

CONSERVATIVE CLUBS MAGAZINE



June 2021 75p



Euros 2021 - Your Complete Guide

Full Reopening Guidance

How To Prepare For Your AGM

The Chief Executive

CONSERVATIVE
CLUBS
MAGAZINE



It was a pleasure to see so many ACC Clubs reopen from the 17th May, providing their invaluable facilities to members and to their local communities. Whilst some clubs have been trading outdoors since 12th April, it was always the indoor re-opening date that clubs were working towards and from initial reactions it seems that members have been keen to be supportive during this reopening period.

We still however have plenty to cope with – Club Law and Management this month provides an overview of the restrictions clubs are still working under as we await news on whether the further relaxation of the Covid rules takes place as planned on the 21st June. Clubs also have Euros 2021 to look forward to which should be another excellent way to encourage members back. A full listing of the Euros schedule is included within this month's magazine.

Also included in the magazine is our tentative first steps towards recommending an App based table ordering solution. For this trial we are working with 'Creventa' who are well established in this field and their

app technology is currently used by the Tate Modern, Christchurch University in Oxford and Hasting's Pier amongst many others. This is a new area for the ACC but we believe this is technology that will ease the burden on employees during the current phase of enforced table service and may even prove a useful way of encouraging bar orders in the longer term. Whilst we are all looking forward to getting back to ordering at the bar, we do not expect the current table ordering requirement to simply disappear. We anticipate that for many establishments this technology and way of ordering is here to stay.

We are also asking all ACC Clubs to complete our new online Survey - tinyurl.com/ACCSURVEY21 - more details in Club Law and Management.

Finally, we hope to get back to provide Club News updates in the coming months so please send us your pictures of reopening events and any refurbishments which may have been undertaken during the Covid closure period. Please also let us know so we can feature your club history in a future edition of the Magazine.

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CLUB LAW AND MANAGEMENT

Reopening Guidance

As all Clubs will know, the 17th May indoor reopening date has commenced. We know this is the date many Clubs have been waiting for.

There have also been many ACC Clubs that have opened since the 12th April, either full time or at weekends, and the response they have received from Members and new Members has been unbelievable. It is absolutely clear that there is a strong appetite for existing Members to get back to their Clubs. It is also clear for Clubs, particularly those which have undertaken maintenance and refurbishment works, that there is a very high level of interest from potential new Members in joining the Club.

In this update we hope to lay out the details regarding the 17th May relaxation of Covid restrictions and also answer related questions. These dates in this update primarily relate to Clubs in England although broadly Clubs in Wales and Scotland are following similar timelines.

Therefore, from the 17th May all Clubs in England can do the following:

- Open outside and inside without a curfew and without the requirement to serve food with drinks.
- For Clubs with outside space, groups of up to 30 people can be accommodated.
- Inside Clubs, the Rule of Six will apply. This means that six

people from any number of households can sit together on the same table. Additionally, two households of any number of people can also sit together.

- Table Service is still a requirement both inside and outside. Customers should sit at their tables and order through Club employees or App technology (we hope to be promoting a specific app partner in due course – any Clubs who wish to have a recommendation now please email us directly to discuss).
- All Customers, both inside and out, should sign into the Club using the NHS App and QR code or by signing into the Club's Signing in Book.
- Customers should wear masks when moving around the Club but can remove their masks when they are seated.
- Club employees should continue to wear masks whilst on duty.
- Social distancing is not required within the Rule of Six groups (and for groups of 30 outside) but groups should be socially distanced from other groups.

We are also pleased to announce that indoor activities such as Snooker, Pool and Darts can once again be enjoyed by Members. The Rule of Six applies to these activities and whilst Members may wish to wear their masks during these activities they are able to

be removed if the players involve wish. Activities such as Bingo and Quizzes can also resume, as can card games but card games must be confined to the Rule of Six rule – players cannot move tables to play against persons not in their Rule of Six.

Club Entertainment can also return. Again, Rule of Six applies and please ensure that the entertainment acts and artists are kept socially distanced from the audience. We are advising that karaoke enjoyed by Members is postponed until the further relaxation planned for June occurs.

Functions such as weddings (and wedding receptions), wakes and other life events can also now take place for up to 30 people inside the Club. Additionally, organised adult sport and exercise classes can resume indoors. There are still some questions regarding how exactly guests are meant to behave at, for instance, a wedding reception but hopefully clarity regarding these questions will be available soon.

Club Committees can once again meet inside the Club although we suggest, if possible, that the Rule of Six is adhered to regarding seating arrangements for Committee Meetings.

We suggest that large scale Club Member meetings such as AGMs and SGMs are postponed until after the further relaxation of rules occurs which is currently scheduled for late June.

We have had questions regarding if Clubs can refuse entry to persons who have not been vaccinated – 'Covid Passports'. This is currently an untested area of the law. There are various individuals who are advised, for health reasons, not to receive the vaccine. There are also individuals who have not yet been offered the vaccine due to age. It is therefore possible that restricting entry only to vaccinate persons would be a breach of the Equalities Act 2010. We are waiting for case law to emerge on this point to be able to provide a clear answer.

With the talk of 'Covid Passports' it is possible this

issue will be addressed in future legislation although we have no specific knowledge at the moment of such legislation appearing. This is therefore an issue for Club Committees to determine. At this time the ACC is not taking a formal view on this issue.

