

# CONSERVATIVE CLUBS MAGAZINE



September 2022 75p



## Industry Insights: Pre-Mixed Cocktails New Trend

Data Protection Reminder

Trust Registration Service Final Reminder

Fundraising Updates

# Message From The Chief Executive

CONSERVATIVE  
CLUBS  
MAGAZINE



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As we enter September, there is only one activity which is uppermost on the ACC's collective mind at the moment and that is the 1st September deadline for the Trust Registration Service.

The ACC has been busy registering all the Clubs we act for as Trustees and has been overwhelmed by Unincorporated Clubs deciding that now is the time to pass over their Trustee requirements to the ACC. Over 50 Clubs have made this decision so far this year and even now Clubs are contacting us asking the ACC to assist by acting as their Trustees and registering the (TRS) Trust Registration Service on their behalf. It is an activity which has taken us most of the summer but I am pleased that we will have completed the application process for the circa 250 Clubs we now represent as Trustees. A significant achievement considering the complexity of the task.

I hope that all the Unincorporated Clubs which this new registration applies to

(Clubs registered with the FCA are not required to register with the TRS), have either transferred their Trusteeships to the ACC so that we will have registered on your behalf, or have completed the registration process themselves. If any Club reading this has still not registered, then please contact us as soon as possible for assistance. Personal fines will be levied against the Club's Trustees for failure to register, although HMRC have pledged to take an initial soft touch approach so there is still time to salvage the situation.

As we progress through the month into October I must admit that I am looking forward to not thinking about the letters T R or indeed S for quite a long time! Well, at least not until September next year when the ACC will be undertaking the annual update process for those ACC Trustee Clubs. For Clubs which still have locally elected Trustees acting on their behalf, please mark 1st September 2023 in your diaries now.

Published by The Association of Conservative Clubs, Ltd  
1 Norfolk Row,  
London SE1 7JP  
Tel: 020 7222 0843  
Sales: 020 7222 0868  
assistance@toryclubs.co.uk  
www.toryclubs.co.uk

Chairman:  
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Printed by: Snell Print Ltd,  
Brympton Way, Yeovil,  
Somerset BA20 2HP

All editorial and advertising enquiries should be addressed to the ACC. When replying to advertisers please mention Conservative Clubs Magazine

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# CLUB LAW AND MANAGEMENT

## Data Protection - what is it all about?

It is vital to start from basics and to map your personal data. By this, we mean identifying:

- Where your organisation collects personal data
- How it processes that data; and
- What it is used for?

### What is a data controller?

You are a data controller if you say how and why personal data is processed.

### What is a data processor?

You are a data processor if you are the one processing the data on the data controller's behalf. Just because you are a data processor doesn't mean that you do not have data protection obligations. Under the GDPR data processors are subject to direct enforcement by the ICO and compensation claims by data subjects. Also, if you are a data controller you have additional responsibilities under the GDPR to make sure your contracts with data processors comply with the GDPR.

### What is personal data?

The GDPR are concerned with the protection of personal data. It is important to understand what that means. Personal data is:

- Any information relating to an identified or identifiable living individual

An identifiable living individual is:

A living individual who can be identified, directly or indirectly, in particular by reference to the following data:

- Names
- Addresses
- Email addresses
- Telephone numbers
- Opinions

### I am secretary of a small members club. Will the GDPR apply to us?

Yes. The terms of the GDPR will apply to anyone processing personal data except for individuals processing personal data for personal or household activities. You should appoint a Data Controller for your club – probably the Club Secretary would be most suited to this role.

For this purpose, as stated above, personal data means any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an 'identifier'. Such identifiers could include:

- Someone's name,
- Identification number,
- Location data,
- Online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

The GDPR sets out several data protection principles which must always be adhered to if you process personal data. In the main these are the same as were found in the GDPR's predecessor, the Data Protection Directive.

### Do we have to register with the Information Commissioners Office?

You no longer have to notify the ICO as a data controller but you will still need to register for use of CCTV.

### Do we have to change our membership application form?

This will depend on what exactly is in your current membership form, but you should certainly review what is currently in there. The transparency principle in the GDPR means that you must communicate information clearly to members at the point at which you collect data, and your membership or website are the ideal places to do this.

The 'purpose limitation principle' means that personal data must be collected for specified, explicit and legitimate purposes and not further processed in a way incompatible with those purposes, so membership forms should only be collecting information that is necessary for the club or society's needs. For example, a person's name and contact details are likely to be required so that they are contactable, e.g., about club events and meetings, for membership renewals and if emergency contact details are required in case of an accident. However, a person's occupation, for example, may be irrelevant for your purposes and if so, it should not appear on membership forms.

Data must be processed:

- Lawfully,
- Fairly, and
- In a transparent manner.

This means that you must inform individuals about how and what you plan to use their data for at the point at which you collect it so your application form must clearly set out this information. There are various other pieces of information that you must tell them about including:

- How long you are planning on keeping or using it for, and
- Whether you plan to transfer it to anyone (for example to an affiliate for marketing purposes). This information can be communicated via a privacy notice, privacy policy or T&Cs which should appear on the membership form itself, and on your website if you have one.
- Personal data must be accurate and, where necessary, kept up to date.
- Inaccurate data must be erased or rectified without delay. Therefore, you should be ensuring that members' details which you store are up to date by contacting them and requesting them to confirm details.

