

# *CONSERVATIVE CLUBS MAGAZINE*



October 2022 75p



**HM Queen Elizabeth II  
1926 – 2022**

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Courtesy of Buckingham Palace

# Message From ACC Chairman

We are deeply saddened at the death of Her Majesty.

For many of us, the Queen has been the only Monarch we have known, a constant in our lives as she has been in the life of our nation. Her example of duty, dedication, and service is unparalleled in modern times. Her life has been an inspiration, from wartime to the pandemic never flinching in what she gave to her country in any circumstances.

Her advice to her Prime Ministers, conveyed through weekly conversations, is the stuff of legend, and must have covered every topic of domestic and international importance throughout seventy years. Yet it will be

in the local visits around her realm, which many of us will have experienced, that Her Majesty will be most fondly and warmly remembered, as one who could touch the lives of any of her citizens and make them feel forever special.

Your Executive has expressed deepest condolences on behalf of the Association and our Member Clubs to His Majesty King Charles the Third whilst also expressing our loyal support for his new reign.

**God save the King.**

**Rt Hon Alistair Burt  
ACC Chairman**

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**The Association of Conservative Clubs congratulates Liz Truss on being elected the leader of the Conservative Party and becoming the UK's Prime Minister.**

# CLUB LAW AND MANAGEMENT

## Government Announces Energy Support For Businesses

To address the soaring price of energy the Government has introduced a new Government Energy Bill Relief Scheme (GEBRS) to reduce the amount that businesses will need to pay.

It will take the form of a discount of wholesale gas and electricity prices for all non-domestic customers. It will apply to all fixed contracts agreed after 1st April 2022, as well as deemed, variable and flexible tariffs. The discount will be applied to bills automatically. To deliver the support Government has set a Supported Wholesale Price which is expected to be £211 per MWh for electricity (21.1p/kWh) and £75 per MWh for gas (7.5p/kWh) – estimated to be half of wholesale prices this winter. It includes the removal of green levies. It will apply for an ‘initial’ six months, from 1st October 2022 to 31st March 2023.

The discount will be applied automatically and will be seen from October bills onwards – most likely received in November. The scheme applies across England, Scotland and Wales. An equivalent mechanism will apply in Northern Ireland and further details will be published shortly.

**How the discount will work:** For those on fixed price contracts taken out after 1st April 2022 that is priced higher than the Supported Wholesale Price a discount will be applied to bring prices down to the Supported Price. The level of the discount will be the difference

between the Supported Price and the wholesale price of energy on the day the contract was agreed. Government will publish a list of the wholesale prices they will be using to calculate this for every day from 1st April 2022.

For those on non-fixed contracts it is a little more complex. A per unit discount will be applied up to a maximum of the difference between the Supported Price and the average expected wholesale price for energy across the period. The maximum discount is expected to be 40.5p/kWh for electricity and 11.5p/kWh for gas but will be confirmed on 30th September. Therefore, there will be fluctuations in the price paid by those on non-fixed contracts and prices could increase month-to-month.

The Government is working with suppliers to support all customers in being able to access a fixed price contract for the duration of the scheme. Those on flexible purchase contracts, will have the level of their reduction offered calculated by suppliers according to the specifics of that company’s contract and will also be subject to the Maximum Discount. The basis of your price reduction will depend on the difference between your monthly weighted average baseload price (determined by your individual hedging approach) and the government supported price. In this case the maximum support available per unit of energy will also be limited by the maximum discount.

### Questions and answers:

#### **Will the price paid be the Supported Wholesale Price?**

No. The final price will also include other costs such as network charges and operating costs – which could be a significant element of the bill, while reflecting competition between suppliers. Those on variable tariffs may see additional fluctuations. Businesses that have paid more than the Supported Price and the Maximum discount combined will pay more than the Supported Price – either through a variable rate or a fixed contract that is above the estimate of average prices on the day it was taken out.

#### **What do I need to do to access this support?**

Nothing. The discount will be automatically applied to bills. It is advisable to scrutinise your bills to ensure that the discount is being applied and to consider what form of tariff is preferable for your business.

#### **I signed a fixed contract before 1st April 2022 do I benefit from this support?**

No. This only applies to contracts signed after 1st April 2022 as Government assumes prices were lower than the Support Price ahead of this period.

#### **I fixed my rate below the support price, do I receive any support?**

No. Support is only applicable to those on a deal paying more than the Supported Price. What is the maximum discount? This will be confirmed on 30th September but is estimated to be 40.5p/kWh for electricity and 11.5p/kWh for gas.

Should I fix my prices? This is a decision for individual businesses but the Government is working to make it easier for businesses to fix for the duration of the scheme. This will provide greater certainty as variable tariffs could still lead to increases in your bills – if wholesale prices

are higher than the maximum discount and the supported price.

#### **Will the scheme be extended beyond six months?**

The scheme is currently scheduled to last for six months but a review will take place, with the results being published within the next three months. Government has said the scheme is for an ‘initial’ six months. Further support is expected at the end of the scheme to protect sectors at risk, with hospitality specifically named.

#### **Is this the only support available?**

This support specifically targets business energy prices. An Energy Price Guarantee has been provided to households to shield them from very high prices.

#### **I am on a fixed price contract, how much will I pay?**

Your bill will be reduced by a discount (per kWh) equivalent to the Support Price and the price of wholesale energy on the day that your contract was agreed.

#### **I am on a variable tariff, how much will I pay?**

Your supplier will set the variable price and a discount will apply to those for each unit of energy. The discount will be set at a maximum level of the difference between the Supported Price and the average expected wholesale price – which will be set on 30th September. Your price will fluctuate throughout the period as the discount changes.

