

# CONSERVATIVE CLUBS MAGAZINE



May 2022 75p



## Spalding Raises Funds For Air Ambulance

### Western Area Meeting Report

### Swaffham Completes Refurbishment

### Industry Insights



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# Annual General Meeting 2022 Reminder

The Annual General Meeting of the Association of Conservative Clubs Ltd shall be held on Saturday 14th May 2022 at the Carlton Club, London.

Notice of the Annual General Meeting have now been sent to all ACC Clubs.

Clubs wishing to attend should ensure a prompt return of the invitation since space is limited. Please contact immediately if representatives from your Club wish to attend the AGM.

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# CLUB LAW AND MANAGEMENT

## YDP Spring Comments and Update:

As the UK enjoys a few days of glorious weather, there is a sense of growing optimism in our clubs that a relatively normal summer lies ahead. Having said that, significant challenges remain, and financial pressures will continue to challenge clubs and drive-up supplier costs.

Firstly we must say, in these times our thoughts are firmly with the people of Ukraine. We hope for swift end to the loss of life and all necessary support to be provided to aid during the crisis.

As we know however, the scale of the situation is affecting all aspects of our lives, not least with increased cost of utilities for those not currently on a fixed rate. This is likely to continue to increase and we know the energy price cap set to rise again in October.

Elsewhere, increased inflation is driving supplier cost up in all areas including breweries, beer gas suppliers and services. In some cases as much as 8% and higher. In our homes, a cost of living crisis is dampening consumer confidence leading to lower spending despite efforts to support low income workers.

It is however our experience that it's in these difficult times that communities turn to their local clubs, and we often see increased trade as a result. We also know that committees have worked tirelessly over the last two years to reduce unnecessary spending, and now with trade returning to near normal, many are able to generate greater margins from their takings.

Some Clubs may have depleted their savings during the pandemic but they are still standing, and I hope ready to continue rebuilding. Committees should keep up the good work closely monitoring costs, holding suppliers to account and eliminating unnecessary spending. The first step in this is to produce accurate reporting for your committee to review. We therefore urge those that use YPD's bookkeeping services to request your Income & Expenditure reports from us whenever required to help the committee make informed spending decisions.

Another important point is to ensure your bar prices are set appropriately. For most, the bar is your main source of income and therefore the single most important decision you can make. Remember that the price of a pint is not your only USP! Members understand that the club has costs to cover, and that they must shoulder some of the responsibility to support their club. Now we're open again of course there is also opportunity to explore other revenues. This might include events, games, entertainment advertising and much more. Keep your Facebook pages up to date with opening times and events and consider ways to increase membership and attract enthusiastic help on your committee.

YDP is widely used by Clubs for Accountancy and Audits help. YDP can be contacted on **01933 358080**

## Employment Changes Reminder:

### National Minimum Wage

The annual increases in the National Minimum Wage hourly rates (including the National Living Wage) that apply from 1 April 2022 are as follows:

- 23+ from £8.91 to £9.50
- 21-22 from £8.36 to £9.18
- 18-20 from £6.56 to £6.83
- 16-17 from £4.62 to £4.81

The minimum hourly rate for apprentices rises from £4.30 to £4.81 and applies to apprentices under 19 or in the first year of their apprenticeship.

### Statutory Sick Pay (SSP)

SSP increased from £96.35 to £99.35 per week on 6 April 2022. The remaining pandemic-related arrangements for SSP ended on

24 March 2022 and the normal conditions of entitlement to SSP now apply regardless of whether COVID is a factor. This means, for example, that SSP will only be payable where the worker is sick or incapable of work and from the fourth day of absence (rather than from the first day, under the pandemic rules).

### Statutory Maternity, Paternity, Adoption, Shared Parental and Parental Bereavement Pay

Statutory maternity, paternity, adoption, shared parental and parental bereavement pay increased from £151.97 to £156.66 per week on 3 April 2022.

## Trust Registration Service Reminder:

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.

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.

### 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.

### Who can access the registered information?

To page 4 ►

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## ◀ From page 3

The information held by HMRC is not a public record. Access to the TRS is currently restricted to government authorities but this will extend to anyone with a 'legitimate interest'. HMRC have confirmed that the 'legitimate interest' application process will aim to ensure that each request will be reviewed on its own merits. Access will only be given where there is evidence that it furthers work to counter money laundering or terrorist financing activities. The government have also confirmed that necessary safeguards will be in place to reduce the risk of information being released where it could lead to disproportionate harm.

### Registration deadlines

Any Trust that was in existence on or after 6 October 2022 that is not specifically excluded, even if it has subsequently come to an end have until 1 September 2022 to register details on the TRS.

Trustees will also need to report any changes or discrepancies to the information previously registered within 90 days.

### Are there penalties for non-compliance?

HMRC has been urged to take a soft handed approach to enforcing registration. Trustees have until 1 September 2022 to register trusts. After this date, financial penalties will be imposed.

### 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 and also simply means that once a year the Club can just confirm that no changes to the Trust have been made.

We can confirm that ACC Trusteeship is a service which Clubs are increasingly taking advantage of and we now act on behalf of approximately 200 of our 400 unincorporated member Clubs. The remaining ACC Clubs are mainly registered as Co-Operative Societies with the Financial Conduct Authority.

### Stewards and Bar Managers

As one of the main sources of revenue in a club is the bar, it is essential that it should be managed efficiently and run on strict business lines. A material factor in the bar's successful conduct lies in the appointment of the right person as steward.

The steward's duties should be clearly defined. The steward is responsible for the premises and before each session when the club is opened should make sure an inspection of all the rooms to ensure they are clean and tidy. The steward should supervise other employees who work behind the bar since the stock and takings are the steward's responsibility.

