

# *CONSERVATIVE CLUBS MAGAZINE*



June 2022 75p



**The Association of Conservative Clubs  
sends loyal greetings to Her Majesty on the  
occasion of her Platinum Jubilee**



# Message From The Chief Executive

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CLUBS  
MAGAZINE

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It was with great pleasure that I signed off this month's magazine, a true celebration of our remarkable Queen, who this month celebrates her Platinum Jubilee. Our front page photograph was taken when HM The Queen opened the new Elizabeth Line on 17th May. The ACC Magazine has, of course, been here alongside her entire reign and we are pleased to bring back some of our previous cover images and stories from our archives, including Queen Victoria's Diamond Jubilee, to share with all our readers this month.

In regular ACC news I am pleased to report that our AGM was successfully held last month at the Carlton Club and a full report will be featured in next month's magazine. It was a pleasure to see so many club attendees gather together again after two years of remote

AGM's. The sun even came out for the day to allow all attendees to enjoy post AGM lunch and hospitality on the Carlton Club terrace.

I can also report that after many years I have stepped down as Chairman of CORCA (Committee of Registered Clubs Associations) but I am confident that I leave this invaluable cross-club organisation in good health particularly as the ACC's Deputy Chief Executive Charles Littlewood has been elected to succeed me as Chairman. I have no doubt that he will do an excellent job.

I hope all clubs enjoy the Platinum Jubilee weekend and I know many of you are hosting events as part of these festivities. I am sure, like our AGM, it will be a great opportunity to catch up with Club Members and friends that perhaps you have not seen for a while.

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# CLUB LAW AND MANAGEMENT

During the Platinum Jubilee weekend, many Clubs will be hosting open days and special events to commemorate this occasion. This can also be an excellent time to recruit new members and promote your Club to the wider community. To this end, we hope that the following articles assist Clubs in making the most of this occasion.

## Membership Recruitment

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

Membership recruitment is a matter which should be discussed regularly by committees. Without a continuous programme of membership recruitment, a club will eventually weaken. Club committees often place the onus of responsibility for recruiting new members on themselves, rather than correctly placing it on the membership. It is the members who must propose and second new members, not just the committee.

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

to the introductory member (which will actually only cost the club the value of the stock, rather than the whole £10) has in many cases created a great deal of interest.

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

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

## Club Advertising

Care must be taken not to advertise directly for new members. Club rules should contain a reference to candidates for membership being properly proposed and seconded by existing members who are able to vouch for their suitability. This is one of the fundamental principles which define a bona fide members' club, as opposed to a club which allows people to come in and drink following some mere administrative 'tick the box'. Licensing Authorities grant a club a Club Premises Certificate (CPC) on the grounds that they are managed in accordance with their rules, and that the rules comply with the Licensing Act 2003. Committees will appreciate therefore that, by advertising directly for new members, a club would effectively be announcing the fact that it is not complying with its own rules.

It is possible to place an advertisement in the local press or on a flyer posted to local residential

or business addresses, which for example, lists forthcoming events and facilities which are on offer, provided the following words are included—

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

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

## Sales of Drink to Non-Members

The subject of non-member activities within Registered Private Members' Clubs is one which has become increasingly important, since almost all clubs now rely to a greater or lesser extent, on income generated from the sales of drink at private functions promoted by either individual members or outside organisations.

The most interesting change introduced by the 2003 Act is that members' guests introduced on a normal day-to-day basis will be permitted to purchase drinks. Whilst in 'the real world' such a practice has been accepted in many clubs, strictly speaking the previous rules of almost all clubs prevented such sales.

Consequently, drink may be supplied lawfully to a non-member attending any event promoted by a member, provided the non-member is a bona fide guest of the member and has been properly admitted to the club in accordance with the club's rules.

Any member wishing to hold a private function or party in their club will be able to do so and the number of functions is not restricted in number. Naturally, if a person who is not a member approaches a club with a request to hire a room in order to hold a private function, then the club could legitimately ask if the person would like to become a

member. Provided such persons met the membership requirements of the club's rules, their election to membership would automatically make the event a members' private function at which his or her guests could be lawfully supplied with drink.

The rules of almost every club put no restriction on the number of guests a member may introduce at any one time but do, rightly, restrict the number of occasions the same guest may be introduced in any one month.

The Act contains no reference to the way in which clubs should manage the introduction of guests and no reference to the number of members' functions or parties which could be held. Such functions would, of course, have to be booked and the committee would retain ultimate discretion on whether to agree to a booking, or not.

Therefore, do not accept any criticism or suggested rule amendments concerning this matter from either Licensing Authorities or Police Licensing Officers, and refer any such matters to your affiliated organisation. I have seen some examples of ridiculous suggested rule amendments being passed off as 'legal requirements' by Licensing Authority Officials; all these suggestions have been withdrawn on being challenged.

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## Temporary Event Notices (TENs)

Temporary Event Notices (TENs) are a method of obtaining, under the Act, the authority to sell alcohol and provide regulated entertainment at an event of short duration (e.g. a dance, or a private party) where the organiser wishes to avoid going through the more complicated procedure of applying for a Premises Licence.