Currently the rules in effect from the 17th May are due to last until at least 21st June. The published plan is that all Covid restrictions will be removed from 21st June but this is subject to date change and modification. We will keep all Clubs updated closer to the time regarding developments.

We have noticed an influx of orders for IA Tickets recently which mirrors the industry expectations that many people will be taking holidays around the UK this summer rather than travelling abroad. If your Club wishes to order IA Cards then you can please order from the shop page of the website.

As a reminder, the Furlough Scheme will remain in effect until the end of September and employees can be brought back from the Furlough Scheme on a part time basis. This means that employees who are brought back from furlough to work some, but not all, of their contracted hours will be paid for the hours worked at their usual rate by the Club and will receive furlough pay for any hours not worked.

Please also ensure that the Club has received the Restart Grant – Clubs in England will be able to access grants (Restart Grant Scheme) based on their rateable value to assist them until they can reopen. Clubs with Rateable Value of £15,000 or under will receive a grant of £8,000, with a rateable value of between £15,000 and £51,000 will receive £12,000 and rateable values of over £51,000 will receive £18,000. Grants for Welsh and Scottish Clubs are a devolved area. These grants will be administered through the Club's Local Authority. These Restart Grants replace the existing Local Restrictions Support Grants scheme which will come to an end.

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Wales – Economic Resilience Funds Phase 3

The Welsh Government has just released the eligibility checker for ERF Phase 3 see -<https://fundchecker.businesswales.gov.wales/businesssupport> All clubs should be eligible to apply for this current grant, please note that applications will close at 5pm on the 7 June 2021.

A range of fixed grant award amounts will be available to cover operating costs between 1 May 2021 and 30 June 2021. The fixed grant award amounts are based on the number of Full Time Equivalent (FTE) staff employed by the business as follows:

Number of FTE	Businesses partially closed	Businesses forced to close throughout May and June 2021
1-3	£2,500	£5,000
4-9	£5,000	£10,000
10-49	£7,500	£15,000
50-99	£10,000	£20,000
100+	£15,000	£25,000

The Welsh Government announcement - *'The latest support package will help those businesses, which remain affected by restrictions, to meet ongoing costs through to the end of June as they prepare for re-opening and more normal trading conditions. Businesses that stand to benefit include, hospitality and leisure businesses, including restaurants, pubs and cafes. "Eligible businesses will receive support of up to £25k as they prepare to reopen and move towards more normal trading conditions. An eligibility checker will open on the Business Wales website at midday on 17 May so businesses can find out how much support they are likely to be entitled to and how to apply. Businesses will be able submit applications by the end of the month and they will receive between £2,500 and £25,000 depending on their circumstances. Funding will be calculated based on the size of the business and the type of restrictions they are under.'*

Euros 2021

Clubs are keenly awaiting the belated return of the Euros and this is sure to be big business for Clubs with all games being shown on either the BBC or ITV. Currently at least some of the Euro games will be played in the current May and June phase of the reopening guidance which brings with them some restrictions.

Clubs can still maximise the business opportunity by planning in advance. The weather will hopefully be better in June and Clubs with outside spaces can take advantage of groups of up to 30 being able to meet. This means the installation of an outside TV area can allow large groups to watch games in the open air. Table service is in effect although we are trailing a system designed by Creventa which will facilitate Clubs who wish to move to app ordering to assist staff at busy times.

For tables both inside and outside the Club may want to implement a pre-booking system so that Members can guarantee a table with a view of the action. Whilst the regulations prevent standing drinking, ensuring that

Members and guests can sit at a table with a view of the TV will ensure they do not head to competitors who can offer such a guarantee.

We are publishing the full schedule of games inside the Magazine. Clubs should examine the schedule and ensure they are staffed up for the most important games whilst also monitoring interest in the other group game stages. The knockout stages are always popular so Clubs should also be aware of these dates.

The key thing will be to get systems in place to deal with the table service requirement which is likely to be the most difficult hurdle for Clubs to overcome. An effective table service ordering approach will, however, pay dividends with Members likely to be ordering throughout matches rather than just a busy period at half time.

Therefore, our advice is to really plan ahead for this tournament to ensure Clubs maximise every business opportunity whilst still complying with the Covid opening regulations.

Creventa Table Ordering App Ordering 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.



ACC Survey

We are asking all ACC Clubs to complete our new Survey which will help us to understand how clubs have coped with Covid; the connection that clubs' have with charities and local MPs and Councillors, and club's support and engagement with wider trade bodies such as Pubwatch and Best Bar None. It is important for us to have this information so we can

best represent ACC Clubs and lobby on behalf of all clubs. If the Covid reopening grants, for example, have not been sufficient, we need to know in order to try and gain more financial assistance. We would therefore appreciate all ACC Clubs completing the online survey located here: tinyurl.com/ACCSURVEY21 or follow the links on our website.

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Questions and Answers

Q We have an employee who has decided to not take the vaccine. We are concerned about the reaction of Members to this news and if the employee poses a greater risk of spreading Covid. Can we ask the employee to take Covid tests before work each day?

A This is a difficult situation. I think, as a starting point, it may be helpful if Club employees do not discuss their vaccination details, or lack thereof, with the Club's Members.

