

# *CONSERVATIVE CLUBS MAGAZINE*



February 2020 75p



**West Wiltshire Conservative Club**

**Prime Minister Portrait Now Available For Purchase**

**Ebbw Vale Conservative Club Honors Retiring Secretary**

**Wednesfield Conservative Club Hosts Gary Barlow Tribute Act**

# North Wales and Border Federation Hold AGM

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The North Wales and Borders Federation of Conservative Clubs has held their Annual General Meeting.

All officers were re-elected, Mr David Thomas, Chairman, Mr David C Peckover, Treasurer and Mr Paul Rogers as Secretary, however, following two years

as President Miss Julie Lambert stepped down and Mr Ken Vine of Shrewsbury will take her place as the new President for the next two years.

The Presidential Chain was presented by founder member of the NW&BF Mr Colin Lambert.



Left to right: Julie Lambert, Colin Lambert and Ken Vine.

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

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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.**

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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.

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



**Bar Manager Contract**  
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# CLUB LAW AND MANAGEMENT

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

1. Update all the images on your Club's website – and delete any out of date content.
2. Check the last six months of your P&L and highlight your worst selling drinks and menu items. Change them.
3. Search for your Club online on Google. Look for any out of date information and email the relevant site to get it changed/removed.
4. Draw up a list of your top 5 suppliers – call a competitor for each one and check you are getting the best deal. Then ask wholesale drinks supplier Matthew Clark to see if they can provide an overall better deal. Most Clubs can reduce their drinks spend by either talking to Matthew Clark or negotiating with their present suppliers.
5. Dig out your utilities bills and note the end of all the contract terms in your calendar and make a note a month before to shop around for the best price before each contract ends.
6. Do a deep clean of the exterior of your Club and car park. It will be noticed.
7. Create a group on WhatsApp for the Club's Members to join. Use it to engage them and post about topics they are interested in, not just as a promotional tool. You'll then have a willing audience when you ask for feedback on any changes you make, or invite them to exclusive events, or to try new menus. Designate a Committee Member to manage the group and provide feedback from the group to your Committee Meetings.
8. Come up with a plan to promote a specific drink or menu item to the Club's Members. Call the supplier of that product and ask them to sponsor your promotion/provide prizes, merchandise or extra stock. If you think you have a great selection of local Ales or some niche gins then make sure you properly promote them.
9. Create your own mystery customer feedback form including any areas that are new, or that you have had negative feedback on, and ask someone outside the Club to give you an honest view.
10. Talk to your employees – do they have any ideas of where the Club could be improved? Would they like to introduce a new product to trial? The bar staff have constant contact with the Club's Members – this is valuable feedback.
11. Write to your local MP and invite them to come to an event or pull a pint behind your bar – if they say yes then contact your local media and get a photographer to attend too.
12. Remind your Members that ultimately they need to recruit new Members. No Club will survive without constantly recruiting new Members and your existing Members are your best form of advertisement and word of mouth. Ensure you provide a generous bar voucher both to new Members and the Member who recruited them.

## Preparing for an Annual General Meeting

An AGM is held to transact certain business: the report on the ballot for officers and committee (unless they are elected at the AGM itself); the report on the accounts; the adoption of the accounts, as audited; and other reports as required by a club's own rules.

Firstly it is essential for the AGM to be properly summoned. This usually involves a notice being placed on the club notice board announcing the date and time of the meeting and requesting motions to be submitted to the Secretary by a certain date.

The rules of most clubs provide that a notice of the AGM shall be exhibited at least twenty-one days before the date of the meeting; and the notice of any motion must be submitted within ten days following the posting of the notice. Rules can also say that the agenda must be posted for a specified number of days before the date of the meeting.

Before the meeting it is essential for whoever is taking the Chair—Club President or Chairman depending on the club's rules—to undertake a careful study of the agenda. This will mean he can conduct the business effectively and also spot any difficult matters that might arise. Preparation is crucial to the success of the meeting.