The method of obtaining a TEN must be submitted by the premises user (must be over 18 years of age) and must be copied to the relevant Chief Officer of Police at least ten working days before the event. The TEN (in a prescribed form) must contain the following information–

- The licensable activities to be carried out
- The total length of the event (not to exceed ninety-six hours)
- The times during which the licensable activities are to be carried out
- The maximum number of people to be allowed onto the premises at any one time (not to exceed 500)
- Whether any alcohol sales are to be made for consumption on or off the premises (or both)

The Act requires that alcohol sales must be made under the authority of the premises user. Further requirements are that there must be an interval of at

least twenty-four hours between events and no premises may be used for more than twenty one days per year in total (i.e. the total amount of time used by the TENs must not exceed 504 hours – an unlikely scenario!) Any club wishing to exceed the limit of fifteen events a year at the same premises would have to apply for a premises licence.

Licensing Authority Officials are required to acknowledge receipt of the TEN, and provided they do not issue a counter notice and the Police do not object (they can only do so, or insist on conditions in keeping with the crime and disorder objectives of the Act), the event can go ahead.

If the Police object, Licensing Authorities are required to hold a hearing at which the Police and premises user may put their case. The exceptional use of ‘Police Powers’ does not arise in the case of small-scale events.

The TEN procedure can also be applied to increase a club’s normal Permitted Hours granted under the CPC, for the event in question. Applications for such events must be made by an individual rather than the club. The number of applications made in any one year, by any one individual, is five. Therefore, club officers can divide the applications in order to take full advantage of these events, e.g. the Secretary makes the first five applications, the Treasurer the next five and the Chairman the remaining two.

## Lotteries

A Lottery is defined as a scheme for distributing prizes by lot or chance. All raffles, draws, sweepstakes, totes, or other lotteries by any other name, are

declared illegal with the exception of Small Lotteries (incidental to exempt entertainments), Private Society Lotteries, Small Society Lotteries and the National Lottery.

## Small Lotteries (Incidental to Exempt Entertainments)

To promote such lotteries the following conditions must be observed–

- The entertainments concerned are bazaars, sales of work, fetes, dinners, dances, sporting or athletic events and other entertainments of a similar character
- The whole proceeds of the entertainment (including the proceeds of the lottery) shall be devoted to purposes other than private gain, however, the following may be deducted–
  - The expenses of the entertainment, excluding expenses incurred in connection with the lottery
  - The expenses incurred in printing tickets in the lottery
- A sum not exceeding £250 that the promoters of the lottery think fit to spend in purchasing prizes in the lottery
- None of the prizes in the lottery shall be money prizes
- Tickets or chances in the lottery shall not be sold or issued, nor shall the result of the lottery be declared, except on the premises on which the entertainment takes place and during the progress of the entertainment
- The facilities afforded for participating in lotteries shall not be the only inducement to persons to attend the entertainment

## Private Society Lotteries

To promote such lotteries the following conditions must be observed–

- The sale of tickets or chances must be confined to members of one society established and conducted for purposes not connected with gaming, betting or lotteries
- The expression ‘society’ includes a club, institution, organisation or other association of persons by whatever name called and each society is regarded as separate and distinct; thus two or more clubs cannot combine to hold a joint lottery, which would preclude a federation of clubs from running such a lottery
- The word ‘ticket’ includes any document issued which entitles the holder to participate in the lottery
- The lottery must be promoted for the club, and the sale of tickets or chances must be confined solely to its members, and to any other persons on the club’s premises i.e. members’ guests, visitors admitted in accordance with the approved rules, and affiliation ticket holders
- The lottery must be authorised in writing by the club committee, and duly recorded in the Minute book
- The committee must appoint the Secretary or a member of the club to act as ‘promoter’
- After deducting only expenses for printing and stationary, the whole of the proceeds must be devoted to either the provision of prizes or to the purposes of the club, or both
- The only notice or advertisement of the lottery is permitted–
  - On the club premises
  - On the face of the tickets
- The price of every ticket or chance must be the same and if tickets are used the price must be stated on the ticket
- It is illegal to allot free tickets to sellers or to purchasers of complete books of tickets
- The full price of the ticket must be paid on purchase, and no money is returnable to the purchaser
- No ticket in the lottery may be sent through the post
- Prizes in the lottery may be in cash or kind
- ‘Printing’ includes writing or other modes of reproducing words in visible form; thus a rubber stamp could be utilised to stamp on the tickets the particulars required by the Act
- Each ticket must have printed on it–
  - The name and address of the promoter
  - To whom it may be sold i.e. members of the club only
  - A statement that no prize will be paid or delivered except to the purchaser of winning tickets

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## Questions and Answers

**Q** Our Club has a pull tab lottery machine which is very popular and delivers a healthy profit to the Club. We are also looking into installing a B3A gaming machine inside the Club as they are also free from taxation and we think such a machine could prove to be popular amongst our Members. There is some concern though that a B3A machine may cannibalise the sales of the pull tab lottery machine and simply split the revenue received and increase our costs. Do you know if this is ever the case?