There is nothing wrong with putting in a testing system in place although this would have to apply to all employees, even vaccinated ones. Research is still ongoing but it has not yet been established conclusively if vaccinated people are still capable of spreading the virus.

The difficulty arises if an employee refuses to take the regular Covid tests. There is not yet legislation or case law to support the dismissal of an employee for refusing to take a Covid test. It is possible that such legislation and/or case law will emerge but if it does you may find it is restricted to high risk professionals such as care home employees and similar.

Therefore, the Club finds itself with a problem if an existing employee refuses to take Covid tests since dismissal does not appear to be a safe option at the moment for simply refusing a Covid test.

In addition to offering voluntary tests, we simply suggest that all employees continue to wear face masks, as if the law anyway, and do their best to socially distance as much as possible. The good news is, unlike last summer, hopefully the majority of the Club's members will now be vaccinated themselves and the younger employees will hopefully be vaccinated soon. Therefore, whilst a risk still exists it is obviously significantly lower this summer than last summer which should provide some peace of mind to all involved.

Q We have a Club car park which Members can use for a certain amount of time when visiting the Club. However, we have noticed that a couple of Members are using it all day when they are working near the Club. Can we put rules in place to stop this practice?

A We can confirm that the Club's Committee is able to impose rules and restrictions on the usage of the car park. We suggest that these are clearly communicated to Members.

The Committee can take disciplinary action against any member found to be in breach of the car park rules and after the disciplinary process has been completed (invite member to meeting, provide full details of the allegation against them etc.) the Committee is able to make the decision to suspend or expel the Member from the Club.

Hopefully clearly communicating the car park policy and possible consequences will prove to be sufficient, if not please revert to us so we can discuss additional ways of securing and monitoring the Club's car park.

Q The ACC has advised against allowing Karaoke during the current phase of re-opening. Is this simply guidance or is it based on Government legislation?

A The karaoke advice is currently based on the principle 'better safe than sorry'. It is one of those situations where it is not entirely clear how Licensing Officers will view karaoke post 17th May and it may well be that we update our advice once we've had some real world feedback on the issue.

We can certainly confirm that private karaoke rooms are permissible, if the guests adhere to Rule of Six, it is the type of 'open mic' nights that we are concerned over. The issue being that such events, depending exactly how they are held, could encourage a significant amount of movement from people from their tables to

the karaoke spot and that singing itself is thought to be one of the worst activities for releasing Covid particles into the air. Added to this is uncertainty over the ventilation system which may be in use at most Clubs. The movement issue could equally be applied to games such as snooker and to work out which is worse really depends on how many songs a person would perform each time they go to the mic. A game of snooker may take 30 minutes which involves limited numbers of people moving from their chairs whilst if everyone is just performing one song then this could mean around 10-20 people per hour are moving from the tables to the stage. The current guidelines are at pains to prevent movement as much as possible which is why table service is still a requirement.

There is enough grey area in the current guidelines that the Committee is able to make the final decision regarding any planned karaoke evenings. The Committee may also want to raise it with your local licensing officer to gain their view if you do have any concerns. We will be watching how all of the opening up takes place over the next week or so and we may therefore revise our formal advice in due course.

I hope that explains why we have taken a slightly cautious view on the topic of karaoke.

Q The Committee has received the ACC's Membership invoice for 2021 and has asked what services we get as part of our membership with the ACC. Perhaps you could give me an answer I can pass to my Committee?

A As an ACC Member the Club has access to advice and assistance from the ACC. As standard this includes the monthly magazine, email updates if Club's subscribe to our email distribution list and updates to our website. You can see some of the recent information we have published here - <https://www.toryclubs.co.uk/coronavirus-updates/>

Clubs can also write, email or phone the ACC for bespoke

advice and this regularly involves assisting Clubs with employment problems, licensing questions, gambling issues and other day to day questions that Clubs routinely have. You can review the published Q&A's in our monthly magazine available on our website which are only a very small example of the type of help we can provide with much of our advice not being suitable for being republished in the magazine due to confidentiality issues or simply because the advice provided was purely specific to one Club.

The ACC takes seriously our job of financially supporting our Clubs. You may have seen from our recent accounts that we currently have around £5m on loan to our Member Clubs and have assisting Clubs with Sale and Leasebacks to the total of around £25m. We also try to assist not only Clubs which are in need of financial assistance but also to Clubs which are doing well and wish to place funds in the ACC's deposit account which currently pays Clubs 1.5% of any funds deposited but has been as high as 2.5% in recent years. This is a way for successful Clubs to receive a return on their cash assets since the commercial savings market is very limited at the moment. As an example, in 2019 this resulted in the ACC returning, as pure interest, £350,000 to all the Clubs which had placed deposited funds with us. Obviously, this is a significant financial cost to the ACC but we consider it is important to be able to assist all Clubs, be it Clubs which are suffering to Clubs which are just trying to find a way to get a decent return on their cash savings.

We also run the popular IA Ticket Scheme which means that for a purchase of a £2 ticket, any of the Club's Members can visit any other ACC throughout the Country. I can let you know that with the prospect of UK summer holidays in focus this year that this scheme has proving even more popular than usual this year.

I hope this provides a brief overview of simply some of the help and assistance we offer to our Member Clubs.