All employees, however, are under the full control of the committee and are bound to carry out the legal orders of that body. It is the committee who are ultimately responsible for club employees and have sole authority of appointment and dismissal. It must therefore be understood by the steward that, although other employees work under their supervision, they are employed

by the committee on behalf of the club.

The principal duties of the steward are–

- To see that the club premises are opened and closed as provided for in the rules and that the registered hours for the supply of intoxicants are strictly observed
- To see that a record of all goods received is kept and entered in the 'Goods Received' book for checking with tradesmen's invoices
- To see that the exact amount of each day's takings is entered in the 'Steward's Daily Takings' book and the money banked (the Secretary, Treasurer and Finance Sub-Committee should check this book at least once a week)
- To liaise closely with the club's Secretary and to bring to the Secretary's attention any matter relating to the club's business or of any known breach of the club's rules
- To see that persons not entitled to be on the club's premises are asked to leave and that persons who are not entitled to be supplied with intoxicating liquor are not served
- To be present when the stock is arranged that the various articles may be easily recorded

It is incompatible with the membership of a club for an employee to be a member of the club they serve. There is a

clear conflict of interests which is likely to lead to problems between management and staff. For example, if an employee is permitted either to become or remain a member of the club then such a person is also entitled to enjoy the rights of membership which, in such cases, include the right to vote at meetings and be nominated for office. If employees/members are elected to the committee then they are in the unacceptable position of being both their own employer at the same time as being the other members' employees. Even as members, such employees have voting and nomination rights and consequently can have influence in general meetings over management affairs.

Many stewards give the impression that they are the club's licensee. However, this is not the case. It is the club itself, as an organised group or body, to which the Club Premises Certificate (CPC) is granted. This confusion often arises when a steward has previously run a pub and inadvertently believes that the same principles apply.

Obviously a steward who is a good 'mein host' is an asset to any club. Members like being welcomed to their club and new members and guests are often particularly encouraged to use the club more frequently if a friendly face is running the bar. However, experience has shown that this situation should not continue to the extent that in management terms 'the tail is wagging the dog.'

## Recruiting a Steward or Bar Manager

Before you place an advertisement to recruit a new steward, you need to look at one or two issues about why you have a vacancy at all and in particular why your last steward left. People sometimes leave their jobs for good reasons but a little detective work might reveal that your conditions of employment do not encourage people to give you long-term commitment.

You might even find that the way you recruited last time fell short of the mark and you lost the last steward because they were the wrong choice in the first place. If this is the case, regard the current vacancy as a chance to get the

recruitment procedure right.

Examine in detail exactly what the job of steward entails. This might be a good time to restructure the job if necessary. Write a list of all the duties required. They will fall quite naturally into four or five main areas such as customer service, cleaning and maintenance, stock control or staff management. Finer detail can then be recorded under these headings.

When you have completed this job description, you can write down what knowledge and skills are required for someone to do the job well. Examples of this might be knowledge of bar stock



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control procedures or the skill of handling customers or members. What you will be creating is a list of the abilities you should be looking for in the ideal candidate. You might also add to this list some of the other things that you should be looking for which are more specific, such as availability to work the hours required.

Devising a concise advertisement based on your specifications will make it clear what the job entails and can indicate the attributes which are considered essential for success in the post. Be careful not to fall foul of discrimination law. You cannot state that you do or do not want a particular sex or racial group for the job. Put a closing date on applications so that you can compare all your candidates and arrange to see the best ones.

Advertising by word of mouth and using personal recommendations can be very effective and it is certainly cheap. However, this approach does have its problems. It can be tempting to compromise for convenience sake when a reasonable candidate is introduced to you by a personal contact. It can also cause offence if you decide to reject someone recommended to you. Even worse, taking on someone's friend or relative, only to have to dismiss them later because they turned out to be unsuitable, can be damaging to staff or personal relationships.

When you have received application forms and CVs, compare what each of the candidates has to offer to the specification you had put together at the outset of this recruitment campaign. If you want customer relations skills, what evidence is there in the application of experience of this in previous employment? If you want a good organiser, where can evidence of this be seen in the type of work that the applicant has been doing?

Remember to look for obvious problems such as gaps in employment history or changes of job which seem hard to explain (for example, giving up a lucrative landlordship or club steward position somewhere else).

Never leave the interview itself just to one person from a club. Convene an interviewing panel from the committee. Alternatively, have one person interview the applicants and then pass them on to a second stage interviewer.

Two opinions will help to obviate personal bias and maximise the possibility of an objective decision.

The application or CV can only provide prompts for in depth investigation; it cannot give you a comprehensive picture on its own. Do not miss the opportunity to find out about what the candidate is capable of by enquiring thoroughly about the way they are doing their present job or their experience in any other employment. Every interviewee should be asked to demonstrate that they have the skills and abilities that you require and question how their past experience relates to your specific requirements. How, for example, have they dealt with running a profitable bar, handling difficult staff issues, building relationships with customers or members, and dealing with contractors? You should be able to find out in the interview if the applicant matches your requirements.

Check the provenance of any referees you are given. Former employers are best and you can check that they do in fact exist as bona fide sources of information. Personal referees have limited value as they would hardly have been offered if they were not expected to give glowing praise.

Ask the referee questions which help them tell you what you need to know about reliability, efficiency, customer relations and trustworthiness. Referees have a duty of care to give you truthful facts about your candidate. If they find it hard to give you constructive feedback, they might decline to write anything or keep to the barest of facts, such as dates of employment. Make sure you telephone all referees in order to validate their references. When you offer employment, remember to make it conditional on any checks you have to make. You may need to make such a conditional offer in order to approach a current employer. Never approach referees without the candidate's express permission.

