

CONSERVATIVE CLUBS MAGAZINE



November 2020 75p



Waterloo and Taunton Open New Club Bowling Pavilion

New Magazine Section: Industry Insights

ACC Announce New Book Launch



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Message From The Chief Executive

As I write this, as all our Readers will know, the Coronavirus situation remains fast moving and uncertain. We have different systems in place for Wales, England and Scotland which makes providing up to date and correct advice to ACC Clubs more difficult than ever. Still, I hope that the information we publish both in the Magazine and on our website will assist Clubs during this unprecedented crisis.

Clubs will also notice some changes to the Magazine this month. As you will see, Club Law and Management has moved across the fold and will now be starting on Page 3 onwards. Pages 8 – 11 will now contain our new Industry Insights section with Club news and Pages From The Past following from Pages 12-15.

We hope that Clubs will find Industry Insights useful and it should help Clubs to be aware of more general industry trends

along with product launches and updates. This section is a work in progress so please let us know any feedback that you may have.

We are also pleased to announce the 2020 date for the ACC's Annual General Meeting which will be held online this year due to Coronavirus Travel Restrictions. The date of the AGM will be Thursday 3rd December and the time the meeting will commence online will be 11am. We hope as many Clubs as possible will be able to join us for our online AGM this year. To confirm your attendance, and receive the link to view the broadcast, please email charles@toryclubs.co.uk

Finally, please keep checking our website for news updates along and also sign up to our email distribution list to receive up to date information as soon as it is announced.

Lord Smith of Hindhead,
ACC Chief Executive

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CLUB LAW AND MANAGEMENT

England Coronavirus Tiers Update

With the latest news regarding the expansion of local Covid Tiers we are providing the information below to assist Clubs which are moving to new Tiers.

For Clubs remaining in **Tier 1**, the information regarding operating procedures remains the same as per our website updates of **24 and 30 September** - <https://www.toryclubs.co.uk/coronavirus-updates/>

For **Tier 3** Clubs: Being placed into this Tier will, for most Clubs, mean forced closure. As a result there will be financial assistance packages available for these Clubs as detailed in our update of **13 October** which can be accessed using the web address above. Clubs which are primarily food led can remain open but alcohol can only be served alongside a meal, in a similar function to how a typical restaurant operates. We do not

expect many of our Clubs, which are often primarily wet led, to be able to continue to operate under this criteria although Clubs can make their own determinations on a case by case basis.

For Clubs in **Tier 2**, the situation is as per our updates of **24 and 30 September** but with the following further restrictions:

Households cannot mix with other households inside. The Rule of Six still applies outside. This means if Household A is sitting on Table A, Household B cannot join them. Household B would have to sit separately on Table B. It does not matter how many people comprise each household, multiple households cannot sit together inside. They must be seated on their own specific household tables. If a person is in a support bubble with another household, they can still sit with their support

bubble inside.

This also means that whilst sports such as snooker and darts can still be played, they cannot be played between persons of different households. Therefore whilst persons from one household can play a game of snooker together, persons from two different households cannot join each other to play a game of snooker.

We understand that Clubs in Tier 2 may find it difficult to operate under the new restrictions. At the moment there is no specific financial assistance available to Clubs which voluntarily choose to close in a Tier 2 area but we shall update all Clubs if this situation changes in the future. We hope that there might be further support packages announced for Clubs in this situation going forwards. This is currently an evolving area and we advise Clubs to keep checking

our website for further updates.

We suggest that Clubs in Tier 2 try their best to assess the new rules and operate under the new restrictions. Since there is, currently, not a huge amount of support for voluntary Club closure in Tier 2 areas Club Committees will be faced with difficult financial decisions if they do decide to close since wages, in addition to all the usual Club running costs, will still need to be paid to employees unless the employees are made redundant, which itself comes with redundancy costs, or an alternative agreement with employees can be reached.

We sympathise with Club Committees trying to deal with the repercussions of being placed into a Tier 2 area and, as ever, Clubs should contact us for any assistance that they require going forwards.

Wales Lockdown Announced

A lockdown in Wales has been announced to take place between 6pm Friday 23 October until 12:01am Monday 9 November 2020. The restrictions announced include:

People must stay at home, except for very limited purposes

People must not visit other households or meet other people they do not live with

Certain businesses and venues, including Clubs, bars, restaurants and most shops must close

Secondary schools will provide learning online only for the week after half-term, other than for children in years seven and eight. Primary schools and childcare settings will remain open.

Face coverings continue to be mandatory in the indoor public spaces that remain open (subject to certain exemptions and exceptions), including on public transport and in taxis.

At the time of writing it is expected that these restrictions will end on 9th November at which point, barring further

announcements, the previous regulations regarding Clubs in Wales will once again come into force.

Wales Financial Support Update

The Welsh government has announced that it is making an additional £140m available to businesses in Wales through the third phase of the Economic Resilience Fund (ERF).

Clubs should be able to access funding through the Rapid Reaction (Local Lockdown) Fund, which will provide grants based on the Non-Domestic Rates (NDR) system to businesses that have been materially impacted by local lockdown:

Grants of £1,500 may be available to retail, leisure and hospitality businesses with a rateable value of between £12,001 and £51,000.

Grants of £1,000 may be available to businesses with rateable value of £12,000 or less.

The Eligibility Checker which will allow businesses to check whether they can access funding from the ERF will be live during week commencing 5 October.

The Job Support Scheme (JSS) Explained

From the 1st November, the Job Support Scheme replaces the Furlough Scheme. There are two components to this scheme, one if the Club is trading, one if the Club is forced to close due to Covid restrictions.