When the meeting starts, the Chairman should satisfy himself that the requisite quorum is present. Most club rules require a quorum. This is to prevent a small, poorly attended meeting making decisions which affect the whole club.

The meeting must proceed with each item of business taken in the order in which it appears on the agenda. A normal agenda begins with confirmation of the minutes of the previous AGM, any business arising from them, then the Treasurer's report on the accounts, the election of officers, and so on.

The presiding officer, mindful of the need for a well-ordered, good tempered and constructive meeting, must see that the agenda is followed strictly. Speakers should stand when called by the chairman and, to preserve order, only one person should be on their feet at the same time. When the

Chairman rises any other speaker should sit down and this should be insisted upon. Unless this is done, a meeting can degenerate into disarray and chaos.

A proposal for discussion is a 'motion' and when it is accepted it becomes a 'resolution'. Before discussion begins, a motion must be proposed and seconded. A motion that is proposed, but finds no seconder, lapses and the meeting proceeds to next business. When a motion is proposed and seconded it is open for discussion. No speaker should be allowed to address the meeting more than once on each motion, except for the proposer, who may reply to the debate. A motion may be ultra vires—that is, outside the scope of the meeting—and should immediately be ruled out of order by the chairman.

An amendment is a proposal to alter the wording of a motion and may be moved at any time during the discussion of the original motion. Special care must be taken over this if the meeting is not to be allowed to become confused. The proposal requires a proposer and seconder before it can be considered by the meeting. The chairman should present an amendment to the meeting, once it has been properly proposed and seconded, in terms such as: 'To the motion before the meeting the following amendment has been duly proposed and seconded, that...' The wording of the amendment then follows and the immediate discussion must be confined to the subject of the amendment. Some bodies permit amendments to be moved to amendments but it is NOT recommended for clubs. If it is allowed it can prolong discussion and make for a complicated passage of business. In practice the proposer of the main amendment may incorporate in it what he considers best in suggestions for further amendments, if he accepts they will improve his proposal. No amendment may be a direct negative to the main motion for this would merely duplicate the need to vote on a particular proposition. An amendment must be disposed of before the meeting can proceed to a further amendment. If an

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## ◀ From page 5

amendment is accepted it becomes part of the original motion; it is then called the substantive motion. Further amendments may be considered in turn until all have been dealt with. Then, discussions may continue on the substantive motion until it is put to the vote. Before the vote on each amendment the chairman should repeat its wording so that there is a clear understanding of the matter on which a vote is being taken.

Similarly the substantive motion should be read out again before the vote. When those 'for' and 'against' in each vote have been counted, the chairman should announce the result. If a large number of people are voting, the President should appoint two 'tellers' to count the votes. The tellers should both count the 'yes' and 'no' votes. If there is any disagreement the vote MUST be taken again. When an issue is controversial a close vote may be disputed so it is useful to be prepared for a written vote.

One further possible motion is 'That this meeting do now adjourn.' This takes precedence over all other business and may be moved at any time during a meeting. The Chairman should not accept such a motion if he thinks it is being moved with the intention of disrupting the meeting. The decision is made on the vote of the meeting, on a motion proposed and seconded, and without lengthy discussion. Amendments are possible but only to set, limit or extend the period of the adjournment.

The correct conduct of a meeting is not an easy skill to master, but many difficulties can be avoided if the presiding officer follows the procedures set out here. However,

even this will not guarantee that meetings are without problems. Some issues will so divide the membership that heated, and sometimes irresolvable, exchanges are inevitable. Nevertheless, a basic knowledge of tried, and accepted, procedures will help ensure that most meetings are managed efficiently.