The process comes full circle at the decision stage. Compare what your most promising candidate has to offer against what you say that you require in your specification. If you do not find that person this time around, you would be better to start again rather than make an appointment that is only second best.

## Questions and Answers

**Q** We have had a dispute in our club concerning bingo whereby a player insisted she had called 'house' but due to the fact that she was not heard the caller carried on with another number. The Entertainment Secretary insists that as the call was not heard, the chance to win was lost. What is your view?

**A** The requirements of playing bingo are determined by the rules and regulations of play in each particular club. The club must ensure that all participants are aware of what these rules and regulations are. It is normally a requirement for the winning card to contain the last number called out, leaving the responsibility for being heard with the individual player. It is not enough for other players to hear a call of 'house.' It is the caller who stops the game and it is therefore the caller who needs to hear the winning call. Bearing in mind what I have advised, bingo should not be played in an area where all the players cannot be seen or heard by the caller.

**Q** Our club has a pull-tab lottery ticket machine. Are these tickets now subject to VAT and other licences?

**A** Lottery ticket dispensing machines which have been

available in clubs for many years are not affected by the Gambling Act. These machines, which remain popular, are free of AMLD and VAT. No specific licence is required since they operate, in effect, as private lotteries.

**Q** Are 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.

**A** Opinion 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.

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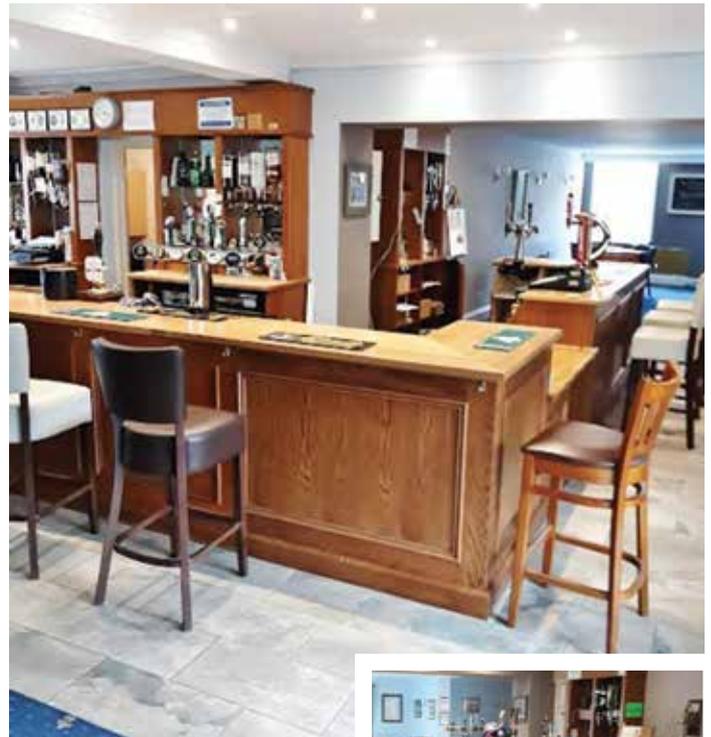
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# Swaffham Conservative Club Refurbishment and Fundraising

Swaffham Conservative Club has been working hard in the past few years to achieve a warm welcome to new members and also to ensure existing members are encouraged to frequently visit the Club. To achieve this it was decided to update the Club and encourage new younger members without forgetting our long-time friends. Just before the pandemic the Club had undergone a part refurbishment. They had added a conservatory that opened up onto the small patio area and in the near future it is hoped to extend even further into the Club's car park to ensure even more outside usable space is available. Inside a dividing wall was removed for an open plan bar area. Over the next couple of years the Club still has plenty of work to do on the fabric of the whole building but the Club hopes to complete this work as and when finances allow. The Club credits its hardworking Committee team and employees with helping this work to take place and also thanks its long standing members for all their support.

The Club's Members and employees recently came together to remember and raise money on behalf of Mervyn Blower, known to his friends as 'Smurf' who sadly passed away two years ago. On Friday 4th March 2022 at Swaffham Conservative Club, Fundraiser Organiser, Karl Coppack from the British Heart Foundation was presented with a cheque for £ 1,300.00. The pandemic had unfortunately stalled the planned fundraiser but not the enthusiasm of friends and members to raise money in the memory of Mervyn. The evening entertainment was provided by the 'Glamdads' and a raffle and auction were held to raise funds. The total for the evening included a generous £500 donation from the Conservative Club Bingo volunteers. Event organiser Brian Clifton commented that it was so good that so many friends of 'Smurf' supported the evening and that they were delighted that this worthy cause will benefit from the money raised.



The Club's Refurbishment.



Photos from the charity evening were kindly provided by Tom Bell, Conservative Club Member and winner of the 'Smurf' character auction.



Left to right, Club Steward Paul Annakin, Deputy Steward Kate Ewart, Gemma Stannard Con Club Bingo and Brian Clifton, event organiser, displaying the grand total.



Left to right, Karl Coppack (British Heart Foundation), Gemma Stannard (Con Club Bingo) and Brian Clifton (with the auctioned 'Smurf') event organiser with the cheque presentation.



# 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.

## Most popular spirit brands online

Botanical drinks company Fentimans has gathered data to reveal the most popular brands of alcohols based on categories of social media interactions, including volume of searches, Instagram followers, Twitter mentions and media mentions.