The Job Support Scheme (JSS) is split into two categories; 'JSS Open' and 'JSS Closed'. Both are currently set to run for 6 months until April 2021 however the government will review the terms of the scheme in January. We have set out further details of these below.

The government has also announced new grant schemes including the 'Retail, Hospitality and Leisure Business Grants Fund (RHLGF)'. If eligible these may be backdated to August 2020 and take the form of monthly payments. These will be administered by local authorities and we believe it is important that you contact your local authority team as soon as possible to enquire about eligibility and applications. We will publish further information on our website as soon as possible regarding these grants.

Job Support Scheme Open

'JSS Open' (starting 1st November) has now been expanded since it was originally announced on 24th September.

Rather than the initially announced 33% that employees must work to be eligible, employees must now only work a minimum of 20% of normal hours to qualify for the scheme. Employees do not need to have been furloughed previously to qualify.

For hours not worked (lost hours) staff can be paid 66.67% of these hours. The majority of this will now be paid by the government (61.67%) with the employer contributing just 5%.

The Club will be responsible for National Insurance and pension contributions. All claims must be made after wages have been paid and the claims process will not be open until mid-December.

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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.

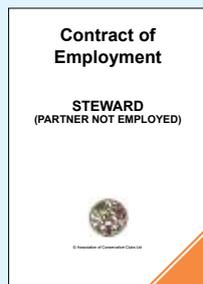
All Contract Packs now include a high quality and durable employee disciplinary and grievance policy handbook which should assist both Clubs and employees when these issues arise. Contracts for use with employees who live on the Club's premises now come with a specifically drafted Service Occupancy Agreement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



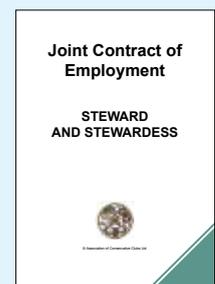
Steward Contract
Appropriate for a Club employing a Steward with or without accommodation included. Each contract pack costs £25 and includes:
2 x Club Steward Contract
2 x Service Occupancy Agreement
2 x Club Employee Disciplinary and Grievance Policy Handbook.



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.

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Job Support Scheme Closed

Clubs closed as a result of Tier 3 restrictions or under nationwide lockdown (in Wales for example), will receive further support.

Each employee who cannot work due to these restrictions will

Is your Club facing a forced closure? Government Support Grants have been announced.

The Government has announced that businesses which are forced to close under the new Covid restrictions will be eligible to receive up to £3,000 per month. The payment of such a grant should be swift and available following the first two weeks of closure.

Businesses will receive the following:

For properties with an RV of £15k or under, grants to be £1,334 per month, or £667 per two weeks;

For properties with an RV of between £15k-£51k grants to be £2000 per month, or £1000 per two weeks; and

receive two thirds of their normal pay, paid by their employer and fully refunded by the government, to a maximum of £2,083.33 per month

The club will be responsible for National Insurance and Pension contributions. All claims must be made after wages have been paid and the claims process will not open until mid-December.

For properties with an RV of £51k or over grants to be £3000 per month, or £1500 per two weeks.

Local Authorities will continue to receive 5% of the funding which they received for the Local Restrictions Support Grant scheme as a discretionary fund, which the Government will encourage them to use to support business that have been legally mandated to close by the Government but are outside of the business rates system. Grants will be administered by Local Authorities, and eligible businesses will probably need to provide their details to their Local Authority to access this support.

Order and Pay at Table Options

The public health crisis caused by covid-19 has forced clubs to revisit all their systems and procedures and to embrace new ways of working and providing service to members and guests at our clubs. In many ways what the covid crisis has done is speed up the direction of travel in which we were already moving. Clubs must also adapt and move with the times.

The latest round of government restrictions imposed a 10pm curfew on members' clubs and all other premises licensed to sell alcohol. Even when this is eventually lifted other restrictions will remain for the foreseeable future. Members and guests may not go to the bar to order or receive drinks and table service-only is now a legal requirement. This seems the right moment for clubs to look at technological solutions that can minimise staff/member interaction, improve efficiency of service and save staff costs.

An 'order-and-pay' system provides a way in which a member or guest can peruse the club's menu of food and drinks on their smartphone, place an order and pay without having to leave the comfort

and safety of their table. Order-and-pay systems have been in use for several years. They started in the events sector and have spread to the restaurant and pub sectors as customers became more used to using their mobile phones for ordering a wide variety of goods and services. So, what should Club Committees be looking for when choosing a system?

There are two types of system available: firstly, systems that require customers to download an app that takes them to a cloud-based digital menu, or secondly, systems that require the customer to scan-in a QR code that enables them to access a website containing the clubs food and drinks menu. The term 'QR' stands for 'Quick Response'. Not everyone will feel comfortable with using this technology, but anyone with a smartphone and a bank account that gives them a debit card and/or credit card, should be able to easily access this technology and be able to order and pay from their mobile phone.

So, with the huge variety of apps and programs out there to choose from, what should you look out

for? Let's look at Apps first: firstly, customers must download the app and open an account. When that is done they can access a cloud-based menu of food and drinks, special offers and whatever else the club may have to offer, usually this will be personalised to the club and will not mention the app provider. The customer selects what they want and pays either through a payment app or by entering in their debit or credit card details. The club gets paid usually within a few days of the close of each day's business. When an order is placed this is sent to a device behind the bar – whether a phone or an ordering screen - and staff can process the order and deliver it to table.

