

# *CONSERVATIVE CLUBS MAGAZINE*



December 2022 75p



**Happy Christmas to all our Readers**



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# Message From The Chief Executive

When this edition of the Magazine arrives we shall be in December, with the Christmas and New Year festivities to come. An important time for all parts of the Hospitality Industry, including ACC Clubs, I know many clubs will be relying on the takings from December to see them through to the Spring. I hope that members will therefore be supporting their clubs during this important time and, from both a commercial perspective and as someone who occasionally enjoys sport from the sidelines, I hope that England go all the way during the World Cup!

The ACC understands the difficulties which some clubs are currently facing and there is no more difficult situation than the energy costs that all businesses and households are facing. Featured in Club Law and Management this month

is more information about the much welcomed government support to Clubs over the winter which will be crucial. That said, energy costs will still end up being significantly higher than in previous years and this is combined in an environment of rising costs across the board. It is one of those areas where the ACC is largely powerless to help solve since the innate problem is that the basic wholesaler energy costs are above that which clubs will be paying under the government price cap.

I am pleased however that the government has continued with business rates relief, and indeed increased it from 50% to 75%. This is very welcome good news.

On behalf of everyone at the ACC, I wish all our clubs a happy and successful Christmas season.

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# CLUB LAW AND MANAGEMENT

## Autumn Statement Update:

### Business rates

The business rates multiplier was frozen at 51.2p for larger properties and 49.9p for smaller properties (under £51k RV) – meaning that bills are 6% lower than they would have been before freezes are applied.

- The business rates relief for the sector was extended for a further year and increased from 50% to 75% - however, this remains subject to a cap of £110,000 per business.
- There will be no downward transitional relief but there will be a cap on increases. Transition is designed to stop excessive increases but is traditionally paid for by capping downward movements. With hospitality expecting a fall in overall rental values at revaluation 2023 this is extremely positive.
- The upward caps are 5%, 15% and 30% for Small, Medium and Large businesses respectively in 2023/24. Small businesses are defined as below £20k RV (£28k in London), Medium businesses between £20k and £100k, and Large businesses above £100k.

### Business rates revaluation

The outcome of the business rates revaluation for England and Wales has been published today. Clubs can view their new proposed new rateable value and predicted bills online.

### Review of the Energy Bill Relief Scheme – terms of reference

The Government has confirmed that when the energy bill support comes to an end from April, there will be further targeted support. Publishing its terms of reference for the review of the Energy Bill Relief Scheme, the Treasury stated that the objectives are to significantly reduce the cost of support, ensure support is targeted at those in need and unable to adjust to, or absorb recent price increases, and to make sure that support is consistent with the incentivisation of energy efficiency.

The Government has stated that there will be a 'very high bar' to receive ongoing support and that businesses should be looking to improve energy efficiency and adapt operating models where possible.

The output of the Government review will be published before 31st December.

### National Living and Minimum Wages

The Government has announced increases in the National Minimum Wage rates of 9.7% (10.9% for 21–22-year-olds who are transitioning towards the National Living Wage).

From April 2022, the National Living Wage (which applies to), will rise to £10.42 for those aged 23 years and above, £10.18 for 21-22 year olds, £7.49 for 18-20 year olds, and to £5.28 for 16-17 year olds & apprentices.

### Alcohol duties

There was no announcement on alcohol duties. The Government has been confirmed that the proposals in the Alcohol Duty Review will proceed as planned.

### Tackling labour market shortages

The Chancellor announced two measures to boost participation in the labour market. Firstly, those in work and on Universal Credit will be offered a new service including a quarterly review with a work coach to explore how they increase the hours they work. In the second measure, DWP would undertake a review to understand the recent growth in economic inactivity, and to help more people back into work. The review will report back in early 2023.

### ACC Deposit Rate Update

As of the 1st January 2023, the interest rate payable on Club deposits with the ACC will be increased to 2.25%. This rate of interest will be fixed as a minimum rate payable for the whole twelve months of 2023, although we shall of course monitor market conditions and may increase the rate further during the year.

We consider that our deposit account at 2.25% interest per annum compares favourably with the terms of alternative investment accounts available, not least its easy non-penalty access.

### Government Energy Support Scheme - Agreed Contracts

The way the scheme works is the government has set a "Government Supported Price" which they believe is the right level of support (which is inline with the residential scheme). The "Government Supported Price" is set at 21.1p kwh for electricity and 7.5p kwh for gas.

On a weekly basis BEIS provide a "Reference Wholesale Price" this is the average wholesale price for the previous week.

You will then receive a rebate on your invoice for every unit of electricity/gas used which will be the difference between the "Referenced Wholesale Price" and the "Government Supported Price" (we are awaiting details from suppliers of how they will show the rebate, some have said it will show as a credit line on the invoices, while others have said they will amend the unit prices to be reflective of the rebate).

