

CONSERVATIVE CLUBS MAGAZINE



March 2022 75p



Guidebridge Hosts Concert for Anthony Seddon Fund

Clubs Hosts Burns Night Events

Industry Insights

Camelford Fundraising Efforts

Message From The Chief Executive

CONSERVATIVE
CLUBS
MAGAZINE



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As we approach Spring the ACC offices have been a little busier than usual for this time of year.

From an administrative point of view clubs continue to feel the effects of the pandemic related closures during 2020 and 2021. Clubs throughout the lockdowns often struggled to hold their Annual General Meetings either on time or at all. As we enter the key AGM period for most clubs the best advice is to try and hold AGM's in time and deal with as much related and rolled over business as possible in order to get the club back onto its normal operating schedule in terms of approved accounts and elections.

In the last two weeks we have been dealing with a renewed targeted campaign from MPLC to pursue clubs to purchase one of their licences. Specific details on this matter are included within this month's Club Law and Management pages. MPLC are a legitimate company that represent various television and film production companies but crucially do not represent companies such as Sky Sports and BT Sport. This means

a club could screen Sky Sports 24 hours a day, seven days a week, and not require an MPLC licence but showing an episode of EastEnders would mean a licence may be required. MPLC have been helpful in answering questions over which programmes require licencing but we hope their future communications to clubs are not so opaque and clearly provide information that would be helpful in decision making on whether an MPLC licence needs to be purchased.

The general advice we can offer in relation to MPLC and similar letters received by clubs is simply for committees to take their time considering such correspondence, research and review if they need to enter into a business relationship with any company which has contacted them; consider if the proposal is good value for money and, finally, if you have any doubts, to ask the ACC to review and advise on the correspondence received. It is much quicker to send the ACC an email asking for a second opinion than enter into any contract or agreement which may not serve a club's best interests.

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CLUB LAW AND MANAGEMENT

MPLC Update

We have been contacted by a number of Clubs who have received letters from the MPLC - the Motion Picture Licensing Company Ltd

We can confirm that MPLC is a legitimate organisation but that Clubs only need to obtain a licence from them under specific circumstances.

Crucially, Clubs do not tend to need an MPLC licence to show content such as rolling live news, sports, or music channels. Therefore, for most Clubs the only licence that is required is a Television Licence. In the ACC's experience it is rare that a Conservative Club would need to obtain an MPLC licence as most Conservative Clubs do screen films or drama series inside the Club. Indeed, in general live content is considered not to be covered by the MPLC licence as they represent pre-recorded content. Music content is licenced separately by PRS and is also not covered by the MPLC licence.

MPLC itself represents licence holders such as film studios and television production companies which produce content such as dramas or comedies. If a Club showed any of this content then an MPLC licence may need to be obtained.

However, Clubs which only show channels such as Sky Sports, live news or a music channel are unlikely to be required to obtain an MPLC licence.

Examples of programmes that do and do not require a licence are below:

Six Nations – No licence
Match of the Day – No licence
Euros – No licence

World Cup – No licence
Sky Sports – No licence
Eastenders – MPLC Licence
BT Sports – No licence

UK Hospitality have also released the following guidance:

The MPLC tariff quoted as 'bar/restaurant' – this applies if you have televisions in receptions/lobby/bar areas showing 'film' content to guests and visitors in these areas i.e. pre-recorded TV programmes or motion pictures. Live broadcasts are exempt. So, for example, a reception area/bar showing only rolling news to customers (and could prove this was the case e.g. staff made aware only live content should be broadcast) would not be liable for the fee. A bar/lobby showing pre-recorded TV programmes and/or motion pictures with copyright that is 'owned' by MPLC companies would be liable.

UK Hospitality have also recorded a podcast focusing on the MPLC situation and it can be accessed here: <https://www.ukhospitality.org.uk/page/UKHPodcast> (Season 4, Episode 3).

If you are unsure of what licence you require please let us know and we will try to assist.

The ACC contacted Sky UK regarding MPLC. Sky provided us with the following statement: *The showing of Sky's own paid for channels and partner channels does not require an MPLC licence because the Sky Subscription Agreement covers this licence directly from the licensor (by virtue of Sky's underlying rights agreements with the rights owners).*

Reminder - Action Required: Trust Registration Service

All Unincorporated Clubs with elected Trustees will need to be aware of the expanded remit of the Trust Registration Service. All Clubs with Trustees will need to register their Trustees with the Trust Registration Service. Clubs which are registered with the Financial Conduct Authority do not need to take any action.

Clubs which have elected the ACC as their Trustees do not need to take any action at this stage – we will complete the registration formalities on your behalf.

Clubs which have not elected the ACC as their Trustees will be needing to register their personal Trustees with the Trust Registration Service (TRS) going forwards and will need to keep the Trust Registration Service updated as and when the Club's Trustees may change in the future.

Which trusts are impacted by these changes?

Broadly speaking, all UK express trusts (ie deliberately created), including bare trusts, will now need to be registered. In addition, non UK express trusts which acquire land or property in the UK or have at least one trustee resident in the UK will also need to be registered.

What are the obligations for trustees?

As part of their wider role trustees have certain legal duties to uphold and ensuring that their trust(s) are registered with the TRS is one of these duties.

What does the registration process involve?

The registration process is detailed by HMRC on the gov.uk website, as well as in the specialist [TRS Manual](#).

There are different processes in place for trustees and agents. The process is fairly lengthy and involves submitting information on the trustees, beneficiaries and settlors.

Trustees will also need to download an extract from the register to confirm that the trust has been registered with the TRS.

What Information will be required to register?

Type of trust, country of tax residence and date established.

Trustees – full name, date of birth, national insurance number (or passport details if national insurance number is not available) plus telephone number and email address.

Person(s) exercising effective control: For example, someone (other than the settlor or trustee) who has power to add or remove trustees and/or beneficiaries – Usually the Club's Chairman depending on the specific rules of the Club.

Trust assets – Current value of all classes of assets within the trust
Therefore, Clubs with Trustees (excluding Clubs which have elected the ACC as Trustees) must do the following:

Register their Trustees by the 1 September 2022.

This can be done online by following this link: <http://www.gov.uk/guidance/register-a-trust-as-a-trustee>.