The process is simpler if you choose a QR code system. Many people are familiar with these because they are used to entering restaurants and other hospitality premises where they scan in the Track and Trace QR code to record their visit. No app has to be downloaded and no account has to be opened. Members and guests simply scan in, ie take a photo of, the QR code from a piece of paper at their table into their phones and it takes them to a web-page where they can access the club's menu of food and drinks, place an order and pay through a payment system or with their debit/credit card.

Both Apps and QR codes should be considered by Club Committees. QR codes may be more immediately easy to use but an App, once downloaded and registered with, will make long term ordering for Members easier since the App can remember who the Member is and retain their preferred payment details. It may be that the Committees wishes to test the water with a QR code based

Tier 3 Update: Can Clubs stay open?

Clubs may have seen in local media reporting that Clubs in the Lancashire area have been advised by Preston Council that they are able to remain open even though the area has moved to Tier 3 and they are not obliged to serve food when serving alcohol. Essentially, Clubs in Tier 3 holding Club Premises Certificates can operate as if they were in Tier 2.

Confused?

It appears that the legislation written for Tier 3 areas refers to the sale of alcohol whereas, and this is a small but important point, for Clubs operating under a Club Premises Certificate technically they do not sell alcohol to Members but instead 'supply' alcohol to

solution whilst considering an App solution as a permanent long term project which will be kept in place and in practice after the Coronavirus situation has ended.

There is usually an 'onboarding' fee for the system provider to set up the order-and-pay system in either case, and a minimum contract time – usually 12 months. Some systems can be integrated into your existing EPOS till system for ease of use. Look for a provider that will:

- Not charge you an onboarding fee or will install for only a small cost.
- Offer a full order-and-pay facility with the option for the customer to pay as they order or to pay at the end of the session.
- Offer the service on the basis of a short contract with only a small monthly fee. Don't get trapped into using the provider's favoured payment system with exorbitant fees in excess of 1.5% of transaction value.
- Be able to adapt to takeaway delivery service as well as in-house.
- Provide a system that will be easy for members and guests to use and will require a minimum of staff training.

Ask the provider who else they provide their order-and-pay system to, and look for providers that currently provide clubs, restaurants and community pubs that have a similar business model to a member's club.

A lot of members will lament the loss of the 'personal touch' of ordering and interacting with staff members, standing at the bar, and taking their own drinks to the table. But these are unprecedented times and we must all adapt to survive.

Members. Whilst the legislation has placed restrictions on the sale of alcohol, no such restrictions have been placed on the supply of alcohol.

This means that Clubs operating under a Club Premises Certificate in Tier 3 do not need to close and do not need to serve a 'substantial meal' alongside a supply of alcohol. This is how Fylde Council describe the situation:

'The policy intention appears to be that Members' Clubs should be under the same restrictions as other licenced premises, which are that they must close unless alcohol is only served as part of a main meal. However, the regulations do

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CLUB LAW AND MANAGEMENT

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not achieve that. The regulations only refer to the sale of alcohol.

Members' Clubs which hold Club Premises Certificates and not Premises Licences don't sell alcohol to their members. Their members own the alcohol in common, and when they "buy" a unit, it is, in law, being appropriated to the individual member and not sold to them. This means that, as long as a Members' Club only allows the supply of alcohol to its members, it is simply outside the scope of the requirement in regulation 16(1) of the Very High Regulations act. It may supply alcohol without a substantial meal. It does not have to close."

This advice has also been endorsed by Wirral Council:

I can advise that current guidance advises that premises who are operating under a Club Premises Certificate (as opposed to a Premises Licence) are able to provide alcohol to legitimate members and guests of members of the club without the alcohol needing to form part of a substantial table meal. Please note, however, this is not related to the re-opening of gyms and leisure centres. It is important to

note that although this means some premises can operate without the need to provide alcohol as part of a table meal, all other COVID-19 measures remain in place.

Kind regards

Andrew Bushell – Licensing Operations Manager, Wirral Council

A couple of health warnings on this information. We do not consider that it was the Government's intention to allow Members' Clubs to remain open without the requirement to serve a substantial meal alongside a supply of alcohol. It is certainly possible that the legislation could be amended in the future to close this 'loop hole'. Furthermore, whilst we understand that this is the position that Preston, Flyde and Wirral councils have taken, and that they have consulted on this information at Government level, we have still not had an official reaction from Manchester or Liverpool Councils. It does, however, appear likely that this is the position which will be adopted by most Local Authorities until such time as the primary Tier 3 legislation is amended.

Furthermore, one interpretation of the Licensing Act 2003 is that the supply of alcohol, rather than

sale, only applies to Club Members and not their guests. This would mean that a Club Member could be supplied alcohol but if they were with a guest their guest would not be able to purchase alcohol. Having said that, the information that Preston and Wirral have provided does refer to Members and their guests when stating that alcohol can still be supplied. It therefore seems quite possible that this approach will be mirrored by other Local Authorities although it is worth noting that the Fylde information only refers to Club Members and does not mention guests.

Additional questions are now raised over Clubs in Tier 3 who have decided to close and whether or not they will still receive the enhanced Tier 3 financial support packages. We will be heavily pushing for any Club in Tier 3 who has closed to still receive the enhanced support even if the actual legislation has become muddled

on the aspect of whether the Club 'had' to close.

We cannot provide too much more information than the above at this time although we will continue to research this area and contact relevant local authorities and Government departments to try and provide further clarity over the coming days. Please keep checking our website for further updates.