## Election of Club Officials

The rules of a club should provide the method whereby its officers and committee are elected. Such rules must be strictly adhered to, otherwise the election may be rendered invalid and a fresh ballot has to be taken. What follows should be read and applied subject to anything appearing to the contrary in the club rules—

### Nominations

It is the duty of Secretary to post a nomination sheet on the notice board, which records the names of candidates for the committee or other offices. The nomination sheet must remain displayed for whole period stipulated in club's rules. Day and time when nominations close should be stated on the sheet, even if not definitely fixed by club rules. The proposer and the seconder of any candidate should personally sign their names against the candidate they put forward, having previously ascertained that their nominee is willing to stand and serve if elected. A member may be nominated for any number of offices in the club unless the rules provide otherwise; if elected to more than one office, he can select the one he desires to hold. If the rules say that no candidate shall be nominated for more than one office, it is in order for an

officer or committee member who is not due to retire to be nominated for another office without first resigning. If unsuccessful, he would retain his present office.

### Qualifications

Candidates for office, nominators and seconders must be either honorary members, life members, or subscribing members who are not in arrears with payment of their subscription before nomination sheet is due to be taken down. Otherwise nominations may be objected. Where a rule provides that a certain period of membership is an essential qualification for office, this must be calculated from the date when the candidate was elected to membership to the last day of nominations. For example, should six months be specified, a person elected to membership on 6 July would first become eligible on 6 January the following year.

### List of Voters

Unless the rules provide otherwise, every member of the club is entitled to vote. It is the duty of the Secretary to prepare a special list of members for this purpose. The list should be handed to scrutineers, together with the precise number of requisite ballot papers if all such members voted.

### Ballot Paper

The ballot paper is compiled from the nomination sheet. In preparing the ballot paper, names of candidates for presidency and other offices are usually typed or printed in separate sections on the same sheet as names of candidates for committee. The different sections are nevertheless distinct, and if one section is spoiled by the voter, it does not invalidate other sections.

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

### Marking the Ballot Paper

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

- Because too many votes have been recorded

- Uncertainty of the voter's intention
- Writing sufficient to identify the voter

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

### Taking the Ballot

Unless the rules contain specific instructions on the matter, committees decide how ballot papers are to be distributed – whether sent to members by post or handed to them on request. Where the former method is adopted and the member returns the paper by post or hand, the envelope containing it should be sealed and marked 'ballot.' It should be addressed to the scrutineers, who must deposit it unopened in the ballot box. Where ballot papers are handed to members, the scrutineers should first make sure from the list received from the Secretary that the member is entitled to vote. When this is done, the member's name should be scored off, thus preventing anyone voting twice.

### Close of Ballot

The ballot must remain open the full time stated in the rules. When it is closed, the scrutineers count the votes recorded. The results, signed by them, together with the marked list of members to whom they have handed ballot papers, and also all unused ballot papers, must be handed by them to the Chairman at the Annual General Meeting.

### Demand for a Scrutiny

If a majority of the meeting demands a scrutiny, the box containing all the ballot papers should be sealed by the Chairman and arrangements made for a recount in the presence of the scrutineers. Once it has been declared and accepted, a ballot stands no matter what discrepancies a subsequent examination of the papers may reveal. Prior to the signed statement being handed to the Chairman by the scrutineers, a system of checking and double checking should be carried out to ensure absolute accuracy in the matter of the votes recorded.

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## Questions and Answers

**Q** At our club's recent Annual General Meeting, some members asked why the item 'Any Other Business' was not on the agenda. Unfortunately, whilst I have never included this item, I was unable to give a reason which they found acceptable. What is your view?

**A** The item 'Any Other Business' is totally out of place on the agenda of a General Meeting for the simple reason that it gives no information or notification to members of matters which may be brought up and dealt with. The sole purpose of an agenda is to inform members of what is to be discussed, thereby giving an opportunity to decide on whether to attend the meeting. 'Any Other Business' would permit any matter to be raised and voted on without proper notification.

I often advise clubs to conduct an 'open forum' after the meeting has closed since this provides an opportunity for members to raise matters with the committee, without the outcome of such discussion being binding upon the club. Should any member have any particular matter of concern then he or she should raise it with the Secretary for inclusion on the agenda as a specific item in accordance with the procedure set out in the club's rules.