Once a Trust is registered, any changes to the Trust such as a change of Trustee must be submitted to HMRC within 90 days of the change occurring. Once a year Clubs will have to submit a return confirming that the Club has either updated the details on the trust register or confirming that there have been no changes to the trust.

The ACC Trusteeship Service

In light of these changes, we anticipate that some Clubs may wish to consider electing the ACC as their Trustees. Electing the ACC would mean that the Trust would remain stable from year to year and therefore reduces the amount of changes that need to be notified.

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General Meetings Procedure

Notice

Every meeting must be properly summoned by the Secretary, either by sending a notice to all members entitled to attend or by display of announcement on the notice board. Length of notice should be stated in the rules.

Agenda

Every member should receive an agenda. This is frequently incorporated with the notice of the meeting. It should be concise and clearly set out. When a motion has been tabled, exact wording should be given. 'Any other business' should not appear on the agenda for a General Meeting.

Quorum

There must be a quorum present at a meeting to enable business to be transacted. The number should be laid down in the rules. If a quorum is not present within a reasonable time of the hour appointed for the meeting, the meeting is automatically adjourned. No quorum is required for an AGM, unless the rules state otherwise.

Meeting Chairman

The President should preside *ex officio*; in his absence the Chairman presides, and failing him the Vice-Chairman. If neither is present, the meeting elects its own Chairman. In such cases the Secretary or convener of the meeting should ask for nominations. No seconder is needed. If more than one nomination is received, the names should be put in alphabetical order and the person receiving the highest number of votes takes the Chair at once.

The primary duty of a Chairman is to decide who is entitled to address the meeting, and to maintain order. He must not allow any discussion unless it bears directly on the subject under discussion. He should allow no member to speak when the mover of a motion or amendment has resumed his seat, unless such member rises to second the resolution or amendment under discussion. The Chairman's decision on all points of order is final. If his directions are disobeyed, he should declare the meeting adjourned, and quit the Chair.

Validity of Meeting

The first business of the Chairman is to call on the Secretary to read

the notice summoning the meeting or alternatively to ask if it shall 'be taken as read' by consent.

Confirmation of Minutes

The Chairman should next call upon the Secretary to read the Minutes of the previous meeting. After they have been read and before any question or discussion is allowed, the Chairman must ask for the motion: That the Minutes are confirmed as a true record of the previous meeting. Once this has been duly moved, seconded and agreed, the Chairman signs the Minutes close to the last line, thereby preventing subsequent additions. No one should be allowed to discuss the business recorded in the previous Minutes; the only matter on which discussion can take place is whether they are an accurate report of the previous meeting. Questions can now be asked to ascertain whether the resolutions recorded in the minutes have been carried out and any motion not hostile to, or varying such resolutions, may be accepted by the Chairman. If anyone desires to amend or rescind any of the resolutions, due notice must be given for inclusion in the agenda for the next meeting.

Business for which the Meeting was Convened

This must be transacted in the order in which it appears on the agenda. The order cannot be changed except with the consent of a three-quarters majority of the members voting.

Motions

A motion should be moved by the person named on the agenda, unless the meeting agrees to some other person moving it. No discussion on any motion should be permitted until it has been seconded. If the motion is not seconded it lapses, and the Chairman should proceed to the next business. A motion may be withdrawn by the proposer either before or during discussion, with the permission of the seconder and of the meeting. Such a withdrawal cannot take place after the motion has been voted on.

Amendments

An amendment is a proposal to alter the wording of a motion. More than one amendment may be put forward on any one motion, but only one may be discussed at

a time. An amendment must have a bearing on the subject of the motion; it should not be a direct negative, since it is open to anyone who is totally opposed to the motion to speak and vote against it. Like a motion, an amendment must be proposed and seconded before it can be discussed. The withdrawal of an amendment is carried out in the same way as that of a motion.

Voting

After an amendment has been discussed, the Chairman

should read out the motion and the amendment. He should ask 'those in favour' of the amendment to show hands and then 'those against.' If an amendment is carried, it becomes the 'substantive motion,' that is to say it replaces the motion in its original form and becomes the subject before the meeting for further discussion and amendment. At the close of the debate the motion is put to the vote, either in its original form or as amended.

Questions and Answers

QLast year we suspended a Member for twelve months. Should they still pay their 2022 subscription fee or do they reapply for membership when their twelve months has elapsed?

AA suspended Member does not need to reapply for Membership. Once their suspension ends then they are automatically able to start using the Club again. A suspended Member is still liable to pay their subscription during their suspension and failure to do so could see their suspension terminated in the usual way if a Member has not paid their subscription. Therefore, this Member should pay the 2022 subscription fee as usual.

QWe are slightly confused about the differences between an Annual General Meeting and a Special General Meeting. If we need both meetings, can they be held on the same night? Do we need to write to every Member to notify them of a General Meeting?

AAnnual General Meetings (AGM) are held each year and tend to revolve around approving the Club's Accounts and electing Committee Members and Officers. The main type of motions which cannot be approved at the AGM are rule changes. Items such as byelaws, the setting of the Club's annual subscription, honoraria

payments can all also be dealt with at the Club's AGM. Indeed, most items can be voted on at an AGM if they do not constitute a change of the Club's existing Rules. Rule changes can only be dealt with at a Special General Meeting (SGM) and this also applies to motions seeking to remove the Committee from Office.

The Club is not compelled to write individually to every Member every time a meeting is called – a notice on the Notice Board is sufficient for alerting Members when a General Meeting is scheduled. You can certainly hold an AGM and an SGM on the same evening and this makes practical sense on a number of levels if the Club has both AGM and SGM business to deal with.

QAre employees able to use the Club's Gaming Machines? We have Members who consider that it would be unfair for an employee to win a jackpot, perhaps aided by watching the machine.

AOpinion is divided on whether it is possible for a person to determine when a machine might pay out although we are aware that there is a common perception that watching machines gives rise to an unfair advantage.

Gaming machines have to adhere to strict average pay-outs and this is calculated over the course of a machine's entire life and is therefore unpredictable. It may be that a machine goes months between the jackpot being

won or it may be that two jackpots occur on the same day. With the advent of extra features such as nudges and hi/lo features it is even more difficult to calculate out if a machine is about to pay out.