**A** Whilst I do not have any statistical evidence which I can send you regarding the change of usage of pull tab machines following the introduction of a B3A, I can safely say that I have rarely been into a Club with a B3A machine which does not also have a familiar pull tab ticket vending machine in some other part of the Club. I do think that the pull tab

tickets have a following from part of the membership which is not particularly interested in playing any form of gaming machine even though I accept that the B3A machine is a very simple one to use compared with the more complex B4 machine features.

**Q** Our club rules state that guests may only enter the club two times per month. Are we therefore in breach of our own rules and not the law by allowing an individual to use the club more than twice?

**A** If you are currently allowing guests into the club more than twice a month you are not in breach of the Licensing Act 2003 but you are in breach of your rules. The club should either enforce its current rules or modify them to give the club more flexibility on these matters.

The law therefore allows the club far greater flexibility on guests and their attendance than your own club rules currently allow.

**Q** Each year our club holds one or two events, the admissions to which have, in recent years, been by 'ticket only.' We have some members who question this and say that they must be allowed to enter the club, even if they do not wish to buy a ticket. We would appreciate your clarification of this matter.

**A** I confirm that it is in order for an event to be promoted at the club, the admission to which is by ticket only. A member of a club does not have an automatic legal right of entry to their club. Consequently, if a ticket only event is organised and promoted then members who do not wish to purchase a ticket may not enter a club at such an occasion. Ticket events are few and far between and in most clubs only take place on New Year's Eve. By selling tickets for such an event the committee will at least be able to manage the number of staff required and levels of entertainment and refreshments

required etc., which otherwise they may not be able to do on what can be either a very busy or a very quiet night.

**Q** We wish to plan an Open Day for the club in an effort to encourage new members into the club. We intend to open on a Saturday morning from 11am to 1pm to allow potential members to call into the club for a coffee, view our facilities and get to know the benefits of becoming a member. How can we legally invite these people in without signing them in as members' guests?

**A** I confirm that such an event would be possible if the club applied for and obtained a Temporary Event Notice.

Whilst some open days can be successful this will only happen if the members are prepared to become involved. However, I think it is important for clubs to actively promote their roles as part of their local communities.

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# CONSERVATIVE CLUBS MAGAZINE

JUNE 2002 45p



*The Association of Conservative Clubs  
sends loyal greetings to Her Majesty on  
the occasion of her Golden Jubilee*

# Queen Elizabeth

We have delved into our archives this r  
Magazine Queen Elizabeth II Jubilee  
the Silver Jubilee, the Golden Jubilee and  
readers enjoy this look back at these import

## Conservative clubs magazine

INCORPORATING THE CONSERVATIVE CLUBS GAZETTE & THE CLUBMAN

VOL. XXVIII No. 9 SEPTEMBER 1977

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# II Jubilee Special

month to bring to readers the previous ACC covers. In order they cover the Coronation, finally the Diamond Jubilee. We hope that ant events.

## CONSERVATIVE CLUBS MAGAZINE

June 2012 50p



# 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.

## The rum renaissance – is rum the new gin?

A landmark report by Campari Group UK shows rum representing a key growth area for UK clubs, pubs and bars.

**G**lobally, the rum category has experienced sustained value growth, similar to spirits since 2000, with the category really taking off in the UK since 2019 and showing no signs of slowing down. Out of the top 10 rum markets globally, the UK is forecast as having the highest growth rate to 2021 with 4.8% growth, taking the total value of the category to £1.17bn – placing the UK as the third largest rum market in the world.

### The pull of premium

The trend for premiumisation is hugely prevalent within rum and is an important driver of the growth the category has experienced since 2021. In the on-trade, consumer preference for quality has led to positive momentum for premium rum brands with premium rum growing its share of the category by 6.1% on 2019.

Over two-thirds of UK consumers noted they would spend more for a quality drink, with a third of these consumers drinking rum as a regular drink (CGA Campari Group Survey), further highlighting the opportunity for the trade to boost the frequency of these premium occasions by stocking a range of high-quality rums.

Linked to the draw of Premium is the role of aged liquids, as consumers closely associate aged liquid with being a quality spirit. According to the report, 70% of consumers agree that if a rum has an age statement, they are more likely to view it as high-quality liquid. Aged rums can therefore act as a



smart recruitment tool, encouraging consumers of malt whisky and other aged dark spirits to explore the category, building on their existing appreciation for the complex flavours that aged spirits offer. The popularity of aged rum is expected to grow in the next few years, and there is an opportunity to further educate consumers around the different rums on offer, really building upon the authenticity and heritage of brands, such as Appleton Estate, profiling rum as a spirit that can be enjoyed sipped neat.

### The role of Spiced

Spiced Rum is playing an important role, accelerating interest, and recruiting a new generation of consumers into the category. Spiced has been the key growth driver of total rum in the UK over the last two years and is expected to continue to drive the category forwards in 2022. In the on-trade in 2021, Spiced/Flavoured Rum achieved a 6.3% share of spirits, an increase of 1.2% compared to

2019, with taste the number one factor driving consumer interest in the sub-category.