**Q** A member of our club insists that Minutes of committee meetings should be published on the club notice board. Is this correct?

**A** This is not correct. In fact, I have always taken the view that it is not advisable to publish committee Minutes. It may be that the member in question is a member of another club registered under the Friendly Societies Act, which is legally obliged to publish its committee Minutes. However, only a very small number clubs are registered under this Act. As almost all clubs are registered under the Industrial and Provident Societies Act or are unincorporated associations, they are not subject to this requirement.

**Q** A member of our club has been nominated for election to the committee. This person is, however, also a member of another club in the town and is an officer of that club. Is it in order for him to hold office in both clubs?

**A** A member of two clubs is not A debarred from holding office in one club due to the fact that he holds office in the other, unless the rules of either club expressly disallow such a right. A member of two clubs is entitled to the membership privileges of each, including the right to hold office.

It must be left to the good sense of the members to elect suitable persons to office. If this member is successful in being elected to your committee then it would be perfectly in order for the Chairman to remind him that information he receives as a member of the committee is confidential.

**Q** How long does somebody have to be a member of the club before they can propose or second another member for the position of Committee member?

**A** A club's rules do not usually A place a restriction on the qualification of proposers and seconders. However, they do impose qualifications on the candidates themselves.

Therefore any recently elected member may propose or second a candidate but most rules would prevent such a member standing as a candidate.

**Q** We wish to remove the on-screen entertainment in the club as it is too expensive. However, we have a vocal minority of members who are intent on keeping the existing service. Could they call an SGM to reverse a Committee decision?

**A** Whilst the rules do allow a Special General Meeting to be called by the members, it is fair to say that typically such items as opening hours and the provision of on-screen entertainment are left to

the purview of the Committee. It is understandably difficult to run a club if such decisions are constantly being debated among the members with a view to holding an SGM every time a decision without universal approval is taken. Clubs which engage in this sort of activity ultimately find it difficult to find members who are willing to stand for the Committee.

If there is a section of the membership who are unhappy with the direction that the Committee is taking the club then we would recommend that such members stand for election onto the Committee at the next available opportunity. This is ultimately the most effective way for members to influence the running of the club. To coin an old phrase "put up or shut up".

An alternative for the unhappy Members would be to call an SGM (following the procedure laid out in the Club's Rule Book) and seek to remove the Committee from Office. If such a motion was successfully passed, this would lead to new elections where a Committee could be elected to reverse the decision to remove Sky. elect a new Committee.

Removing a Committee is a recognised acceptable step for Club Members to take if a Committee makes a decision that they disagree with and the Members are perfectly entitled to take such action. I would, however, point out that the Members elect a Committee to run the Club and it would likely be difficult to elect future Committees if Club Members essentially wish to micromanage important decisions.

I do not think it would be permissible for the Members to call an SGM to simply overturn such a decision. The Rules state that the Committee will make management decisions, therefore an SGM where the Members seek

to overturn a management decision would likely be considered to be a breach of the existing Club's Rules and therefore not valid.

**Q** We have a number of members who have still not paid their annual membership Subscriptions. Can we bar these members from attending the Annual General Meeting and voting?

**A** You are perfectly entitled to A prevent members who have not paid their annual subscription from attending the Annual General Meeting and voting. In fairness, most clubs collect subscriptions from the 1st January so the Committee should have had ample time to make sure all members were up to date with their subscriptions prior to the AGM taking place. I suggest that in future years, the Committee are pro-active in dealing with members who are late with their subscription payments and apply the terms of the rules which cover such late payments.

**Q** Our Rules state that 15 Members can sign a petition to call an SGM. This seems rather low. What do most Clubs do, have a set number or ask for a percentage of the Membership?

A 15 Members to call an SGM is a bit lower than most Clubs. Most Clubs do not use a percentage but a set figure which is most often 30 Members.

To change your current system would require a Rule change to be approved by the Members but assuming they are willing to agree to a revision of this rule then I would suggest that 30 Members to call an SGM would be considered normal.