It is, however, preferable to avoid any possibility of an unfair advantage, real or imagined, and as such it is good practice to prohibit Club employees from using the Club's gaming machines.

Q Due to the Pandemic, we last had our Annual General Meeting in August 2021 although our Rules state that it should be held in March each year. For 2022, should we hold the meeting in August allowing a full year between meetings or March as per the Rule book?

A The Club should return to its March date for holding the AGM. Whilst this will cause a one off shorter gap than usual between AGMs this will ensure you comply with the rules and will mean that in future years the AGM can be held as normal in March.

Q Our Committee have recently had to invite a member to a disciplinary meeting after some poor behaviour. We are a small club and don't often have to officially deal with such problems, could you let us know how we should conduct a disciplinary procedure?

A You cannot expel or suspend a member from the club without first inviting them to a Committee meeting. A suspension or permanent expulsion can only take place once a disciplinary meeting has been held. You can also only suspend a member for a maximum of twelve months.

If the Committee are of the opinion that this individual's behaviour has either broken specific club rules/Bye-Laws or could be judged to be prejudicial to the Conservative cause or the interests of the club then they can summon this member to appear before the Committee. The Committee should inform them of the allegations that have been made against when asking them to attend the disciplinary meeting.

The Committee can also instruct this member to withdraw from the facilities of membership until he appears before the disciplinary meeting. It is normal

that once the withdrawal takes place that a disciplinary meeting is held within two months and that at least seven days' notice of the meeting must be given to the member, in accordance with the club's rules. If this is how the Committee wishes to proceed you should write to the member and inform them that due to their conduct he has been requested to appear in front of the Committee. You should also include the precise details of the complaint and alleged conduct which has forced the Committee to summon the member to them.

You should then hold the disciplinary meeting and, after reviewing any points this member has to make in their defence, the Committee should decide if their conduct requires a suspension of membership up to one year in length, permanent expulsion from the club or no action taken against them.

If you decide to withdraw the facilities of membership from the member until the Committee has heard the disciplinary meeting then this means that they will be unable to enter the club until the disciplinary meeting has been heard.

Q The Club hosts a poker evening each week. One of the participants is asking that the stakes limit for the game is raised. Is there a maximum stakes limit that we cannot exceed?

A Clubs may provide facilities for equal chance card games for their members under the exempt gaming provisions contained in Part 12 of the Gambling Act. There is a stakes limit of £10 per player per game—the limit applies to a game, not a single hand—as well as aggregate stakes limits of £250 per day and £1000 per week for each individual club. For example, the club could run a poker game for twenty-five players paying £10 each four times per week. The maximum prize in a game is £250 and the maximum charge that a club may make for participating in card games is £1 per player per day. No deductions or levies are permitted from either stakes or prizes. Where a club holds a Club Gaming Permit, the maximum participation fee is £3. Where a Club Gaming Permit is held there are no statutory limits on stakes or prizes.

Premier League Fixtures

Unless otherwise stated, the timings of each match will be announced closer to the time.

Tuesday 1 March

19:45 Burnley v Leicester

Saturday 5 March

12:30 Leicester v Leeds

Aston Villa v Southampton

Burnley v Chelsea

Newcastle v Brighton

Norwich v Brentford

Wolves v Crystal Palace

17:30 Liverpool v West Ham

Sunday 6 March

14:00 Watford v Arsenal

16:30 Man City v Man Utd

Monday 7 March

20:00 Spurs v Everton

Thursday 10 March

19:30 Southampton v Newcastle

19:30 Wolves v Watford

19:45 Leeds v Aston Villa

Saturday 12 March

12:30 Brighton v Liverpool

Brentford v Burnley

17:30 Man Utd v Spurs

Sunday 13 March

14:00 Chelsea v Newcastle

14:00 Everton v Wolves

14:00 Leeds v Norwich

14:00 Southampton v Watford

14:00 West Ham v Aston Villa

16:30 Arsenal v Leicester

Monday 14 March

20:00 Crystal Palace v Man City

Wednesday 16 March

19:30 Brighton v Spurs

20:15 Arsenal v Liverpool

Thursday 17 March

19:45 Everton v Newcastle

Friday 18 March

20:00 Wolves v Leeds

Saturday 19 March

12:30 Aston Villa v Arsenal

Leicester v Brentford

Man City v Brighton

Norwich v Chelsea

17:30 Burnley v Southampton

Sunday 20 March

14:00 Newcastle v Crystal Palace

14:00 Spurs v West Ham

14:00 Watford v Everton

16:30 Liverpool v Man Utd

Saturday 2 April

Brighton v Norwich

Burnley v Man City

Chelsea v Brentford

Crystal Palace v Arsenal

Leeds v Southampton

Liverpool v Watford

Man Utd v Leicester

Spurs v Newcastle

West Ham v Everton

Wolves v Aston Villa

Saturday 9 April

Arsenal v Brighton

Aston Villa v Spurs

Brentford v West Ham

Everton v Man Utd

Leicester v Crystal Palace

Man City v Liverpool

Newcastle v Wolves

Norwich v Burnley

Southampton v Chelsea

Watford v Leeds

Saturday 16 April

Aston Villa v Liverpool

Everton v Crystal Palace

Leeds v Chelsea

Man Utd v Norwich

Newcastle v Leicester

Southampton v Arsenal

Spurs v Brighton

Watford v Brentford

West Ham v Burnley

Wolves v Man City

Saturday 23 April

Arsenal v Man Utd

Brentford v Spurs

Brighton v Southampton

Burnley v Wolves

Chelsea v West Ham

Crystal Palace v Leeds

Leicester v Aston Villa

Liverpool v Everton

Man City v Watford

Norwich v Newcastle

Saturday 30 April

Aston Villa v Norwich

Everton v Chelsea

Leeds v Man City

Man Utd v Brentford

Newcastle v Liverpool

Southampton v Crystal Palace

Spurs v Leicester

Watford v Burnley

West Ham v Arsenal

Wolves v Brighton

Saturday 7 May

Arsenal v Leeds

Brentford v Southampton

Brighton v Man Utd

Burnley v Aston Villa

Chelsea v Wolves

Crystal Palace v Watford

Leicester v Everton

Liverpool v Spurs

Man City v Newcastle

Norwich v West Ham

Sunday 15 May

Aston Villa v Crystal Palace

Everton v Brentford

Leeds v Brighton

Man Utd v Chelsea

Newcastle v Arsenal

Southampton v Liverpool

Spurs v Burnley

Watford v Leicester

West Ham v Man City

Wolves v Norwich

Sunday 22 May

16:00 Arsenal v Everton

16:00 Brentford v Leeds

16:00 Brighton v West Ham

16:00 Burnley v Newcastle

16:00 Chelsea v Watford

16:00 Crystal Palace v Man Utd

16:00 Leicester v Southampton

16:00 Liverpool v Wolves

16:00 Man City v Aston Villa

16:00 Norwich v Spurs



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Waterloo and Taunton and St. Marychurch and Babbacombe Conservative Club Hosts Burns Night Events

