

CONSERVATIVE CLUBS MAGAZINE



July 2021 75p



Waterloo and Taunton Supports Tree Planting Initiative

ACC Annual General Meeting Report

Lockdown Latest

Message From The Chief Executive

*CONSERVATIVE
CLUBS
MAGAZINE*



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As reported in this month's Club Law and Management, the initial earliest date for ending the coronavirus restrictions has been put back until at least July 19th. We have every confidence that this date will come to pass but please keep checking the ACC's website and sign up to our email news list for further updates during the course of the month.

Readers will also see on page 14 a new feature for the magazine—Club Law and Management Spotlight. There has always been debate within the ACC over how much Club Law and Management should focus on news, legislation changes and general updates verses how much of it should be focused on the 'nuts and bolts' of Club Management. Our approach has tended to favour the latest news updates which are important for Club Officers to be made aware of but we can underestimate the 'churn' within Club Officers and Committees and, as such, it is important to ensure we are regularly publishing standard good practice which is relative to all clubs. For example, there is a temptation to

conclude that because we published a feature on 'Club Advertising and Membership Recruitment' in September 2017, that readers would not appreciate it if we were to repeat this information even though membership recruitment is crucial to every successful club. Hence, our new feature will place the spotlight on timeless Club Management information which we hope will assist everyone from newly elected Committee Members to Club Secretaries who have decades of knowledge. I hope readers will appreciate this new section which, as you may have guessed, will feature how clubs can legally advertise together with advice to assist with membership recruitment.

Elsewhere in this month's magazine is the report from the ACC's Virtual 2021 AGM which we hope will be returning to a physical venue and format in 2022.

I sincerely hope that next month's magazine will be reporting on clubs welcome back their members without the rule of six and the requirement of table service.

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CLUB LAW AND MANAGEMENT

June Covid Relaxations Delayed, Restrictions Eased for Some Events

Clubs will have already heard the announcement made on Monday that the final stage of relaxations for Covid rules in England has been postponed until 19th July.

On a day to day basis this means nothing will change until at least the 19th July. Rule of 30 outside, Rule of 6 inside and table service (both inside and outside) are all still required and customers must wear a mask when moving around the Club.

There were some updates for Clubs which host Wedding Receptions and Wakes (WRAWs). There has been a lot of information published, both informed and early speculation, in the past 24 hours so the information below contains our current conclusions as of Wednesday 16th June. We are still awaiting some final legislation to be published/amended which could slightly affect the rules below.

Essentially, the relaxations of restrictions below apply to both WRAWs although some will clearly be more applicable to one than another.

Firstly, Covid Secure Venues can now host WRAWs which consist of more than 30 people. The maximum number of people will be determined by the size of the venue and the ability to social distance. A Covid Secure Venue is any venue which has completed the following:

Complete a COVID specific risk assessment.

Implement measures that help to enforce social distancing.

Implement a regular and thorough cleaning/sanitising schedule.

Implement Test and Trace for all users (including staff).

Communicate their plans and measures to their users.

This page has a sample risk assessment which Clubs may wish to consult in respect of WRAWs: [https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-](https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-you-can-and-cannot-do)

[you-can-and-cannot-do](https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-you-can-and-cannot-do)

Once the Club is Covid Secure the following changes apply to WRAWs.

The Rule of Six does not apply. It is encouraged but tables consisting of more than six persons are legal and can be utilised.

Table Service is still required for all drinks and food – both for ordering and serving. Clubs must take “all reasonable steps” to ensure people remain seated whilst consuming food and drink. There is currently no formal definition of ‘all reasonable steps’; we would conclude that at the very least this will involve asking people to return to their seats if they move whilst drinking or eating.

Stand up drinks receptions are not permitted. All drinks must be consumed at a person’s table. It is permitted, at a person’s own discretion, to stand and speak to others if they are not eating and drinking at the time. Face coverings must be worn whilst a person is away from their table inside a venue. This is the guidance which has been issued in respect of people who wish to stand and speak to other people during a WRAW:

Guidance on meeting family and friends has been updated, with a greater emphasis on personal responsibility. Friends and family therefore may choose not to socially distance based on their understanding of the risks this involves. However, venue managers and organisers should consider how to enable social distancing between attendees, so that those who wish to maintain social distancing are able to.

This extract is taken from this page which also has other useful information: [https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-](https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-you-can-and-cannot-do)

[you-can-and-cannot-do](https://www.gov.uk/guidance/coronavirus-covid-19-wedding-and-civil-partnership-ceremonies-receptions-and-celebrations#summary-of-what-you-can-and-cannot-do)

Dancing on a designated dancefloor inside is not permitted and music played in order to encourage dancing inside is not permitted. Dancing outside is strongly advised against. This is one area where we are awaiting updated guidance. It is possible that dancing around a person’s table could be technically allowable but we expect the updated legislation to simply prohibit inside dancing whilst discouraging outside dancing. In any event, we suggest that Clubs keep the rules simple so all guests understand them – Dancing inside is not permitted under any circumstances. Dancing outside is permissible albeit advised against by the Government.

The exception to inside dancing is a couple’s first dance which is permitted. Customers singing inside a venue is advised against but professional acts such as bands are permitted to play.

Activities such as cake cutting and the playing of typical games are permitted. This is how the guidance describes these actions:

Any other activities at a reception, including those that involve or are watched by

attendees (such as cake cutting and the playing of games) can take place. In line with the updated advice on personal contact between family and friends, guests should exercise caution by minimising how many people they are in close contact with, and for how long, remembering that some people are more vulnerable than others.

Clubs are advised to place hand sanitiser on each table during the event.

Clearly WRAWs taking place during the period June 21st – July 19th will not be typical events. However, it is now possible to open these events up to more than 30 people which is a positive step but Clubs must remember to take seriously the rules described above. Table service is required, food and drink must be consumed at a table, dancing inside is not permitted and customers should be aware of their proximity to others at all times. If an event can be held according to these rules then it can go ahead and we hope all participants enjoy the event. If an event cannot go ahead in compliance with the above rules we suggest it is postponed to a later date.

Creventa Table Ordering App Solution

The Creventa system allows Club members to browse the menu then order and pay from a mobile quickly. It removes frustration as there’s no need to wait to order.

There are several Order & Pay systems around, but the Creventa focuses on customer experience and simplicity. Table App Ordering could be a game-changer for businesses; with almost all guests ordering from mobile phones, Clubs will need fewer members of staff to deliver the fast, reliable service Members expect.