Preparing for an Annual General Meeting

With many Clubs preparing to hold delayed and postponed AGMs in the summer, we thought it would be helpful if we republished our standard advice on how to correctly prepare for an AGM.

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

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

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

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

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

The meeting must proceed with each item of business taken in the order in which it appears on the agenda. A normal agenda begins with

confirmation of the minutes of the previous AGM, any business arising from them, then the Treasurer's report on the accounts, the election of officers, and so on.

The presiding officer, mindful of the need for a well-ordered, good tempered and constructive meeting, must see that the agenda is followed strictly. Speakers should stand when called by the chairman and, to preserve order, only one person should be on their feet at the same time. When the Chairman rises any other speaker should sit down and this should be insisted upon. Unless this is done, a meeting can degenerate into disarray and chaos.

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

An amendment is a proposal to alter the wording of a motion and may be moved at any time during the discussion of the original motion. Special care must be taken over this if the meeting is not to be allowed to become confused. The proposal requires a proposer and seconder before it can be considered by the meeting. The chairman should present an amendment to the meeting, once it has been properly proposed and seconded, in terms such as: 'To the motion before the meeting the following amendment has been duly proposed and seconded, that...' The wording of the amendment then follows

and the immediate discussion must be confined to the subject of the amendment. Some bodies permit amendments to be moved to amendments but it is NOT recommended for clubs. If it is allowed it can prolong discussion and make for a complicated passage of business. In practice the proposer of the main amendment may incorporate in it what he considers best in suggestions for further amendments, if he accepts they will improve his proposal. No amendment may be a direct negative to the main motion for this would merely duplicate the need to vote on a particular proposition. An amendment must be disposed of before the meeting can proceed to a further amendment. If an amendment is accepted it becomes part of the original motion; it is then called the substantive motion. Further amendments may be considered in turn until all have been dealt with. Then, discussions may continue on the substantive motion until it is put to the vote. Before the vote on each amendment the chairman should repeat its wording so that there is a clear understanding of the matter on which a vote is being taken.

Similarly the substantive motion should be read out again before the vote. When those 'for' and 'against' in each vote have been counted, the chairman should announce the result. If a large number

of people are voting, the President should appoint two 'tellers' to count the votes. The tellers should both count the 'yes' and 'no' votes. If there is any disagreement the vote MUST be taken again. When an issue is controversial a close vote may be disputed so it is useful to be prepared for a written vote.

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

The correct conduct of a meeting is not an easy skill to master, but many difficulties can be avoided if the presiding officer follows the procedures set out here. However, even this will not guarantee that meetings are without problems. Some issues will so divide the membership that heated, and sometimes irresolvable, exchanges are inevitable. Nevertheless, a basic knowledge of tried, and accepted, procedures will help ensure that most meetings are managed efficiently.

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Pricing Illustration

For a venue with a £12 transaction value processing £15,000 a month, the average cost to process an order is £0.29. Anticipated additional spend is £2,700 (+18%) and savings on staff costs £1,500.



2021 MATCH

GROUP STAGE

Matchday 1

Matchday 2

Matchday 3

	FRI 11.06	SAT 12.06	SUN 13.06	MON 14.06	TUE 15.06	WED 16.06	THU 17.06	FRI 18.06	SAT 19.06	SUN 20.06	MON 21.06	TUE 22.06	WED 23.06
ROME Olimpico in Rome 68,000 CET	1 TUR v ITA 21:00					14 ITA v SUI 21:00				26 ITA v WAL 18:00			
BAKU Baku Olympic Stadium 69,000 CET +2		2 WAL v SUI 15:00				15 TUR v WAL 18:00				25 SUI v TUR 18:00			
ST-PETERSBURG Saint Petersburg Stadium 61,000 CET +1		4 BEL v RUS 21:00				15 FIN v RUS 15:00					28 FIN v BEL 21:00		
COPENHAGEN Parken Stadium 38,000 CET		3 DEN v FIN 18:00					16 DEN v BEL 18:00				27 RUS v DEN 21:00		
AMSTERDAM Johan Cruijff ArenA 54,000 CET			5 NED v UKR 21:00				17 NED v AUT 21:00				29 Po D (A) v NED 18:00		
BUCHAREST National Arena Bucharest 54,000 CET +1			6 AUT v Po D (A) 18:00				18 UKR v Po D (A) 15:00				30 UKR v AUT 18:00		
LONDON Wembley Stadium 90,000 CET -1			7 ENG v CRO 15:00					20 ENG v Po C 21:00				32 CZE v ENG 21:00	
GLASGOW Hampden Park 51,000 CET -1				8 Po C v CZE 15:00				19 CRO v CZE 18:00				31 CRO v Po C 21:00	
BILBAO San Mamés Stadium 53,000 CET				9 ESP v SWE 21:00					22 ESP v POL 21:00				33 Po A v ESP 18:00
DUBLIN Dublin Arena 51,000 CET -1				10 POL v Po B 18:00				21 SWE v Po B 15:00					34 SWE v Po B 18:00
MUNICH Football Arena Munich 70,000 CET					12 FRA v GER 21:00				24 POR v GER 18:00				35 GER v Po A 21:00
BUDAPEST Puskás Aréna 68,000 CET					11 Po A (D) v POR 18:00				23 Po A (D) v FRA 15:00				36 Po A (D) v FRA 21:00

Kick-off times are shown in CET (Central European Time). Play-off A: Iceland, Bulgaria, Hungary, Romania. Play-off B: Bosnia-Herzegovina, Slovakia, Republic of Ireland, Northern Ireland. Play-off Winner A is allocated to Group F and Play-off Winner D to Group C. If Romania qualifies as winner of Path A, Romania will play in Group C and Play-off Winner D is switched to Group E.