The birthday of the great Bard from north of the border, Robert Burns, was celebrated in style at St. Marychurch and Babbacombe Conservative Club. The enormous Chieftan Haggis was paraded around the 100 members present by Committee man Vernon Pattenden. He was accompanied by Piper Keith Metcalf and Escort John Ibotson. Brian Tottle gave an interesting insight into the life of Rabbie Burns followed by the Selkirk Grace and Ode to The Haggis.

Haggis, Neeps and Tatties aplenty was much enjoyed by all present while The Piper played many popular Scottish songs.

Members then danced away the rest of the evening to Club entertainer Simon Gee.

The Waterloo and Taunton Conservative Club also celebrated Burns Night in style by holding a Scottish whiskey tasting night.

The event was supported by local Conservative Councillor, Dan Costello, who attended in full dressed attire.

Club Chairman, Leon Tamcken said "It was fantastic to see so many turn out for this event, especially now as the covid 19 restrictions have been fully lifted".

Members were treated to a haggis supper and entertained by a bag piper.



Photos From The Waterloo and Taunton Event.



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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.

Sustainability proves a consumer driver when choosing where to eat

A new report from data and digital experts TWC has revealed that more than two-thirds of UK consumers are concerned about the environment and sustainability issues. The report also shows that this is a consideration when choosing venues for eating out.

TWC Trends *Do good, feel good* report has revealed that over 70% of consumers state that they are concerned about environmental and sustainability issues.

Whilst the youngest cohort, Gen Z (aged 18-24) were most likely to 'strongly agree' with this statement, overall agreement ('agree' + 'strongly agree') was highest amongst Boomers (aged 55+). Boomers were also more likely to consider themselves more concerned about environmental issues that they were three years ago, suggesting that older consumers are 'catching up' with their younger counterparts in terms of concerns about sustainability.

What is also clear from the report is that sustainability concerns are already affecting where consumers eat out with 12% of respondents identifying with 'choosing places which are focusing on sustainability and environmental issues' as a key driver of outlet choice when eating out. This increased to one in five 18-24-year-olds.

Sarah Coleman, Communications Director at TWC, said: "This is a really important issue for consumers and one that is going to rise in importance or possibly become an expectation.

"Given that sustainability is increasingly a concern



for all age groups, we might expect this proportion to increase amongst older consumers as well.

"What is clear is that consumers are increasingly voting with their feet when it comes to supporting those businesses who demonstrate their sustainability credentials.

"Key to this will be identifying which elements of sustainability are most relevant and important to their customers and aligning their communications

accordingly. We suspect carbon offset programmes, such as those announced by Greene King and Daylesford, will rise in prominence."

The research is the fourth and final part in a series of mini reports from TWC Trends based on the views and sentiments of over 1,000 consumers across the UK. The research was conducted between 5-8 November 2021.

• www.twcgroup.net

Online reviews can predict 70% of business failures

Clubs with restaurants take note. Researchers from Rotterdam School of Management, Erasmus University (RSM) have developed an AI model which can predict a restaurant's likelihood of failure months ahead by analysing online customer ratings.

Dr Markus Weinmann, Christof Naumzik and Prof. Stefan Feuerriegel used almost 65,000 customer ratings from more than 900 restaurants as the input for their data analysis, and developed an AI model to estimate the most likely state that a restaurant is in.

They identified three states of business health:

1. Restaurants that get bad ratings but are still in business.
2. Restaurants that get good ratings and are still in business.
3. Restaurants that have very dispersed ratings (ranging from very positive to very negative) and are still in business.

The team found that restaurants in State 3 – those with wildly fluctuating reviews, some very positive and some very negative – are most at risk, and have a likelihood of failure which is twice as high as restaurants in the other two states.

Dr Weinmann said: "The restaurant market is very volatile and dynamic. Even minor changes – such as updating a menu or a change of personnel – can make customers switch their loyalty.

"The success, or even the survival, of service businesses depends on their ability to satisfy their customers.

"Yet, businesses are often too late to recognise slumping customer satisfaction and suffer the ultimate failure. So an early warning system would help them to adjust their service offerings in time."

• www.pubsonline.informs.org

Heineken launches sustainability trend report

HEINEKEN UK has launched its second *Pub of the Future* trend report. Despite its name, the report explores innovation within sustainability for clubs and all hospitality businesses to discover and adopt.

The three key areas within sustainability the report covers include:

Innovation in infrastructure – highlighting some of the best solutions created for decreasing the environmental impact of each physical venue. Green initiatives, smart technology and simple green switches for every budget are all explored, to help businesses reduce their outlet's carbon footprint.

Environmentally friendly experiences – the development of experiences to cater for the increasingly 'switched on' consumer. With 'conscious choices' controlling a lot of consumer purchasing decisions, the report aims to identify ways the consumer's experience can be developed to build a greater connection with the local area, customers and the environment.

Serving up a sustainable offering – the way outlets can serve their customers to encourage repeat visits is explored, appealing across demographics, from adapting to dietary requirements to making changes to the menu's carbon footprint.



The report's research included input from technology researcher Elena Corchero and from On-Trade operators, suppliers, independent experts and HEINEKEN UK specialists.