To process data, data controllers must be able to point to their lawful basis for processing. There are six of these to choose from:

- Consent
- Contract
- Legal obligation
- Vital interests
- Public task, and
- Legitimate interests

To page 4 ►

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## ◀ From page 3

Clubs and societies are most likely to find the following the most appropriate:

- Consent - where the individual has given clear consent for you to process their personal data for a specific purpose.
- Contract - where the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract, or
- Legitimate interests - the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.

Once you have established what your lawful basis will be, this should be communicated to members, most easily done by including this information in your privacy notice on your membership form and website.

Clubs often put membership applications, or selected data from an application form, on the Club's Notice Board for a period of time for review by other Club Members. If this happens please ask the applicant to sign a form providing their consent for their data to be used in this way. Clubs should specify the following:

- What data will be displayed on the Notice Board
- How long will the data be displayed on the Notice Board
- That Club Members, their guests, employees and other persons visiting the Club will have access to the Notice Board.

The person applying for membership should provide their written consent (a tick box on the application form will be sufficient) to their data being used in this manner.

### What should we include on the annual renewal form?

We recommend using the following wording for annual renewals:

"I confirm that I consent to your collecting and retaining personal information about me which is described in the Club's Privacy Notice and to your using it for the purposes set out in that notice. In particular, I consent to your sending me, by email, news about the Club and information about events which the Club is promoting or otherwise relevant to my membership".

Detailed GDPR advice documents and templates can be accessed free for Association of Conservative Club members on our website at: <https://www.toryclubs.co.uk/gdpr-documents-pack/> For non-ACC members, please contact our office by email on: [assistance@toryclubs.co.uk](mailto:assistance@toryclubs.co.uk) or telephone us on: 0207 222 0868.

## Questions and Answers

**Q** We are considering employee a Member to work behind the bar but they are a frequent user of our Club gaming machines. Do you have any advice for our situation?

**A** We would strongly recommend that the Committee insists on any potential employee resigning from Membership of the Club before being granted employment. Combining employment rights and membership rights often leads to serious problems. I would also remind the Committee that the Club's Rules often states that no paid employee should be a Club Member.

Club employees can join another local ACC Club and obtain an IA Card. This would then allow them to use the Club's facilities but without being

granted Membership rights. I think this might solve some of your problems if you propose this as a solution.

A Member who volunteers to help the Club can be rewarded with an honorarium. This is a voluntary payment for a voluntary service provided. They would not be considered an employee in this situation.

Regarding the gaming machines, firstly these cannot be played by employees if the employees are not also Members of the Club or signed in as guests/IA Ticket Holders. Therefore, if the Committee follow our guidance then this itself would limit the ability of employees to use the Club's gaming machines. It is a licensing condition that the machines are only used by Members or signed in guests/IA Ticket Holders.

It is a bit of an old wives tale that

employees have a better chance of winning on the gaming machines because they can watch them and work out when they are about to pay out. I do not personally subscribe to this view and my contacts in the gaming industry also express doubt that this would be a valid and profitable tactic. Regardless, such a view often persists.

Therefore, assuming you solve the employment issue by utilising the honorarium route or the IA Ticket holder route the final question is a policy issue for the Committee concerning whether any special measures should be introduced to prevent people who work or volunteer behind the bar from using gaming machines. As I mentioned, I do not believe they will have an unfair advantage but you will likely hear from Members who may be upset and believe that they do have an unfair advantage. This really becomes a policy question for the Committee and a balancing act between trying to keep employees happy and also members happy.

all. Clubs tend to advertise the facilities of the Club, including upcoming events and sporting contests. If the Club has Sky Sports, for example, the Club can advertise this fact. It is completely legal to place an advertisement in the local press or on a flyer posted to local residential or business addresses, which for example, lists forthcoming events and facilities which are on offer, provided the following words are included—*'Members, Members' Guests and Affiliation Ticket holders welcome. For further details please contact the Secretary.'*

You can definitely do leaflet drops, ask Members to distribute leaflets or anything similar (even local radio advertising, websites, facebook etc.).

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

The only golden rule is to try and use the wording above somewhere in the advert. As long as you tick that box you can do whatever

**Q** I am on my local Committee and keen to recruit new Members by using leaflet drops and other activities but keep being told we are not allowed to advertise. Can you confirm what we can and cannot do?

**A** Care must be taken not to advertise directly for new members but this does not mean that Clubs cannot advertise at

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# CLUB LAW AND MANAGEMENT

you want and certainly it is very sensible to advertise the excellent facilities that the Club has, the upcoming events or entertainment that you've got going on since non-members will see this and this will encourage them to consider applying for membership.

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

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

It does seem that people are often encouraged to become involved in membership recruitment if there is some form of reward involved. One of the most successful recruitment schemes is known as the 'bounty system,' whereby a member who introduces a new member receives some form of payment, usually by way of a bar voucher. For example, if a club's membership subscription is £10, the payment of a £10 bar voucher to the introductory member (which will actually only cost the club the value of the stock, rather than the whole £10) has in many cases created a great deal of interest. You could even go even further and offer a £20 voucher if the subscription costs £10 and due to the profit margin on the bar this will still be a break even exercise for the Club. Remember, Clubs do not survive on membership fees, getting someone through the door to be a regular customer is much more profitable than their ongoing subscription revenue.