The best advice we can provide at this time is that it seems the spirit of the legislation did envisage Clubs in Tier 3 having to close if they were not supplying 'substantial food' alongside alcohol but the wording of the actual legislation does not force Clubs to close or supply 'substantial food'. Therefore, technically, Clubs in Tier 3 can remain open and supply alcohol to their members without having to also supply a 'substantial food' offering. Essentially, Clubs in Tier 3 can, for the time being, operate as if they are in Tier 2.

Annual General Meeting 2020

The Annual General Meeting of the Association of Conservative Clubs Ltd shall be held online on Thursday 3rd December at 11AM.

Clubs wishing to virtually attend should email charles@toryclubs.co.uk. Once confirmed, you will receive a link which will allow you to log in and view the AGM as it is broadcast.

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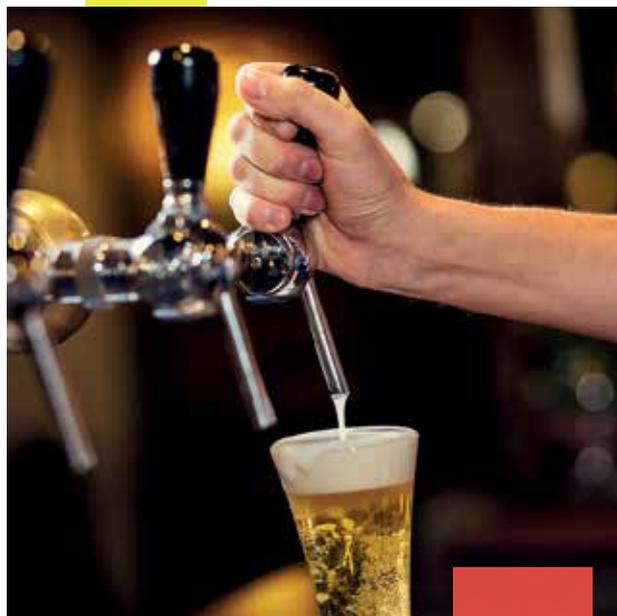
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Industry Insights

Launching this month, Industry Insights aims to provide a whirlwind tour of who's doing what in the club sector, from latest launches and new products to finding football fixtures and maximising supplier support. Enjoy!

How are pubs faring? Painting a picture

As COVID-19 continues to challenge clubs and the hospitality sector as a whole, we take a look at how three British Pub Cos have been coping in the face of the ongoing pandemic.

JD Wetherspoon

J D Wetherspoon's full-year results, covering the first weeks after pubs were allowed to reopen on 4 July, showed a sales drop of 30.6% to £1.2bn. Since July's reopening, like-for-like sales were 15% lower compared to the same period last year, with the first few weeks seeing strong sales as the British public ventured out. This was further helped by August's "Eat Out to Help Out" scheme and by cuts in VAT on sales which saw a number of beer prices cut, dubbed "Sunak's Specials" after Chancellor Rishi Sunak. (August food deals were offered under the banner of "Dishi Rishi".)

July and August have been followed by a "marked slowdown since the introduction of a curfew and other regulations" reports the pub group, which has had to cut 108 head office jobs with up to 450 of its airport pub staff facing cuts. The 10pm curfew has seen a shift in its customer base, with sales of drinks that appeal to younger people rising as a proportion of total sales, with shooters and cocktails overtaking real ale.

Chairman Tim Martin said: "We've had a palette of ever-changing regulations since then; people find it very hard to understand and live with."

The company has invested around £15 million on social distancing and hygiene measures.

In a September statement, Martin said that 811 pubs had reported zero positive COVID tests, 40 pubs had reported one, six pubs two, two pubs three and two pubs four. There had been more positive cases at one farm in Hereford than at all Wetherspoon pubs, and over four times as many at one sandwich-making facility in Northampton, he pointed out.

Marston's

On 15 October, Marston's released figures showing Group sales down 30% (£821m), and Marston's Beer Company's sales down 22% (£306m). Off trade volumes were up 23%, "driven by exceptional demand during the period of pub closure", while on trade volumes (excluding the



closure period) were 11% down.

The company has welcomed back 10,000 staff but around 2,150 pub-based staff face job cuts. Like JD Wetherspoon, Marston's saw consumer confidence increase throughout July, August and into September, helped by the safety measures adopted in its pubs, reduced VAT on sales and the success of the "Eat Out To Help Out" campaign.

Following additional restrictions, including curfews and full table service, this confidence had been knocked back. "The initial effect of these new rules has been to undermine consumer confidence and create uncertainty," said the company. "Restoring confidence will only happen when UK Government and the devolved administrations are able to remove these restrictive measures, which they state are intended to be short term in nature."

The company's "Inside-Out" scheme will see investment of around £2m in heated and weather-proofed structures to extend the use of outdoor space into the winter months, providing additional capacity of around 15,000 covers.

On 9 October Marston's reported that the Competition and Markets Authority had cleared the proposed joint venture between Marston's Beer Company and Carlsberg UK.

Commenting on the joint venture, Ralph Findlay, Chief Executive Officer, said: "This year has been testing on many fronts, predominantly from having to navigate the consequences of COVID-19. Despite this, we have also created an exciting new joint ven-

ture between Marston's Beer Company and Carlsberg UK during the period."

Greene King

In October, brewer and pub company Greene King announced 79 closures and 800 job losses.

A spokeswoman for Greene King said: "The continued tightening of the trading restrictions for pubs, which may last another six months, along with the changes to Government support was always going to make it a challenge to reopen some of our pubs. Therefore, we have made the difficult decision not to reopen 79 sites, including the 11 Loch Fyne restaurants we announced last week. Around one-third will be closed permanently and we hope to be able to reopen the others in the future.