• www.smartdispense.heineken.co.uk/benefits/pub-of-the-future-insight

Drinks sales close to pre-COVID-19 levels

Latest figures from CGA show that average drinks sales by value in Britain's managed bars, pubs and restaurants in the week to Saturday 5 February, 2022 were just 3% below the equivalent period in 2020.

Notable uplifts came in Scotland and Wales, where the relaxation of COVID-19 restrictions had lagged behind England. Scotland's sales were down 8% on the same week in 2020, a major improvement on the 17% drop over the previous seven days. Wales sat 3% ahead of 2020, as drinkers embraced the removal of a number of COVID-19 constraints.

UK trading peaked on Saturday, February 5 when drinks sales were 2% higher than on the same day in 2020. Trading was given a welcome lift by the start of the Six Nations rugby tournament, which saw England, Scotland and Wales all playing that day.

"It's very encouraging to see drinks sales approaching parity with trading before the pandemic," said **Jonathan Jones, CGA's Managing Director**, UK and Ireland. "With consumer confidence growing and the removal of remaining COVID-19 restrictions now looming, venues can hope for a revival as we head towards Spring—though with costs soaring for businesses and consumers alike, there is still a long road to recovery ahead."

• www.cgastrategy.com

SKY CONNECT

Sky Connect – powering pubs, clubs and bars with superfast, unlimited business broadband. Sky Connect is Sky's new B2B broadband business, offering purpose-built business products, exceptional customer service and simple pricing with no hidden fees.

It was launched following the success of Sky's residential broadband offer which currently serves over 6million customers making it the second largest provider in the UK.

Targeted at small businesses, including clubs, Sky Connect's business broadband products are perfect for **powering clubs'** back-of-house technology solutions including EPoS and payment systems. It is delivered over fibre with download speeds of up to 500Mbps (in Full Fibre) areas which means that it's superfast and reliable.



Sky Connect is underpinned on **exceptional customer service**, its 30-day money back guarantee and a **locked in low price for the length of the contract**. Contracts range from 12, 24 and 36 months and there will be no package price rise within the contract, allowing clubs to budget with confidence.

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Sky Connect offers three different packages for clubs to choose from:

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At Sky, we believe that clubs should have access to the best tools as possible to help them grow and recover, which is why we have introduced Sky Connect's broadband products to clubs.

It is designed to bring a **high level of quality** to the business broadband world and provide small businesses with a **great broadband experience**. Plus, with the locked in low price, you won't have to worry about the cost of your business broadband contract increasing.

For more details on how you can power your club in partnership with Sky Connect, speak with a member of our team on 0333 759 4943 or visit Skyconnect.uk

New 3 in1 Fusion Font from Thatchers Cider

Thatchers Cider has launched a new Fusion Font to bring the choice of three infused premium fruit flavoured ciders to the bar in one single font.

"This is world-leading innovation – a first for Thatchers and a first for the industry. We're introducing a unique dispense system that will add to consumer experience at the bar," said **Martin Thatcher, Managing Director** of the independent Somerset cider maker.

With one font dispensing three ciders, from one keg and through one line, the 3 in 1 Fusion Font uses less cellar and bar space than three separate lines, meaning lower maintenance, less space and more choice.

At the point of pour, the Thatchers Fusion Font infuses a micro measure of the selected fruit flavour into a pint of Thatchers premium apple cider, creating one of three freshly mixed ciders. As the cider is



being dispensed through the Fusion Font it delivers a unique sensory experience of flavour and aroma.

Rob Sandall, Thatchers On-Trade Director said: "This is an amazing innovation that brings together the biggest flavour trends in food and drink

to the bar in one font – including Thatchers Cloudy Lemon which has taken the Off-Trade by storm since its launch in spring 2020. There it has grown to become the No 4 fruit cider brand* in a short space of time, and now we're delighted to be bringing it to the On-Trade for the first time on draught.

"The Fusion Font also includes a brand new flavour, Thatchers Blood Orange, which is being launched this spring.

"Meeting consumer expectations at the bar in an engaging way is so important. Three flavours in one font, from one keg and through one cooled line, brings with it a significant reduction in the need for glass bottles, resulting in less packaging waste, meaning when your customers choose a cider from Thatchers Fusion Font, they are making a sustainable choice."

• www.thatcherscider.co.uk

Otter Brewery launches Pints Mean Trees initiative

Otter Brewery has partnered with Devon Wildlife Trust to launch an ambitious environmental initiative, Pints Mean Trees. The campaign will support the Trust's, 'Saving Devon's Treescape' project, and will commit Otter Brewery to plant a tree for every brewer's barrel they sell in 2022.

Saving Devon's Treescapes was created to lead the fight against Ash Dieback, which is expected to kill at least 90% of Devon's Ash trees in the coming years.

The aim of the project is to plant and nurture 250,000 trees across Devon in areas outside of woodlands.

To launch the promotion, venues serving Otter's award-winning beer will each be sent a 'Pints Mean Trees' promotional pack which includes 10 saplings which can be shared with customers on the signing of a pledge card that commits the new tree owner to nurture it.

Also included within the packs are Pints Mean Trees bar runners, beer mats, font clips and bar talkers.

Patrick McCaig, Otter Brewery Managing Director, said: "Otter has always been an eco-conscious brewery and as a family we've deliberately built every part of the business around being as green as possible.

"We now believe that it is time to take this commitment to the next level and I'm delighted that Otter



Brewery will be partnering with Devon Wildlife Trust."

Venues can also be designated as a Free Tree Hub, where the community can gather to collect further trees.

• www.otterbrewery.com

Jägermeister to take Tequila global

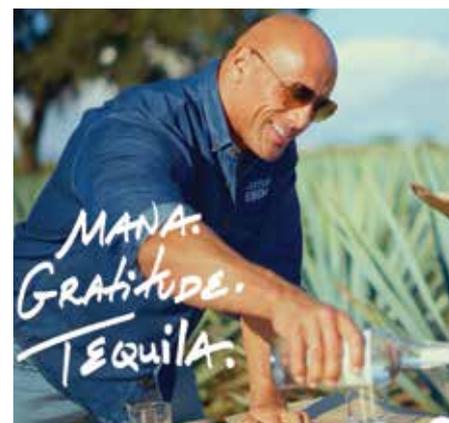
Mast-Jägermeister has invested in Teremana, the tequila founded by professional wrestler and movie star Dwayne "the Rock" Johnson, which launched in March 2020.