A further method, which has often proved successful, is the announcement that the club intends to close the membership book. You would be surprised how many people will suddenly wish to

become members of a club if they think the club will be difficult to join. I suspect that human nature dictates that most of us wish to belong to something which has an element of exclusivity.

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

**Q** Our Club runs a free membership draw every Saturday night for a prize of £10. To win, the member must be in the Club. If they are not, the draw gets carried over until the following Saturday whereby a further £10 is added. This has on occasion accumulated to hundreds of pounds. Is this legal?

**A** I can confirm that there is nothing wrong with a draw of this nature.

As a Private Members' Club you are entitled to run free lotteries of this type as often as you wish. As this is a free draw it does not encounter the usual problem with snowball prizes in that they may break the 'equal chance' gaming rule. This 'equal chance' gaming rule is concerned with persons who may have contributed to the earlier games but may have no chance of winning the subsequent games. As, in this case, the whole membership list is used every time and no member has risked any money then this rule is not breached as all members have an equal chance of winning.

The fact that a member may not be present in the Club when the draw is called does not affect the fairness of the draw. The conditions of the draw make it clear that the person must be present to win a prize and if these conditions are not fulfilled then they forfeit the prize and it is carried over to the next week.

**Q** We have always held a 'Happy Hour' at the club but recently a Committee member stated that he understood that alcohol promotions had been banned and that if we continue to offer cheaper drinks at specific times we could be in breach of the law. Is this correct?

**A** There is considerable confusion over what drinking activities or promotions are lawful and which ones are not lawful although the general consensus is that reduced drinks prices for a set number of hours per day, i.e. a 'Happy Hour', is permissible. As such, if the club was to run a normal happy hour, as numerous other licensed establishments do, with reduced drinks prices between set times then it is unlikely that you would encounter any difficulties over such a promotion.

The Government has provided guidance on the types of activities which are not permissible and examples are included below:

- Drinking games - any form of speed drinking game
- Large quantities of alcohol for free or at a fixed or discounted price - such as 'all-you-can-drink for £10'

- Prizes and rewards - 'drink four pints get the fifth free'
- Sporting events - promotions like 'half price drinks when England score a goal'
- Posters and flyers - adverts that 'condone, encourage or glamorise anti-social behaviour or refer to getting drunk in any positive way'
- No alcohol can be dispensed directly into the mouth e.g. 'the dentist's chair'

**Q** We have a new Social Secretary who has the idea of charging an admission fee to guests but purely on entertainment nights. Is this possible and would we require a specific entertainment licence to do this?

**A** I confirm that it is possible for the club to choose charge an admission fee for member's guests when entertainment is being put on by the club. On all other occasions a member's guest could enter the Club without a payment needed. The Committee have the authority to introduce such a charging policy as a bye-law. Hopefully if the club's entertainment evenings are popular, it will have the effect of encouraging members' guests to become members in order to avoid the entry charge.

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# Rayleigh Conservative Club raises money for SCAFT

The members of the Conservative Club Rayleigh have been fund raising for a local charity SCAFT (Supporting Carers and Families Together) who provide respite for carers, some of which may be children who care for a sibling or close family member. The Club's Members raised a fabulous £1,000.00 which was presented to SCAFT on Wednesday 27th July. The Club has been told that part of the donation has been used to provide some of the young carers to a day out to a local attraction 'Call of the Wild' for a wonderful day out. Such a worthy cause and very much appreciated by the charity support staff.

Evolving from a Young Carers project initially established in 2005 Supporting Carers and Families aims to relieve the social, emotional, mental, physical and educational needs of Carers and their families in the county of Essex, through the provision of support, person and group centered interventions, advice, guidance and signposting to other services as appropriate. As



a registered charity SCAFT is voluntarily funded and currently offers its free services across the

Rayleigh and Rochford District, delivering a range of innovative support options for both Young

and Adult Carers from venues around the district to aid ease of access.

## Preston Raises Funds Over Jubilee Weekend

Preston Conservative Club, Torbay, recently held a very enjoyable charity presentation evening. A total of £2,100 was distributed amongst the club's three chosen charities. Rowcroft Hospice, South West Blood

Bikes and Preston Community Defibrillators, were pleased to receive £700.00 each.

South West Blood Bikes is a charity run entirely by volunteers. They have no paid staff, and make no charge for their services. They

are the only Blood Bike service in Devon to be members of the Nationwide Association of Blood Bikes.

This fantastic amount was raised during the Jubilee Weekend. Breweries and local businesses generously donated the many prizes on offer. Very informative demonstrations were given by paramedics with a defibrillator and operators with blood bikes. Many fun activities took place over the weekend such as splat the rat, wet sponge photo booth, a BBQ, raffles, hampers, an auction

and much more. The weekend was officially opened by Torbay Member of Parliament, Kevin Foster.

Many thanks go to Preston Club Secretary, Wendy Holmes, for organising the fantastic Jubilee weekend and the many willing volunteers that made it such a success.

Pictured receiving cheques for £700.00 each are Mark and Denise Bentle (South West Blood Bikes), Paramedics Martin Copeman and Jan Wood (Defibrillator appeal) and Pat Goss (Rowcroft Hospice).