#### **I have hedged my prices this winter, what does that mean for my prices?**

A discount will be applied based on the difference between your monthly weighted average baseload price and the supported price. A maximum discount will apply.

*Our thanks to UK Hospitality for their assistance with this article.*

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## Government September Financial Statement

### Alcohol

- Scrapped planned increases in the tax paid on beer, wine, spirits and cider.
- Cuts to duty on draught beer and cider by 5%, introduced to help pubs hit by pandemic closures, will be extended from February 2023 to cover kegs as small as 20 litres.
- The Campaign for Real Ale (CAMRA) called the policy “groundbreaking”. CAMRA Chairman Nik Antona said extending draught relief will “help pull consumption into pubs, clubs and taprooms helping to encourage pub-going and keeping our beloved locals viable, alive and thriving”.
- Kate Nicholls, CEO of UK Hospitality, said: “The freeze on alcohol duty announced today is a very positive move for the breweries and drinks producers that supply the hospitality sector.
- Prior to 2010 the Labour government applied were committed to increasing alcohol duty rates each year in real terms - known as the duty escalator. The Government scrapped this in 2010.

### Income tax

- Cut in basic rate of income tax to 19% from April 2023
- Government estimates 31 million people getting £170 a year more
- Currently, people in England, Wales and Northern Ireland pay 20% on any annual earning between £12,571 to £50,270 - rates in Scotland are different
- 45% higher rate of income tax abolished for England, Wales and Northern Ireland taxpayers
- One single higher rate of income tax of 40% from April next year

### National Insurance

- Reverse recent rise in National Insurance (NI) from 6 November
- Workers and employers have paid an extra 1.25p in the pound since April
- New Health and Social Care Levy to pay for the NHS will not be introduced

### Corporation tax

- Cancel UK-wide rise in corporation tax which was due to increase from 19% to 25% in April 2023

## Computer Software

### Membership Administration Programme Full System Package £20

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## Local Beer – Are Clubs Missing Out?

There are an estimated 18,000 different beers brewed in the UK each year and this is a growing trend. Clubs have experienced considerable success when holding special Beer Festival events but should Clubs consider stocking one or more local beers permanently in the Club's bar?

Initially Clubs may wish to engage with their Members to assess the preference of Members and if there are any specific types of local beer or brands they would like to see the Club trial. Clubs could even hold a mini beer festival over a period of weeks to allow the Members to sample a selection of local beers and choose their favourite.

The Club can consider stocking a variety of locally brewed products from cask ale and craft keg products to flavoursome beers available in an easy to stock range of bottles and cans. If space in the Club's cellar is limited then a selection of local bottles and cans will provide an easy opportunity for the Club's Members to sample new locally brewed products.

By stocking local products the

Club can tap into the emerging interest for consuming locally produced food and drink and allow the Club to offer a different experience to the national brands which supermarkets and off licences tend to sell in large quantities.

Independent breweries are producing many styles of beer. Golden Ale was the most popular produced beer in 2014 with 92% of small breweries offering it with traditional bitter being produced by 81% of breweries. By offering a selection of different products the Club can appeal to its entire Membership to try the new range.

Clubs can also consider devoting a handpull to a local beer and changing the selection every month or even every couple of weeks. This way the Club can offer a refreshing ale in the summer whilst offering a more substantial beer in the winter.

Clubs wishing to find out where their local breweries are located can visit <http://siba.co.uk/directory/brewery-finder/> to find out which suppliers are located nearby.

## Winter Weather – How Should the Club Prepare?

Over recent years, increasingly extreme weather patterns and snowfall are causing disruptions and creating hazards that can lead to slips and falls. Clubs should endeavour to make the entrances and exits to the Club as safe as possible.

### Gritting and Protecting Surfaces

Arrangements should be made to minimise risks from snow and ice, by gritting, snow clearing and the closure of some pathways, particularly outside stairs. It is wise to keep a good supply of grit handy to help clear them. Gritting is not an automatic way of ensuring you are blameless but it is definitely recommended especially around important thoroughfares like car-parks, entrances and exits.

### Temporary closures and footwear

If some pathways or entrances

become too dangerous or troublesome to clear, place barriers and signs to close any footpaths that may propose a significant risk.

Also making sure all employees are wearing correct footwear is advisable to help protect against avoidable slips/falls. Alternatively if the Club's clothing policy typically involves smarter shoes it could be worthwhile to allow boots or more hard-wearing footwear during winter.

### Preparation as well as reaction

Ignorance is not a defence against a claim so make sure steps are taken to reduce foreseeable risk whenever possible. Paying attention to weather forecasts can help you get a head start in preparing for upcoming hazardous conditions such as pre-emptively laying down grit or arranging appropriate signage to be placed on pathways.

## Records

It is important to document as much as possible such as retaining invoices and receipts for items in order to show you have taken an active effort to combat the problems and potential dangers caused by snow and ice. Keep a log to demonstrate when snow and ice have appeared and the action taken to reduce the risk posed. Remember that a claimant has three years from the date of the incident in which to pursue a claim so it is important that checklists and logs are retained for at least this period.

Any incidents which could give rise to a claim should be communicated to the Club's insurers. You should arrange to take photos of the area where the

accident took place to demonstrate conditions at the time, especially if you have made significant attempts to make the Club safer. If you have CCTV covering the area please ensure that any images are retained securely for three years.

## Written Warnings and Signage

Arrange to have some written instructions and warning signage on hand to inform members of the public that there is a risk of falling/slipping and that reasonable care should be taken. Not providing these warning signs will leave the Club more open to a liability claim.

The ACC's Recommended Insurance Brokers Club Insure assisted with this advice and can be contacted on 0844 488 9204.