There’s no app to download or hoops to jump through. You

can see for yourself how it works at www.creventa.com - or just hover over the QR code with the camera on your mobile to get started.



Preparing for an Annual General Meeting – Part 2

Following on from last month's information, we are publishing further information below which should assist Clubs in preparing for their Summer AGMs.

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 seconds 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 We have an employee who has refused to return to work following the ending of their furlough. What should we do?

A The furlough scheme is operated by the employer. The employer decides when an employee is put on furlough and when an employee is taken off furlough (and returns to work).

In a situation where an employee is taken off furlough but refuses to return to work then usually a conversation takes place with the employee to establish why. The refusal to return to work essentially starts a disciplinary procedure as the employee has refused to work.

If the employee has health conditions which make it too risky to return to work then consideration could be given to keeping them on the furlough scheme but this is only a short term solution as the furlough scheme is scheduled to wind down over the next few months.

Depending on the outcome of the meeting with the employee, it is perfectly plausible that an agreement is made between the employer and employee that they will be moved to unpaid leave and that they will then return to work in the future should they wish to. This would most likely occur if the Committee

conclude it is safe for the employee to return to work but they still choose not to. The Committee may or may not provide a specific timeframe for how long the position will be kept open for the employee to return to work. If the agreement is to move the employee onto unpaid leave then this should be confirmed and agreed by the employee. If the employee has any holiday pay to use this can also be used at this time.

Q We have received a high bill from PRS due to the use of our TV. Is it right that they can charge us for having the sound on the TV on?

A Yes, music and sounds which are emitted from the TV do need a PRS licence and this applies to music used in sports broadcasts and adverts so it is difficult to avoid unless the TV is kept muted (which would mean a PRS licence is not required).

It is also worth checking that you are on the MEMBERS' CLUBS TARIFF 'JMC' and therefore are paying the correct amount in any event.

Q We wish to have an entertainer sing at the Club. Is this currently permitted?

A Our understanding is that music is permitted as

long as it is not to encourage dancing.

Therefore, as long as everyone is clear that dancing is not permitted and the music is just to be listened to then there should not be any problems with this singer performing.

Please ensure everyone sticks to Rule of Six and table service is used at all times.

Q We have an employee who is currently receiving cancer treatment and cannot work. Can we keep them on furlough or must we move them to SSP?

A You are able to keep this employee on the furlough scheme until it ends. Once it ends, if the employee is still unwell and cannot return to work then they will be moved to SSP and the Committee can consider the longer term issues involved with this employee's possible return to work.

Q How should bar price increases be agreed. It is for the Club Officers or the Club's Committee to determine?

A There is no set procedure for deciding price increases. Some Clubs will determine this in Committee

Meetings, others will delegate to a Bar- Sub Committee or specific Officers whilst some Clubs will task the Steward or Bar Manager with deciding the prices of bar stock.

If a precedent has not been established, I suggest that you place this issue as an agenda item for the next Committee Meeting so the Committee can determine in future who has authorisation to alter prices. The Committee can, at this time, also consider the Club's general pricing policy.

Q We wish to hold a Club BBQ outside followed by a background disco within the Club. Is this permitted and what are the rules?

A For the outside component of the day, groups of up to 30 can be accommodated. When inside it is groups of 6.

For both outside and inside table service remains in force for food and drinks. This means that customers must be seated and then must order their food and drinks from their table. Customers must remain seated whilst eating and drinking and should wear a mask whilst moving around inside the Club.

Music is permitted both indoors and outdoors but dancing is not permitted.

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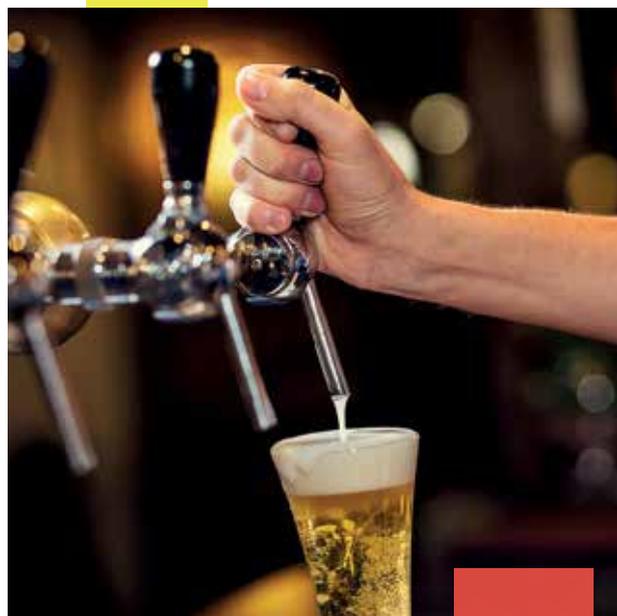
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Waterloo and Taunton Supports Tree Planting Initiative



Club Chairman Leon Tamcken with the donated specimens.

The Waterloo and Taunton Conservative Club, Ashton-under-Lyne, is supporting 'The Queens Green Canopy', a UK-wide tree planting initiative to mark Her Majesty's Platinum Jubilee in 2022.

Two specimens have been donated to 'the club' by Committee Member, Bill Garside and have been planted around the crown green by the gardening team.

Prince Charles is encouraging people to "plant a tree for the jubilee. In other words, a 'tree-bilee'"

Taking part in the scheme, hosted by climate charity Cool Earth, could range from individuals planting trees in their own gardens to the creation of platinum jubilee copses on council land or avenues in cities or housing developments.

Additionally this month, The Club has raised a fantastic £175.00 for Men's mental health charity, Mentell. Members of the club Committee Team organised a Charity Car Wash that took place on Father's Day.

Mentell provides circles for men aged 18+ to talk in a safe and confidential space, free from advice and judgement. Leon Tamcken, Club Chairman, said "men's health sometimes goes under the radar, and has been especially effected by the covid lockdown. The idea of the car wash was to raise awareness. A huge thank you to all the volunteers".

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Industry Insights

Industry Insights aims to provide a whirlwind tour of who's doing what in the club sector, from latest launches and new products to business acquisitions and market research into the hospitality sector at large.

Role of tech in reviving the hospitality high street

Indoor hospitality failed to attract town centre footfall during May's reopening, with QR codes and too-basic menus topping the bill as consumers' biggest annoyances, according to latest reports from Ubamarket Ltd. Founder Will Broome reports.

The reopening of indoor hospitality on May 17 failed to reignite footfall returning to town centres, with the gap between footfall in May 2021 and the same period in 2019, widening from 25.3% to 26.8% as the month went on.