"We are working hard with our teams to try and find them a role in another of our pubs wherever possible.

"We urgently need the Government to step in and provide tailored support to help the sector get through to the spring and prevent further pub closures and job losses."

The company said that its estimated financial support for its 975 tied tenants has reached more than £25m. Despite challenging times, the company reports that it received a record number of applications between mid-June and mid-August, with 254 people getting in touch wanting to run their own pub.

New design and glassware for Budweiser Budvar

Budweiser Budvar UK is raising the profile of its premium Czech beer range with a new on-trade support programme, including a distinctive brand refresh across tank, draught and packaged formats, alongside new POS that delivers Greetings From The Republic of Beer.

The on-trade programme builds on the striking new brand design which has been rolling out on Budvar bottles and cans since July. The new graphics will now also be seen on a brand new draught fount, t-bar badge and distinctive new tap handle. It will also feature on brewery-fresh tank beer served in selected outlets, and a range of POS including posters and bar runners.

Also being launched is a new premium branded glass that reflects the brand's roots in Czech beer hall culture. The glass is based on a design shown in a popular work by Czech painter and illustrator Joseph Lada, who also illustrated the classic Czech



anti-war novel "The Good Soldier Švejk". For the UK on-trade, a pint-marked version of the glass will be rolling out to selected Budweiser Budvar stockists during November and December.

The brand's overall new look takes its stylistic cues from the brewery's archive, dating back to its founding in 1895, with a classic colour palette inspired by the Czech flag. The statement OWNED BY THE CZECH REPUBLIC which frames the logo at the bottom of the bottles and cans, also appears on the draught badge and on Budvar's full-flavour 'Tankové Pivo' tank beer.

Supporting the new design is the positioning Greetings from the Republic of Beer. The message will form the basis of a programme of live sampling and experiential activity in 2021, which will see the new BudVan promotional vehicle visit a range of venues and events.

• www.budweiserbudvar.com/uk

Rum with a sense of Bajan fun



Cockspur Rum has launched RTD Cockspur Rum Punch, available in both 275ml and 1 litre bottle formats, designed to appeal to consumers who want a "great tasting, authentic and high quality rum punch made by one of the most recognisable brands in rum".

The emphasis is on trying to recreate a vibrant and authentic variation of the drink, which is able to "bring to life the fantastic Bajan warmth and sense of fun".

The company believes that, thanks to COVID-19, the popularity of the RTD bottle, due to its hygienic and 'no fuss' format, is set to increase still further: "We believe our punch delivers a true taste of Barbados here in the UK, bringing fun, sun and natural refreshment."

• www.cockspurrum.com



Channel 4 will show live free to air television coverage of The Autumn Nations Cup. The Cup is planned to replace the Autumn Rugby Internationals, disrupted by COVID-19. In addition to live matches, Channel 4 will broadcast highlights from all the rounds of the eight-team tournament after striking a deal with Amazon Prime Video.

Mobile hand wash stations

Mechline Developments has extended its line-up of BaSix hand wash stations with an all new range of space-saving, mobile, hands-free basins. The range facilitates hygienic handwashing in any location—even where water, waste and electric utilities are not available—and the completely portable 'X' model provides double the washes per litre of any comparable product on the market, says the company.



• www.mechline.com



Cocktails in a can

With the reopening of any bar demanding swift service, limited handling and a straightforward supply, canned cocktails could prove a useful ally. That's certainly the hope of Niche Cocktails, who inadvertently found themselves launching their new business just weeks before lockdown was enforced throughout the UK.

Having intended to focus its target at the hospitality

arena, Niche was quick to pivot its planning and develop an online shop, in order to sell its three canned products direct to the thirsty consumer. But with the on trade now welcoming customers again, Niche is directly appealing to hospitality businesses to add their brand to the drinks menu.

The range includes Blood Orange Old Fashioned, Manuka Honey Whisky Sour, Passion Fruit Daiquiri and Matcha Mojito.

• www.nichecocktails.co.uk

Artisan distillers driving alcohol-free spirits' growth



Sales of alcohol-free spirits are up 30% year-on-year according to Nielsen data, cementing Britain's place as the world's biggest producer and consumer of the booze-free drink.

Alcohol-free spirits are the British drinks sector's latest success story, with sales up 30% year on year, echoing the craft beer and gin booms of recent years, according to research by Bax Botanics. Retail sales reflect this, with consumers having spent £5.4million on 171,000 litres of alcohol-free spirits so far this year in supermarkets, according to data from Nielsen. Sales in 2019 hit £37million, a figure which is expected to hit £74million by 2024. Much of this growth has come from smaller, artisan distillers according to the report.

Sales of the overall 'No-to-low' category, including zero and low-alcohol beers, wines and spirits, are worth £188million, up 23% year on year.

Pictured: Rose and Chris Bax, Bax Botanics.



BT Sport discounts in place until 2021

Back in August, BT Sport announced that customers who recontracted would receive a 70% discount, with further discounts decreasing on a monthly basis until the end of year, when standard charges are to resume.

Bruce Cuthbert, director commercial customers, BT Sport said: "We recognise that when clubs re-open they will be operating within challenging restrictions whilst trying to reconnect with their members and communities.

"During this time we are committed to supporting our customers and helping them get back to business in a sustainable way. We hope that our approach, along with the free digital training we are offering to the industry, will help clubs make a strong recovery from the impact of COVID-19."