### 1. Hennessy Cognac

Taking the top spot in the rankings of the most popular spirits is Hennessy Cognac, with a final score of 53.02. The brand takes the lead, particularly in Instagram followers, being significantly higher than the other alcohols in the top five, at 703,000. In addition to this, the brand received more than double the number of Twitter mentions than the remaining alcohols in the top five, standing at 20,600. Being the most popular cognac within the African-American community, it has reached a wider audience and increased its popularity through music. Famous rappers such as 2Pac, Drake and Cardi B have shown support for the brand.

### 2. AU Vodka

Vodka took three of the top five slots – perhaps not surprising given that Vodka is the second-most common alcohol ingredient in cocktail recipes. AU vodka hit second place amongst the rankings, with a final score of 45.79. It has the most Twitter mentions after



Hennessy Cognac, yet received the lowest score for media mentions and second-lowest score for Instagram followers out of the top five. It did, however, reach a search volume of 201,000, the largest amongst all 120 rankings analysed.

### 3. Captain Morgan Rum

Ranking just below AU vodka is Captain Morgan with an overall score of 31.74. While it might not be the typical choice for social media users, faring less well on

Instagram and Twitter, it achieved the highest score for media mentions.

### 4. Smirnoff Vodka

Smirnoff attained fourth place with a final score of 30.19. Smirnoff is also known as a good-value vodka brand, reaching the top slot in *Club Mirror's* 2022 Brands Report.

### 5. Ciroc Vodka

Ciroc vodka ranks fifth on the list with a final score of 29.67. Ciroc scores second out of all for the highest number of Instagram followers, meaning it's a popular choice for social media users, perhaps in no small part due to the 2017 signing of supermodel Alessandra Ambrosio. The brand scores second-highest among the top five brands for search volume.

• [fentimans.com](https://www.fentimans.com)

Sources: [clubmirror.com](https://www.clubmirror.com); [diageo.com](https://www.diageo.com); [diffordsguide.com](https://www.diffordsguide.com); [thatcocktail.com](https://www.thatcocktail.com); [vinepair.com](https://www.vinepair.com)

## Hogs Back Brewery marks 30th anniversary

Hogs Back brewery has kick-started the celebrations for its 30th anniversary in style with the rebrand of its flagship ale as Tongham TEA, the brewery's first beer when it opened in 1992.

The new name is accompanied by a stylish visual update, and for the first time, the 'Farm Brewery' statement is included on bottle labels and pump clip. The Tongham TEA branding will appear on 500ml bottles, as well as on the new pump clip, glasses and other marketing support in the on-trade.

**Hogs Back managing director**



**Rupert Thompson said:** "The new TEA design is the deliberate antithesis of the abstract names and designs that currently characterise the craft brewing sector, but TEA is just as much a crafted beer. TEA is a local, natural, fresh beer, proudly from a specific location - everything a traditional English ale should be. The design communicates that simply, emphasising what's unique about Tongham TEA and now with its own distinctly authentic and individual style."

• [hogsback.co.uk](https://www.hogsback.co.uk)



## Booker locks down prices on over 250 lines for Spring

Food and drink wholesaler Booker has launched the Spring 2022 edition of its Catering Guide, featuring its largest ever price lockdown that includes more than 250 essential and popular lines fixed through to 31 May.

Showcasing the latest in products and pricing for caterers of all sizes, the Spring Catering Guide features, amongst others, the recently-launched Blackgate Pork, Dead's Mans Fingers Tequila and a number of new desserts, including a vegan-friendly Sicilian lemon cake.

Booker says it has ensured that meat joints such as pork shoulder, beef, and boneless turkey are included in the lockdown pricing, and their customers will also benefit from a 100% money-back guarantee to ensure quality.

Examples of the price freeze include Chef's Larder Premium chips at £9.99 for 4 x 2.5kg.

The Guide also welcomes back its 'buy 3, get 24 mixers free' gin deal, which now includes 18 premium gins.

There is also a special feature on the popular small plate solutions, including many vegetarian and vegan options.

For those customers looking for more unusual drinks, ingredients or non-food equipment, a number of Booker Marketplace lines are highlighted that offer convenient online ordering and direct delivery on thousands of items not normally stocked in Booker branches.

**Stuart Hyslop, Managing Director – Catering and Small Business, said:** "With food prices continuing to rise and uncertainty in the market, Booker is delighted to reassure our catering customers that over 250 lines will be fixed until the end of May, allowing them to make more and save more during a busy season ahead.

"We are committed to being 'here when you need us' for customers; delivering the best in choice, price and service. By listening to feedback we have extended the price lockdown on some key items such as chips, while including other lines for the first time."

Booker Group: The Booker Group comprises Booker Wholesale, Makro, Booker Direct, Booker Retail Partners, Ritter Courivaud and Best Food Logistics.

• [www.booker.co.uk](http://www.booker.co.uk)

## Promoting kindness and respect towards hospitality staff

**S**tella Artois, part of Budweiser Brewing Group (BBG), has announced the national launch of 'Stella Please'.

Over the coming months, every time someone says 'please' when ordering a pint Stella Artois, BBG will say "thank you" and donate 10p up to the value of £150,000 to industry charity Hospitality Action. This is the latest campaign designed to help rebuild On-Trade business and encourage kindness and respect towards hospitality staff following the pandemic.



"'Stella Please' is our way to support our On-Trade partners," said **Jean-David Thumelaire, On-Trade Sales Director.** "With Stella Artois being the number one lager brand of choice for UK consumers, we recognise the demand for the beer and want to use it to help spread kindness and assistance for our On-Trade family."

**Jeremy Gibson, Marketing Director of Hospitality Action said:** "Since the start of the pandemic, we've granted £2.5 million to more than 7,500 different hospitality households and we will continue to do so as long as relief is needed."