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# Industry Insights

Industry Insights aims to provide a whirlwind tour of who's doing what in the club sector, from latest launches and new products to business acquisitions and market research into the hospitality sector at large.

## Convenient Cocktails – the most popular pre-mixed drinks

The only limit to cocktail making is creativity, according to recent research, but sometimes you can't beat the classics - they're famous for a reason. So what are the most popular cocktails in the country? And which are earning their place at the club bar?

Latest analysis of online consumer search data, gathered by manufacturer Electrix, has uncovered the UK's most popular cocktails.

The Mojito ranked first with 90,500 searches followed by Moscow Mules and Piña Coladas in joint second place with 60,500 monthly searches.

Within the top 10 cocktails, the most popular key base ingredient is vodka, with three iconic cocktails - Moscow Mules, Cosmopolitans and Bloody Marys - pushing it to the top of the spirit ingredient slot.

The versatility of vodka is recognised for providing an alcoholic punch without overwhelming the flavour of the mixers and other ingredients. The top spirit is closely followed by white rum, and the remaining places are shared between whisky, sangria, Aperol, tequila, and cachaça.

The data also indicates that easy recipes and a compact list of easy-to-source ingredients are the



order of the day, with only three of the top 10 cocktails needing equipment for shaking or blending.

It's not surprising, then, to learn that the UK's top 10 cocktails have pre-mixed RTD (Ready-to-Drink)

equivalents, and the closer you get to the top of the list, the more options there are.

The number of pre-mixed, fruit-flavoured, and spirit-based low alcoholic soft drinks and pre-mixed cocktails has increased significantly worldwide, according to a report from InsightAce Analytic.

Significant rollouts last year included Diageo's spiced rum cocktails (ReefTip), HEINEKEN'S hard seltzer brand Pure Piraña and three new flavours for Bacardi's Real Rum Canned Cocktails range.

The report also estimates that the RTD market could be worth \$85.5 billion (£76.6 billion) by 2030, and as more high-end distilleries and alcohol distributors enter the market, and the constant push to improve product quality, clubs can expect to see ever more variants hitting the bar sometime soon.

• [electrixinternational.com](https://www.electrixinternational.com)  
• [insightaceanalytic.com](https://www.insightaceanalytic.com)



## CAMRA joins call for ban on plastic pint cups

CAMRA (the Campaign for Real Ale) has added its voice to the campaign to ban single-use plastic pint cups.

The 'Plastic Free Pint' campaign is run by NGO 'A Plastic Planet,' whose research identifies pint cups as being the sixth-most commonly found plastic item in Britain's rivers and the eighth on the UK's beaches. It also found that some 100 million plastic cups are used annually at music festivals and live sporting events.

Nik Antona, CAMRA National Chairman, said: "Any event or venue serving alcohol in the UK is required to consider public safety, and some Licensing Authorities currently require the use of plastic or polycarbonate cups as an alternative to glass. It's therefore vital that Local Authorities amend licensing conditions to include a wider range of materials so that the trade can protect consumers and the environment."

• [camra.org.uk](https://www.camra.org.uk)

## HEINEKEN N.V. reports 2022 Half Year results

Heineken N.V.'s Half Year results show a revenue growth of 37%. Other key highlights include:

- Net revenue 24.3% organic growth; per hectolitre 15.6%.
- Beer volume organic growth 7.6%; premium beer volume 10.2% organically.
- Heineken® volume 13.8% growth.
- Operating profit growth 20.6%; operating profit organic growth 24.6%.
- Net profit growth 22.3%; net profit organic growth 40.2%.
- Diluted EPS €2.20; diluted EPS €2.30.

Dolf van den Brink, CEO and Chairman of the Executive Board, (pictured right) said:

"We are encouraged by the results for the first half of the year. We benefitted from the recovery in Asia Pacific and the on-trade in Europe as consumers returned to the



bars, with demand resilient until now despite mounting inflationary pressures on consumers' disposable income.

"Our business performed well in the first half of 2022. We grew ahead of the industry in more than half of our markets and the Heineken® brand again showed strong momentum, boosted by stepped up brand support. Our actions on pricing, revenue management and productivity offset significant inflationary pressures in our cost base. As a result, operating profit is now firmly ahead of 2019.

"We continue to face an uncertain outlook for consumers and businesses alike. Remaining vigilant, we are fully committed to drive our EverGreen trans-

formation for sustained, long-term value creation. In terms of outlook, we reiterate our 2022 goals. For 2023, we move from an operating margin objective towards delivering operating profit organic growth. Our medium-term aspiration remains to deliver superior, balanced growth with operating leverage over time."

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

## BT Sport renews Amazon Prime tie and offers clubs a 20% discount



BT Sport has renewed its partnership with Amazon for a further three years and continues to serve as the exclusive retailer of Prime Video's Premier League coverage to commercial premises.

A total of 20 Prime Video Premier League games will be available to BT Sport customers, giving them access to up to 144 live games this season, involving top flight English clubs, both at home and across Europe.

BT Sport customers will also be eligible for a 20% discount on Prime Video's Premier League games if they sign up before **October 7** with prices starting from £15 a month (exc. VAT).

Customers will be able to seamlessly add the cost of Prime Video's Premier League games to their subscription, says the company, and BT Sport's dedicated Support Squad aims to help clubs make the most of live sport in their venue, with plans

to visit 9,000 customers this season. (Clubs can book their visit from the Support Squad by calling 0800 077 835.)