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.

D-day arrives as dreams come true for 3.3m UK adults

As the nation's hospitality sector prepared for indoor re-opening on May 17, research from the Budweiser Brewing Group provided a promising outlook, revealing just how much we've all missed a pint in our local clubs and pubs.

Research from the Budweiser Brewing Group (BBG) UK&I, part of AB InBev, has revealed that as many as 3.27 million UK adults have actually dreamt about the now-fabled first pint back in their local after lockdown.

One in five of the 2000 respondents have found themselves talking about this landmark moment with their friends, 45% surveyed 'are simply looking forward to enjoying a drink with friends and family' and one in 10 (10%) are most looking forward to catching-up with their favourite bar staff.

The research also revealed that safety comes first. The vaccine rollout (48%) is the most cited reason for punters feeling safe to enjoy a pint at their local, followed by warmer weather allowing ventilation and being outside (40%), and venues enforcing strict social distancing, masks and cleaning (37%).

JD Thumelaire, On-Trade Sales Director for Budweiser Brewing Group, said: "We're urging Brits



to support their locals in a safe way over the coming weeks by visiting to enjoy a pint with friends and family. All the while we'll continue to work around the clock to supply our customers with fresh kegs, as punters flock to enjoy their first proper indoor post-lockdown pint."

The brewer is working with BT Sport to help increase football as well as offering 'Summer of Sport'

prizes and outdoor support such as mobile bars, takeaway cups and parasols. Social media assets are also available, along with point of sale to showcase meal deals around occasions such as Bank Holidays.

• www.savepublife.com (applicable to club customers)

KEY FINDING FROM BBG RESEARCH

- 45% of UK adults are simply looking forward to enjoying a drink with friends and family
- One in ten are most looking forward to catching-up with their favourite bar staff
- The vaccine rollout (48%), warmer weather allowing for better ventilation and being outside (40%), and the enforcing of strict social distancing, masks and cleaning (37%) are the three things making consumers feel more confident about returning to licensed premises

Post-lockdown findings – the changing consumer

New research from BRITA Professional reveals that changing consumer expectations has led to a rise in innovation and new concepts from hospitality providers

Following the COVID-19 pandemic, clubs and hospitality businesses as a whole have recognised the need to adapt to ensure their future success, according to BRITA Professional. With 95% of businesses agreeing that consumers' expectations of hospitality have changed since the pandemic hit, 88% of businesses say they have used this time to reflect on their business strategy.

The research reveals that:

- Almost half (45%) of hospitality

businesses believe that consumers want an enhanced experience when eating and drinking out

- Having spent so long at home, 44.5% of businesses believe there will be a greater demand for meals and drinks that consumers can't recreate at home
- An equal amount (45%) believe that consumers want better value for money
- 59% believe consumers want restaurant quality food for home delivery and takeaway

In response to these changing expectations, 55% of these businesses have introduced new concepts, altered their menus (48%) or updated their equipment

(38%) to improve productivity.

This shows that despite the unprecedented changes hospitality and catering businesses have faced, the industry has proven its ability to adapt and cope, says the company. The research reveals that almost 9/10 agree their business can react quickly to changes in circumstance.

BRITA Professional's new *Expertise Unfiltered: Business Longevity* campaign aims to help the hospitality industry to future-proof their businesses by offering an online support hub with information and advice for industry professionals.

• www.brita.co.uk/expertise-unfiltered

Generation Pale Ale brewed for Age UK

Brixton Brewery has launched Generation Pale Ale, the first beer purpose-brewed to raise money for Age UK Lambeth and bring people of all (legal drinking) ages back together after lockdown.

Following the news that Age UK Lambeth had experienced a surge in demand for the charity's services from 21,000 people to 70,000 people over the past year – a growth of 233% – Brixton Brewery teamed up with the local charity to create the beer.

Generation Pale Ale (3.8%) is a celebration of the older people who are 'as likely to enjoy a great night out with a pint as any young whippersnapper', with all proceeds going to Age UK's vital services.

The beer is described as a sprightly pale ale, crafted with modern British hops, Olicana® and



Harlequin™: "It's packed full of flavour and all the wisdom of the ages. So as it says on the can: ring your gran, make a plan and let's party like it's 2019!"

• www.brixtonbrewery.com/trade

Inching towards a sustainable cider sector

HEINEKEN has launched Inch's, a medium cider with a balanced taste between dry and sweet (4.5% ABV).

Described as 'a sustainable, forward-thinking apple cider on draught', Inch's is made from 100% British apples which are grown and sourced within 40 miles of its mill in Herefordshire. All apple waste is repurposed and turned into green energy.

HEINEKEN believes that Inch's green credentials will appeal to consumers aged 18-34 who, according to research, prefer to buy brands that have a social and environmental commitment[1].