• [stella-please.hospitalityaction.org.uk](http://stella-please.hospitalityaction.org.uk)

## Budweiser Budvar introduces Budvar Nefiltr

**T**he national brewery of the Czech Republic, Budweiser Budvar, officially launched Budvar Nefiltr in the UK in April. This is a rebrand of its 4% ABV unfiltered and unpasteurised lager, previously known as Krausened.

The Czech lager blends mature and fresh batches to create a hazy, unfiltered lager sold exclusively on draught. The rebrand is designed to reflect Budvar's Czech origins and aims to continue the brewery's mission to build the reputation of the Czech Republic as one of the world's great beer cultures.

**Jitka Vlčková, Managing Director of Budweiser Budvar UK, said:** "The 4% category has shown significant growth in recent years as drinkers look to enjoy the great flavour of beer without the higher alcohol



content. At Budvar, we use the same four ingredients as we do for our Original, Dark and Nealko lagers: whole-cone Saaz hops from Žatec; natural, soft water

from our own artesian well; Czech malting barley from Moravia; and our heritage strain of yeast. However, it is the absence of filtration that is the key to a premium, full-flavoured lager."

**Adam Brož, Budvar head brewer, said:** "Brewing Budvar Nefiltr takes skill and balance. It's up to us to add just the right amount of fresh beer to a batch that's finished maturing in our brewery cellars. Too much, and the second fermentation will be too fierce and will overpower the richness of the matured batch. Too little, and it won't create the delicate carbonation that we're after."

Adam is the 10th Budvar Brewmaster in Budvar's 126-year history.

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

# Industry charity raises funds at 2022 Awards

**M**ore than £100,000 has been raised at the Springboard Awards for Excellence 2022, in partnership with Smart Group.

The awards ceremony, held at London's Science Museum, highlighted the great lengths that hospitality businesses have been to in order to attract talent and look after, develop and retain their workforce, through being innovative, inclusive and collaborative.

The event was hosted by TV Presenter and Paralympian champion Ade Adepitan, who praised charities like Springboard for supporting those in a



disadvantaged position to reach their potential.

The awards fell on the same week that Springboard hit the milestone of supporting 5,000 young, unemployed people into work as part of its 'Springboard to 2022'

Springboard was established in 1990 to support the hospitality, leisure and tourism industry and those seeking employment within it.

The full list of the Springboard Awards for Excellence winners is available at

• [springboard.uk.net/events/awards/](https://springboard.uk.net/events/awards/)



## Modern spirits for modern times

**D**ECEM is a new range of light alcohol spirits (10% ABV). Each bottle contains a unique blend of 10 natural ingredients for a light alcohol drinking experience and includes London Dry, made with distilled botanicals, Spiced Blend made with Caribbean rum, and Aperitif made with heritage botanicals.

DECEM was founded by Masterchef 2016 finalist Billy Wright. He said: "Drinking is at the very heart of our society yet so many of us still can't enjoy it

without that slight fear of enjoying it a little too much. By reducing the alcohol content in our drinks it makes for a more enjoyable drinking experience yet still allows us to retain all the flavours."

DECEM has been three years in the making, is manufactured in England and keeps supply chains local, from the development lab in Hackney, to the bottle plant in Yorkshire, via the distillery in the Suffolk countryside.

• [decemdrinks.com](https://decemdrinks.com)

## Top UK towns for digital detoxing revealed

**C**lubs in Whitby, Skipton and Nairn take note. Your club is in one of the top three areas for digital detoxing, according to a recent survey.

A 'digital detox' involves 'embracing the opportunity to leave electronic devices behind, taking time to reduce stress and to focus on social interaction in the physical world'.

The research, from LastMinute-Cottages.co.uk, considered the best destinations in the UK based on the following nine-point criteria: the quality of internet access, mobile phone coverage, amount of green space, annual daily flow of traffic, average cost of food, average cost of a holiday let, average rating of accommodation, number of attractions and the population per square metre.

The Cornish town of Polperro was revealed as the top destination for those looking to make themselves virtually unreachable, as there's almost no mobile data coverage and with a local population of only 1,554. (It fell down in the national ranking because of the high volume of tourist traffic and limited number of attractions to keep visitors engaged and off their phones.)

### The Top 5 'Destination Disconnect' locations

1. Whitby, North Yorkshire
2. Skipton, North Yorkshire
3. Nairn, Scottish Highlands
4. Keswick, Lake District
5. Loch Lomond, Southern Scotland

### The Top 5 locations with the most limited mobile data are:

1. Polperro, Cornwall
2. Moreton-in-Marsh, Cotswolds
3. Tenby, Southwest Wales
4. Nairn, Scottish Highlands
5. St. Andrews, East Coast of Scotland

Matthew Fox, CEO of the Snaptrip Group, said: "The concept of a digital detox continues to grow in popularity, so it's no surprise that many of us want to put down our phones, put a stop to the doom scrolling, and recharge without the distractions from our digital devices."

• [LastMinute-Cottages.co.uk](https://LastMinute-Cottages.co.uk)



## Glenfiddich auctions rare whisky to support Ukraine

Glenfiddich is releasing a limited-edition whisky to raise funds to help support the people of Ukraine. The Glenfiddich Spirit of Speyside is highly sought after and a 2022 edition of just 460 bottles will be auctioned on [whiskyauctioneer.com](https://whiskyauctioneer.com) from 5-9 May, with all proceeds going to the Disasters Emergency Committee.

• [spiritofspeyside.com](https://spiritofspeyside.com)

# New campaign for Thatchers Blood Orange Cider

Supporting what's set to be its biggest launch yet, Thatchers Cider has unveiled a multi-media campaign for its new Thatchers Blood Orange Cider (4% ABV).

