Pontefract Conservative Club.



Pages From The Past

In this month’s Pages From The Past feature we go back to July 1983 and review the front page detailing the aftermath of the 1983 General Election and Thatcher’s second election win. The Labour Party was led by Michael Foot and Labour adopted a platform that was considered more left-wing than usual. Several moderate Labour MPs had defected from the party to form the SDP which

eventually led to—the creation of the Liberal Democrats. The election win Conservatives their biggest parliamentary majority of the post-war era, and their second-biggest majority as a single-party government, behind only the 1924 election. Our chosen page details the hard work and support that Conservative Clubs gave which helped Thatcher achieve her election victory.



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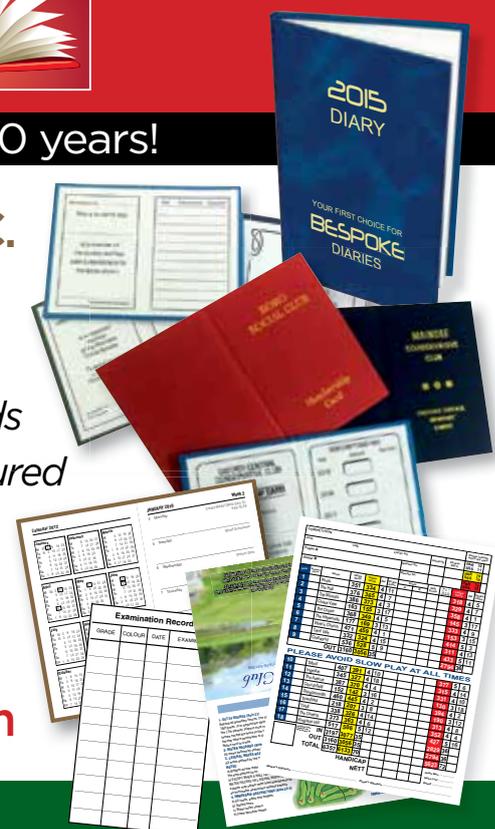
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Conservative Clubs Magazine



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GENERAL ELECTION, 1983

THE PRIME MINISTER'S General Election triumph, giving her a 144 majority in the House of Commons, was well backed-up by members of all our Conservative Clubs throughout the Kingdom. This – as always – was the time for our Conservative Clubs to prove their worth to the Party whose name they proudly bear.

The rallying call was made at the outset to Clubs to show their value to the Party in cash and workers. The great response came from all – though as usual some were more outstanding while some were more modest – giving fully of their best endeavours.

Local Campaign Headquarters were provided with teams of workers from the Club memberships.

These teams of workers covered all aspects of modern electioneering methods in a wide range of jobs including canvassers – leaflet distributors – envelope addressers – Election Day "tellers" – car drivers and a wide variety of support of every other description.

Above all, the Clubs rallied well to the financial appeals made for their local Candidate's Campaign.

I asked all Clubs to tell me the total of local cash help. Replies came quickly from some, but other information is still coming.

RECORD BEATER

It will be a grand total and beat all

previous records. So far, from 247 Clubs we note that a total between them of £211,000 was subscribed. It will be unfair to give names as local conditions varied so much, and we all know that some Clubs are in "difficult" political areas.

These subscriptions, however, were the product of the hard work by Club members over the past years. To all who have replied –

by Sir Donald
Kaberry, Chairman
A.C.C.

and those yet to reply – I give a great big "Thank You". These Clubs showed their real worth to the Party and demonstrated that the word "Conservative" in the Club name is not just a term of art, but is something alive and real in its description of the word as a "Club" of Party supporters.

So let the Clubs keep up the good work and make them real Conservative political

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Clubs.

The best contribution was from the leading London Club which has so far distributed £50,000 among a number of the then marginal and critical seats. The next best was a subscription of £12,000 from a Wessex Area Club; then a series of amounts as set out below:

24 Clubs donated	£100
3	£150
18	£200
19	£250
19	£300
9	£400
37	£500
9	£600
2	£650
3	£700
11	£750
2	£800
36	£1,000
6	£1,200
1	£1,300
10	£1,500
3	£2,000
6	£2,500
1	£3,000
2	£3,500
1	£5,000

The sums then varied down to the very welcome modest amounts, and these, like "the widow's mite", were doubly welcome.

I hope all the newly elected M.P.s will be invited to become members of their Clubs. Equally, I hope that Clubs will regularly invite the new M.P.s to join them in the Club activities. They can, and should, ensure that M.P.s are kept in touch with grass roots opinions.

There was only one Club – and a

● continued on page 2



LEIGHTON BUZZARD CONSERVATIVE CLUB'S ELECTION DONATION – left to right: Mr. Madel, M.P.; Mr. Don Denton, Club President; Mr. Ten-Holter, Agent; Mr. R. Cook, Club Secretary. Mr. Madel is receiving Club's cheque for £2,000 for his Election Fighting Fund.

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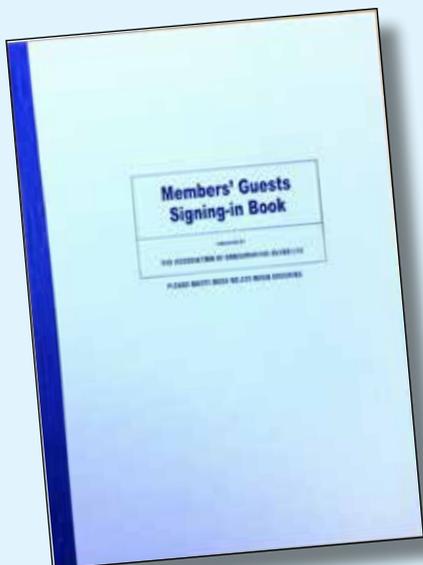
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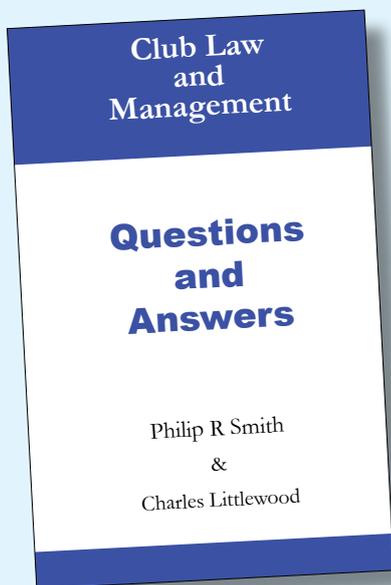
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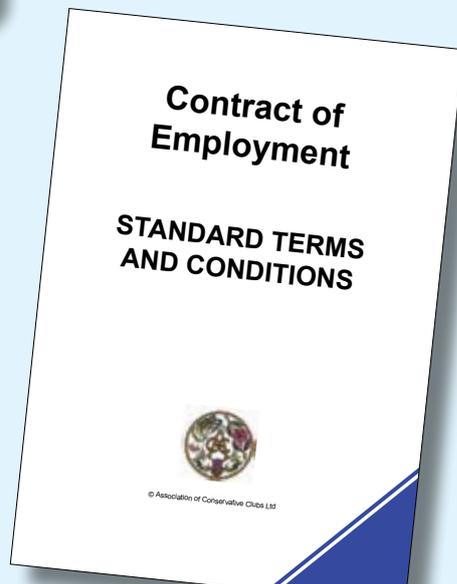
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