BT Sport will also launch a new Ultra HD channel this year, available to club customers at no additional cost.

**Alasdair Collis**, Director Commercial premises BT Sport, said: "Following the unprecedented challenges the industry has faced over the last few years, it has been wonderful to see customers returning to the on-trade to enjoy first class hospitality and live sport. And with 36% of bars now subscribing to BT Sport, it represents a fantastic way to drive customers into venues.

"The 2022/23 season looks set to be a sporting year to remember and we look forward to providing our customers with more top flight action throughout the season."

• [btsporthub.co.uk](https://btsporthub.co.uk)

## The plastic bottles battle – a runaway success

As part of plans for the first carbon-neutral Commonwealth Games in Birmingham this year, Severn Trent and MIW partnered to install the UK's largest scale pop-up refill operation to date, with data indicating that 430,920 plastic bottles had been saved in just one week.

MIW supplied 216 individual bottle-filling stations in blocks of four, eight or 12, tailored to suit 15 sports venues across the event, including the NEC Arena, Sandwell Aquatics, Edgbaston and Coventry Stadium.

MIW believes that the popularity of the refill

stations at the Games is an encouraging sign of the return of the refill movement, after the Covid pandemic saw many people temporarily move back to single-use water bottles. Alongside the hygiene measures built into the bottle-filling units, MIW recommends a strict cleaning regimen, putting safety alongside sustainability.

Over 38 million plastic bottles are bought in the UK daily, but only just over half are recycled, while 16m are put into landfill, burnt or littered into the environment and oceans each day.

• [miw.co.uk](https://miw.co.uk)

## Bidfood shares host of festive food insights

**B**idfood has launched its 2022 festive range, along with a variety of insights and trends to help clubs supply exactly what members want at Christmas.

This year Bidfood expects to see a much more 'normal' festive period for the first time since 2019, with a third of consumers (32%) intending to socialise as much as they can, with only 1 in 10 being cautious about making bookings this year.



"To cater to this rise in out of home celebrations, whilst remaining savvy with your offering, Bidfood's new range takes inspiration not only from festive food, but from autumnal influences too," says the company. "For example: a chicken, chestnut mushroom and pancetta pie that can be enjoyed alongside baby hasselback potatoes and slow-cooked red cabbage. And, for those with a sweet tooth, a caramel & gingerbread truffle puddle cake to finish."

Value for money is also a top priority for consumers with 2 in 5 people saying that getting value for money will be more important than ever when they go out this Christmas time. Consumers also want their meals and drinks out to feel like more of an occasion.

"As part of the new range, Bidfood has also explored the 'Wow Factor' trend launching a number of dessert and on-the-go items, such as the Phat vegan festive bake comprising pea protein in a rich creamy sauce with cranberry & herb, as well as a chocolate orange tiffin, mince pie brownie traybake and a festive raspberry millionaire slice," says Bidfood.

**Vicky Tripp**, Campaign and Brand Manager at Bidfood said: "It's easy over the festive period to become focused on traditional Christmas foods and our own personal favourites. To avoid this we have focused on innovation this year to give more to our customers so no one is left out.

"We've worked hard over the past 12 months to ensure we have something for everyone, ranging from seafood and fish, on the go items, luxury and nostalgia and of course, 'free-from' and meat-free.

"With a variety of traditional favourites and exciting new products the Bidfood 2022 range includes a combination of great value foods for consumers to enjoy as well as being easy to prepare, making Christmas that little less hectic for operators."

• [bidfood.co.uk](https://bidfood.co.uk)

# Thatchers welcomes squad from Bristol City

**B**ristol City Women's squad visited shirt sponsor Thatchers Cider recently to mark the start of the fourth season of their partnership.

To celebrate the new campaign and Thatchers Cider's support as back-of-shirt sponsor for the home and away kit, the team were guided through the cider-making journey before honing their team-building skills and creating their own blend.

Thatchers Managing Director and fourth generation cider maker **Martin Thatcher**, who hosted the team, said: "Through our long-standing relationship with Bristol Sport, we're so proud to be entering our

fourth year of backing Bristol City Women and Bristol Bears Women."

Crowds have been growing steadily for Bristol City Women at the Robins High Performance Centre, just a few miles down the road from Thatcher's Myrtle Farm.

"As Bristol's local family cider maker we're always delighted to be a part of activity at Bristol Sport, which recognises the importance of family and community.

"We wish Bristol City Women a successful season ahead and congratulate them in the amazing work

they do in inspiring the next generation of footballers," said Thatcher.

**Justine Kebby**, Bristol Sport's Group Head of Commercial, said: "Thatchers Cider continues to be a fantastic partner to Bristol Sport and our clubs. They have been brilliant in supporting the women's game and now as we enter an exciting new era with the success of our national team we're looking forward to working closely with them again this season. This visit goes a long way to further promote our partnership."

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



The Bristol City Women squad visit shirt sponsor Thatchers Cider. Pictured with fourth generation cider maker, Martin Thatcher (centre).

## Asahi partners with City Football Group

**A**sahi Super Dry celebrated the launch of a global partnership with City Football Group by sailing along the iconic Manchester Ship Canal to deliver its first beer shipment to Manchester City FC. The Pride of Manchester City (pictured) was skippered by City legends, Shaun Wright-Phillips and Shaun Goater.