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# Spalding Constitutional Club Hosts Annual MNDA Snooker Fundraiser

As previously reported, the annual charity snooker tournament has successfully taken place at Spalding Constitutional Club in order to raise funds and awareness for the Motor Neurone Disease Association (MNDA). The Motor Neurone Disease Association funds and promotes global research into MND and provides support to people in England, Wales and Northern Ireland.

MP Sir John Hayes MP was in attendance at the event, which has been running for five years and raised over £13,000 for MNDA. This year's tally has not yet been added up. The driving force for the event is Donington man Nigel Brasier, who himself suffers from Motor Neurone Disease.

The Club once again provided their premises and snooker tables free of charge and 42 players took part, with funds raised through entry fees, a raffle, donations and sponsorship.



The Snooker Trophies.

Image and Story Credit: Spalding Today

## Richard Kinzeet Retires From Milton Regis After 21 Years

Milton Regis Conservative Club wish to thank their outgoing Club treasurer Richard Kinzeet for all his hard work as he retires as the Club's Treasurer after 21 years. Before he took up his role as Club treasurer, he also served as a Club Committee Member and then as Club Secretary.

Richard started his journey in the Medway Towns. After leaving school he trained as a Joiner/Carpenter before joining the Merchant Navy. He travelled the

world on cruise ships for many years as a Purser. He loved his time on the ships and had many a tale to tell.

After leaving the Navy he came back to Kent and continued his trade as a Joiner, mainly working in London. He joined Milton Regis Conservative Club in 1997. After a while he became a Committee member and then became Club Secretary. 21 years ago he took up the role as Club Treasurer. Richard has now decided to step

down from this position. He will be retiring in January 2020 to enjoy a well-earned break from his commitments with in the Club.

Everyone in the Club wishes Richard well and the ACC thanks him for his steadfast work on behalf of the Club.



Richard Kinzeet.

### 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.

# Ebbw Vale Conservative Club Thanks Their Outgoing Secretary

The Ebbw Vale Conservative Club would like to thank Phil Griffiths who has been the Club's Secretary for the past 30 years and is sadly retiring due to ill health.

Phil took over as Secretary of Ebbw Vale Conservative Club in 1990 and during his tenure he has been integral to the important advances the Club has made. It has been his unseen hard work behind the scenes over the years that all the Club's Members are very grateful and thankful for. Not only is Phil a pleasure to know but he has always had a professional approach towards his duty as Club Secretary and was readily approachable as well as knowledgeable on any Club matters that anyone wished to discuss. In recognition of Phil's many years of service to the Club he has been awarded with the

ACC's Badge of Honour.

The Club's Committee, past and present, along with the Club's Membership extend their deepest gratitude for his continued unwavering dedication and wish Phil all the very best in the next chapter of his life. This past December 25th also marks the third year of the passing of the former Club Treasurer John Burchell. John was another very hard working and loyal Officer of the club who has been greatly missed by everyone that knew him. The Club's Members thoughts were with John's family over the recent Christmas period.

The ACC thanks Phil for his long service to the Club.

**Phil Griffiths pictured with the ACC Badge of Honour.**



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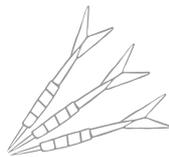
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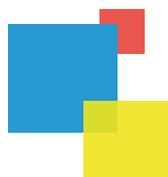


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# Wednesfield Conservative Club Hosts Gary Barlow Tribute Act

Gary Barlow impersonator Dan Hadfield travelled all the way from Lincoln to Wednesfield Conservative Club and his efforts were greatly appreciated by the Club's Members who really did think that he 'Ruled the World'.

Organised by Club Member Paul Mincher, who arranges a tribute act at the Club every six weeks, the

singer drew in crowds from as far as Newcastle and Bristol. He said it was an 'absolutely fabulous' night and that all the Club's Members had a wonderful time. He would recommend Dan Hadfield to any Club looking for a fun tribute act.