## Car Parking Reminder

Car parks are a difficult area to enforce as often the local Police will not act on cars parking on private property. Unfortunately it is becoming increasingly difficult to enforce private car parks without the use of automated gates or similar (rising bollards etc.) which can be expensive to install and they are not always a convenient or practical solution for Clubs.

Tickets (legally known as 'Parking Charge Notice' – it can be considered that someone parking on private land has entered into a contract with the land owner) can be issued to cars parked on private land and we would recommend that if tickets are issued that the sums charged are reasonable and appropriate. However, often individuals will not willingly pay their tickets and should you wish to recover the sum then private legal action will be required. This can often cost more than the sum that you are seeking to discover but if it is a persistent offender then it will likely deter them in the future. Should you wish to legally pursue an unpaid ticket it is advisable to have clear photographic evidence of the car in question parked on the land. We would also recommend that notices are clearly placed detailing the charge that will be made to vehicles parking on the land. If you keep a record of the car's registration then you should be able to obtain the owners details from the DVLA although a charge may be levied for doing so.

Essentially, you want to put a sign up stating that the car park is private land and unauthorised

vehicles will be charged £60 (for example) if they are parked there. The sign needs to have the details of the financial penalty that will apply if a person parks in the car park. The sign should have all relevant details including the Club's name and a correspondence address. You then want to obtain a photo of the car parked and the photo should have the sign in view. You should attach a Parking Charge Notice to a car which is parked in the car park without authorisation. You can place the details on the windscreen in a pouch like this:



These can be purchased here: <https://packagingproductsonline.co.uk/shop/parking-notice-wallets/>

It is worth taking a final picture of the car in the car park, with the sign visible and with the PCN attached to the windscreen. You can then proceed through the small claims court if the owner refuses to pay.

You can design your own sign or approach a third party to design the sign. The sign simply needs to include all the relevant information (business name, parking conditions

including charges for unauthorised parking, address and contact details etc.).

General information regarding Parking Charge Notices below:

## What is a parking charge notice?

When you park on some privately owned land, such as a supermarket car park, you enter into an agreement with the land owner. There should be clear signs telling you that you are driving onto private land. Signs should also show you what the parking rules and charges for using the car park are. This is so you can decide whether you want to make the agreement and use the car park, or leave.

Many land owners use a private parking operator to keep track of vehicles that park on their land. If you break the parking rules or park without permission, the land owner, or their parking operator, can issue a parking charge notice. You could be given a parking charge notice because you:

- didn't pay to park in the car park;
- stayed for longer than you paid for;
- stayed for longer than the maximum time allowed; or
- parked where you were not allowed.

## How can a parking charge notice be issued?

A parking charge notice can be issued in several ways.

- It can be given to the vehicle's driver or placed on the windscreen. This is called a 'Notice to driver'.
- It can be sent through the post to the vehicle's registered driver. This is called a 'Notice to keeper'.
- It can be sent to the hirer of the vehicle. This is called a 'Notice to hirer'.
- a parking charge notice must be reasonable and not usually for more than £100;
- you should be offered a discount of at least 40% if you pay in full within 14 days; and
- you can still pay after 14 days, but the amount payable will increase to the original amount.

If you do not agree that you owe the parking charge

If you do not agree that you owe the parking charge, write to the parking operator and explain the reason why. This is sometimes called 'making a representation'. There are several reasons for disputing a parking charge. These could include the following.

- The parking operator who sent the charge was not responsible for looking after the land you parked on.
- You followed the parking rules.

- You bought a ticket and displayed it correctly.
- The signs were unclear or unreadable.
- You were not the registered keeper of the vehicle when the parking charge was issued.
- The vehicle broke down.
- The payment machines were out of order.
- There were compassionate reasons, for example, you were ill at the time or someone close to you has recently died.
- The parking charge notice should give you the address to write to.

There are also private firms which can assist the Club by patrolling the car park and issuing tickets to any vehicle which is parked in the car park without authorisation. You could establish a list of car registrations which are able to park in the Club's car park or establish a system whereby if a member's car is ticketed then that ticket will be cancelled. I accept that both can be difficult and time consuming to implement in practice.

A firm called Flashpark, <http://www.flashpark.co.uk/>, has been in the press recently as a way for private landowners to enforce tickets. Essentially they offer a service whereby private landowners can take a suitable picture of the illegally parked car (the picture should also have a parking notice visible), upload it to Flashpark and then Flashpark will enforce the ticket and the private owner will receive a small fee for each successful ticket enforced. However, we do not know of any Club which has used this service and this firm is not an ACC recommended supplier. The Club would therefore have to use them at their own risk.

There are other firms which operate camera controlled solutions. Whether or not this is a sensible solution really depends on the scale of the initial problem. One or two errant drivers are probably best dealt with by using signs and parking charge notices but a persistent problem will likely need a professional response.

When dealing with a professional company be sure to review the contract carefully – how will they monitor the site, how will they deal with legitimate Club Members who inadvertently receive a ticket. What is the drop off and collection time limits allowed for taxis and similar. How long is the initial contract in force for and can the Club end it early. These companies obviously exist to make profits for themselves so Clubs need to ensure that relevant protections are in place to avoid penalising members, guests, deliveries and other operators such as taxis or similar.



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Stephen 'Jay' O'Callaghan was just 28 years old when he died of a cardiac arrest, just a couple of days short of celebrating his 29th birthday. The youngest of four siblings and uncle to eight nephews, Stephen, known as Jay, was a family man, his brother-in-law Jordan Barrett said, and had been on his way to celebrate his upcoming birthday with them when he tragically died.

Jay had been travelling in a taxi from Fairwater in Cardiff to visit his family in the Splott area of the city to celebrate on May 29 last year, when he asked the driver to pull over as he was feeling unwell. But when the driver pulled up in the car park of the Co-op on Crwys Road, Jordan said Jay went into a cardiac arrest.