Asahi Super Dry has already made a significant investment at the club's Etihad Stadium, installing cutting-edge equipment and upgrading the bar facilities.

**Richard Ingram**, Global Brands Director at Asahi Europe & International said: "Delivering a premium

football experience is the key to this partnership – we plan to go beyond the expected at every game. Partnering with one of the most progressive football groups worldwide, we are perfectly matched in vision and values, making this an extremely exciting partnership for both brands."

Other clubs within City Football Group, including A-League Champions Melbourne City as well as Japan's Yokohama F. Marinos, will now serve Asahi Super Dry from the beginning of their respective seasons and China's Sichuan Jiuniu from 2023.

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

## Strong sales growth – nothing curious about Curious Brewery

**C**urious Brewery is enjoying strong sales growth following the launch of its new Pilsner, as well as building significant on-trade listings for its range, seeing MAT sales growth above 50%.

**Nick Gatehouse**, managing director of Curious Brewery, said: "We're seeing strong growth for our three established core brands, as well as a great initial response from the trade to Curious Pilsner, launched earlier this year. At 4% ABV and traditionally lagered at low temperature for six weeks, it offers on-trade operators a premium quality, authentic British lager at a very accessible ABV."

**The Curious Brewery range also includes:**

- Curious Lager Brew – the original 4.7% premium lager brewed using Hallertau Blanc, Galaxy and Cascade hops and English malted barley.
- Curious Session IPA – A 4.4% ABV refreshing and zesty IPA, triple hopped with English Golding, Chinook and Cascade.
- Curious Apple – A clean and aromatic 5.5% ABV cider using Kentish Rubens and Bramley apples, and fermented with Bacchus wine yeast for a premium cider with crisp, fresh aromas.

Gatehouse added: "Our customers are facing challenging conditions, and more than ever the on-trade has to deliver on consumer expectations of quality, innovation, and value-for-money."

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





## London Pride joins forces with mental-health charity

Fuller's London Pride has announced a new charity partnership with Brave Mind. Established by Henley Rugby Football Club's Simon Trower, the national organisation aims to educate and provide ongoing mental health and wellbeing support amongst the rugby community.

Fuller's **Tim Clay** said: "We strongly believe in Brave Mind's mission to make a positive, lasting difference to the rugby community's mental health and wellbeing.

"Our brands, and London Pride in particular, carry a lasting connection to some of the audiences that are a central focus of Brave Mind – from rugby-focused pubs and community clubhouses, through to some of the biggest stadia in the UK.

"One of our core purposes as a business is to pro-

mote values of responsible drinking, whilst being an enabler of fun and inclusive social occasions. Through our products and services, we specialise in bringing people together and creating meaningful connections, and we want to use this as a force for good."

According to the mental health charity, Mind, 1 in 4 people will experience a mental health problem of some kind each year in England, but there remains some stigma and barriers to open discussion on the subject.

Rugby is based on the principles of skill, dedication, and fun, and Brave Mind believes it should be a safe environment for people to be open and supportive of one-another when it comes to mental health.

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

## Non-alcoholic mead's magical moment

Bemuse Sparkling Non-Alcoholic Mead has been shortlisted in the Brand Launch of the Year category in the Food and Drink Federation (FDF) Awards 2022.

The category recognises food and drink manufacturers launching a new brand, a new initiative to strengthen an existing brand or a rebrand.

"From the beginning, we had a very clear vision for Bemuse" explained co-founder **Anna Chalov**.

"We wanted to create a non-alcoholic drink that was refreshing and tasty, low in calories but which also supported the natural world and encouraged people to 'bee inspired to drink differently'.

"In Bemuse we have created a unique drinks category as the only range of non-alcoholic craft meads

and which are produced by natural fermentation of honey, water and yeast, infused with natural ingredients to create four distinctive and delicious flavours.

Being shortlisted in the Awards caps off a successful first year for the Brand.

"We have claimed a series of awards including, most recently, gold and silver medals at the Global Masters Spring Tasting, a silver and two bronze medals at the International Wine & Spirit Competition (IWSC) 2022 and a gold medal at the London Honey Awards," said Chalov. "We know that Bemuse is a game-changing drinks brand that is not only delicious but makes a positive change towards more inclusivity and choice."

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



## New book highlights world's best beers

**W**orld's Greatest Beers, launched at August's Great British Beer Festival, is a collection of personally selected beers from across the globe.

Author **Claire Bullen**, editor-in-chief of Good Beer Hunting, profiles 250 of the best beers from around the world, all of which are available in the UK. The following are just three of her recommendations.

1. **Augustiner's Lagerbier Hell (5.2% ABV)** – "How do you make one of the world's best lagers? In the case of Augustiner, the combination of centuries of tradition, access to prime Bavarian ingredients, a long secondary fermentation, and the refusal to mess with a good thing (or the strictures of the *Reinheitsgebot*) have all played their part in making its Lagerbier Hell an icon of German brewing."
2. **Kernel Bière de Saison (4.4-5.4% ABV)** – "What unites (most of) The Kernel's Bière de Saison is the brewery's house mixed culture. Otherwise, past editions have featured differing single hop varieties, and many have also included fruits sourced from various local farms, from quinces to Bergeron apricots, damsons to crab apples."
3. **St. Bernardus' Abt 12 (10.5% ABV)** – "In truth, it's a masterpiece, an emblematic example of the Quadrupel style, and an ideal winter warmer. There's the Belgian yeast, its character like soft banana bread spiced with clove; there are the notes of raisin and date, cinnamon and brown sugar, and liquorice warmth; there is its tongue-coating mouthfeel."