Running from April until August, a new advert is being broadcast on TV, cinema and video-on-demand, supported with high impact billboards, digital, social, instore activation and sampling across the UK. The campaign is expected to reach 15 million impressions, complemented with social media activity.

According to the company, the campaign has 'on trend, energetic visual imagery and upbeat, impactful sound design, which immerses the viewer in the cider pour, while bringing the 'orangeyness' and intensity of this vibrant cider to life'.

**Fourth generation cider maker Martin Thatcher said:** "We're hugely excited about this new campaign for Thatchers Blood Orange, which is our biggest cider launch yet. The campaign will drive awareness amongst new drinkers as well as flavour connoisseurs, turning up the impact and supporting



retailers and operators across the UK."

The emerging blood orange flavour is yet to make its mark in the cider category and the company expects Thatchers Blood Orange to recruit a new generation audience who are already buying into the growing popularity of sophisticated orange and blood orange flavoured soft drinks, premium spirits and IPAs.

• [youtube.com/watch?v=ipivbk7XKeQ](https://youtube.com/watch?v=ipivbk7XKeQ)

# Calorie legislation likely to influence choice of food for over 50% of brits

New research shows that calorie labelling legislation, which came into force 6 April, 2022, is likely to influence more than half of consumers' choices when it comes to choosing what to eat (57%).

The research was carried out by technology company, Vita Mojo in partnership with Kam Media and based on a nationally representative study of over 1,000 participants.

While the new legislation only affects operators with more than 250 employees, the findings could encourage clubs to include calorie labelling and counts on their menus, and Vita Mojo, whose technology powers over 90 UK restaurant brands, urges all food outlets to look beyond the legislation and focus on the consumer.

**Stefan Catiou, co-founder, said:** "Our research shows consumers want to know more about what they eat, both in terms of how it impacts and supports their health goals as well as where the food comes from. This requirement is only going to increase, with younger generations taking even more interest in what they eat and how it is sourced."

The research revealed that over 40% (43%) of consumers would be more likely to select where they eat out based on calorie labelling on the menu, while 68% of consumers surveyed felt that the new legislation is a 'good' move.

## Other key findings from the research:

- While a low proportion of consumers (21%) think that the legislation will have a positive effect on the nation's obesity levels, the majority of consumers do track calories:
  - 48% actively keep track or have awareness of the

calories that they consume (15% to a great extent and 33% to some extent).

– 24% say they keep track of calories/track them a little.

- Gen Z is more focused on tracking calories than millennials:
  - 32% of Gen Z say they track calories to a great extent, compared to just 23% of millennials.
- Consumers living in urban areas are more influenced by calories:
  - 55% of those living in urban areas say they are more likely to choose a restaurant with calorie labelling on the menu, compared to 37% living in suburban areas and 35% in rural areas.
  - 66% of those living in urban areas say calorie labelling is likely to influence what items they choose, compared to 54% in suburban areas and 52% in rural areas.
  - 49% of those living in urban areas say they are more likely to return to a restaurant that offers calorie labelling, compared to 39% living in suburban areas and 37% in rural areas.
- Both men and women track calories:
  - Only 30% of men say they don't track calories in any way, similar to women (25%).

The new legislation is part of a wider government strategy to tackle obesity and promote healthy eating.

*About the research: These are findings from a new study from Vita Mojo, in partnership with KAM Media – the report is based on a nationally representative online survey of 1,000 UK adults carried out 3-4 March, 2022.*

• [vitamojo.com](https://vitamojo.com)

# WKD offers something X-tra

WKD, the UK's no.1 RTD<sup>1</sup>, is set to launch an alcoholic drink containing caffeine, guarana and taurine in May.

Under the name WKD X, owner SHS Drinks is introducing an innovative sub-brand to augment its flagship RTD. Available to the On-Trade in 12 x 500ml single cans, the 7% ABV drink is launching in a duo of striking flavour variants – WKD X Blue and WKD X Gold.

With energy drinks currently the fastest-growing segment of the soft drinks category in the Off-Trade<sup>2</sup> and with consumption skewed to the 18 to 30 age group, SHS believes that WKD is perfectly placed to bring a nationally recognised brand to the fledgling 'enhanced RTD' category. 'Enhanced RTD' is described as 'a client-defined category comprising higher ABV/high energy drinks'.



Enhanced RTDs currently generate £24m in Off-Trade sales<sup>3</sup> and have grown +90% over the last two years<sup>3</sup>.

**Alison Gray, head of brand – WKD at SHS Drinks, said:** "Consumers are already well versed in mixing alcohol with energy drinks in the on-trade. What WKD X delivers is the convenience of a pre-mixed format from a respected brand that consumers know and love. For licensees keen to focus on where a key source of future RTD category growth will come from, then WKD X marks the spot."

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

<sup>1</sup>Source: Total UK RTD category combined value (£): Nielsen Scantrack Take Home MAT to 26.02.22 and CGA On-trade MAT to 06.11.21;

<sup>2</sup>Source: NielsenIQ soft drinks context report 14.08.22;

<sup>3</sup>Source: NielsenIQ Scantrack Data Total Coverage RTD value (£) MAT to 26.02.22 (client-defined 'Enhanced RTD' category)

# Summer just got sweeter

New Forest Ice Cream has launched Redcurrant Sorbet, made with sweet and tangy red berries.

It can be served alone, as an accompaniment to a dessert or paired with a panna cotta, a fruity crumble or with a measure of gin to create a more 'adult friendly' treat. Alternatively, it can be blended with lemonade to create a summertime mocktail.