KPMG analysis has suggested that the culture of browsing around shops and town centres has reduced, which in turn means that the hospitality sector still needs to find solutions that will entice customers that remain reticent about returning to town centres.

Research from card payment company Dojo has shown that as a result of the pandemic, 95% of hospitality venues in the UK are seeking to implement technology into their venues. Catalysed by the events of the last 12 months, hospitality technology has gone from a niche product to a necessity.

Whilst solutions have been heralded as a vehicle to allow guests back into their favourite venues, national research from Ubamarket LTD, creators of hospitality tech app, NOMM - New Order Magic Menu - has shown there are a number of teething issues experienced by guests.

The greatest 'pet peeve' of British consumers is the inefficiencies of technology implemented at hospitality venues, with 44% of those who had visited a licensed venue in the last 72 hours finding the avail-

able apps and QR codes as a source of frustration where the whole menu was not provided. Further to this, 32% agreed that ordering from QR codes in venues was too unreliable.

Within the study, over 4 million Brits have been prevented from ordering meals due to a lack of detail in listing all ingredients present.

Time and safety remain deeply important, with crowded venues still the greatest concern for over 22 million patrons.

In a market that matured almost overnight, every food & beverage-based establishment now needs a sophisticated digital menu to facilitate a fully integrated end-to-end 'order and pay' solution, according to Will Broome, founder of Ubamarket Ltd.

"Venues and technology providers have responded quickly by pivoting and creating an array of apps. However, as pinpointed in our research, there have undoubtedly been some frustrations that have surfaced," he said.

"Now that indoor hospitality has reopened, our research has shown that of course, there will be a sense of trepidation as we return back to normality, but through NOMM, we are providing applications that will bring reassurances and comfort to customers and retailers alike."

• <https://ubamarket.com>



Key Statistics from national research

- 44% of Brits (9,995,000) agreed that they have found it frustrating that apps and QR codes at hospitality venues do not show the entire menu
- 32% agreed (6,495,000) that since returning to hospitality venues, they have found ordering from QR codes too unreliable
- 17% of Brits (4,192,000) found that whilst dining, they were put off ordering particular meals because the digital menu did not state all the ingredients in the dish
- 43% of Brits have said that when headed back to indoor dining, they do not want to wait more than five minutes for their server to take their order
- 60% of Brits (22,803,000) have agreed that their biggest concern regarding to returning to indoor hospitality is having to be in a crowded queue for the bar

New gins created to celebrate World Gin Day

Yorkshire-based Otterbeck Distillery launched two celebratory new gins to coincide with last month's World Gin Day on June 12.

Sir Captain Tom's Limited Edition Barrel Aged Gin was produced to celebrate his achievements during the pandemic, with all profits donated to the Captain Tom Foundation.

Sir Captain Tom and the Distillery founders were family friends, after



meeting on the set of a documentary about their shared love of motorcycles.

The second new gin is a Strawberry and

Pink Peppercorn Cotton Gin, a collaboration with strawberry producer 'Annabel's Deliciously British', also based in Yorkshire.

This premium small-batch gin is distilled at Otterbeck Distillery from botanicals including Yorkshire Watercress, English Coriander, hand-foraged local spruce, rowan berries, nettle leaves and mint.

• www.otterbeckdistillery.co.uk

Employees a challenge for hospitality reopenings

Half of employers in the hospitality sector believe that they lack enough trained or experienced staff to fully reopen, according to a report from workforce management specialist Bizimply.

The *Reopening Expectations and Challenges* survey of employers confirms that many operators are struggling to find sufficient competent staff. The findings tally with the views of trade body UKHospitality, which has flagged up the challenge in terms of both the total number of available employees, after many EU citizens left the UK to return to their home countries, as well as skills shortages in specific areas.

The survey shows that the vast majority of operators, more than 90%, also expect some labour-intensive COVID prevention measures, such as table-only service and social distancing, to continue beyond the full reopening date, now set at 19 July in England and Scotland.

In addition, hospitality businesses are showing an

increased reluctance to 'police' customers' COVID status on behalf of authorities. Only 25% of businesses said they would welcome a proof-of-vaccine or vaccine passport scheme, compared to 53% who said they supported a scheme pre-opening, in a February Bizimply survey.

Bizimply CEO Conor Shaw says: "Our survey shows that the scale of the employment challenge facing the UK hospitality sector shouldn't be underestimated. Most customers have been in a forgiving mood in the early weeks of reopening, but they won't accept poor or slow service for too long.

"Equally, the realities of day-to-day trading with COVID measures in place has clearly hardened operators against the idea of a proof-of-vaccine scheme. The number who do not want to be required to check customers' vaccine status has increased significantly since hospitality reopened."

• www.bizimply.com

BBG secures exclusive distribution of Mahou

Budweiser Brewing Group UK&I will be responsible for Mahou Cinco Estrellas in the UK, the flagship brand of Mahou, Spain's #1 beer in both the on and off-trade.

President Paula Lindenberg, said: "Through our new partnership with Mahou, we're excited to offer a truly authentic and super premium Spanish World Beer to our customers, bolstering our portfolio to provide the strongest brands to best fit evolving consumer trends."

• www.ab-inbev.com



New beer launches using grass seed from Wembley stadium

New beer Wemberly IPA is brewed by England supporters group Block 109, in partnership with Portobello Brewery. The beer is being sold to raise money for community grassroots football causes and is made using the same rye grass seeds as used for the hallowed turf at Wembley.

Kunal Sapat, Founder of Block 109, said: "We set up Block 109 in 2018 to create an inclusive fan group to give Wembley an atmospheric identity. In three years, we've grown exponentially and raised thousands of pounds for charity, but we're hoping this project can be our biggest yet and help support the heartbeat of our national game, grassroots football."

Causes include Grassroots For Good, a community network started by Hackney Wick FC, that champions the work of socially conscious amateur football clubs tackling inequality and lack of investment.

Brian Akintokun, Community Development Director at Grassroots for Good, said: "We want the grassroots game to inspire more people to get involved with their local communities, and showcase the real value of the grassroots game to communities, as currently many clubs are struggling to survive and pitches are becoming unaffordable to vulnerable groups."

• www.Block109.co.uk

Can it really be Guinness?

Guinness has launched Guinness MicroDraught, a 'keg so small, it comes in a can'.

While the Guinness used is brewed in exactly the same way, instead of kegging it in traditional, larger kegs for use in a standard bar set-up, the beer is delivered in unique cans, which are slotted into the Guinness MicroDraught unit and poured for a classic, consistent Guinness, says the company.