### Rum and cocktails

The research also found rum sits at the heart of the popular cocktail trend, with the category's versatility of serve allowing it to take full advantage of the growing cocktail movement being seen across the UK. Rum features in five of the top 20 cocktails across the on-trade. As UK consumers continue to become 'cocktail curious', this curiosity can act as a great way of introducing consumers to the category or expanding their rum style repertoire, through versatile favourites.

The report also highlights how three of the most popular rum serves (the Mojito, Daiquiri and Rum Punch) can be tailored, depending on the venue they're being served in, or by the skill of the bartender making the drink.

**Brad Madigan, Managing Director, Campari Group UK, said:** "Our Rum Report shows just how much of an opportunity we see rum being for the UK market in 2022 and the years ahead. The category is elevating itself far beyond what has previously been perceived as a rum-and-coke-dominated category, to one with endless opportunities within high-end cocktails and beyond."

Headquartered in Milan, Italy, Campari Group owns a total of 21 plants worldwide and has its own distribution network in 21 countries.

• [Camparigroup.com](http://Camparigroup.com)

## Vegetarian meals rule the roost

TikTok has undertaken research to reveal a Top 20 of food trends, measured by number of views, with users on the social media platform inspired to try their hand at cooking all sorts of recipes after viewing 'how-to' videos.

First place with 3.2 billion views goes to cloud bread, a fluffier alternative to

normal bread which in some instances uses dye to create the ultimate sunset cloud effect (*see right*). In second place comes whipped (ordalgon) coffee, with nearly 3 billion views, and in third, it's Pancake cereal (mini sweet treats with a variety of toppings).

• [Top10.com](http://Top10.com)



# Pressure on staff increases during recruitment crisis

**H**ospitality employees are working around six hours a week longer than before the pandemic, according to new figures from workforce management specialist Bizimply.

**Taking March 2020 as the baseline, the data shows:**

- Employees are now working an average of around 25 hours a week, compared to a pre-pandemic average of 19 hours a week.
- In food-led businesses, employees are working an average 28 hour week, compared to around 23 hours in wet-led businesses.
- Fine dining restaurants, among the worst affected by recruitment issues, are typically asking their staff to work 40-plus hours a week. Cafés and hotels are also seeing staff notch up longer than average weekly hours at work.

Bizimply warns that employers who are currently banking on the goodwill of their staff to keep their doors open to customers need to be ready to pay back that commitment in terms of improved pay and conditions, and a better work-life balance.

**CEO Conor Shaw said:** “Most operators have significant numbers of part-time employees, such as students or those juggling work with childcare commitments, so we expect to see the average hours worked to be below the typical full-time tally of around 35 hours.

“However, it’s clear that in food-led sectors, particularly more premium venues such as fine dining and hotels, the recruitment challenge is particularly acute. With experienced chefs and front-of-house staff in very short supply, operators are asking staff to



put in longer shifts than ever.

“The fact that employers using our workforce management system have increased their teams suggests that flexibility is an important factor for employees,” said Shaw, explaining that the company’s scheduling tools mean employers can offer team members flexibility simply.

“The balance of power has shifted in hospitality, and employees hold more of the cards. Employers will need to meet their staff’s expectation in terms of work-life balance as a quid pro quo for the extra commitment.”

Within Bizimply’s customer base, the number of active employees – those regularly undertaking shifts – has increased by more than 25% compared with March 2020. Overall, ONS figures show the labour pool is smaller, as some older staff have not come back into the workforce post-pandemic, while significant number of experienced hospitality staff have also returned to the EU.

• [bizimply.com](http://bizimply.com)



Over 80 Fuller’s team members from its support centre, pubs and hotels estate took to the streets of London last week to raise in excess of £25,000 for Fuller’s corporate charity, Special Olympics Great Britain. Joined by a number of Special Olympics athletes, the team walked 26 miles from Fuller’s HQ at Pier House, Kew Bridge to The Sail Loft in Greenwich, crossing the River Thames 19 times using 18 bridges and the Greenwich Foot Tunnel. Special Olympics Great Britain provides year-round sports training and competition opportunities for all people with intellectual (learning) disabilities in England Scotland and Wales.

• [specialolympicsbg.org.uk](http://specialolympicsbg.org.uk)

# Free course in sign language for hospitality sector launches

**C**PL Learning has launched a free online training course ‘British Sign Language – Phrases for Hospitality’ to support venues and individuals who want to improve the hospitality experience for Deaf people.

The course has been developed to provide team members with knowledge of British Sign Language (BSL) and the opportunity to learn everyday phrases that will help them form better communication and interaction with guests.



‘British Sign Language – Phrases for Hospitality’ was launched to coincide with Deaf Awareness Week (2-8 May, 2022), which this year focused on inclusion, coming just a week after the UK Parliament voted to recognise BSL as a language of Great Britain in law.