• [newforesticecream.com](https://newforesticecream.com)

# Waterloo and Taunton Raises Funds For Willow Wood Hospice

Members of Waterloo and Taunton Conservative Club, Ashton-under-Lyne, dug deep to raise money for Cancer Hospice, Willow Wood, on Easter Sunday by holding a very special crown green bowls match.

An Inaugural Memorial Trophy cup was held, remembering the late 'Christopher Radcliffe', aged 36, who unexpectedly passed away earlier this year.

Club Chairman Leon Tamcken said 'We wanted to remember one of our club members and give Christopher's friends and family the opportunity to come together and celebrate his life, by playing bowls, a sport that Chris had a passion for'.

Entertainment was provided on the day by Craig Williams, as seen on itv's Benidorm, as club members battled it out on the green.

'Mike Flitcroft' and 'Karl Winter' were crowned the cup winners after beating 'Frances Taylor' and 'Roy Harris' in the final.

A fantastic £480.00 was raised on the day.



The late Christopher Radcliffe.



Winners Mike Flitcroft and Karl Winter.

## Spalding Constitutional Club Raises Funds For Air Ambulance

The Spalding Constitutional Club has held their annual charity night which this year was Stars in their Eyes.

6 people contested with a range of people from Elvis to Adele, Eric Clapton to Keith Harris and Orville.

200 people attended the events and through a raffle the Club managed to raise £1,403 for Lincs and Notts Air Ambulance. All raffle prizes were donated

by local businesses and several members donated cash sums to buy raffle prizes.

'Adele' won on the night receiving £100 and a trophy for this, 'Elvis' was third and was furious that 'Keith Harris' and a puppet managed to beat him.

It was a fun filled evening with great feedback and who knows what the next charity night will bring.



Runners up Frances Taylor and Roy Harris.



# Western Area Conservative Clubs' Council

The Spring Meeting of the Western Area Conservative Clubs' Council was held at the Chippenham & District Constitutional Club, Wiltshire. This was the first physical meeting of the Council for almost three years and was well attended by a number of clubs represented.

The club is located in the town centre in an impressive Bath Stone property built in 1909 and currently has over 1,000 members.

Live music and entertainment plays a large part in the club's activities.

Area Chairman, Brian Tottle, welcomed everyone to the meeting and in his report mentioned that both he, and Jenny Povey Area Treasurer, had recently visited fifteen in the Area. All clubs represented gave a short report and it was encouraging to hear the positive sense that clubs were getting back on their



Neil Parish MP addresses the meeting.

feet and increasing trade. The overwhelming feedback were the benefits which all had received via the various lockdown grants, furlough and the exemption of business rates which will continue to be discounted by 50% for the following twelve months. All clubs also wished to add their thanks to Charles Littlewood, ACC Assistant CEO, for his consistent advice and support during the covid lockdowns.

Guest speakers included Lord

Smith of Hindhead, ACC CEO, and Neil Parish MP, the Western Area Conservative Clubs' President. Mike Godfrey from K&M Club Refurbishment also attended the meeting.

Margaret Henderson reported that the Western Area's weekend conference is due to go ahead from 7th - 9th October in Torquay. In concluding the meeting Brian Tottle thanked the host Club's officers and staff for the warm welcome and hospitality.



The Chippenham & District Constitutional Club.

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# Sandy Conservative Club Assists MAGPAS

Sandy Conservative Club gave their premises free of charge recently to charity Mid Anglian GP Accident Service (MAGPAS), so they could provide bystander CPR training to Sandy Rotary Club members.

Such a response can double a person's chance of survival from cardiac arrest. MAGPAS thanked Sandy Conservative Club and said that their support was much appreciated.



ACC Chairman Rt Hon Alistair Burt, also a Sandy Rotarian, receiving his training from Nicola Cooper, community training officer at MAGPAS.

## Pages From The Past

In this month's Pages From The Past we go back exactly 100 years to May 1922 where we find a rather embarrassing full page article endorsing the view that women should not be admitted to membership of clubs. It goes without saying that looking at the article today, does not make for happy reading, particularly from the Party that has provided the nation with two female Prime Ministers and that many of the currently elected Club Chairmen, Presidents, Treasurers and Secretaries are women. It is fair to say that there might not be much of a club movement at all in 2022 if the views contained in the 1922 article remained.

It is tricky path to delve too far into the article for 'highlights' but we could not fail to reference Sir Herbert Nield stating that women aged 21 were not likely to exercise a profound influence in politics. This stands out if only because he was aged 60 when making this comment.

One wonders, back in 1883 when he was aged 21, how much of an influence he would have had in politics. Another view expressed in the article was that clubs were places where men could 'retire and be at rest' which we are sure was of particular importance considering it is well known that in 1922 men did indeed do most of the housework when at home! Amazingly, the article makes one point which still, arguably, remains valid to this day which is the point made by the Secretary of the West Hunslet Conservative Club, who stated that the last thing one heard in a political club was political chat!

Finally, elsewhere on the page was information on classes being held in Yorkshire to train people in the art of heckling candidates standing for election. These days such classes are still held but have moved from their Yorkshire home and now take place entirely within the confines of Twitter!



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## CLUBS: "THE LAST REFUGE OF MAN."

—SIR HERBERT NIELD, K.C., M.P.

### Widespread Hostility to the Proposal that Women shall be Admitted to Membership.

From all parts of the country have come endorsements of the line taken by the Secretary of the A.C.C. with regard to the admission of ladies to membership of Conservative Clubs, and published in the April issue of the "C.C.G." It will be recalled that Mr. Solbé, on various points, strenuously opposed their election, but suggested that, when possible, Clubs should provide accommodation for ladies to foregather for political purposes, and so assist in consolidating Party workers.