The pioneering dispense technology, the biggest for the brand since the development of the 'widget' in 1988, is a solution to pour Guinness in new places and new spaces where previously it would be impossible to serve on tap due to the lack of keg system, beer lines and cooling system complexities.

According to the company, the secret to the launch is the patent-pending double coaxial piercing of the can. It uses an air pump – as opposed to the gas cylinder used in the traditional system – to push the liquid out of the can and through the standard Guinness Draught spout.

To see Guinness MicroDraught in action via a short You Tube VT, scan this QR code.

• www.diageo.com



TikTok hastags lead to Top 10 cocktail rankings

With TikTok reporting 1.9 billion hashtags for 'cocktails' alone, Brewsmartly.com trawled through the social media giant to find the most popular cocktails.

In at number 1 is the Margarita with 361 million hashtags. The classic Margarita contains Tequila, lime juice and Triple Sec. However, a variety of modern takes on the original recipe emerged on the social media platform, such as the spicy margarita which incorporates Jalapeño simple syrup.

Jungle Juice, with 232.3 million hashtags, comes in at second place, a modern cocktail with elements including punnets of fruit, candied sweets, fruit punch mixes and an alcohol base such as Vodka or Gin.

The iconic Mojito with 218.1 million hashtags hit third spot. The classic cocktail is made with a white rum base, lime juice, soda water and mint leaves.

• www.Brewsmartly.com

Warning issued over safety of vulnerable customers

Licensed premises should ensure that staff are fully trained to support vulnerable customers, advises voluntary organisation National Pubwatch. Failure to do so could result in losing the venue's reputation as a safe and secure venue in which to socialise.

National Pubwatch is urging licensees to educate staff to recognise and act when there may be any incidents that may put vulnerable customers at risk. It has launched a training film, *Supporting Vulnerable People*, which takes frontline staff through various scenarios on how to ensure the safety of customers.

Established in 1997, the organisation's goal is to achieve a safer drinking environment in all licensed premises throughout the UK.

Chairman Steve Baker, OBE, said: "Frontline staff need to be able to identify any potential incidents as well as recognise the unintended consequences of their own actions. The best way to manage vulnerability is to ensure you have equipped your team with the guidance and skills to effectively deal with people before they become an issue."



Emma McClarkin, Chief Executive of the British Beer & Pub Association, said: "This has been a challenging year for our sector, but as we begin to reopen and recover it is an opportunity to upskill.

"This training film from National Pubwatch is a great resource to help staff and licensees recognise

Advice on handling incidents

- Evaluate the situation
- Identify any signs of danger, including aggression and drunkenness
- Assess who is the best person to help in the circumstances
- Work with the vulnerable person to find a solution
- Treat each person as an individual and do not make snap judgments

situations where they may need to protect any customers that may be at risk."

• Use this QR code to watch the film or view it at this link:



www.youtube.com/watch?v=Qq54k2TUZIM

Brora 'Ghost' distillery reawakens after 38 years

Diageo has reopened its Brora distillery, signalling confidence in the future growth of the scotch category. The Sutherland-based distillery in Scotland closed in 1983 during one of the most challenging periods for the industry.

A painstaking three-year restoration project, part of a £35 million investment programme, will also see the lost distillery of Port Ellen on Islay brought back into production.

The 202-year-old Brora stillhouse was taken down and rebuilt stone-by-stone exactly as it was when new in 1819 (although it is now carbon neutral and entirely powered by on-site renewable energy).

The original two classic copper pot stills were refurbished and Brora Master Distiller Stewart Bowman, whose father was the last exciseman at the distillery, officially marked the launch by opening the gates and filling the first cask of Brora spirit in more than 38 years.

Stewart said: "In 1983, my father wrote in an old distillery ledger 'Commencement of Brora Distillery silent season (undetermined period)'. Growing up in the village we often wondered whether Brora would ever return, but today we filled the first cask. It is with great pride that I can now say to my father, the Brora community, and all the 'old hands' that worked at Brora and helped to craft a legendary whisky, that the stills are alive and we are making Brora spirit once again."

One of Diageo's smallest distilleries, Brora can produce 800,000 litres of spirit each year, and will welcome visitors in small numbers on a by-appointment basis.

• www.malts.com/en-gb/distilleries/brora



Carlsberg highlights partnership with WWF



Carlsberg's year-long partnership with WWF in the UK became 'front and centre' for the brand through its advertisements *The Seal* and *The Turtle*, designed to reflect the beer brand's commitment to developing a better tomorrow for the planet.

The Turtle highlights an ocean polluted with plastic rings. A voice over explains how each Carlsberg Snap Pack removes plastic rings, minimises the use of secondary packaging (and therefore CO2 emissions) ultimately protecting ocean wildlife.

The Seal dramatises Carlsberg's contribution to planting seagrass along the UK coastline, helping to reverse a century of damage that has seen 90% of the UK's seagrass meadows lost. Seagrass plays a vital role in maintaining healthy seas for wildlife, says the company, and is an ally in the fight against climate change. It absorbs carbon 35 times faster than a rainforest.

An on-pack promotion follows later in the year, with Carlsberg donating 50p from the sale of special edition packs of Carlsberg as well as donations per pint served on-premise. The donations will go to WWF to support the seagrass restoration project.

UK Director of Marketing at Carlsberg, Emma Sherwood-Smith, said: "As a purpose-led brand, Carlsberg has led the sustainability charge in recent years, from introducing our plastic-reducing Snap Pack innovation to developing the world's first paper beer bottle. Now, in collaboration with WWF, we are bringing the choice to our consumers by inspiring them to do their bit for the planet – simply by choosing our beer."

• www.carlsbergmarstons.co.uk

Frying tonight? Test out chip combo recipes from Aviko

The British staple, fish and chips – could there be a more iconic duo? But what about banoffee and chips? Or ice cream and chips? How about Peanut Butter and Chips? Don't knock it 'til you've tried it, says potato specialist Aviko.

Royal Chips (pictured right) – SuperCrunch Thick Cut Chips topped with caviar, capers, prosciutto crème fraiche and pickled shallots. Chips can be sophisticated too apparently.

Bonkers Banoffee Biscoff Bake – A classic combination of sweet and savoury, this bake is SuperCrunch Thick Cut Chips baked in brown sugar until golden and topped with Biscoff spread, banana, whipped cream, crushed biscuits, chocolate shavings and cocoa powder.