Paul said: "We were absolutely sold out, and had about 200 on the night. He went down an absolute

storm. He looked like Gary Barlow, sounded like him too. He was just phenomenal. He sang Take That songs, like Shine, Rule The World, and Back For Good, and also some Gary Barlow songs too. He's got quite a following."

Wednesfield Conservative Club puts on a tribute act every six weeks, previously welcoming acts impersonating Diana Ross and Frankie Valli. IA Ticket Holders are always welcome at the Club.



Images from the Gary Barlow Tribute Event.

Picture and Story Credit: Express and Star

# Bitterne Conservative and Unionist Club Holds Charity Cheque Presentation Event

The Bitterne Conservative Club has presented a cheque of £5,750 to their adopted charity for 2019 – Dementia UK - at the Club's third annual Christmas Concert night. £2,788 had already been donated earlier in the year to Macmillan Cancer Support from monies raised

at the Club's Annual Coffee Morning.

Dementia UK provides specialist dementia support for families through our Admiral Nurse service. When things get challenging or difficult, their nurses work alongside people with dementia and their families: giving them the one-to-one support, expert guidance and practical solutions they need, and that can be hard to find elsewhere. Admiral Nurses are continually trained, developed and supported by Dementia UK. Families that have their support have someone truly expert and caring by their side – helping them to live more positively with dementia in the present, and to face the challenges of tomorrow with more confidence and less fear. Admiral Nurses were named by the family of Joseph Levy CBE BEM, who founded the charity. Joseph had vascular dementia and was known affectionately as “Admiral



The Cheque Presentation Event.

Joe” because of his love of sailing.

The attached picture shows Sue Brisco from Dementia UK receiving the cheque for £5750 from Club President Chris Mitchell, accompanied by Club members representing the Ladies Craft Club and Ladies Line Dancers.

In the last 16 years, Bitterne

Conservative Club has donated £140,000 to charity - £71,000 to Macmillan Cancer Support and £69,000 to a variety of local charities. This is an astounding amount that the Club has raised for charity and truly shows how important Conservative Clubs are when it comes to helping their local communities and raising money for good causes.



Admiral Joe.



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# Leigh-on-Sea Constitutional Club's Charity Fundraising Success



Charity fund raising has always been hugely supported by the members of Leigh-on-Sea Constitutional Club, but this year the Club has excelled itself.

The annual Poppy Appeal raised a grand total of £1335.78, largely achieved by the hard work of the Club Chairman's wife, Mrs. Penny Gunn, who organised a psychic evening and karaoke afternoon to help achieve this amount.

The Club's quiz-mistress, Mrs. Valerie Bates, raised a grand total of £4157 from the monthly quiz nights, including £567 for the Southend Hospital Neo-natal appeal.

The icing on the cake was the charity day on behalf of Macmillan Cancer Support. This raised a grand total of £5,545.42. The day's events included a children's entertainer, face

painters, disco, table magician, raffle, and auction. The Targets, a local mod/ska band, ended the day's entertainment with Club members dancing the night away. The event was organised by lifelong Club Member and fundraiser, Mr. Kris Gunn, who took on all organising despite being diagnosed with, and undergoing treatment, for cancer.

Club Secretary Jeff Springford said, "Without the help of all the organisers and volunteers who have given up their time to help make all the events a success, and most importantly, the Members who supported all the charitable events, the grand total of £11,038.20 would never have been achieved."

The ACC offers our congratulations to Leigh On Sea for their steadfast dedication to raising funds for good causes.



Photos From The Event.



## *Pages From The Past*

For this month's Pages From The Past we go back to May 1920 and feature an article on how Clubs in 1920 focused on increasing their memberships during the warm summer months. We hope the article will bring some warmth to our readers as we enter the month of February which is many things but sun filled is not one of them.