The company's Cider Marketing Director, Rachel Holms, said: "From sourcing to sustainability, we are progressive cider makers on a mission to do things properly in pursuit of a great tasting British Cider that goes that little bit further to do the right thing. In doing so, Inch's will drive appeal and help recruit younger drinkers into the Apple Cider category to drive additional sales for operators."

On-trade stockists will receive premium glass-



ware, founts and coasters, plus in-outlet and garden items including umbrellas and windbreakers to boost visibility.

Around 5m pints of apple cider are poured in the on-trade every week[2] and mainstream brands account for every two in three pints of apple cider[3].

SOURCES: [1] YouGov 2021, CCS 2020; [2] CGA Strategy, 28/12/2019;

[3] CGA Strategy, 26 Dec 2020

• www.inchscider.co.uk

WKD couples up with Love Island

WKD, the UK's no.1 RTD[1], is to be the Official Alcohol Partner of ITV2's Love Island.

The relationship-based reality show attracted an average 5.9m viewers across all devices last summer, and the show became the most watched digital channel programme ever. With the show's 18-34 TV audience up 657% since Series 1, Love Island is considered a perfect partner for WKD by owner SHS Drinks.

Plans to support the new partnership include on-trade kits 'to bring the Island vibe into outlets', con-



sumer prizes and extensive social and digital content.

Focusing on the WKD Pink variant, SHS Drinks expects that activity will drive rate of sale for stockists by leveraging young adults' desire for all things Love Island-related. As part of the campaign, a range of Love Island-inspired WKD-based cocktail recipes will aim to re-create 'feel-good Island vibes'.

Alison Gray, SHS Drinks' Head of Brand-WKD, said: "The hit TV show will deliver some much-needed sun, fun and romance this year, with WKD and Love Island set to be the summer's winning couple! Linking with the series is the perfect way to ensure that the UK's no.1 RTD[1] is top of mind for consumers as the trade reopens and WKD picks up where it left off: creating big smiles and generating strong sales for stockists."

SOURCE: [1] Total UK RTD category combined value (£); CGA On-trade MAT to 21.03.20 and Nielsen Scantrack Take Home MAT to 27.03.21. Viewing and performance figures from ITV (BARB, Techedge)

• www.shs-drinks.co.uk

Jim Beam® launches welcome sessions

As consumers look to reconnect with live music, Jim Beam® Bourbon has announced the launch of a multi-year partnership with iconic artists as they return to the independent venues that gave them their first break.

One-of-a-kind performances are being filmed, with exclusive music video content and documentary shorts, taking viewers behind the scenes in the clubs, pubs and live venues that welcome them from the start.



Working in partnership with renowned music production team La Blogothèque – famed for collaborations with the likes of Justin Timberlake, Paul McCartney, Jack White, and Iggy Pop – the launch marks the start of a multi-year marketing effort to foster a relationship with music fans and support independent music venues handpicked for their unique welcoming spirit.

New videos are dropping on Jim Beam's official YouTube channel from June 2021. This will extend into a series of digital live streams and live events across 2022 and beyond.

• www.youtube.com/channel/UCY-q_dXZ25uX-j3lr7gQaig



Say 'Ciao' to Crodino

Campari Group UK has expanded its offering with a non-alcoholic Italian aperitivo, Crodino, in answer to growing consumer demand for no-and-low alcohol drinks.

The latest addition to the Group's Aperitivo portfolio has a deep Italian heritage with a flavour profile of 15 high-quality spices, herbs and roots giving it a complex bittersweet taste.

The launch is supported by a multi-channel marketing campaign called 'Surprisingly Crodino' which, says the company, 'plays with modernity and energetic creativity to introduce the brand to the non-alcoholic category'.

• www.crodino.com

EURO 2020: keep on top of the beautiful game

Aligning with the reopening of the on-trade, UEFA EURO 2020™ is set to be one of the most important sporting events ever for driving footfall and revenue, says Heineken. The official tournament partner offers up top tips to help clubs make the most of the action this summer.

Football tournaments attract millions of customers who are willing to trade up and spend more [1], so it's key to make sure your outlet is a go-to for fans. As the Official Beer Partner of UEFA EURO 2020™ and the number one beer associated with sport [2], we have the insights and advice to help you attract customers, increase dwell time and boost sales – ultimately delivering an unforgettable tournament experience.

Creating the perfect formation

Great atmosphere is a vital consideration for UEFA EURO 2020™ fans [3], so think about how you can enhance this in your venue and bring the tournament to life safely whilst delivering a great experience. Position screens in well-lit and open spaces, outside where possible, to maximise space and promote social distancing while ensuring all tables have a clear view of the game. Check your speakers and volume in advance to ensure fans can hear every moment of the action.

To ensure premiership service, focus on the pinch points. Is everyone fully trained on the till systems so they can easily process any out of stocks, new lines or kitchen notes? Just like a football team, it's also useful to allocate specific roles to certain members – like glass collection or prompting repeat orders at table, particularly during the actual game itself which can avoid bottlenecks immediately before kick-off, at half time and at the final whistle. If your squad is well trained and ready, everyone wins.