Bake 'n' Shake – Using Aviko's new SuperCrunch Skin-On Chips, fry until golden, pop in a bag, add seasoning combinations and get shaking. Suggested flavour combinations include: Cumin, Turmeric & Salt; Crushed Oreos, Cocoa, Chilli & Salt; Crushed Biscoff, Sugar & Cinnamon; Chai Tea, Sugar & Orange Zest and Sumac, Lemon Zest & Parmesan.

Chipsits – SuperCrunch Chips are part baked and then rolled in crushed Wotsits before finishing in the



oven for the classic cheesy flavour.

Condimental – If Mayo and Ketchup just aren't cutting it anymore as a dipping option, then it's time to take the condiment game to the next level. Think Sweet Strawberry Jam Ketchup, Spicy Raspberry Sriracha, Peanut Butter Pickle Dip or Espresso BBQ Sauce, says Aviko.

No Haters Taters – Love it or hate it, how about SuperCrunch Skinny Skin-On Fries cooked in sticky Marmite and sweet maple syrup, loaded with crispy bacon bits and crunchy toasted pecans?

• **More suggestions available from Aviko at www.aviko.co.uk/news/crazy-fries-recipes**

Scanatize drags entry technology kicking and singing into 2021

Staff at the 2021 Glyndebourne season and Brighton & Hove Albion Football Club's Amex Stadium are amongst those now protected by contactless 3D recognition and scanning technology, Scanatize.

Temperature are taken by a thermal camera and, in specific areas, facial recognition software can ensure that only bona fide visitors gain access.

The contactless, thermal entry system comes in a slimline panel tablet and is compatible with most existing gateway systems, using data cards or key fobs, to ensure that those entering the building are not running a temperature.

Its GDPR-compliant data capture and reporting facility can be downloaded and used as part of a track-and-trace operation.

It has options for 3D facial recognition and two-way audio, as well as a QR code reader, and is also able to detect whether a compulsory facemask or hard-hat is being worn, with an audible alarm if an individual fails to comply with required safety protocols.

It can be used as a standalone device or as part of a network if there are several entry points. It can also generate revenue with the capability of over-branding and a rotating advertising mode when in standby.



Scanafy director Colin Cook said: "Not only does Scanatize prevent access to those with a high temperature, it can clearly be seen performing its role, which is a confidence boost to anybody entering the premises, be they visitor or employee."

• **View a short VT at <https://www.youtube.com/watch?v=z7oizoAS4B4bit.ly/Scanafy> or use this QR code.**
• **Scanafy.com**



VIEWPOINT

UK TRADE DEAL GOOD NEWS FOR CLUBS AND HOSPITALITY SECTOR

UK wine and spirit businesses are celebrating June 17's free trade agreement (FTA) with Australia, which will reduce the cost for both exporters and importers, meaning greater choice for UK consumers.

In 2020, the UK exported £27m-worth of British gin to Australia, and UK distillers are expecting to see those exports continue to grow, with an agreement likely to remove the 5% tariff Australia levies on the spirit.

The FTA should also see tariffs removed on wine imports from Australia. With 80% of Australian wine arriving in bulk, the trade supports a huge industry in the UK, from bottling plants and logistics networks to marketing and promotion services. Removing the tariffs and cutting unnecessary regulatory barriers will support a wide range of jobs across the UK's wine industry.

"The benefits of a tariff-free, quota-free UK-Australia trade deal are great news for British producers exporting English wine and spirits to Australia. It's also good news for importers as it will enhance the UK as a global hub for wine trading, and will ultimately benefit UK consumers too," said Miles Beale, Chief Executive of the Wine and Spirit Trade Association. "We hope further free trade deals with other countries are hot on its heels."

As we went to press, International Trade Secretary Liz Truss had struck an historic deal with the US surrounding the 17-year Airbus-Boeing dispute in a major win for industries such as Scotch whisky, and the fifth round of trade talks with New Zealand were also underway.

• **www.gov.uk/government/news**

KEEPING THE SPARKLE IN SPARKLING WINES

The new Coravin Sparkling™ Wine Preservation System is designed to preserve the crisp flavour and effervescence of sparkling wines for two weeks, ensuring that the last glass will taste as good as the first.

The patent-pending Sparkling Stopper adjusts to fit any standard or magnum bottle and locks securely in place. Proprietary Capsules are filled with CO2 to preserve the flavour and bubbles, with each capsule preserving up to seven standard 750ml bottles.

• For a short demonstration VT use this QR code.

• **www.coravin.com/sparkling**



Chairman's Report on the work of the Association

The Chairman, The Rt Hon Alistair Burt, welcomed representatives to the 127th Annual General Meeting of the Association of Conservative Clubs, which was being held virtually due to Covid-19 restrictions. The Chairman thanked Bill Newall for his many years of service as Chairman of the Northern Area Conservative Clubs. The Chairman also paid tribute to the memories of those who had passed away since the last Annual General Meeting and in particular to Kathleen Hudson and Brian Binley.

The Chairman said it was a pleasure to report on the work of the Association of Conservative Clubs in his sixth year in office and to follow a financial report which showed the ACC strengthening its financial position and investing in the continuation of Conservative,

Constitutional and Unionist Clubs. The ACC had not returned a deficit since 1994, the centenary year.

The recent by-election and local government results had shown that Conservative support was making huge progress in areas which in the past had been challenging to the point of being almost non-existent; areas where incidentally Conservative Clubs had been flying the flag for over one hundred years. The Chairman said that the new 'blue wall' was built on a foundation of several hundred ACC affiliated clubs, along with party volunteers who had never once lost faith or loyalty. It was therefore right that we congratulated our Prime Minister and all those hard working candidates and volunteers who had made these results possible.

As previously reported, over

100 Constituency Associations had their offices and campaign centres in Conservative Clubs and now many of those Constituencies had Conservative MP's, Conservative Mayors and Conservative Councillors for the first time. The ACC continued to see this a positive way in which to bring different sections of the Conservative family together.

Over the past fifteen months, the ACC had been actively advising clubs on; Furlough Schemes, Rule of Six, Table Service, Household Bubbles, Substantial Food Offerings, Eat Out to Help Out, Test and Trace, VAT reductions, Re-opening Grants, Protecting our NHS and of course, 'Hands, Face and Space'. It now seemed more likely that the year ahead would involve new challenges of getting back on course and providing

confidence in a different world of how people would socialise.