Sir Herbert Nield, K.C., M.P. (Chairman of the A.C.C.), addressing delegates from Conservative and Unionist Clubs in Yorkshire, Durham and Northumberland at the Conference held at Bradford last month, made humorous reference to the question how women were to be treated in relation to Clubs. There was, he said, a time when women said they would be content with a limited franchise, but the feminine mind moved quickly, and now they were claiming the franchise at 21. He was bound to say that, looking round, even with the susceptibilities of a middle-aged man, he could not regard the young women of 21 to-day subjects who were likely to exercise a very profound influence in politics. (Laughter.) They thought far more of a neat pair of shoes and open-work stockings—(laughter)—than they did of the political problems of to-day. (A Voice: "You are right.")

#### "WHERE THE WEARY ARE AT REST."

But since matters were as they were the question was how to deal with women in regard to Clubs? They were seeking to come in. He always regarded the club as the last refuge of man—(loud laughter, and a Voice: "Keep them out")—a place where he could retire and be at rest, and if their natures were such that over a game of billiards or cribbage they could banish the domestic cares which beset them during the remainder of the day, he suggested that they should be preserved. (Hear, hear.) On the other hand they had to deal fairly with the subject. (Hear, hear.) Various experiments had been made, and while it would be undesirable that women should be admitted to men's Clubs on the same terms as men, they might be allowed, if opportunities afforded, to use certain rooms in the Clubs or, if they had Clubs of their own, there ought to be the closest association between the two series of Clubs.

#### How Grimsby Works It.

A Grimsby Clubman writes: "Mr. Solbé might have been living in Grimsby for some years before he delivered his speech on "Women and Conservative Clubs" to the Home Counties Unionist Agents. His alternative proposals represent Grimsby's solution of the problem almost to a nicety. The Constitutional Club is the centre for all the women's meetings, it having a commodious library and reading room on the ground floor, with platform, piano, and all complete for suitable gather-

ings. Ever since 1910 this room in the Club has been regarded as the centre of the Women's Unionist Association activities.

"The borough is divided into 12 wards, each with its own Women's organisations, and though many of the Wards have now their own little Clubs or meeting-rooms, these wards adjacent to the Club use the Club Room—free for meetings, socials, afternoon teas, political chats, and organisation, while all the "massed" meetings for political work are held at this centre. The "rent free" policy is one means adopted by the Club of assisting the "Cause" in general. While the women never enter the Club proper—which is on the first floor—the members have no wish, whatever, ever to close its doors to the ladies. The Party organisation also holds its meetings in the Club."

#### "No Desire to Share Clubs."

The question "Should women join Conservative Clubs?" was raised at a meeting last month of the Essex branch of the Women's Parliamentary Committee of the National Unionist Association, held at the Central Hall, Westminster. Mrs. Ashweek, answering the question in the affirmative, said the presence of women in Clubs would be a constant reminder to men that the reason for the Clubs was to further the Conservative cause rather than solely for social gatherings, Mr. G. Benham said women did not feel any desire to penetrate into the billiard rooms, card rooms, or bars of Clubs. Mr. C. Bowles said there were some things he thought men might be allowed to have by themselves. (Laughter.) And perhaps a Conservative Club was one of these things. Women might take it for granted that men had no desire whatever that women should share in their Clubs. He also said that the last thing one heard in a political Club was politics. (Laughter.)

#### Admission to Concerts—not Membership.

The Secretary of the West Hunslet Conservative Club, Leeds, writes: "I emphatically endorse the sentiments expressed at the A.C.C. Conference at Bradford re-admitting ladies to membership. Where adopted, I have noted that it has had the tendency to lower the dignity and standing of the Club, and also creates a desire to indulge in intoxicants at the expense of home comforts. At my own Club there is a minority who would debar ladies admission at all times, but the majority are in favour of allowing ladies to attend the concerts we hold, and they leave quite satisfied with the manner in which the Club is conducted."

#### CLASSES FOR HECKLERS.

Classes have been formed in various places in Yorkshire for the training of election hecklers. Questions designed to puzzle candidates are arranged and students taught the art of apt interruption.



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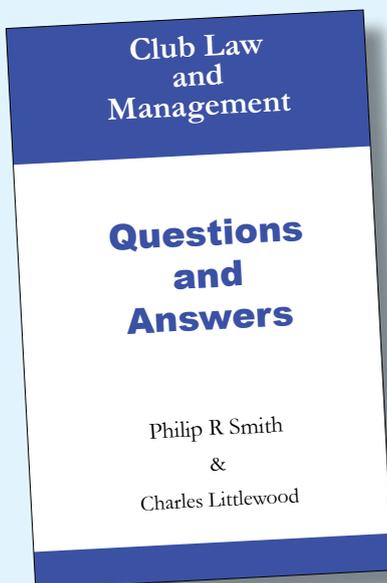
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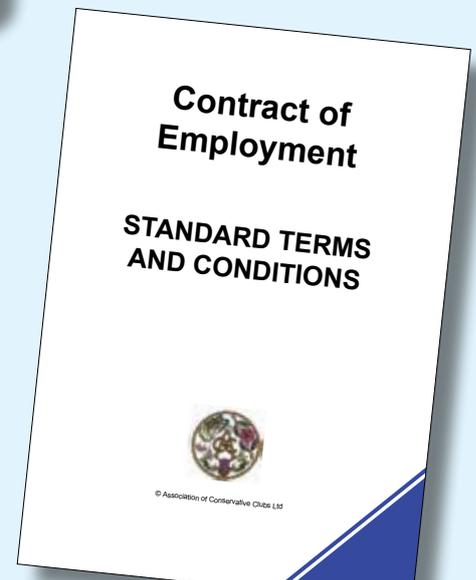
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