The broadcaster is also providing free Point of Sale for clubs to help them promote the football season. This includes creating personalised posters and social assets for clubs and club events and a Point of Sale Shop to buy extra items such as chalkboards, bar runners and staff T-shirts.

• <https://btsportclub.com>

Technology to the fore

Many hospitality businesses tend to rely on outdated marketing tools to stimulate repeat custom, such as easy-to-lose paper loyalty cards, says Tsewang Wangkang, co-founder and CEO of Embargo. Others may depend on online booking systems to capture customer data. The need for smarter solutions is glaringly obvious, he says. So could technology be the answer?



Tech-based loyalty solutions

Consumer behaviours have unquestionably changed in the wake of the coronavirus pandemic. Practices such as remote working, localised travel patterns and, of course, social distancing, have all become entrenched in our day-to-day lives. So, for hospitality businesses, this will mean going beyond the "business as usual" approach to adapt to this new breed of customers.

Encouragingly, we are seeing a gradual increase in the number of employers adapting tech-based solutions to build and strengthen their following. Indeed, smart solutions such as contactless loyalty apps are growing in prominence. For one, they can link up to a customer relationship management (CRM) system and actively register who enters the premises and when. Thus, staff are able to immediately identify, market to, and reward a loyal customer.

What's more, loyalty apps provide an excellent prompt for customers as well. Apps on mobile phones can offer pop-up reminders to users of the rewards they are entitled to during their next visit. This personalised approach provides an excellent incentive for consumers to re-visit venues, and over time this practice will gradually develop into customer loyalty.

The post-pandemic era will be a challenging time for many hospitality businesses, but it also presents an excellent opportunity to modernise their business strategies.

Embracing new technologies will enable organisations to build long-term solutions to longstanding issues, and help hospitality businesses to nurture their valuable loyal customers.

www.embargoapp.com

Digital ordering looks set to stay

New research shows that 80 percent of guests who have used digital ordering want to be able to continue ordering remotely even after COVID-19 guidelines change.

The research, commissioned by Flipdish, polled 516 UK respondents. Almost two-thirds of respondents (63%) said they are now more likely to visit a venue with a digital app and over half (55%) would actually miss ordering drinks via an app if it stopped.

The preference for digital ordering intensifies among younger demographics and women, with only 14% of 18 - 24 year-olds surveyed preferring queuing at the



bar and women half as likely to do the same compared to the men (24% versus 11% respectively).

• www.flipdish.com/gb

Monetising spare capacity

Clubs with spare capacity could monetise wasted space thanks to a newly launched scheme. Described as an Airbnb for Business, Occupyd aims to connect businesses and individuals searching for workspace with venues looking to monetise their extra capacity. Occupyd caters to a number of industries across the UK including hospitality and event spaces. Founder Callum McPherson says that his vision is to make physical space more accessible and less burdensome for businesses regardless of sector, size or location.

“A large number of organisations have been affected by the on-going pandemic, which has had a huge impact on their bottom-line. We’re driven to make life a little easier by facilitating relationships between businesses on the hunt for workspace, and

those that have extra capacity, so they can help each other out and continue to grow,” he said.

“We talk about the ‘hidden market’ – something which is already there, but people are unaware of. Monetising out-of-hours capacity, which would otherwise be empty, or renting out supplementary workspace could be a goldmine for some companies. Many of us are sitting on something valuable – we just don’t know it.”

Businesses signing up create a profile and field enquiries from interested parties. Occupyd handles the marketing and platform development.

Once ‘space owners’ reach a deal and accept a tenant, the money will be deposited into their bank account.

• www.occupyd.com/for-those-with-space/



Utopia has introduced three new toughened stacking ranges, designed to bring functionality to the bar without sacrificing style. The Highness is a feature tumbler in three popular sizes. Also available in three sizes is the Timeless Vintage with a classic cut glass effect. The Hill range is described as clean cut and refined, for ‘no fuss’ drinkers.

• www.utopia-tableware.com

Thatchers launches Rosé on draught



Fourth generation cider maker Thatchers has introduced its Thatchers Rosé on draught for the first time. The move follows consistently strong sales for the brand, which in its first year added over 1 million litres to the apple cider category and was recognised as the most successful apple cider launch of 2019. Since then, Thatchers Rosé has continued to strengthen its position in the off trade with a +246.6% growth in the last 12 months to August. (IRI MAT performance 52 w/e 15 Aug 20.)

• www.thatcherscider.co.uk

Grolsch Premium Pilsner returns

Grolsch Premium Pilsner returns to the UK market, now brewed back at its historic home in Enschede, The Netherlands. It has a new look and a new ABV, explains the brewer. It is now brewed as a 4% beer, answering the call for a product that delivers great refreshment at a slightly lower ABV, whilst retaining its distinctive depth of flavour. As well as drawing upon generations of Dutch brewing, Grolsch Premium Pilsner achieves this through its ‘double-brew’ process using two hop varieties blended with two types of Dutch malt, and Enschede’s original Dutch spring water source. It has been given a makeover for its return to the UK with a new visual identity which reflects both the brand’s long heritage and authentic Dutch provenance, as well as its iconic ‘swing-top’ bottle.

• www.uk.asahibeer.co.uk



NEWS IN BRIEF

The Spirit of Manchester

Manchester Gin’s distillery, The Spirit of Manchester, turned production over from gin to hand sanitiser to support the NHS Nightingale Hospital North West when it opened at the Manchester Central Convention Centre.