The Chairman placed on record his grateful thanks to all ACC Officers and Council Members for keeping the 'ship steady' and importantly keeping club businesses ready to welcome back members and guests. In 2020 the usual circuit of Weekend Conferences, Area Meetings and social events were unable to take place but he hoped these important occasions within the ACC Calendar would be held again as soon as it was safe to do so. The Chairman thanked the ACC's national suppliers and recommended companies; Dransfields, 'Club Insure' and K&M refurbishment. He also thanked all the ACC staff for their continued loyalty and commitment to the Association of Conservative Clubs.

Statement of Accounts for the Year Ended 31st December 2020

Mr Davies had pleasure in reporting that the income and expenditure account for the year ended 31st December 2020 shows a surplus of £1.5 million.

During the year £1.2 million of new loans had been made to member clubs and £1.1 million of loans had been repaid. Interest on club loans fell by 43% as a result of the ACC providing Covid related relief to member clubs. The total loan balance at the year-end stood at just over £4.95 million. Mr Davies said this a positive measure demonstrating that assistance was available to clubs when needed.

The Accounts also showed rental income from the sale and leaseback of Club properties. The amount of rent recorded for 2020 fell by 17.5% to just over £1.1 million as a result of clubs requesting rent holidays due to closure. The equivalent figure for 2019 was just under £1.35 million. Income from this source which usually increased significantly on a year on year basis had fallen for the first time, but again demonstrated that the ACC provided both service and support for all clubs whenever and wherever possible. The ACC Club Development Fund 'A' showed an anticipated small surplus for the year. The 'B' Fund showed a deficit but was used to

cover legal expenses involved with Trusteeships and was therefore expected to be loss making.

Income from the sale of IA Tickets reduced by some £5,500 but this was not a surprise due to lockdown. Sales for the current year were also down but had in the last month picked up significantly. Commission income showed a reduction of some £20,000 compared with 2019's figure and again this was due to some suppliers not being able to trade due to lockdown closures. The accounts also showed a deficit on the magazine of £1,700 compared with a deficit for the previous year of £14,600. The Magazine remained an important communication link between Clubs and the ACC and was a widely read publication. Production of the magazine continued throughout the lockdown period.

The year end result showed that the total net assets of the Association of Conservative Clubs had increased by £1,501,096 to £29,759,633.

Mr Davies concluded by saying that it gave him great pleasure to propose that the accounts as set out be received by the Annual General Meeting. The proposal to receive the Accounts was seconded and carried unanimously.

ACC COUNCIL 2021/22

Hon. President:	To be confirmed
Chairman:	The Rt Hon Alistair Burt
Vice-Chairmen:	To be confirmed
Treasurer:	Philip Davies MP
Additional Members:	Thomas Leeming
Greater London:	Alan Boniface
Northern:	James Prescott
North Western:	John Hudson OBE
	Geoffrey Knowles OBE
	Jeff Simpson
	Charles White
South Eastern:	Chris Smith
Yorkshire:	Eddie Ward
East Midlands:	To be confirmed
West Midlands:	Mike Robinson
Eastern:	To be confirmed
Wessex:	Jim Gauld
Western:	Brian Tottle
Wales:	David Thomas

Clubs Development Fund Committee
 The Rt Hon Alistair Burt
 Mr. E. Ward
 Philip Davies MP
 Cllr. J. Hudson OBE
 Lord Smith of Hindhead CBE
 Mr A. Boniface

The Chief Executive's Report

Lord Smith reflected on the past fifteen months as ones to remember but probably for all the wrong reasons. He went on to mention the wide range of advice and guidance which the ACC had been providing to clubs throughout the pandemic through the Magazine, the website and to those clubs which had joined the email distribution list. Currently over half of ACC clubs subscribed to the email distribution list.

Lord Smith reported that between fifteen to twenty per cent of clubs had re-opened following the relaxation for drinking outside on 12th April and it was now estimated that all clubs were now open for indoor and outdoor table service following the further relaxation of restrictions on 17th May. Some 25,000 licensed premises however remained closed and that like others in the Hospitality Industry, the ACC awaited the government's announcement, expected on 14th June, as to whether the planned full re-opening on 21st June would go ahead, or be put back following the emergence of the Indian Variant.

As I mentioned in his report in December, Lord Smith said the government could mandate that everyone should stay at home but it could not mandate that everyone should come out or how they should spend their money and time. The key to getting clubs fully operational in a financially viable way would be to re-open in a manner that gave their members the confidence to visit. The term 'social club' implied a place where people go to socialise, which was not an environment that felt like a visit to the Doctor. It was, as with most things in life, a matter of getting the balance right.

Lord Smith said that the Hospitality Industry was likely to see further closures and job losses in the coming months and that it was important to look at the whole hospitality sector in order to understand the challenges faced by private members' clubs. In short, we must recognise that what happened in the 'pub world' was reflected to a greater or lesser extent in the 'club world'.

The announcement in much of the Trade Press that 2,000 pubs closed in 2020, with over 300 of those set to be demolished or converted to other use, made an interesting comparison to the figures for the previous pre-pandemic year, with 994 pubs closed but with 473 being demolished or converted

for alternative use. Therefore, whilst the number of closures were understandably high for the previous year, the number of permanent closures was actually less than the previous normal trading year.

Clearly there had been a change in social attitudes and how people wished to spend their leisure time and their leisure pound. Also it was clear the government's quick thinking and implementation of schemes such as the 2020 lockdown grants, the subsequent tier grants for closure and the current reopening grants—not to mention the furlough and Eat Out to Help Out schemes—had all made the past year just about manageable for a significant part of the hospitality industry and for others, it had actually provided a cash surplus not experienced for some time.

Together with business rates relief and the reduction of VAT to 5%, the Chancellor had created a safety net that had been vital in supporting an industry which, pre Covid, was the third-largest private sector employer. Over 3 million jobs were directly supported through UK Hospitality—some 9% of all UK employees.

However, in spite of this support, many establishments had still not open and were facing debt; unable even to contemplate the costs of reopening or bringing back staff post furlough. It was likely therefore that further government support will be needed in order to provide breathing space for the sector to fully recover, saving businesses and jobs, and allowing the economy to bounce back faster.

Lord Smith was pleased that the ACC had continued to provide many clubs with financial assistance. With £1.2 million of new loans being made to clubs we had been able to give a number of Committee's breathing space in order to change the direction of membership usage and sales; to review expenditure and staffing and to get back to a profitable trading position when the time came.

The sale and leaseback arrangement for clubs continued to be a popular option for releasing assets tied up in property to either invest in the facilities being offered to members, repay historic debt or to provide significant working capital. With a further sixteen clubs adopting this scheme last year.