Enhancing the atmosphere

Dress the club with flags and team colours to create a carnival atmosphere, switching it up from game to game so that members feel part of the action. If you requested a UEFA EURO 2020™ visibility kit from Heineken®, put your posters up in hot spots like entrances / exits, toilets and in your outdoor space to drive footfall and spend, and encourage staff to get into the spirit by wearing the t-shirts and scarves while serving.



Scoring the right food and drink offering

As 51% of customers want food before the game starts and 37% after the match finishes [4], offering food and drink deals such as simple 'burger and drink' promotions or package deals for larger groups, will help extend your trading period and increase spend per head. Refine your menu and encourage pre-ordering of food and drink packages for groups who reserve a table – this will aid your kitchen staff, as well as help manage stock orders. Don't forget your match-day offers need to be easy to understand and quick to serve, as everything has to be geared to making the most of the big occasion.

A whopping £4.7 billion worth of drinks were sold (the equivalent of 546 million pints of beer) over an eight-week period during the World Cup [5] in 2018, so delivering what your members are looking for is vital – and that's beer!

Bring in the key beer players, especially classic lager. Lager is the top choice for consumers during sporting events, with 87% of UEFA EURO 2020™ consumers finding the range of lager important [6]. (Heineken® is the number one beer associated with sport [7] and Official Beer Partner of UEFA EURO 2020™).

Drink sales really ramp-up from around 1.5 hours before the match and are often five to six times higher than normal around kick-off [8]. To help relieve pressure on staff, aim to create more serving spaces where possible, particularly outdoors. Make use of countertop draught systems such as BLADE or think about renting moveable SmartDispense™ BarPro systems to help you serve more, great quality pints during the tournament.

Whatever you do, it's important to deliver a perfect serve, every time. A fresh, cold, perfectly poured pint is something that consumers can only get from their local and therefore plays a huge role enticing them back into the club and shaping their sporting experience.

Unrivalled offerings and key fixtures

Considering 70% of consumers get their information on an outlet's offerings through social media, promote the sporting events you're showing well in advance on your website and social channels. For best practice, it's recommended that each specific sporting event gets 2+ posts in the lead up to match-days and that you state all the details clearly on the day of the game. Excite and tempt members with videos of perfectly poured pints, outdoor space and the exhilaration of match day. Familiarise yourself with the fixtures and plan accordingly – while there's no guarantee as to the home nations' performance, let's prepare to win!

SOURCES: [1] Kantar WPO 2019, CGA BrandTrack 2019; [2] Toluna survey, October 2020, 18-64 beer drinkers; [3] CGA Brandtrack Analysis Feb 2020; [4] Kantar Alcovision 12 m/e data to 31/03/2020; [5] 2021 Hospitality Consumer Forecast; [6] Heineken Internal data, 12wk period 2019; [7] IPSOS Research All LAD consumers in the UK n=424, 0.0 drinkers n=186; [8] Toluna survey, October 2020, 18-64 beer drinkers; [9] SP&B EPoS, PowerBI, WC2018 – England vs Sweden

• www.heineken.co.uk

Low & No – challenging perceptions, driving growth

The Low2NoBev show has announced its speaker and panel sessions at the Quench Live Theatre. The show takes place at London's Truman Brewery on 9 - 10 June, 2021.

Hosted by industry experts, commentators, producers and analysts, the series of discussions will review trends, offer business building advice and provide an overview into this fast-growing drinks category.

Run in association with BrewDog, Quench Live is designed to reflect ongoing consumer interest and curiosity in low and no alcohol drinks, covering how clubs can offer and promote an effective range.

Spearheaded by research from Lumina Intelligence and the launch of the *Low2No Report 2021*, focus groups will highlight what drives a diverse range of consumers. From key motivations to decision-making and off/on-trade differentiation, this analysis will cover hot topics as well as explore how staff can maximise sales by educating members with each purchase and pour.

Visitors will discover what triggers consumer decisions and how they should be looking beyond Millennials to other social groups and occasions as low and no alcohol becomes more socially acceptable.

Attendees will receive a free copy of the report to take away to help translate insights into action.

• www.low2nobev.com





Budweiser predicts massive Summer of Sport

Budweiser Brewing Group (BBG) is predicting that 618m pints of beer will be sold between May and July as the on-trade reopens and international sport returns.

Sport fans spend 90 minutes longer in the bar than average customers and boost sales by 10% [1] according to research. During 2018's World Cup, over 33% of drinks sold in the on-trade was a beer [2] and fans drove an average 39% increase in extra spend [3].

BBG research undertaken during the first lockdown found that almost a third of bar goers (29%) said watching live sport was one of the main things they missed most about visiting on-trade venues [4].

Neil Baker, Head of Category Management at Budweiser Brewing Group, says: "Beer and sport go hand in hand for many consumers, and for the on-trade, sporting occasions drive mammoth sales within the beer category. This year, as consumers celebrate the long-awaited return of sporting events, as well being able to return to the bar, the summer of sport will be bigger than ever for the on-trade."

"Making the most of the summer of sport will be a key part of the industry's road to recovery post-COVID-19. With the Euros rapidly approaching, it's vital that venues start preparing now."

BBG's top tips to help drive sales include:

1. Stock up on a winning line-up Sponsorship brands are a must; 55% of beer drinkers would choose a brand if they knew it was the official beer sponsor of England [5].