Despite CPR being performed by off-duty nurses and the intervention and quick arrival of paramedics, Jay was pronounced dead in the car park. As the anniversary of his death approaches, Jay's family are fundraising to provide more defibrillators across the city to help save lives.

Jay's family with the help of the Splott Conservative Club have been raising funds to install as

# Splott Conservative Club Install Vital Defibrillator



many defibrillators as possible. In May this year they decided to do a memorial walk on his anniversary. They managed to raise £7900 all together and used the funds to purchase 11 defibrillators. Together with 3 others that were

kindly donated. A total of 14 were provided and distributed into our community.

"With the money we've had given into us already through sponsorships and through raffles we've purchased three defibrillators and the company I work for, they've bought one themselves and donated it to us, so we're on four at the moment," Jordan said. He added that they had installed a defibrillator at Splott Conservative Club, and had handed a further two over to Splott Albion Football Club and charity, Boomerang Cardiff.

"We're looking at places that are open most of the day and night so that they're accessible whenever anyone actually needs one," he said. Jordan, 30, had been in primary school with Jay, meeting his sister Carly after they had all

left school and reconnecting with him again. "I've known Jay all my life really, since five years of age," he said.

Jordan added that the family wanted to raise awareness of the importance of defibrillators. "You don't need to be trained up to use one, it tells you exactly what to do," he said. "If you ever actually use one to help someone in a situation you know how important they are if somebody is in need. Somebody's life is either saved or not really."

According to the charity, Welsh Hearts, if a defibrillator is used and effective CPR is performed within three to five minutes of a cardiac arrest, survival chances increase from 6% to 74%. "We wanted to do a fundraiser to get as many [defibrillators] as we could," added Jordan.



## Altrincham Conservative Club Honours Club Steward

The Steward of the Altrincham Conservative Club has been with the Club for 20 years. Steward Robert Jones always puts the Club and Members first and has done a first class job in looking after their needs. He has seen a great many members come and go in the last 20 years and has served different committees in that time. The Club must be doing something right for him to

stay with them for so long!

His dedication and team work was celebrated earlier this year when the committee and members of the Club gathered to give their thanks. Robert was presented with a Certificate for his 20 years' service by the Chairman of the Club Deborah Rawlings.

Robert got the night off and a good night was had by all.



# 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.**

## Enhancing the member experience

A positive online members' experience is central to any successful membership business. Following a new study, Eventcube.io explains why it is more important than ever to have a fully manageable, online membership platform.

**B**eing part of a members club means access to entertainment, information, networking and exclusive benefits. Its success leans heavily on its ability to offer an exceptional experience through a variety of activities and exclusivity. But if you think that the work ends at the delivery of services, you are sorely mistaken. Memberships need to transcend physical barriers so as to be resistant to crises and to preserve the continuity of its services. Clients pay a premium to be a part of the circle after all. It's only right to get the full benefit of it.

In our study, we surveyed over 200 individuals with current paid memberships within clubs, sporting organisations and trade associations. We asked them a series of questions about their satisfaction with their current membership offering and what more they might want to see in it.

So how do you create a truly valuable membership experience? Here are six key takeaways from our study.

### Online membership portals

Having a membership portal that is easily accessible online or through an app has become a standard in memberships. This decentralises information such that members can update their own data, upgrade tiers, and manage payments anytime they please. (The study found that 64% of members whose membership doesn't offer online tools wish it did, as the feature would have been tremendously valuable.)

Bringing your membership online gives you an additional channel to freely communicate and engage with members. The study shows that one-third of club members use their membership at least once a week. This presents an opportunity to boost news and promote events.

### Monthly instalment payments

Instalment payments make membership dues appear less intimidating as clients have more time to move their budgets around to make room for dues.

The study also found that monthly instalments are more commonly paid via direct debit (71%) than recurring card payments (29%). This tells us that members still want control over their membership



payments given how direct debit provides customers a window of time to review transactions.

### Discounted event tickets

Events are versatile and can cover a wide range of topics. When staged to stir up the right amount of engagement, it makes the perfect vehicle for conferences, networking, and entertainment; practically half the benefits a membership could offer.

Events are costly and time-consuming. Opening them up to the public is a logical step to offset revenue spent in event planning time and resources. Drawing a clear distinction between members and non-members is essential to enforce that feeling of exclusivity.

### Demand for more membership perks

Although 85% of the club members surveyed reported to be satisfied with their current membership package, qualitative results show that if there's one thing that could be improved in their membership, it would be the presence of "more" benefits. This meant more club services, activities, and exclusive offers.

Otherwise, they wish for more discounts and special deals on products and services from affiliate businesses. Loyalty programs for long-time members were also mentioned as an added benefit.

### Switching membership platform providers

As with any kind of drastic change, switching membership platforms is seen as highly disruptive by members. While this may discourage clubs from switching platforms altogether, there is a caveat to it.

When asked what they wish to improve in their membership, better user experience emerged as one of the top answers. Complaints included lack of a "quick sign-in", inability to access their membership online, and poor design that makes navigation feel like a major chore. Qualitative responses coincide with answers to the question "what's one benefit they wish their membership offered" to which 45% said was an exclusive area for accessing all benefits available to them.

With 91% of members receiving membership benefits, it makes sense to enable better access to these benefits. Without efficient technology in place, club runners may run the risk of disengagement and member churn.

### Better offers and a better platform

The study revolves around one pressing sentiment: members want easier access to more membership benefits, implying technological upgrades alongside an investment in more valuable perks.