**Launching the course, Jamie Campbell, Director of Learning at CPL Learning, said:** “Sign language is a beautiful and fun language to learn and initiate, and it contributes to a more inclusive society. This introductory CPL Learning course has been specifically designed to equip hospitality team members with the knowledge and confidence to engage with Deaf guests.

“It is presented in an informative style and in 10 minutes can help them gain an understanding of the diversity and challenges Deaf people face and introduce basic BSL and simple phrases to improve their experience by making them feel included and welcome.”

The importance of BSL in society received heightened public awareness at the end of last year when actress Rose Ayling-Ellis made such an impact as the first Deaf contestant – and champion – of Strictly Come Dancing.

“Rose is one of an estimated 151,000 people in the UK who use BSL, of which 87,000 are Deaf. Additionally, there are over 12 million adults in the UK who are classified as having moderate hearing loss, or greater, which is equivalent to one in five adults,” said Campbell.

“It is our hope that, with BSL now legally recognised as a language, CPL Learning’s ‘British Sign Language – Phrases for Hospitality’ course will help start opening more doors and actively signpost that hospitality is a welcoming environment for the Deaf community.”

• [cpllearning.com](http://cpllearning.com)

# UK's most extreme water types revealed

Research from BRITA Professional has revealed which regions in the UK are exposed to the most extreme water types, with the highest levels of hard, soft, gypsum and aggressive water.

Regional variance in water has a major impact on catering and hot beverage equipment if left unprotected, says the company, and unfiltered water significantly affects the consistency and quality of food and beverages served, as well as causing premature break-downs due to the build-up of limescale and other impurities.

BRITA Professional's digital water map provides regional information on water quality – from water hardness, and the exact type of water, to the risk of corrosion.

The research findings are as follows:

1. The north of Scotland has the softest water in the UK, which is due to the minimal chalk content in the geology.
2. Very high chalk content in Norfolk means this region has the hardest water in the UK.
3. Derbyshire, Nottinghamshire Cambridgeshire and parts of Suffolk are regions with high levels of calcium sulphate, giving them the highest levels of gypsum water in the UK.
4. Coastal areas in the East take the top spot for the most aggressive water in the UK, due to the high concentrations of salts in the area.

The launch of the new tool coincides with the development of two new water filters – the PURITY C1100 XtraSafe and the PURITY C500 MinUp – designed to help operators optimise their water supply.

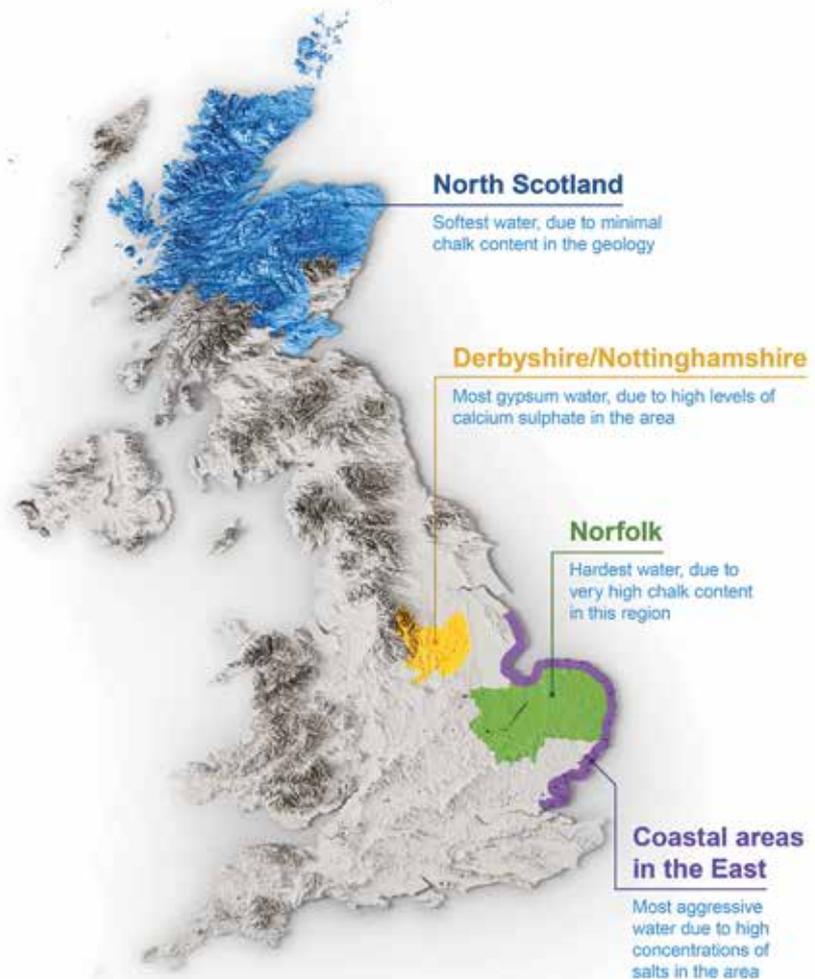
Steve Buckmaster, Sales Director at BRITA Professional, said: "With such drastic regional variances in water across the UK, the first step for hot beverage outlets and caterers is to understand the particular characteristics of their water supply.