2. Build experiences for everyone Appeal to the casual as well as avid sports fan – 93% of customers see a meal deal as a positive influence when choosing a venue [6] and 45% are more likely to buy another drink/spend more time at a venue when a meal deal is ordered [7].

3. Cater to those celebrating responsibly Providing responsible drinking choices is a key part of a safe reopening. The no and low category represent huge opportunities, with volume and value up by 38.6% and 39% respectively prior to the first lockdown [8].

4. It's not just about football There are a number of big sporting events this summer, including the Wimbledon Championships. Showing a range of sporting events is a great way for venues to appeal to a larger pool of people.

5. Save on your broadcaster subscription BBG has partnered with BT Sport, the home of live football, rugby union, boxing and UFC amongst others, to offer new customers 50% of their annual subscription.

Sources: [1] CGA and MatchPint – 2020; [2] CGA OPM 7 WE 14 July, 2018; [3] CGA Brand Index 29 December, 2020; [4] Research conducted by Censuswide; [5] WAA Survey 2019 (197 Beer Drinking, England Fans); [6] On Trade Catman Jan 2021; [7] On Trade Catman Jan 2021; [8] CGA Brand Index Period 2 February 2020

• www.savepublife.com (applicable to clubs)

Fentimans launches new 200ml mixer range

Independently-owned premium drinks brand Fentimans is launching a new range of 200ml mixers and tonics, marking a move away from its 125ml classic serve.

Fentimans Marketing Director, Andrew Jackson, said: "As more and more consumers continue to enjoy longer serves, and experiment with a range of mixers to pair with their personal spirit repertoires, it's important that Fentimans creates a serve size that meets the needs of our consumers, whilst providing the best drinking experience. With the launch of our new 200ml pack format, we have responded to the ever-evolving needs of our customers and the grow-



ing number of people who enjoy Fentimans drinks."

• www.fentimans.com

NEWS IN BRIEF

Renewable bottles on industrial scale

Pulpex, a sustainable packaging technology company established by spirits producer Diageo, has joined forces with Stora Enso and venture management company Pilot Lite to set up large-scale industrial production of renewable and recyclable paper bottles and containers.

Produced with sustainably sourced formed fiber pulp, the products degrade in the natural environment and have a significantly lower carbon footprint when compared with glass or PET. Pulpex bottles meet food safety standards and will be recyclable in standard paper waste streams, which have a far higher yield than plastic waste streams, reports the company.

The customizable Pulpex bottle allows for embossing, labelling and coloured pigments to fit brand needs.

A high-speed production line is expected to be operational in 2022.

The Pulpex global partner consortium already includes Diageo, PepsiCo and Unilever, with each company committing to incorporating Pulpex technology into its brand packaging.

• www.pulpex.com



Rum Show – a virtual celebration

Making its debut across three days of virtual tastings and talks from 29 - 31 July, the Rum Show show will be packed with educational masterclasses, exclusive tastings and immersive experiences.

Individual sessions will be conducted by experts, industry bodies and personalities, hosted by Dawn Davies MW of The Whisky Exchange, spirits writer Dave Broom and rum aficionado and Black Tot brand ambassador Mitch Wilson.

Davies said: "This show will allow us to bring the world of rum together to inspire and introduce new customers into the category to enjoy this amazingly diverse spirit. As a friend of mine says "if you are drinking a rum and not smiling, you are not drinking the right rum!"

Attendees will be able to sample some of the world's best cane spirits at home, say the organisers, with a range of Perfect Measure spirit and cocktail tasting packs, available to buy via thewhiskyexchange.com

Tickets are £20 and include participation in all online sessions, chat with brand ambassadors, producers, cellar masters and educators as well as access to the On-Demand Show Playlist to catch up on all the masterclasses. A £5 discount will also be available for ticket holders on all show tasting sets.

• www.therumshow.com



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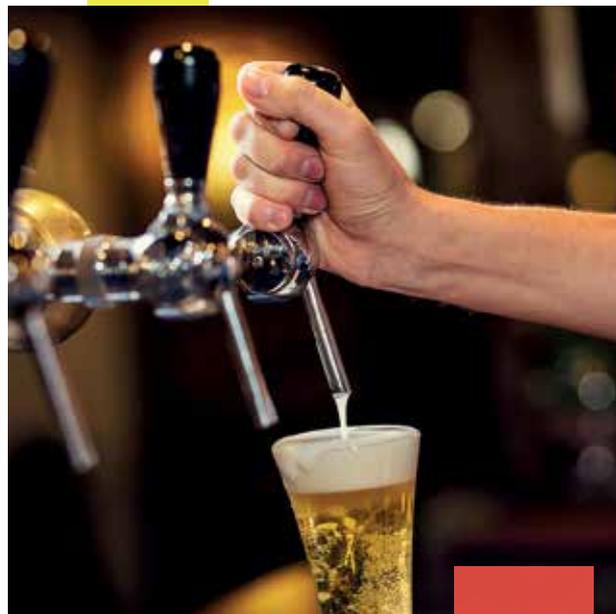
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ACC Chairman Rt Hon Alistair Burt with Acting Chairman of Sandy Conservative Club, Bedfordshire, Bob Snowsill and members of the Committee pictured at the Club to celebrate reopening last month.

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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
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