**Bullen said:** "These choices reflect a wide breadth of styles (with, perhaps, a noticeable emphasis on lager). They are also deeply personal and speak to cherished memories: visits to subterranean lager cellars in the Czech Republic, or halcyon days spent in pubs in Lewes, Manchester, and London. This is by no means a conclusive or objective list of the best beers out there, but it is mine, and I hope it speaks to you, too."

• **The book is available via CAMRA's website (£15.99).** [shop1.camra.org.uk](http://shop1.camra.org.uk)

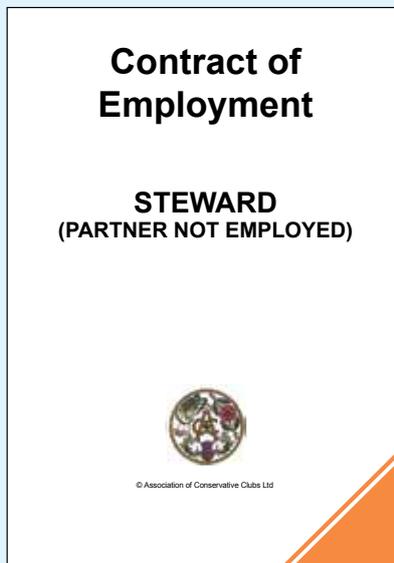
# ACC Contracts of Employment

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.

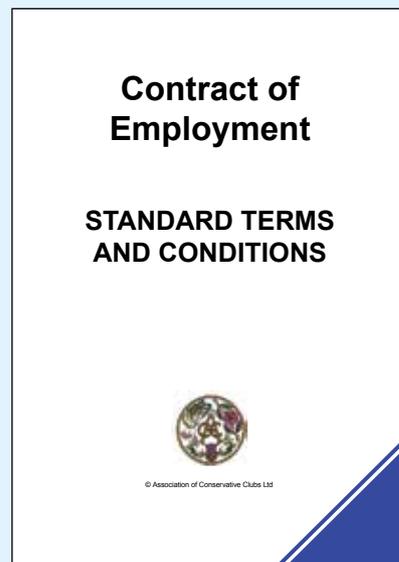
The contracts which are offered by the ACC are as follows:



## Steward Contract

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

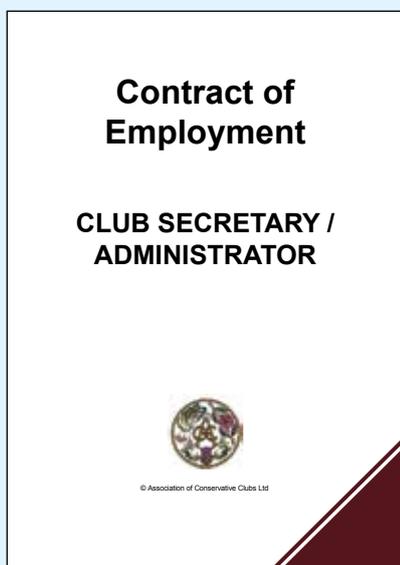
- 2 x Club Steward Contract
- 2 x Service Occupancy Agreement
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



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

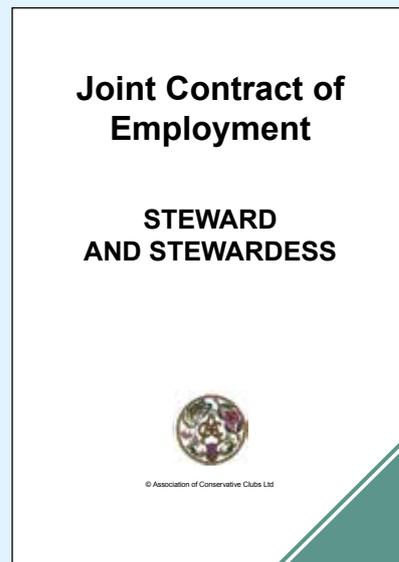
- 2 x Club Secretary Contract
- 2 x Club Employee Disciplinary and Grievance Policy Handbook.



## 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.**

# Final Reminder: Trust Registration Service

All Unincorporated Clubs with elected Trustees now need to have registered 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.

Therefore, Clubs with Trustees (excluding Clubs which have elected the ACC as Trustees) must do the following:

## Register their Trustees by the 1 September 2022.

This can be done online by following this link: <http://www.gov.uk/guidance/register-a-trust-as-a-trustee>. Once a Trust is registered, any changes to the Trust such as a change of Trustee must be submitted to HMRC within 90 days of the change occurring. Once a year Clubs will have to submit a return confirming that the Club has either updated the details on the trust register or confirming that there have been no changes to the trust.