In retrospect, there is a logical connection between the two demands. Attractive offers can only go so far if members are unable to have access to them or lack an overview of what the benefits they are paying for. On the flip side, well-designed platforms are empty shells without compelling membership benefits. One might exist without the other but if your aim is to give members more reasons to continue being a part of the club, winning both ends is the smart choice.

### In conclusion

The pandemic forced millions of individuals to put plans on hold. Now as we slowly emerge into society, people's hunger for experience, connection, and learning is more insatiable than ever. What better avenue to cater to all these needs than membership clubs?

As was drawn from this study, an exceptional membership experience consists of ease, accessibility, control over one's own data, and benefits that scratches the right spot. Evaluate if your membership checks all the boxes. And if you decide to fill the gaps before they dig a hole in your business, start from the two most important areas: technology and a more targeted benefits package.

•eventcube.io

## Eating out continues to recover

Latest MealTrak\* results show that the number of out-of-home eating occasions were 12% higher than the comparable period in 2021 on a 52-week/MAT basis.

In the latest 12 weeks, there were 807 million eating out of home occasions in the 12 weeks ending 11 July 2022, and the 'eating out' channel was in strong growth at +42% versus the previous year.

Value sales are also up, 24% on a 52-week/MAT basis and +19% on a 12-week ending basis, versus 2021.

**Tom Fender, Development Director** at TWC, said: "Encouragingly, for the moment at least, value growth remains ahead of occasions, indicating that spends are holding up and consumers are continuing to seek rewarding experiences rather than choosing on prices and functionality."

Interestingly (and unusually) growth is currently being driven by older consumers,

especially 45-64 year olds, where growth is much stronger than for the younger age groups across both eating out and food on the go. Eating out has also been recovering well in this 65+ age group, although, says Fender, this has dropped away over the latest 12 weeks, perhaps because this age group is more vulnerable to the impact of rising costs.

"Similarly, over the last 12 months growth in all channels has been driven more by women than men, but this has reversed over the last 12 weeks, with women too perhaps changing their behaviour more rapidly in response to current economic pressures," said Fender.

• [twcgroup.net](http://twcgroup.net)

\*MealTrak is a continuous tracking programme for food-to-go and out-of-home consumption, surveying 36,500 consumers a year.

## Penderyn's sporting salute with World Cup Whisky



Wales' triumphant qualification for the 2022 Football World Cup in Qatar has brought excitement level to fever pitch across the country.

It's the national side's first World Cup finals campaign since 1958 and in honour of the side's achievements thus far, Welsh whisky giant Penderyn has partnered with Welsh Football to release a unique single malt whisky – Yma o Hyd, the official whisky of the Welsh 2022 World Cup campaign.

"Sixty four years is a long time - it's more than a generation," said **Penderyn CEO Stephen Davies**. "It's going to be an exciting winter for Wales, and it's only fitting we pay tribute to the incredible work the national side has put in to get this far. Fingers crossed, they'll take it all the way – we're behind them!"

Penderyn's Yma o Hyd is described as 'a single malt that provides a floral, heady scent that suggests notes of caramels and toffees, with hints of pear and apple. It boasts a sweet, caramel finish that's peppery on the swallow – and its smooth, fruity palate adds an intriguing, spicy kick'.

"It's important we show our passion for our homeland on the international stage," said Davies. "We're in a perfect position to share Welsh legend and heritage through our whiskies – and while our bottlings travel far, our hearts remain homebound. It's also why we want to support our national side at the World Cup this year – it's an incredible chance for the Dragons to show the world what we can do."

Penderyn has also announced its plans to bring its distillery and bottling plant to Swansea as part of a landmark £1 billion transformation programme launched by the city council.

• [penderyn.wales](http://penderyn.wales)

## BBG launches Corona Tropical range

Corona, part of Budweiser Brewing Group (BBG) UK&I, has announced the nationwide rollout of Corona Tropical, an alcoholic sparkling water made with fruit juice.

Corona Tropical will be launching a single 330ml can into the On-Trade.

Made with real fruit juice (fruit juice from concentrate) Corona Tropical comes in three flavours: Guava & Lime, Raspberry & Lemon and Grapefruit & Lemongrass. It contains 96 calories and 2.4g of sugar per 330ml can.

"Corona is a brand born from the tropics; we encourage consumers around the world to disconnect from routine and reconnect with nature," said **Liz Hemus, Corona Tropical Marketing Manager**.

"We're excited to offer a new Corona beverage to those who love the brand but are looking for options

outside of beer. Alcoholic sparkling waters and RTDs have been gaining huge momentum in recent years.

"That's why we've launched Corona Tropical – offering an alcoholic sparkling water made with real fruit juice.

"It's been a big year of innovation for the brand following the launch of Corona Cero in March, and we're excited to expand our super-premium portfolio beyond beer to cater to even more consumer needs.

"Corona is renowned for its refreshing taste and quality - placing it in the perfect position to grow this category with a super-premium proposition."

To support the launch, Corona Tropical launched a nationwide marketing campaign including installing a real fruit billboard in central London, alongside digital and out-of-home media.

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



## ASK THE EXPERTS – ENERGY SAVING

### Energy consumption and invisible waste

*With clubs across the Globe facing an unprecedented rise in the cost of goods and energy prices shooting up, it's not surprising to learn that 92% of UK hospitality decision makers are worried. New research from BRITA UK delved deeper into their concerns and offers up advice on saving money, with findings presented in its new Invisible Waste insights report.*

The hospitality sector's energy concerns and desire to operate more sustainably add to the many plates businesses are already spinning, with existing challenges including recruitment and retention issues, the rising cost and availability of raw materials and ingredients, and some areas of the UK continuing to see a reduced footfall.

Nearly three-quarters of decision makers (72%) say they have goals and targets in place to decrease their energy usage and overall environmental impact, yet 86% believe their business could be doing more to achieve this.