Lord Smith went on to say

that he believed that more care was needed about how the negatives of consuming alcohol were debated and the need to be balanced in the advice which was given. Throughout the pandemic the effect on people's health and particularly mental health, created by lower socialisation was a matter of record. Although alcohol did not have to be integral to a healthy social life; moderate alcohol consumption undoubtedly played a large part in British culture and in the social life of many millions of people who enjoy clubs, pubs, bars, restaurants or indeed entertaining at home.

A recent example of negative talk was from Drink Aware which had advised people getting their Covid 19 jabs not to drink two days beforehand and for up to two weeks afterwards. This then had to be dismissed by Ministers and the UK's Medicines and Healthcare products Regulatory Agency; not least because there had not been a study which had tested any correlation between alcohol and the efficacy of any of the vaccines on offer in the UK, a fact that even Drink Aware acknowledged.

Lord Smith said that the problems caused by this type of nonsense advice was that it helped to create a sense that all advice on alcohol consumption was 'nonsense' thereby undermining the sound and sensible advice given by both government and related health industries. It was generally accepted and understood that over consumption of alcohol was unhealthy but the modern day unelected Temperance movement needed to stop creating fear and start acknowledging the fact that most people had common sense and just enjoyed a modest drink. It was counter-productive for people to be afraid to take their vaccination or afraid to socialise with their friends over an alcoholic drink if that was what they choose to do.

He went on to say that a society which socialised together is a stronger and healthier society and that the UK's clubs, pubs, bars and restaurants put that into practice every day. Hospitality had always provided social cohesion but it was also an industry which brought together so many people of different backgrounds and abilities as a workforce, which ultimately benefited the UK on several different levels.

Lord Smith thanked Lesley

DiPopolo, the ACC's Accounts Manager, Daniel Todd, Sarah Fletcher and Josephine Willoughby, the ACC's Solicitor, for all that they did throughout the year and also to Katy Dee, the ACC's Accountant, who would not be overseeing the accounts and audit next year due to a rearrangement of her workload. Lord Smith wished to place on record the ACC's thanks to Katy for all her hard work and professional assistance over a number of years.

Lord Smith concluded by thanking the ACC Council for their support and clubs for everything they did in order to play such a vital part in so many communities and invited Charles Littlewood, whom he also thanked, to add his own comments to this report.

Mr Littlewood commented on how the ACC had adapted to new ways of communicating with Clubs. Events had been fast moving and changes needed to be quick to implement. News, information and advice coming once a month via the magazine would have been insufficient to assist clubs. This had been achieved by increasing real time updates on website and direct to clubs which had joined a central email distribution list. With the exception of the June and July 2020 magazine, which had been combined into a single issue (primarily due to the ACC office move having taken place around the same time), a magazine had been published each month.

He went to say that currently over half of ACC clubs had subscribed to the email distribution list and had been sent out 24 updates since March 2020. On average, each email had been opened by over 80% of participants. In March the average usage of the ACC's website was approximately 50 individuals per day and this reached an all-time high of 952 individuals on the 23rd September 2020. The website consistently reached 300-400 individuals on an average day. September had been the largest traffic month with 6,471 visits during the month. Since 1st March 2020, 83.8% of site visits were users who had not previously visited the website before. Using our coronavirus updates page we have published over 50,000 words of advice and guidance since 1st March 2020.

Mr Littlewood concluded by saying that he hoped that Coronavirus would cease to be the dominant subject during the course of 2021 and the ACC could revert to more usual advice and assistance which would be provided to clubs.

CLUB LAW AND MANAGEMENT SPOTLIGHT

Membership Recruitment and Club Advertising

Membership Recruitment

Apart from financial control, the key to a club's future success lies in the ability to recruit new members. In most clubs, whatever facilities are available, only one third of the total membership uses the club regularly and its hard core is less than this. The aim, therefore, is to increase the total membership in order to increase the proportion which makes up one third.

Membership recruitment is a matter which should be discussed regularly by committees. Without a continuous programme of membership recruitment, a club will eventually weaken. Club committees often place the onus of responsibility for recruiting new

members on themselves, rather than correctly placing it on the membership. It is the members who must propose and second new members, not just the committee.

It does seem that people are often encouraged to become involved in membership recruitment if there is some form of reward involved. One of the most successful recruitment schemes is known as the 'bounty system,' whereby a member who introduces a new member receives some form of payment, usually by way of a bar voucher. For example, if a club's membership subscription is £10, the payment of a £10 bar voucher to the introductory member (which will actually only cost the club

the value of the stock, rather than the whole £10) has in many cases created a great deal of interest.

A further method, which has often proved successful, is the announcement that the club intends to close the membership book. You would be surprised how many people will suddenly wish to become members of a club if they think the club will be difficult to join. I suspect that human nature dictates that most of us wish to belong to something which has an element of exclusivity.

Experience has also shown that many clubs will recruit new members and will lose them at the following year's renewal time. I believe one of the reasons for this is that new members are not always made as welcome as they should be. All clubs, by their very nature, tend to have established groups and sections and these can seem daunting to a new person using the club for the first time. Three or four new members' evenings should be organised during the course of the year to which all members who have joined during the previous period are invited. These social occasions are a great way to help 'break the ice' and forge friendships with existing members.

Club Advertising

Care must be taken not to advertise directly for new members. Club rules should contain a reference to candidates for membership being properly proposed and seconded by existing members who are able to vouch for their suitability. This is one of the fundamental principles which define a bona fide

members' club, as opposed to a club which allows people to come in and drink following some mere administrative 'tick the box'.

Licensing Authorities grant a club a Club Premises Certificate (CPC) on the grounds that they are managed in accordance with their rules, and that the rules comply with the Licensing Act 2003. Committees will appreciate therefore that, by advertising directly for new members, a club would effectively be announcing the fact that it is not complying with its own rules.

It is possible to place an advertisement in the local press or on a flyer posted to local residential or business addresses, which for example, lists forthcoming events and facilities which are on offer, provided the following words are included—

'Members, Members' Guests and Affiliation Ticket holders welcome. For further details please contact the Secretary.'

It is likely that non-members will read this advertisement and may be attracted to what is happening at the club and the facilities which are on offer, and may indeed contact the club with a view to becoming members. Importantly, however, the club could not be accused of advertising for members. Some clubs have successfully used this method to highlight the club and its activities with the result of increased patronage by existing members who are able to see what activities are planned as well as interest from non-members who may wish to become members of the club.