"We are now entering into a legacy partnership making this one of the biggest deals in spirits history," **Johnson tweeted**. "Thank you all for the record sales of Teremana and now we are taking our brand globally."

"For our company, this is a very exciting opportunity to add such a strong and dynamic brand to our portfolio," said **Michael Volke, global CEO of Mast-Jägermeister SE**. "It is a great complement to our line of Jägermeister products, and we look forward to tapping our deep industry relationships to continue to expand its footprint in the US, as well as to bring Teremana to top beverage markets of the world. We are all committed to having Teremana as the next major brand in our portfolio."

The super-premium small-batch tequila, which is made at Destileria Teremana de Agave in the Jalisco highlands mountains, Mexico, sold more than 640,000 nine-litre cases last year.

• www.teremana.com



Theakston XB heads back to UK bars

T&R Theakston has announced the permanent return of its Theakston XB beer after a two-year absence. The 4.5% ale – 'Masham's best kept secret' – is available to stock from this month. The premium strength, ruby coloured premium bitter is described as having a delicate Calvados aroma, and a subtle rhubarb and apple fruit flavour.

Simon Theakston, Managing Director, said: "We are certainly raising a glass to the permanent return of Theakston XB as we witness renewed confidence in the future of the hospitality sector from customers and licensees alike. As a beer that is strong in gravity with a low but complex hop character, Theakston XB was and remains an instant success."

• www.theakstons.co.uk

Rebrand for The Irishman

The Irishman range of super-premium whiskeys produced by Walsh Whiskey has undergone an extensive rebranding, reflecting its dedication to the pursuit of excellence in Single Malt whiskeys, says the company.

The rebrand includes new tall, tapered bottles and all expressions in the range are now sealed with a cork to reflect the super-premium nature of the whiskeys.

A significant feature of the bottle is a series of embossed phrases around the lower part of the bottle that capture the essence of The Irishman's focus and purpose, which is 'to pursue a lifelong journey in search of the perfect dram/taoscan of single malt, while respecting past traditions and with ambition for future possibilities'.

The new labels include braille for the visually impaired. This is also a personal tribute by Bernard Walsh to the memory of his own grandfather, Jack, whose loss of vision made a lasting impression on his grandson.

• www.walshwhiskey.com



The Macallan – reaching back in time

The Reach is the oldest whisky released by The Macallan and celebrates the artisanship that it took to craft it during the turbulent times of the Second World War.

Drawn from a single cask in which it has matured for 81 years, the whisky is a deep auburn liquid with a gentle smoothness and comes in a decanter on a bronze sculpture of three hands. Each hand represents characters in The Macallan's, including distillery workers of 1940, former chairman Allan Shiach (his grandfather was head of the company), and current Master Whisky Maker, Kirsteen Campbell.



"It is an honour to introduce The Reach. Created during a turbulent time in the world, this extraordinary expression showcases The Macallan's history, ingenuity and unmistakable strength of character," said **Kirsteen Campbell**. "The creation of many hands, The Reach has been a truly collaborative effort. It's also a tribute to the people who made this precious whisky, and their enduring spirit which never wavered."

• www.themacallan.com

Women in the industry

Hospitality is the industry where women in the UK are thriving the most according to research from PR agency Reboot Digital. Top of the leader board, with a final index score of 7.25 out of 10, the sector sees 6.81% of females in higher positions of leadership. It also ranks within the top 10 for

female representation, with over 52.34% of the industry being female.

The study analysed quarterly data from the Labour Force Survey based on a sample of 87,904 individuals.

• www.rebootonline.com/digital-pr

The UK Industries Where Women are Thriving the Most

| Ranking | Industry | Final Average Score Out of 10 |
|---------|---|----------------------------------|
| #1. | Accommodation and food services | 7.25 |
| #2. | Administrative and support services | 6.88 |
| #3. | Public admin and defence | 6.63 |
| #4. | Health and social work | 6.50 |
| #5. | Professional, scientific and technical activities | 6.25 |
| #6. | Manufacturing | 5.88 |
| #7. = | Wholesale, retail, repair of vehicles | 5.63 |
| #7. = | Financial and insurance activities | 5.63 |
| #9. | Arts, entertainment and recreation | 5.25 |
| #10. | Information and communication | 4.88 |



Adding elegance with Veggie Cups

Pastry specialists Pidy has created a Veggie Cup assortment in eye-catching colours.

The bite-sized pastries are suitable for hot or cold fillings, and come in four flavours – beetroot, carrot, spinach and grilled onion. They can be stored in a dry, ambient place for up to 10 months.

"Canapes and appetisers are often underestimated but they're such an important element of a dining experience as they set the tone for a meal," said **Fabien Levett, Commercial Manager at Pidy UK**. "Our veggie cups are perfect for ensuring your canapes leave a lasting mark."

The Pidy's range also includes Frozen Sponge Sheets. With a shelf life of 12 months, they can be defrosted in minutes and cut to any shape and size. They come in packs of 10.

• www.pidy.co.uk



Malt 'n' Choc launches for Spring

New Forest Ice Cream has given its 3-star Great Taste Award-winning flavour 'Malted Milk' ice cream a chocolate twist.

The traditional dairy ice cream base, combined with malt extract and blended to create a toasty, rich flavour, now sees the addition of dark chocolate pieces to create Malt 'n' Choc.

Malt 'n' Choc can be served on its own or used to create desserts and shakes.

The company also offers sorbets, vegan-certified ice cream and sorbets, as well as cones, wafers, toppings and accessories.

• www.newforesticecream.com



Lotus Biscoff expands frozen range in ice cream category

Lotus Biscoff has expanded their foodservice range with the launch of Lotus Biscoff Mini Ice Cream Tubes.

Available in a case of 30, the mini tubes provide a single serving of fresh dairy ice cream packed with original Lotus Biscoff crunchy biscuit pieces and swirls of original Lotus Biscoff spread. Portioned in a smaller 80ml format, the mini tubes use the 'spoon-in-lid' design.

Frances Booth, UK Category Marketing Manager at Lotus Bakeries, said: "Lotus Biscoff is a flavour phenomenon. The unmatched flavour of Lotus Biscoff is especially appealing to customers looking to try something new from a familiar brand."