The 750-bed hospital, designed to help the NHS cope with COVID-19, struggled to source hand sanitiser amid a huge shortage across the country, so in true neighbourly fashion, Manchester Gin decided to dedicate its 1,000-litre copper still to producing the desperately needed sanitiser.

Ahead of the hospital’s opening, the distillery delivered 200 bottles of sanitiser with a further 1,200 planned for the same week.

Manchester Gin co-founders and Master Distillers, Seb Heeley and Jen Wiggins, have pledged to continue to support the NHS Nightingale North West through its lifespan and are encouraging other frontline businesses in the north west to reach out should they be in need of the essential product.

Seb Heeley said: “We’re grateful to be able to play a small part in the tremendous effort that’s being made to get the country through this.”

Doña Sofia’s CBD soft drink range

Start-up CBD brand, Doña Sofia, are launching their first CBD infused non-alcoholic soft drinks.

Doña Sofia is Gluten Free, Vegan, low calorie and all natural. The range includes Cola as a standalone drink or as a mixer, Tonic and Lemon & Lime Seltzer, ‘putting the sparkle in many a cocktail’, says the company.

The inclusion of CBD to these classic flavours is designed to bring ‘a restorative edge, while being considerably less expensive than other CBD infused non-alcoholic beverages on the market’, says the company.

Doña Sofia’s founders pioneered a new CBD infused spirit category, now followed up with this new range of CBD infused non-alcoholic soft drinks, ‘inspired by therapeutic effects of CBD’.

“We wanted to develop a product that met two objectives: great taste and affordability,” says Saf, co-founder of Doña Sofia. “We have done it again with our range of CBD infused soft drinks that use the highest quality ingredients to deliver a clean and refreshing taste at a reasonable price. In this current climate, people should not have to make a choice between quality and affordability.”

RRP £2.50 per can

• <https://jm-wholesale.co.uk>

Parr Conservative Club Refurbishes Lounge Area

The Parr Conservative Club has reopened following a refurbishment closure.

With work taking place during the enforced lockdown, the Club's Members were invited back to see the changes which have been made.

Prior to the lockdown the Club was well known for hosting snooker exhibitions with professionals including Steve Davis, Mark Allen and Cliff Thorburn among those to have appeared at the club in recent years.

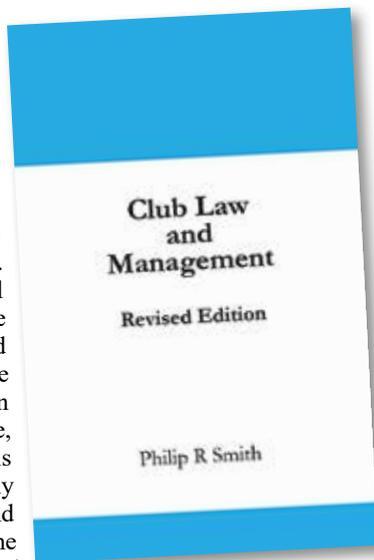
The Members reaction to the latest changes have been extremely positive although, as most Clubs, care was taken to be Covid compliant during the re-opening period.

The latest renovations at the Club cost £2,000 which is in addition to more than £40,000 which has been spent on the refurbishment of the Club over the past 18 months with two new bars at the Club along with improved toilet facilities.



ACC Announces New Book Launch

The ACC is pleased to announce the forthcoming launch of Club Law and Management: Revised Edition. Our original Club Law and Management was launched in 2008 and has served as a trusted aid for many Club Committees ever since. Whilst much of the original book was still current, there were parts which needed an update, particularly the employment legislation section. We have, nevertheless, taken this opportunity to completely overhaul the Club Law and Management book and the entire book has been updated along with plenty of new content included.



We are excited to start taking orders for the book and details of this will be included in the December Magazine. The original Club Law and Management book will therefore soon be retired and this book will sit alongside our recently published Club Law and Management: Questions and Answers. We hope that the collection of both books, each focusing on a specific area of Club Law guidance will prove invaluable for Club Committees for years to come.

Please check back in our December Magazine for ordering details along with a limited time special launch offer.



Rickmansworth Conservative Club Celebrates Refurbishment

Rickmansworth Conservative Club have recently completed a major transformation in order to improve facilities for existing members and attract new members.

The Club located in the centre of Rickmansworth prides itself in owning two match class Billiards tables used throughout the year. The recent design and transformation of Club was carried out by Thames Contracts

of London.

Alan Biddle Chairman of the Club said "I am delighted with the service and quality of the work which was completed on target and on time. The transformation includes new Bar counters in natural Oak and bespoke Wilton carpet throughout.

The Club welcomes any IA Ticket Holders to visit the Club if they are in the area.



New Club President Gagan Mohindra MP alongside Club Chairman Alan Biddle and Club Secretary Jerry Wilde.



Members enjoying the new bar area.

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Waterloo and Taunton Officially Opens New Bowling Pavilion

Waterloo and Taunton Conservative Club, Ashton-under-Lyne recently opened its brand new bowling pavilion.

Named after the crown green bowls captain and long standing member, Ken Winstanley. The official opening was conducted by members of the Association of Conservative Clubs, local Conservative Councillors, and the Club's committee team.

Club Chairman, Leon Tamcken, thanked members for attending and for supporting the Club with adhering to the government's coronavirus guidelines.

Charlie White, ACC Northwest Deputy Chairman had member in fits of laughter with his bowling green stories. Charlie praised how well the Club has performed especially given the restrictions in Greater Manchester due to a local coronavirus lockdown.



The Club's Committee alongside ACC Northwest Deputy Chairman Charlie White.