"Using the correct water filter will protect their equipment from damage, regardless of where in the country they are based. This is something our experts at BRITA Professional can help with.

"Plus, our Filter Service App uses data on local

## Stop the corrosion!

The UK's most extreme water types revealed



water conditions to calculate user-specific recommendations, giving operators confidence that they're installing the right filter for the water supply in their area.

It also ensures accurate filter exchanges to ensure total machine protection and provides installation guides and videos at their fingertips."

• [brita.co.uk](http://brita.co.uk)

## New Berry Blast from WKD

New WKD Berry Blast is the latest recruit to SHS Drinks' RTD range. Offered with the same 4.0% ABV as the brand's existing regular RTDs, the new addition will maintain WKD's track-record of NPD with an on-trend flavour which aims to hold strong appeal for the brand's 18 to 24-year-old target market.

Available in 275ml glass bottles, Berry Blast aims to 'refresh licensees' fridges and revitalise consumer interest in the category'.

Launched in May in time for summer sales, the new offering boasts a striking label featuring flavour-explosion graphics designed to convey the vibrant

taste of the product and maximise back-bar and fridge standout.

With berry currently the fastest-growing flavour within the overall alcohol category ( Nielsen Total UK Take Home value; MAT 01.02.22) SHS believes that WKD Berry Blast will both recruit new consumers and encourage existing RTD drinkers to reappraise flavour choices.

The launch of the new variant will be supported by a bespoke social media campaign.



Alison Gray, Head of Brand – WKD at SHS Drinks, said: " Our target market actively seeks out innovation and new variants; they expect WKD to deliver new products on a regular basis and our latest offering will not disappoint.

"Our consumers tell us that when they get together with mates to socialise and enjoy WKD on nights out, they always have a great time. Now, with the launch of our latest fruity variant, we can really inspire them to get together and have a Blast!"

• [shs-drinks.co.uk](http://shs-drinks.co.uk)



## New solution for quick glass turnaround

**N**elson has launched Glass-Dry, an innovative solution to a problem shared by many busy bar operators having to resort to using hot, wet glasses straight from the glasswasher. Although glasses taken from a glasswasher will eventually air dry, this takes around 40 minutes, so any club running short of glassware must use them as they are or manually dry them with a cloth.

“The Glass-Dry slashes the drying time to just four minutes and is perfect for all types of beer glasses, champagne flutes, wine glasses and cocktail glasses. It works by drawing air in via its base and circulating it around the glasses through its grid plate,” said the company. “The cooling action, meanwhile, is achieved

by the velocity of air passing over the glasses, reducing the glass temperature to just below ambient which means they can be utilised immediately.

Nelson offers Glass-Dry in three size options to accommodate glasswasher racks that are 400mm x 400mm, 450mm x 450mm and 500mm x 500mm – although the footprints are slightly larger. The unit simply needs to be plugged in and it’s ready to go.

Different glass shapes will require slightly different drying times so the operator simply needs to select the desired time.

Glass-Dry can be sited on any flat surface close to a 3-pin socket.

• [nelsonwashonline.co.uk](http://nelsonwashonline.co.uk)

## Portman Group dismisses consumer complaint

**C**omplaints against Realm of the Unicorn Premium Gin based Liqueur and FlaGingo Electric Blue & Scottish Raspberry Gin Liqueur were not upheld by the alcohol industry’s Independent Complaints Panel.

Both products by Zymurgorium, received complaints in relation to rule 3.2 (h) – that a drink’s name, its packaging and any promotional material or activity should not have a particular appeal to under-18s.

The complainant stated: “This drink looks as if it’s aimed at children. It should not be sold in such packaging or with the pearlescent effect of the product. Very concerning. I actually thought it was little girls bubble bath”.

The Panel concluded the products and overall appearance – the adult style of the artwork, the 70s and 80s rock and roll music themes, colouring and shimmer effect of the liquid – were unlikely to have a particular appeal to under-18s.

**Commenting on the decision, the Chair of the Independent Complaints Panel, Nicola Williams, said:** “Appearance and design are important features of many alcoholic products, particularly when considered alongside other elements on packaging that



emphasise and tell a brand story. In the case of these products the overall appearance and messaging were not considered to have a particular appeal to under-18s.”

• [portmangroup.org.uk](http://portmangroup.org.uk)

## Made to matter – machine longevity

**R**esearch by BRITA Professional shows that major pandemic-era factors impacting hospitality businesses’ revenues include increased running costs (33%), staff shortages (37%), the rising costs of labour and consumables (27.4%) and a lack of footfall (62%).

It is therefore essential that operators can identify where costs can be saved across their businesses to alleviate these ongoing pressures, according to BRITA’s *Made to Matter* report.