• www.lotusbiscoff.com/en-gb

Ipplepen Conservative Clubs Hosts First Covid Party

The Ipplepen Conservative Club held their first social event post covid on Saturday 8th January with a special birthday party for their eldest member 94 year old Mrs Beryl Morgan.

Beryl is seen here together with Club Chairman Rob Farrell. The Birthday Cake was made by

Secretary Gill Farley.

All the Members and guests who attended the event had a lovely time and everyone was pleased to see the Club starting to hold events again after a sustained period of Covid shutdowns and trading restrictions.



The Birthday Girl with her cake designed by Gill Farley.

Obituary

Colleen Challand

It is with great sadness that the Bentick Conservative Club reports that Colleen Challand passed away just before Christmas aged 82. Colleen was the Club's Secretary from 1994 to 2016.

Colleen was very passionate about the club and the association it and would spend a huge amount of time supporting the club, members and activities.

Her planning and management in meticulous detail has always been a talent that greatly assisted the Club and she was widely admired by all who served with. Her friends and colleagues at the Club

were very important to her and she would do anything for them.



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Guidebridge Conservative Club Raises Funds For The Anthony Seddon Fund

The Guidebridge Conservative Club, Ashton-Under-Lyne, has held a concert in order to raise funds for the Anthony Seddon Fund.

A 6 piece band, 'Urban Myth', headed by lead vocalist, 'Cat Holden', entertained members who dug deep into their pockets and raised a fantastic £550.

Club Secretary, Kim Tranter said "We really wanted to encourage people to come back out after the coronavirus restrictions were lifted, and what better way than to hold a charity fundraiser"

The Anthony Seddon Fund provides vital peer support for local people with mental health.



Photos From The Event.



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Business Energy Direct: Advertorial

Over the past four months we have seen energy prices soar to the highest levels ever recorded. This is coming at a time where there is so much uncertainty for many businesses. It has been widely reported about energy suppliers going bust and rising energy costs. These reports tend to be about domestic premises where there is a price cap. What is not well reported is that business energy is not capped, and the increases businesses can experience are unrestricted. This is a very dangerous period for businesses and the right advice is very important for your Club currently.

We believe that the energy industry has a problem with rogue consultants looking to cash in on the innocent business owners such as conservative clubs. We're aware of allegations involving consultants stating they are approved by the ACC, forged contracts, phone calls manipulated to sound like contracts have been agreed, Clubs signing off letter of authorities requesting basic information and ending up in long term contracts and even consultants claiming to be suppliers. This is not how Clubs should be treated. Your business deserves better.

When taking a call, keep your wits about you. Be careful what you say, how much information you give away and what you sign. We continue to urge all businesses to be vigilant.

Please get in touch if any of the following apply to you.

- Received a misleading call or believe you have agreed a contract through misrepresentation
- Mid-contract price increases
- Received a renewal letter
- Require a quote
- Require advice or help (Account problems, DD's, Smart meters, rebates, troubleshooting, anything energy related)

We are Business Energy Direct and we are here to help. We can be contacted by phone on 01709 578999 or alternatively, by email, g.batty@businessenergydirect.co.uk.

ACC Editorial Note: Business Energy Direct are not yet an approved ACC Supplier although they have with, our overview, being assisting Clubs in recent months, sometimes to considerable success. Clubs which are having problems or wish to consider a new supplier may therefore wish to approach Business Energy Direct to see if they can assist your Club. The ACC is keen to receive feedback regarding Business Energy Direct before we make a final decision regarding formally recommending them.

Camelford Conservative Club Present Charity Cheques

In the autumn, the Camelford Conservative Club, Cornwall, held a harvest festival to raise funds for the Club's chosen charities. The Club has now been able to present cheques to each of the charities that funds were raised for.

The two charities chosen to be the beneficiaries of the events, which was organised by the sports

and social committee of the club, were Royal Cornwall Hospitals Charity and the Camelford Committee Cancer Research UK.

John Ward, chairman of the club, presented Karen Murrish, fundraising manager, Royal Cornwall Hospitals Charity, with a cheque for £1,250 and Sally Moore, honorary treasurer, Camelford

Committee Cancer Research UK with a cheque for £1,250.

Each year since 1984, when the club held its first harvest auction, Cancer Research UK has received half of the proceeds. This year's cheque for £1,250 brings the total donated to Cancer Research UK to £21,663.10. The Committee is

grateful for all the Club's Members and guests which took part in the harvest festival.

Many other charities have benefitted from the other half of the money raised, including the Cornwall Air Ambulance, HeartSwell Camelford branch and Children's Hospice South West.

Pages From The Past

In this month's Pages From The Past we go back to October 1939. The front page of the Conservative Clubs Gazette dealt with the commencement of the 2nd World War which had begun on the 1st September. The 2nd World War eventually started after a sustained period of appeasement in the 1930s where it could be argued that Britain allowed Germany to expand its territory without repercussions in the hope of avoiding a major military conflict. It would ultimately be seen that the policy of appeasement had broadly failed in its objectives.

The article goes on to explain about how the war would impact the ACC which at that time was

continuing to operate as usual. The article goes on to inform Clubs of the provisions of the Emergency Powers (Defence) Act 1939 which provided the Government of the day with wide ranging powers to assist with the war effort.

At the time no one was to know how long the 2nd World War would last. The ACC Magazine actually ceased publication for a considerable number of years during the war effort as the raw materials needed to print the magazine were diverted elsewhere. We hope that never again is a single Country allowed to propel the world into another similar conflict.



Photo Credit: Cornish and Devon Post.



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THE CONSERVATIVE CLUBS GAZETTE.

The Official Organ of the Association of Conservative Clubs, to which there are affiliated 1,505 Conservative and Unionist Clubs, with approximate membership of half a million.

VOL. XLIII. No. 535.

OCTOBER, 1939

PRICE 2d.

Clubland in Wartime —

The A.C.C.—“Business as Usual.”