Unveiling the Plaque.

The new bowling pavilion ensures the Club's crown green bowlers have modern facilities and includes a kitchen and new toilets.

The day also included a bbq, live outdoor entertainment from Cat Holden, and a bowls match. The Club members raised £180.00 from a hamper raffle in aid of Willow Wood, local cancer hospice.

The ACC is sure all of the Club's Members will enjoy the new bowling facilities.



The Kenwinstaley Plaque.

Pages From The Past

In this month's Pages From The Past we go back to July 1935 where the ACC Magazine reported on the ACC Snooker Tournament which ended with Raynes Park Conservative Club retaining the trophy. Elsewhere the page asked the question of which Club had the longest service record for a Club Steward? The Regent Conservative Club in Salford thought they might have had the longest running Steward with service of, at the time, 49 years but with the ambition that he would make it to 50 years before retiring.

In a side article the Magazine made the point that the public can be trusted to behave separately after opening and serving hours were extended

and no problems were reported as a result of the extension of permitted trading hours. The extended hours were as a result of the nation celebrating Georges V's Silver Jubilee celebrations in the previous month of May. The actual Jubilee day was declared a public holiday and parties were held across London in the glorious sunshine, as well as up and down the country with fêtes, pageants and sports events. Later that day the King and Royal Family appeared on the balcony of Buckingham Palace to floods of cheers from the crowd below. Due to popular demand, the King even waved from the same balcony for a few consecutive days later in the week.



Entertainment provided by Cat Holden.

A.C.C. SNOOKER TOURNAMENT.

RAYNES PARK CONSERVATIVE CLUB RETAINS THE CHALLENGE TROPHY.

Raynes Park Conservative Club, which won the A.C.C. Billiards Tournament, scored a like triumph in the Snooker competition, vanquishing the same opponents, the Walthamstow Conservative Club. The final was played on the tables of Penge Constitutional Club, whose Committee extended a warm welcome, and splendid hospitality, to the two teams and their supporters.

The three games resulted as follows:—

RAYNES PARK CONSERVATIVE.		WALTHAMSTOW CONSERVATIVE.		
J. J. Ashley	113	v.	H. S. Renaut	211
E. Bedford	207	v.	A. E. Reynolds ..	116
R. Mann	157	v.	J. G. Chapman ..	101

Raynes Park, therefore, retained the championship and trophy by two games to one. For the losers, H. Renaut, with breaks of 33, 31 and 29, played an exceptionally brilliant game. E. Bedford (Raynes Park) was seen to great advantage with breaks of 33, 22 (twice) and 20. The third game was evenly contested until the last frame, R. Mann making some excellent strokes.

At the conclusion of the contest Mr. E. J. Moyle (Sec. A.C.C.) warmly congratulated the Raynes Park representatives on their dual success and expressed sympathy with a team of very gallant losers. On behalf of the A.C.C. he thanked the officials of the Penge Constitutional Club for lending their tables for the contest and for making arrangements which had given entire satisfaction to victors and vanquished alike.

The trophies, prizes and medals will be presented at the London meeting of the A.C.C. to be held at the Westminster Palace Rooms, on Friday, 5th July.

WHIST AND CRIBBAGE TOURNAMENTS.

Cribbage.—Norfolk House Constitutional, Peckham, beat Enfield Constitutional (11-8).

Whist.—Enfield Constitutional beat West Newington (11-10) in the final after an exciting match. At one time West Newington was leading 10-6, but Enfield drew level. The score in the concluding game was 4 all and Enfield then emerged victorious.

DEATH OF A FAMOUS CUEIST.

Described as "one of the best amateur billiard players that ever struck a ball," Mr. A. W. T. Good, four times Amateur Champion of Great Britain, who had lived in Watford since childhood, died at his home last month following a serious operation.

Mr. Good, who was 58, was never happier than when playing in a match or giving an exhibition in the cause of charity. By his efforts large sums have been raised for hospital funds and other good causes. During the past three years he had taken charge of the billiards section of Oxhey Conservative Club, whose Chairman and Secretary represented it at the funeral.

"The Party as a whole would be well advised more frequently to take the members of Conservative Clubs into consultation, as they represent an important, and democratic, section of the electorate who frequently hold pronounced, and useful, opinions concerning which their advice and co-operation are exceedingly valuable."—*Home and Politics in East Devon.*

THE PUBLIC CAN BE TRUSTED.

EXTENDED HOURS LEAD TO NO ABUSE.

As reported in last month's "C.C.G.," the Home Secretary, in answer to a question in the House of Commons, stated that the number of persons arrested for being drunk and disorderly in the whole of the County of London in Jubilee week was only 167. This total was *less than usual*. The weekly average, according to the latest official statistics, is 183.

The normal population of the County of London is about 4,400,000 but during Jubilee week it was swollen by thousands of visitors from the country and abroad. Moreover, it was a time of excitement and rejoicing. The simple fact is that, though the permitted hours were liberally extended, there was no abuse of the privilege either in London or outside the Metropolitan Area—an argument which can usefully be employed when applications for extensions are made at the next Brewster Sessions.

CLUB STEWARDS: LONG SERVICE RECORD.

Which Steward has the longest uninterrupted record of service with the same Conservative Club? The question is prompted by an interesting communication received from the Secretary of the Regent Conservative Club, Salford, who points out that Mr. W. Colley, its Steward, took over his duties in July, 1886, and, consequently, will complete 49 years' service this month. Mr. Colley will be 74 in October and it is both his ambition and the Club's that before retirement he may complete his golden jubilee as Steward.



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