• [brita.co.uk](http://brita.co.uk)



## Online M.I.R.A.C.L.E. launches

**C**PL Learning has launched its first e-learning sales course to support sector growth, applying M.I.R.A.C.L.E content, an online workshop from Bums on Seats. M.I.R.A.C.L.E ONLINE follows the perfect sales process and has been developed as an entry level course designed to upskill hospitality workers at all levels, using the experience and success of influential sales agency Bums on Seats. This new, modular animated format takes 1.5 hours to complete and is designed to help venues generate increased loyalty and repeat visits.

• [cpllearning.com](http://cpllearning.com)

## Foodservice company diverts 99% of waste from landfill

**T**homas Ridley Foodservice is now diverting 99% of waste from landfill as part of its ongoing commitment to positive environmental action and supporting customers to do the same.

Ongoing work includes fitting the warehouse with 400 solar panels and in 2021 the company recycled over 150 tonnes of cardboard, and 24 tonnes of plastic, including their own, and their customer’s waste. A partnership with Arrow Oils has also seen 300,000 litres of cooking oil repurposed into biodiesel.

**The company’s Paul Knight said:** “As a company, we have set ourselves a plan of action to reduce our impact on the environment. As part of this overall plan, we aim to help our customers in their environmental action as well, and we take back used cooking oil as well as packaging and dispose/recycle these items.

• <http://www.thomasridley.co.uk>



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*- Southall Conservative & Unionist Club -*

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# Club Refurbishments

A visit to the local ACC affiliated club, which could bear the titles Conservative, Constitutional, Unionist, Salisbury or sometimes more obscure historically linked names, has to be one of the safest and most pleasurable venues to go for a drink or to socialise with others with a similar outlook on life.

The majority of members and guests will know one another and the premises will normally police itself, under the watchful eye of the Committee the framework of the rules and the terms of the Club Premises Certificate. With very few exceptions, there are rarely, if ever, troublesome individuals, which sadly cannot be said of every licensed establishment.

The prices of the food and drink can often be the most competitive in the area due to the hard work put in by the officers and staff, coupled with the fact that clubs can plough any surpluses made back into the running of the 'business'. The one area however which can often be overlooked however, is the general look and upkeep of the club, both internally and externally. Fixtures



After.



Before.

and fittings may also have been allowed to get a little tired.

It is important for every Committee to try, finance allowing, to refurbish areas of the club on a regular basis. Much like one's home, it is easier to refresh occasionally than trying to upgrade an entire property at once.

Members are becoming more and more used to seeing public houses being refurbished on a fairly regular basis and the club movement must recognise that in order to compete with the 'leisure pound' it is good for members to see something happening in their own clubs. Although a total refurbishment of a room is ideal, the replacement of furnishings

alone can completely transform an area. New furniture, curtains and floor coverings, with perhaps some new decorations, can make a room look new, inviting and increase trade. Replacing the furnishings, or even just the furniture in a single room, can give the most impact and is often the best value.

The ACC are happy to recommend 'K and M Club Refurbishment Limited', who will be pleased to offer free advice on a refurbishment scheme for any ACC Club and are able to prepare a design package, incorporating computer aided drawings, specifications, colour scheme mood boards and fixed quotations, to undertake the works.



After.

# Wolstanton Celebrates 136th Anniversary

Ever a Club to spot a Platinum Jubilee and think 'we can do better than that' we are delighted to report on the 136th anniversary party which Wolstanton Conservative

Club held in April. The club was founded in the village in 1886, moving to its present location in 1891. Surviving committee minutes record that the club once

boasted billiards, a skittle alley and a rifle club, but today's premises offer a smart snooker room and a cozy concert room that regularly

plays host to musicians as the club consolidates its reputation as one of Wolstanton's longest-surviving institutions.



Group Photo of some members who attended the Celebrations.



Left to Right: Mr Stan Tilstone, John Cooper (Club Chairman), Jane Jepson (Club President) Len Kelsall and Derek Boulton (All the men are 'Scroll' holders – 50+years Continuous Membership).

## Guide Bridge Conservative Club Hosts Charity Afternoon

Guide Bridge Conservative Club, Ashton-under-Lyne, held a very special charity afternoon for NWSS WARRIORS on St Georges Day.

This non-profit charity supports Wiedemann Steiner Syndrome, which is a very rare, genetic, and lifelong disorder, that causes a range of difficulties such as autism and unusual facial features, with

around 700 children diagnosed with the condition Worldwide.

The event included a special visit by Greater Manchester Fire Service, giving members children the chance to climb on board the fire engine. Entertainment was provided by DJ Paul Eden and singer Maddison Peacock, with stalls and a raffle, helping to raise just over £600.00 for this fantastic charity.



Pictures from the event..



# PAGES FROM THE PAST

In this month's Pages From The Past we go back to May 1897 and April 1977 to continue this month's focus on the Royal Family we a look at some products that have been sold to commemorate events.

First up we have the ACC Victorian Commemoration Jug which holds a full one quart (or 946ml) and we are sure would have been quite the hit when it was released in 1897. As the article says, Clubs should order at once as number are strictly limited and every Club should absolutely send for a specimen which will be sent on a sale or return basis. Clubs can therefore look forward to the ACC launching our 2023 IA Cards advertising campaign as these 2023 cards should absolutely be ordered at once as numbers will be strictly limited (to the amount we ask our printers to produce....).