All Departments of the A.C.C. are carrying on, as usual, at Palace Chambers, Westminster, and are at the service of affiliated Clubs. So far, the War has made little appreciable difference in the volume of correspondence, or the number of orders for books, goods, etc., customary at this time of the year. In short, the majority of our Clubs appear to be doing exceptionally well, providing, as they do, popular centres for members and their friends to congregate, listen to the latest news on the wireless, and discuss the situation.

Most Clubs, nowadays, have a good receiving set, with extensions. Those which have not, so far, installed the wireless are advised to do so without delay. Provision should also be made for a liberal, and varied assortment of indoor games to while away long winter evenings. All the necessary requisites are obtainable from the A.C.C. (*see front cover*). Committees are advised to order “while the going’s good” for it is more than probable that prices will be advanced in the near future when further supplies may be difficult to obtain and makers’ charges are advanced. So, see that your Club is well equipped with indoor games of all descriptions and purchase them through the A.C.C., thus ensuring that you get full value for money.

Commandeering Club Premises.

The Emergency Powers (Defence) Act 1939 provides that His Majesty may, by Order in Council, make such Regulations as appear to him to be necessary or expedient “for the efficient prosecution of any war in which His Majesty may be engaged.” The Act authorises

- (I) *the taking of possession or control, on behalf of His Majesty, of any property or undertaking;*
- (II) *the acquisition, on behalf of His Majesty, of any property, other than land.*

The premises of some affiliated Clubs have already been commandeered, in the King’s name, under Order in Council. In such cases they have been advised by the A.C.C. to keep an exact record of all expenses incurred in obtaining fresh accommodation—where such is possible—and of any financial loss sustained through temporary closing, removal, etc., with a view to obtaining compensation at the appropriate time.

Concerning Restrictions.

During the existence of war conditions, Clubs, in common with the rest of the community, must anticipate being subjected to a variety of restrictions: some with regard to light and heating have already been imposed. All such restrictions—provided there is a commonsense reason for them and are designed to help win the war—will, we know, be cheerfully borne by Clubmen (after, of course, the inevitable British “grouse”!). Orders,

etc., affecting Clubs will be published, and explained, in the “Gazette,” as they appear.

It will not have escaped notice that certain “Pussy-foot” M.P.s have been endeavouring to induce the Government to reimpose the restrictions which were placed on licensed houses and Clubs during the last war. Some idea of what those restrictions were will be conveyed to readers by perusal of the article on page 149.

Let it be said outright that there is no need whatsoever for imposing any additional restrictions on Clubs, provided they adhere strictly to their rules appertaining to the election of members, admission of guests, and observe rigidly their registered hours of supply. The situation which exists to-day with regard to the “drink problem” is entirely different to that which prevailed in 1914. In short, there is now no “drink problem” to be solved.

Fortunately this is realised by the Home Secretary. Replying in the House of Commons last month to Lady Astor, who asked whether the Government was considering a return to the restrictions imposed in the last war on the sale and supply of alcoholic beverages and the reinstatement of the “No treating” Order, Sir John Anderson said that *the existing restrictions on the sale and supply of intoxicating liquors as contained in the Licensing Act 1921 were similar to those imposed in the last war.* The Home Secretary added, significantly,

“I think we have to recognise that the public are already being subjected to many restrictions and we must be sure of our ground before we add to them. It is quite true that the hours fixed under D.O.R.A. in the last war were somewhat shorter than the hours fixed by the 1921 Act, but those hours were very much shorter than the normal hours previously in force. I do not think any case has been made out for the imposition of further restrictions—House of Commons, 21/9/39.

This reflects, precisely, the view held by the A.C.C. which, on behalf of affiliated Clubs, conveyed it to Sir John Anderson. The Home Secretary’s pronouncement can be regarded as satisfactory and will, it is to be hoped, give teetotal cranks in Parliament and elsewhere who have been bleating for more restrictions, their quietus.

Admission of Servicemen to Membership.

Since the declaration of war, inquiries have reached Headquarters from several Clubs asking whether it would be in order for them to elect as temporary honorary members Servicemen stationed in the locality and others engaged on work of national importance?

Whilst appreciating the patriotic desire of affiliated Clubs to make things as congenial as possible for our gallant defenders located in their vicinity, the proposal

The Association of Conservative Clubs' Catalogue of Club Supplies

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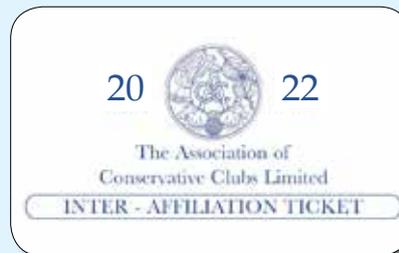
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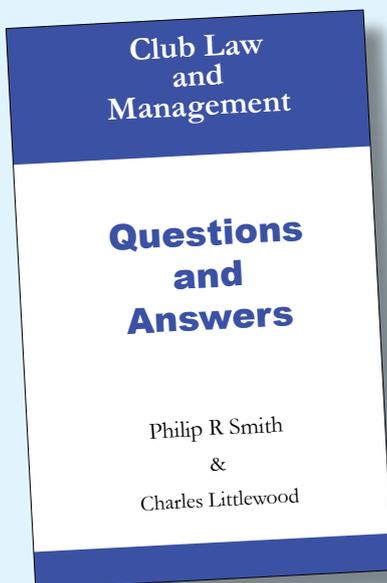
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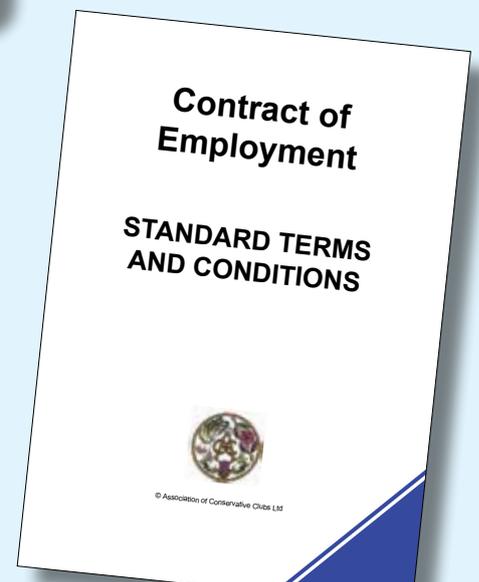
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