**David Hall, Managing Director of BRITA UK**, says: "With hospitality operators feeling the pressure to improve their sustainability in an authentic way that avoids 'greenwashing' their processes, they cannot ignore the impact of the waste they produce on the environment.

"We're all too aware of food and plastic waste, but what about the invisible waste that we cannot see, such as the volume of energy businesses consume each day and night unnecessarily? It's vital that we collaborate with companies to tackle the sources of invisible waste together, and there are simple, energy-efficient steps that can be taken to contribute to real change."

One of the major sources of invisible waste in hospitality is equipment being left on needlessly overnight, which is something 45% of decision makers admit to, despite 65% of them not knowing how much energy the equipment uses during this time.

Though some venues such as hotels operate 24/7, equipment including ovens, commercial washers, microwaves, and hobs are all examples given by decision makers of equipment left on unnecessarily overnight, with 25% letting these appliances go into standby mode. And 18% say it is easier to just leave equipment on and, for one in 10 businesses, equipment remains on simply because there is no one responsible for turning it off.

As well as identifying which pieces of equipment can be safely turned off overnight to improve overall energy efficiency, BRITA's report includes actionable tips and hints that can help streamline the process to better sustainability across the board.

- To download the Invisible Waste report visit [www.brita.co.uk](http://www.brita.co.uk)
- t. 01869 365 851
- [www.brita.co.uk/professional](http://www.brita.co.uk/professional)



## Prosecco Doc on sustainability

**T**he Prosecco DOC Consortium has announced that it is set to continue its commitment to preserving the territory and its biodiversity, aiming for continuous improvement of the region

The projects, first launched in 2018, are targeted towards vineyards and wineries within the region to help them implement, alongside the production process, the necessary measures to overcome, step by step, environmental and long-term productivity issues, as well as those of ethical, social and economic responsibility.

These initiatives involve different areas of intervention within aspects of the supply chain. The sustainability project is multidisciplinary and acts on the three pillars of sustainability – environmental, social and economic – within the three levels of the pro-

duction system – vineyards, wineries and the Consortium.

Each initiative begins with analysis and data collection to develop case studies of successful sustainable management. Then the Consortium and its different partners develop innovative techniques, devices and/or services that facilitate the achievement of these sustainability goals.

The aim is to transfer the knowledge and the technologies identified to as many companies as possible in the Prosecco DOC territory in order to achieve a territorial sustainability certification (Sustainable Denomination based on the standard Equalitas) involving at least 60 percent of the Prosecco DOC vineyards.

• [prosecco.wine](http://prosecco.wine)



### Fry Station Drawer from Williams Refrigeration

**T**he Fry Station Drawer is available in one and two drawer versions, and because of its variable temperature function, can safely store a variety of frozen or refrigerated foods, right where they're needed at the point of cooking.

Both models include an optional fry basket hanger, supporting up to four baskets, which can help to streamline the process from fresh or frozen to fried. With the unit located next to a fryer, contents can be scooped direct from the drawer.

The basket can then be hung on the hanger before frying. This process can improve food quality as the 'hang time' allows frozen crystals from the food to drop off. When the basket is placed in the cooking oil, this reduction of water crystals means it doesn't have to recover temperature as much, thus enhancing cooking quality.

• [williams-refrigeration.co.uk](http://williams-refrigeration.co.uk)

### Bringing branding to cocktails and drinks

**E**at My Logo is offering a new product, the logo cocktail topper.

Printed and produced in house, the branded drinks toppers have been launched so that clubs and bars can introduce branding or printed designs to cocktails and other beverages.

#### Size options are:

50mm – for cocktails in a tall and slim highball glass, such as a long island iced tea.

65mm – for wider glasses, holding drinks such as an espresso martini, margarita or daquiri.

Toppers are round as standard and arrive pre-cut.

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



## St Austell puts Cornwall on world stage

Four beers from Cornish brewer St Austell took home medals at this year's World Beer Awards, including a gold for Big Job double IPA.

The news comes in close succession to award wins at both the British Bottlers' Institute Awards and Europe's Alpha King Challenge.

"We are proud to be representing Cornwall on the

world stage again this year," said **Georgina Young, Brewing Director**. "The fact that we've won eight awards in the past month reflects the dedication and talent of our teams in Cornwall and Bath.

"I'm very proud of them and the journey that we're on together."

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



## London Pride becomes Official Beer of Harlequins

Harlequins has signed a new multi-year partnership with Fuller's London Pride which sees the brand become the Official Beer of the Twickenham-based Premiership Rugby side.

Harlequins stars Katy Mew, Tommaso Allan and Aaron Morris took a break from their pre-season training to help load the first dray of Fuller's London Pride at the Griffin Brewery, ready to be taken just five miles down the road to the home of Harlequins, The Stoop.

Fuller's London Pride will be poured across all concourse bars and hospitality areas throughout The Stoop, as well as on the dedicated cask beer bar in the newly named Fuller's London Pride South Stand.

As well as Fuller's London Pride promotions at home games throughout the season, fans will be able to experience other premium beers from the Asahi UK portfolio including Peroni Nastro Azzurro, Asahi Super Dry, Grolsch, Cornish Orchards cider, Fuller's ESB, Dark Star Hophead and Meantime.

**Sam Rhodes, Marketing Director, ASAHI UK,**



said: "We have a rich brewing heritage that is synonymous with the Capital, so this is the perfect partnership for us with The Stoop just 5 miles from Griffin Brewery. Let's hope for a successful 2022/23 season and creating memorable moments for fans this season and beyond."

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

## Shmoo launches milkshake powders through vending machines

Aimia Foods has launched a new range of Shmoo milkshake powders, developed for running through cold/chilled vending machines.