MAY, 1897.

MONTHLY CIRCULAR.

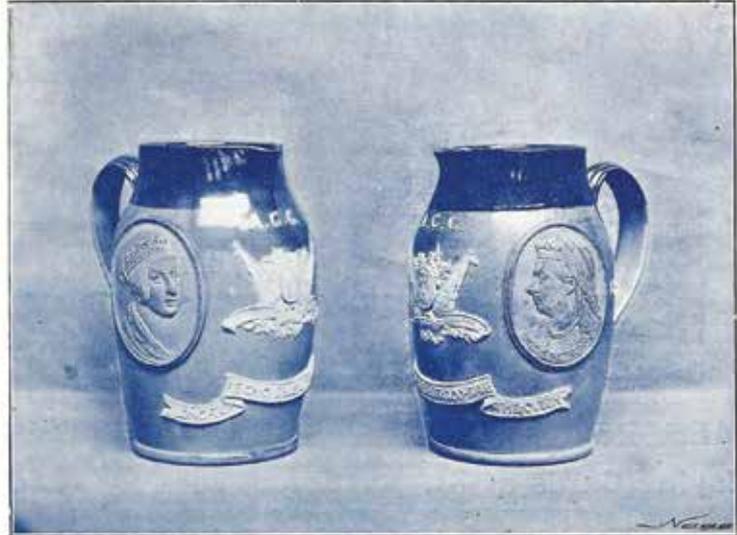
225

## A.C.C. VICTORIAN

### COMMEMORATION JUG

(HOLDING ONE QUART)

Specially made for the Association by  
Messrs. DOULTON



Price 2s. 6d.	Brown and White.
„ 3s. 0d.	Doulton's Ware.
Beakers, 1s. 3d.	Brown and White.
„ 1s. 8d.	Doulton's Ware.

CARRIAGE AND PACKING EXTRA

### An Unique Souvenir.

Clubs should order at once as the numbers are strictly limited.

Special terms for quantities.

Every club should send for a specimen, which will be sent on sale or return.



## JUBILEE DECORATINGS?

Union Jack Bedspreads — Made in Great Britain

Immaculately printed on one side, plain white reverse

Easycare Machine Washable Polyester/Viscose, ideal for inside or outside display use  
Size 70×100 inches (approx.)

**£8.50** (including postage and packing) Special prices for quantities on application

**PAMPHILON LIMITED**

(CCM) 6 MARKET PLACE, ST. ALBANS, HERTS.

We then jump forward to April 1977 where we have the privilege of reviewing the advert produced for a very snazzy Union Jack bedspread. To avoid sensory overload the producers have sensibly decided to print only on the one side and kept the production line to a single size, clearly Super King beds were not in vogue back in 1977. With the 1967's 'Summer of Love' well in the rear-view mirror by this stage it appears that Pamphilon Limited had hit upon the inspiration required to ensure the UK's libidos were back up to full tilt.

# The Association of Conservative Clubs' Catalogue of Club Supplies

Distinguished Service Award - £30.00



Lapel Pin - £3.50



Range of Committee Badges - £5.00



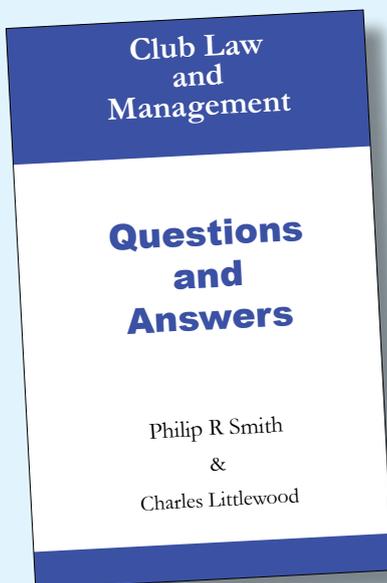
Range of Stationary Books



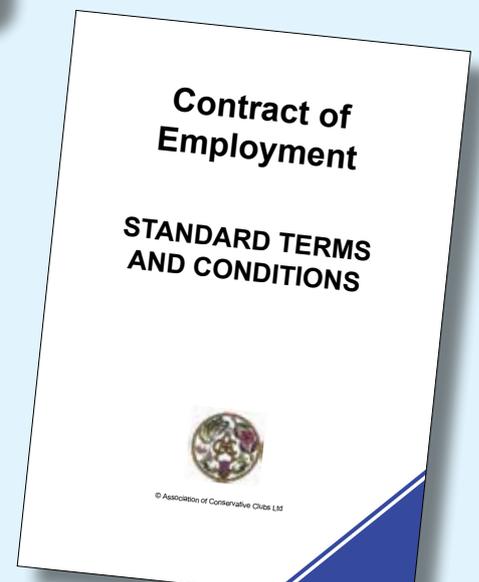
IA Ticket- £2.00



Badge of Honour - £75.00



Questions and Answers Book - £10.00



Range of Employment Contracts - From £15.00