## What are the obligations for trustees?

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

## What does the registration process involve?

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

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

## What Information will be required to register?

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

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

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

Trust assets – Current value of all classes of assets within the trust

## 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.

## Affordable Furnishing Packages Available

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# Corby Fundraises For Florence

Florence Bark, a little girl living in Corby, who turned six earlier this year, became ill at the beginning of May and was diagnosed with AML about two weeks later. According to charity Blood Cancer UK, only 100 children in the UK are diagnosed with AML every year. Two weeks into her treatment, Florence was found to be in the "high risk" category - and further genetic testing confirmed a rare gene rearrangement that affects less than 10% of children with AML.

Florence Bark might need treatment that is not available on the NHS and the family started a fund to raise the massive half a million pounds which could be needed. (The family have pledged that if the money cannot be used for Florence then all funds will go forward to help another child.)



On hearing the news the communities of Corby and surrounding towns swung into action and in a few weeks the half-a-million pound total has been hit.

Following the recent generous donation by Club members of £782.25 for Lakelands Hospice members of Corby Conservative Club responded immediately to

this appeal to help save the life of Florence and in just over two weeks Corby Conservative Club members raised over £1,500 for the fund. A staggering sum in such a short time. In a post on social media the family said: "We still have a very long road ahead of us, but knowing we have this amount of money behind us helps to relieve a huge

pressure. There are so many people that should be incredibly proud of themselves for helping us to reach this amazing amount of money. Words can't thank you enough."

At the time of writing £397,997 has been raised from a target of £500,000. Donations can still be made here: <https://www.justgiving.com/crowdfunding/bemorefab>

# Stanley Square Purchases a Community Defibrillator

Stanley Square Conservative Club has raised the £1,300 needed to purchase a defibrillator and an outdoor cabinet for use by the Club and the Club's local community.

The Club's Members raised a grand total of £806.05 and with the club's donation, the target was reached in 9 weeks. Absolutely

incredible. The money was raised from fundraising cards, a raffle and a snooker, darts, dominoes and crib knockout. There was also a spare change donation tin on the bar.

The Club wishes to say a massive thank you to members for the amount they raised. Such amazing support and generosity

from all involved and this device could make a life changing difference to any person who needs it in the future.

Special thanks to the Cheryl (Stewardess), Eddie (Steward), Rachel (Vice President) and the

Committee for their hard work throughout the fundraiser.

The Club is so pleased to have their very own life saving defibrillator installed outside the club and is ready to save a person's life.



## Pages From The Past

In this months Pages From The Past we go back to June 1934 where the exciting development being advertised was Bovril Sandwiches. As readers will certainly be aware, during the great British Summer there is nothing better enjoying fresh air with your trusty Bovril sandwich by your side and ready for consumption. Admittedly, the advert does make some lofty claims; indeed the claim that all you need to make the perfect sandwich is bread, butter and Bovril may come as a surprise to those fans of the trusty BLT or even to those deviants who enjoy an egg mayonnaise sandwich. But who can argue with the timescale involved ('hardly a minute to prepare') and that with a single 4oz Bovril bottle you can look forward to enjoying over 100

of your delicious homemade Bovril sandwiches. I only wish the ACC provided a workplace canteen for its employees to enjoy so we could immediately shut it and instead convert to a food station consisting purely of bread, butter and Bovril as a sure-fire way of boosting employee retention.

In less exciting news this month we also have an advert for British Law Insurance. It offers a unique policy, one designed specifically for Clubs and Committee Members. A policy which will protect you from fire, 'CLAIMS by SERVANTS and PAID OFFICIALS' as well as accidents. All told, an entirely useful policy but one which was likely always to be overshadowed by the prospect of being able to consume 100 Bovril sandwiches....

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# The Association of Conservative Clubs' Catalogue of Club Supplies

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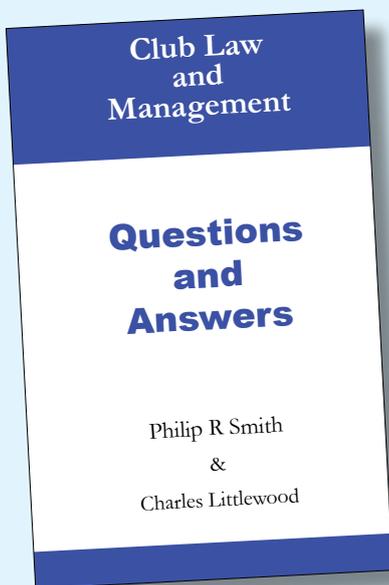
Range of Stationary Books



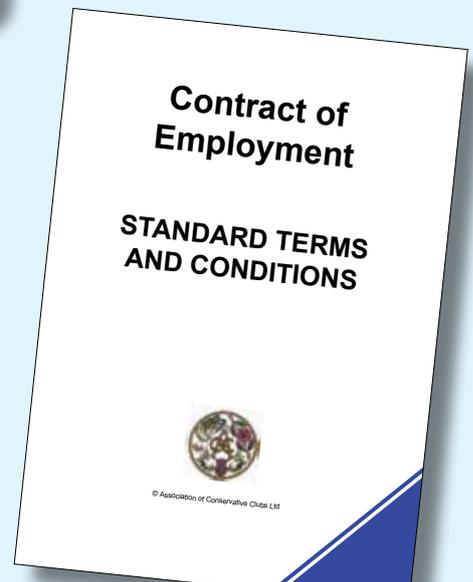
IA Ticket- £2.00



Badge of Honour - £75.00



Questions and Answers Book - £10.00



Range of Employment Contracts - From £15.00