**Karen Green, Marketing Manager** at Aimia Foods, said: "When mixed through a cold/chilled vending machine, Shmoo vending powders share the same creamy texture that blended Shmoo shakes are renowned for, with just the addition of water. Therefore the vending machine virtually takes care of the entire Shmoo shake-making process automatically – and the customer can enjoy their favourite Shmoo shake simply by pressing the button/screen of the machine."

Each flavour is suitable for any members following a gluten-free or vegetarian diet.

• [www.aimiafoods.com](http://www.aimiafoods.com)



## Alliance and Join In – celebrating London 2012 volunteers

To mark the 10th anniversary of the London 2012 Olympics and Paralympics, the Sport and Recreation Alliance and Join In have been celebrating the fantastic volunteers who helped make the Games so special.

Across social media, they have been sharing the stories of individual volunteers who shared their experiences at the Games, and explained what they have been doing in the ten years since.

• [sportandrecreationalliance.org](http://sportandrecreationalliance.org)

## MP visits Rathfinny Wine Estate to celebrate GI status

Nusrat Ghani, MP for Wealden and co-chair of the All-Party Parliamentary Group (APPG) for Wine and Spirits, recently visited Rathfinny Wine Estate to celebrate the designation of Sussex Wine as a UK Geographical Indication (GI).

Following its departure from the EU, the UK introduced new GI schemes for agri-food products, spirit drinks, and aromatised wines. The recognition means Sussex wine will join the family of Protected Designation of Origin (PDO) and Protected

Geographical Indication (PGI) registered products from across the UK. The three principal grape varieties planted are Pinot Noir, Chardonnay and Pinot Meunier, as well as a small amount of Pinot Gris.

**Nusrat Ghani MP** said: "It's been great to celebrate the very best of Sussex wine today and I will continue to champion our local winemakers, who work incredibly hard all year round to produce world class award-winning wines."

As co-chair of the APPG for Wine and Spirits,

Nusrat has 14 vineyards in her constituency of Wealden and has long been an avid champion of the English wine sector which has seen a 70% increase in land planted with vines in the last five years.

Rathfinny Wine Estate is a family-run business established in 2010 by husband and wife, Mark and Sarah Driver. Employing just 1.5 people at the outset, Rathfinny now provides 95 full-time jobs and is committed to developing a local skilled workforce.

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

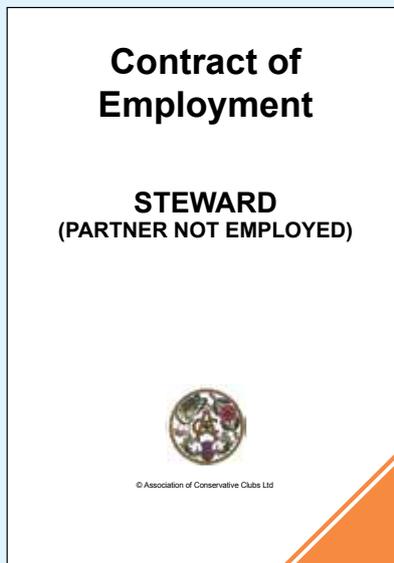
# ACC Contracts of Employment

The ACC are pleased to supply a range of Employment Contracts. These contracts are designed specifically to comply with the needs of ACC Clubs and are produced to a high quality with a glossy finish. All Contracts were fully revised and updated in 2015, with minor revisions made in 2016, and are compliant with all current UK legislation. We recommend that all Clubs use our current contracts of employment for their employees.

All Contract Packs now include a high quality and durable employee disciplinary and grievance policy handbook which should assist both Clubs and employees when these issues arise. Contracts for use with employees who live on the Club's premises now come with a specifically drafted Service Occupancy Agreement for the employees, and their partners if applicable, to sign in relation to their accommodation.

Our newest introduction to our contracts range is a contract of employment for use by Clubs which employ Bar Managers. We know that many Clubs employ Bar Managers as opposed to Club Stewards and we are pleased to now supply a specific contract pack for Bar Managers.

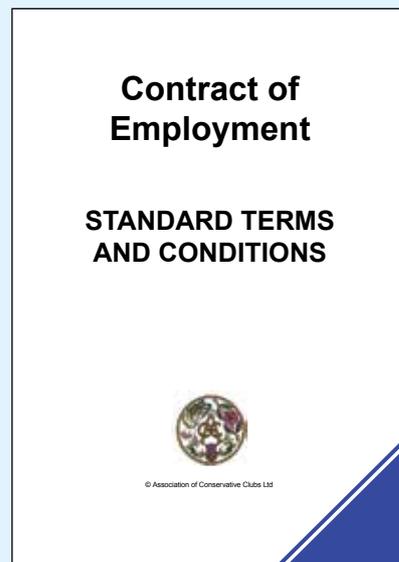
The contracts which are offered by the ACC are as follows:



### Steward Contract

Appropriate for a Club employing a Steward with or without accommodation included. Each contract pack costs £25 and includes:

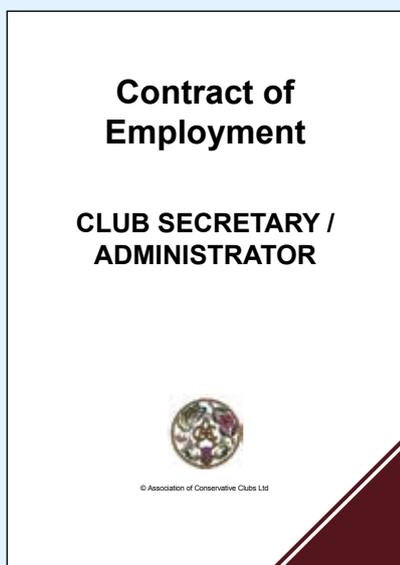
- 2 x Club Steward Contract
- 2 x Service Occupancy Agreement
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