The article interestingly mentions reduced hours of labour as a reason for increased patronage of Clubs and that due to the longer evenings this presented opportunities to Clubs hoping to cash in on the summer feeling. At the time the ACC advocated the created of a specific Summer Sub-Committee to coordinate the outdoor activities taking place at the Club during the Summer which remains good advice to this day. Whilst some Clubs which do not have large outdoor

spaces may struggle during the summer months, ones which have access to outside space can still create increases of revenue by putting on BBQs, family fun days and ensuring that Club Members have adequate sitting to allow them to enjoy their drinks on the Club's patio or garden.

Clubs now compete with a multitude of activities and hobbies for the spare time of their Members and prospective Members and so it is always important to be consider what the Club can offer to Members and guests to encourage frequent visits and positive word of mouth. It is never too early to start planning summer events, and such functions such as open days and beer festivals need to be in the planning stages now so that they can be successfully staged in the summer.

## SUMMER-TIME ATTRACTIONS.

### How to Maintain and Increase the Membership of your Club.

By the EDITOR of the C.C.G.

On several occasions of late I have pointed out that the provision of suitable attractions is incumbent on every Committee desirous of keeping up the membership and, with it, the club revenue. In future, to a far greater extent than in the past, our clubs will be subjected to outside competition and, human nature being what it is, the club with the most varied and popular syllabus will secure the most support. Therefore it is "up to" Committees to give this matter their earnest attention, and to see that there is always "something doing."

As evidence of what a relatively small club can do in the way of providing a varied "bill of fare" for its members, let me summarise the annual report of the Boldmere and Wylde Green Conservative Club, Warwickshire, which has a membership of just under 200 and showed a credit balance of £275 on its last year's working. I cannot at the moment recall any other affiliated club of like dimensions which provides so many and such diverse attractions.

**BILLIARDS.**—Handicaps, both snooker and billiards, run continually throughout the year. Revenue from the tables last year £107.

**ENTERTAINMENTS.**—Twenty items arranged including whist drives, dances, musical evenings and suppers.

**DANCES.**—Instruction class every Thursday: special teacher engaged. Saturday dances once a month.

**BOWLS.**—Matches arranged with local bowling clubs. Contests for prizes subscribed for by members. "Peace Cup" Challenge competition established.

**TENNIS.**—Mixed double tournament for Challenge Cup, and ordinary ladies' and gents' singles and doubles handicaps. Towards the end of the season dances followed the games.

**ORCHESTRAL SECTION.**—Up-to-date music provided free. Concerts arranged during winter months and open-air rehearsals in the summer in the club grounds.

**BOXING AND ATHLETIC SECTION.**—Started for the physical development of boys up to 18. Lessons given by capable instructor. Annual display and competition attracted a splendid audience of members and lady friends.

**WAR SAVINGS ASSOCIATION.**—Amount subscribed during year £1,240 15s., making a total since July 30th, 1916, of £12,440.

I have given the foregoing extracts from the report of the Boldmere Conservative to illustrate what a club with under 200 members can do in the way of providing varied attractions, and to encourage other clubs "to go and do likewise." Many of them have surpluses which might be utilised in financing summer attractions. It will be money well spent if it holds members together, or tends to increase the roll, for the receipts in other directions will more than justify the enterprise.

#### Suggested Summer Attractions.

What with reduced hours of labour, and the long evenings, provided by "summer time," members have plenty of leisure to occupy. I advocate the formation of an Outdoor Games Committee in connection with every club able to

rent a "playing field," or a portion of one. If there are grounds attached to the Club's premises, so much the better. The summer attractions suggested should be selected from the following:—

<p><i>Al fresco</i> Concerts Flower, Fruit and Vegetable Shows. Cricket and Tennis.</p>	<p>Bowls and Quoits. Swimming. Sports Meeting. Open-air Dances.</p>
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I need not deal in detail with the foregoing. Some may be suitable for your club to go in for; others not so. The *al fresco* concerts are, of course, "hardy annuals," but none the less attractive on that account. Concerts on the club grounds afford an opportunity of being "at home" to our women folk. A platform, piano and fairy lights are practically all the "props" needed.