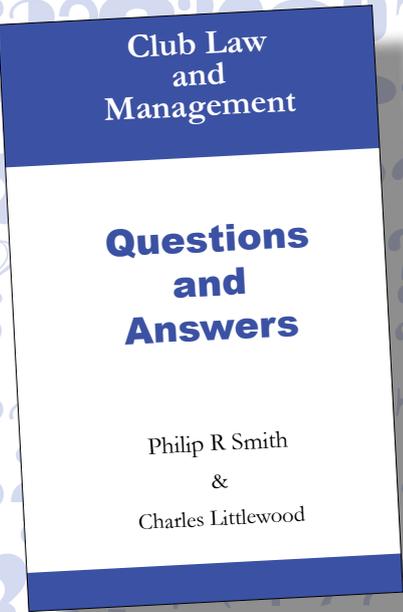
Pages From The Past

In this month's Pages From The Past we go back to September 1950 where there was a fascinating article on English Soccer.

Whilst it is amazing how in 70 years much remains the same, we must also point out how times have changed particularly when the articles references Tottenham Hotspur as being a team last season which demonstrated 'constant attack' and a 'welter of goals'. Clearly Jose had yet to be

hired, and subsequently sacked, in 1950.

Of course, at the time of writing, England are due to face a Euros Round of 16 Play Off match against Germany of which we know nothing about the result except that Germany will win it on penalties. With that being the case, we better start prepping our August Magazine now which will no doubt have a feature about how Wales have won Euros 21. Sorry Scotland....



A follow up to the popular Club Law and Management hardback comes a book dedicated to frequently asked Questions and Answers

From our day to day experience of assisting Clubs we have compiled the essential reference guide to the many questions that Clubs find themselves asking. With sections of Membership issues, Committees and Committee Meetings, Licensing issues, Finance and Taxation, Employment, Gambling and General Meetings we hope this will prove an invaluable reference guide to Club Committees throughout the UK. Each question is one that has been genuinely raised by a Club and we hope that the answers which are set out within this book, grouped together in specific subject areas, prove to be a valuable addition to any Club Committee and as an aide to hard working Officers and Committee Members.

Order online at www.toryclubs.co.uk, phone 0207 222 0843 or email assistance@toryclubs.co.uk. Clubs wishing to pay by credit or debit card should order online or phone so that we can process payment.

ENGLISH SOCCER

By S. A. TOMLIN



STANLEY MATTHEWS, England's Great Forward
(Sport & General)

ANOTHER season has started and many thousands of soccer fans are flocking to watch their favourite teams. There is plenty of earnest discussion in factory, home and club about the season's prospects, but little, I imagine about the past.

Yet only a few brief months ago England's inglorious endeavours in the world cup matches in Brazil were headlines in most papers. It is only to be hoped that official soccer circles have memories that are not so conveniently short.

A strong representative team from the world's greatest soccer-playing nation, failed to score a goal in two of the three matches played in an eliminating pool. They were beaten by Spain and the U.S.A. In both cases by the only goal scored, and so failed to get in the final series.

It is only to be hoped that English complacency has received a jar and that lessons learned in Rio may have some effect upon the soccer played in this country.

We have, however, been given lessons before without making use of the learning, for tradition has been too strong.

The Moscow Dynamos just after the war clearly indicated that a fast moving attack was more useful than stereotyped pattern play; particularly when this could be supported by sound physical condition.

Most of this team were ice-hockey players and they brought to the soccer field a style of forward play used on the rink. Their tactics were all based on attack, and

each time a forward movement developed it was a concerted effort by the whole team. Similarly in defence; this was not left to the backs and half-backs but involved most of the forwards as well.

I remember one occasion in their game at White Hart Lane when Stanley Matthews had no less than five players to contend with on the wing, but there were still enough to cover the centre of the field.

This visiting team did what other continental countries have done since; showed the weaknesses of our soccer. The South Americans have finally confirmed it, we are too orthodox.

Whilst the rest of the world was playing our style of football, we were the masters. We should be because we were also the teachers. The pupils, however, are now approaching the game in their own way and adopting tactics against which our set ideas appear to have little response.

One cannot help feeling that our soccer today is played too much to plan, and that in this mechanisation the individual is being robbed of personal initiative and opportunity to display his genius. Many more goals are obtained by opportunism than by planned endeavour.

I have never been particularly enamoured with the third back type of game. It obviously has virtue for defensive play and is suitable for the occasion, but when played habitually makes for weary and unenterprising football.

Matches are still won by the side that scores most goals and to quote a much hackneyed phrase "attack is the best means of defence".

How clearly this was demonstrated by last season's outstanding Tottenham Hotspur team. Their method of fast and constant attack brought a welter of goals and league victory by an overwhelming margin.

This is the style of play used by the Continental and South American teams. It is match winning play to which we have got to find the antidote, and to mould our style of soccer to modern concepts.

Undoubtedly both players and officials who went to Rio appreciate something that could, with advantage, be infused into English soccer.

It does seem fairly clear, however, that International matches in the future are not likely to be won by play based upon present league standards. We must be prepared to match surprise with surprise and produce a type of football in which the unexpected can be adequately dealt with.

Team work is obviously important, but schemes devised in the board-room are much less effective than those concocted on the field by a team to suit the occasion.

The individuality of Stanley Matthews was—to judge from reports—an outstanding feature in Brazil. Let us hope this season will reveal some more similar stars.

**THE OFFICIAL PORTRAIT OF THE RT. HON. BORIS JOHNSON, M.P.
LEADER OF THE CONSERVATIVE PARTY**



**IS NOW AVAILABLE AT THE PRICE OF £45.00
(INCLUDING VAT, POST & PACKING)
(THE PORTRAIT MEASURES:
51 CMS. X 41 CMS, IE, 20 INS X 16 INS APPROX.)
AND IS SUPPLIED MOUNTED READY FOR FRAMING.**

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ORDER FORM

**FOR THE RT. HON. BORIS JOHNSON, M.P.,
OFFICIAL PORTRAIT**

**WE WOULD LIKE TO ORDER
BORIS JOHNSON OFFICIAL PORTRAIT(S)
AND WE THEREFORE ENCLOSE OUR CHEQUE FOR
£**

CLUB NAME:

ADDRESS:

.....

**PLEASE SEND TO: ORDERS DEPARTMENT, ASSOCIATION OF
CONSERVATIVE CLUBS,
24 OLD QUEEN STREET, LONDON, SW1P 9HP.
OR EMAIL: assistance@toryclubs.co.uk
OR ONLINE: www.toryclubs.co.uk**

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.**