### Standard Terms and Conditions of Employment

Appropriate for a wide range of Club Employees (bar employees, cleaners, general part time employees etc.). Each contract pack costs £15 and includes:

- 2 x Standard Terms and Conditions of Employment Contract
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



**Club Secretary/Administrator Contract**  
Appropriate for Clubs which employ, rather than elect, a Club Secretary. Each contract pack costs £20 and includes:

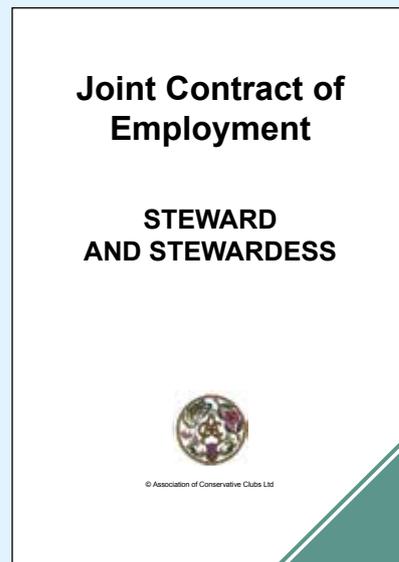
- 2 x Club Secretary Contract
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



### Bar Manager Contract

Appropriate for a Club employing a Bar Manager without accommodation. Each contract pack costs £20 and includes:

- 2 x Bar Manager Contract
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



### Steward and Stewardess Joint Contract

Appropriate for a Club employing a Steward and Stewardess on a joint contract of employment with or without accommodation included. Each contract pack costs £25 and includes:

- 2 x Club Steward and Stewardess Contract
- 2 x Service Occupancy Agreement
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.

**Please contact the ACC with any questions regarding the new contracts of employment.**

**To order any of the above contract packs please place an order online at [www.toryclubs.co.uk](http://www.toryclubs.co.uk), email [charles@toryclubs.co.uk](mailto:charles@toryclubs.co.uk) or phone 0207 222 0868.**

# Recycling Drive Popular with Staff at Churchill's in Eastleigh

The addition of a 110-litre capacity bin specifically for recycling cardboard and plastic bottles has seen a huge reduction in the amount of general waste produced by Churchill Conservative Club since April this year.

Previously, glass and bottle recycling were in place, but all other waste went into a general bin and on to the local authority's landfill sites or incinerator. Eastleigh Borough Council provided the additional bin at a modest charge and in fact payment is based on the number of collections required. The net cost is negligible as the frequency with which the general waste bin

requires emptying is reduced dramatically.

The proposal for this measure was raised by Tessa Gregory, a young employee in the kitchen at the Club. She is a keen advocate of green practices. The local authority was happy to provide options when approached on behalf of the committee and the new recycling bin was utilized fully by many staff with immediate effect.

The Club's Committee certainly recommend that other clubs liaise with their local councils to get fully on board with any green initiatives encouraged or supported by them.



The Club.

## Parr Hosts Snooker Legend

Snooker legend Jimmy 'The Whirlwind' White stormed into Parr for an exhibition. White, one of the most popular stars of the game, appeared at Parr Conservative & Workingmen's Club. White played frames against attendees at the Club.

Steve Witkiewicz managed to beat the snooker icon on the night. White signed autographs and posed for photographs with attendees on what was deemed a successful and entertaining evening.

Mark Hitchen, from the club,

said the event was a "great night" for the venue. "It was another great night," he said. "Jimmy said it was good to be back and he enjoyed played in front of a packed crowd here."

In his career White won a UK Championship, a Masters title

and reached six World Snooker Championship finals. He has also been a World Amateur Champion, a six-red World champion, three-time World Seniors Champion, a seniors six-red World Champion and a World Doubles champion, with Alex Higgins.



Jimmy White at the Club

Picture and Story credit: St Helens Star



# Shanklin Conservative Club Hosts Rishi Sunak

As part of the Conservative Party Leadership Hustings, Shanklin Conservative Club hosted Rishi Sunak at a popular and interesting event for the Club's Members. The Club has provided us with these pictures from the event.



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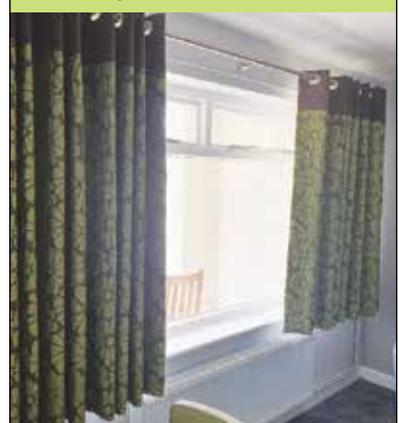
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### In Memoriam

King George the Sixth, 14th December 1895 - 6th February 1952



Quietly, once again the moving hand  
Has turned a page of history. Everywhere  
The imminent sense of death is on the land,  
That democratic doom which all men share.

Faithful, and good and true, he played his part  
With steadfast courage and unshaken will.  
Even when the blade of death was at his heart  
He served his country, and he serves her still.

Deathless, by simple following of the right,  
That supreme law which was his life and light.

Alfred Noyes.

Could we but share that simple love of truth,  
Burying the hates that cripple and enslave,  
Like Milton's eagle in her mighty youth  
His Commonwealth would tower above his grave;

Deathless, O not in glory or renown,  
But in that love which still outlasts the years—  
There is no splendour in a monarch's crown  
Can match the splendour of his people's tears

(With acknowledgments to the "Daily Telegraph")

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