#### Flower and Fruit Shows.

Many of our clubs promote these and make quite a good thing out of them. In agricultural districts clubmen frequently have not only flower but vegetable gardens, and very keen is the competition for the prizes for the biggest cucumber, marrow, potato, etc. Some of the classes should be "open" and others confined to members of the club. Several town clubs run flower shows with great success, and competitions for the best-decorated table, open to the wives of members, find favour. And talking of flowers, it has often occurred to me that many of our clubs might be much brightened by the display of plants, &c., and I throw out the suggestion that half a dozen or so members might well arrange amongst themselves to lend plants in turn for a specified period. Now, Mr. Secretary, sound your flower-growing members and get them busy on this, and the bar and reading-room will be bowers of delight! The plants might well bear cards attached to the pots saying who grew and lent them—honour to whom honour is due.

#### Cricket, Cycling and Bowls.

This is going to be a record cricket season. If it is desired to attract young stalwarts to your club, suitable outdoor games must be provided, and inter-club cricket matches might well be arranged. The difficulty of obtaining a ground is, I know, a very real one in many places, but generally it can be overcome. Tennis in some places—as at Boldmere and Wylde Green, already cited—finds favour. For the older members bowls and quoits provide congenial recreation. Some of our more ambitious clubs have, in bygone times, promoted sports meetings. If properly organised, these frequently prove a good source of revenue, but let me advise Committees to "go steady," for unless there is a goodly number of entries and the open events attract well-known competitors, the attendance is apt to be disappointing. Moreover, there is always the haunting dread of a wet day. This, however, can be insured against for a moderate sum, and any loss sustained to a great extent recouped. Sports meetings are better, perhaps, run in connection with a fête, embracing "all the fun of the fair." The Newbury Conservative Club, Berks, has for many years had annual attractions of this kind, and they have been attended with conspicuous success. Mr. E. J. Forster, the able secretary of this Club, would, I know, gladly give other Scribes hints, should they require them with respect to fête promotion, of which he is a past master. The foregoing are a few suggestions which I hope may prove useful, and from which Committees can "pick and choose." May I add that if any club requires a Concert Party, or individual "speciality," artists they can be supplied by the A.C.C. Entertainment Bureau, 1, Sanctuary Buildings, Westminster, S.W. State the sum you are prepared to spend, and a specimen performance will be submitted, free of charge.

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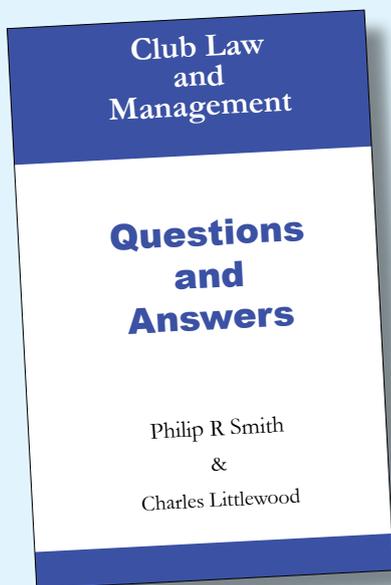
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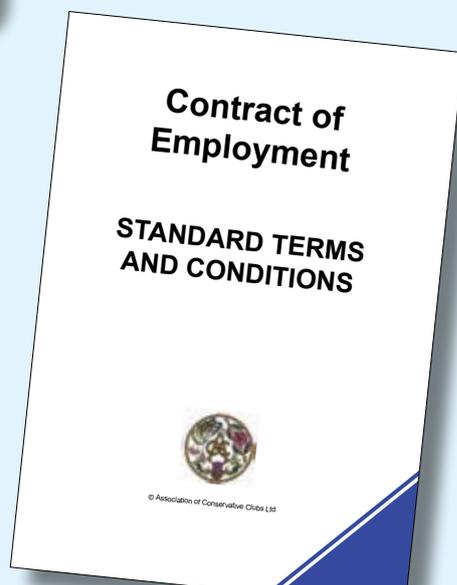
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