The EBRS scheme offers a rebate for contracts signed after 1st December 2021 (although not all dates prior to April 22 are eligible for relief as the Reference Wholesale Price was below the Government Supported Price) and will be applied for consumption from 1st October 2022 for 6 months until 31st March 2023 if you qualify for the scheme.

As the referenced wholesale price is based on the wholesale markets at the time that you agree a contract no one can confirm the exact level of support you will receive until the week after your contract is agreed (the figures are typically released by BEIS on a Monday afternoon for the previous week). To help you make a more informed decision we have highlighted below 5 weeks of referenced wholesale prices and the discount you would have received had you agreed a contract in that week.

### Default/Deemed Contracts

If you are on a non fixed term contract (which we believe will cover deemed contract, out of contract, evergreen contracts etc) then you will receive 34.5p kwh electric rebate (however the rebate has a floor price and cant take the price you pay below 21.1p kwh). On default gas plans you would receive 9.1p per kwh (however the rebate also has a floor price and cant take the price you pay below 7.5p kwh). **To page 4 ►**

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◀ From page 3

## Historic Discounts

Date [T]	Gas (p/kWh)			Electricity (p/kWh)		
	Reference Wholesale Price	Government Supported Price	Discount - Gas [D-G]	Reference Wholesale Price	Government Supported Price	Discount - Electricity [D-E]
26/09/2022 -02/10/2022	16.76	7.50	9.26	59.88	21.10	38.78
03/10/2022 - 09/10/2022	14.90	7.50	7.40	65.95	21.10	44.85
10/10/2022 – 16/10/2022	14.28	7.50	6.78	69.99	21.10	48.89
17/10/2022 – 23/10/2022	12.09	7.50	4.59	61.16	21.10	40.06
24/10/2022 – 30/10/2022	11.23	7.50	3.73	53.04	21.10	31.94
Deemed			9.1			34.5

## 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.

## What is an Inter Affiliation Ticket?

The ACC's Inter Affiliation Ticket (IA Ticket) allows any ACC Club Member to visit any other ACC Club throughout the whole of the UK and use their facilities. A person holding an IA Ticket can also bring guests with them to the ACC Club which they are visiting.

IA Tickets can be purchased from the ACC for £2 per ticket. Clubs typically sell these onto their Members at the cost price of £2 although a small mark-up is also permitted. Some Clubs choose to automatically provide Members with an IA Ticket upon payment of their Membership subscription.

IA Tickets are valid for one calendar year and Club employees should be trained to be aware of the IA Ticket Scheme. IA Tickets can be purchased from the ACC in the usual way.

2023 IA Tickets are now available for ordering.

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## Lord Smith of Hindhead Hospitality Article

Please see below a recent article written for the UK Hospitality press by ACC Chief Executive Lord Smith of Hindhead:

### SEEKING GOVERNMENT SUPPORT FOR HOSPITALITY

That we are facing some acute economic challenges at the moment is beyond dispute. Shortly, the government will publish the Autumn Statement and rarely has a government statement of this kind been more anxiously anticipated. The significance of this for the reaction of the markets is obvious from recent events. The direction in which the government now moves in terms of its policy on tax and spend will have consequences for every household, every sector in our economy, and for the sustainability of the public finances.

The pandemic, coming as it did, when monetary policy was still reflecting the aftershocks of the financial crisis of 2007/08, hit the public finances hard. The war in Ukraine has added to our difficulties with supply shocks and rising prices, particularly in respect of energy, hitting everyone hard, particularly those on low incomes. In these circumstances it is understandable that every family and every sector will look to the government for help. Government cannot of course solve all our problems but support of those sectors that can contribute most to economic recovery and the sustainability of employment would normally be on any list.

The hospitality sector is uniquely placed to contribute in this way and the government has provided a lot of support throughout the pandemic and currently to our sector. The key to maintaining that support is; firstly, for the sector to speak with a united voice. This of course means our trade bodies, but also the media that produces headlines and articles that comment on government policy. Secondly, keeping our 'asks' of government simple, realistic and few in number. Let me deal with these two subjects in turn.

The main trade bodies have done a great job at representing the sector. UK Hospitality, BBPA and BII have spoken with one voice and adopted a constructive approach. There have, however, been some 'voices off' that have sought to play party politics. I won't embarrass the commentators by naming them, recent headlines claiming: "Government has 'lost confidence of sector' as Chancellor is replaced" and "Sector calls for General election" are not persuasive in achieving the support we need, particularly when careful reading of the articles clearly show that none of our three trade bodies have called for any such thing! Equally, politically appointed, so-called 'night czars' calling for a change of government and turning support for our sector into a party-political issue is not a good strategy either. It is unlikely that any government is going to work constructively with leading lights who are busy crafting that government's destruction.

Of course, people have every right to criticise the government and we live in a boisterous democracy, and long may that remain so. But public representatives of the trade, and the sector media that reports their efforts, need to decide whether their aim is political grandstanding or a good, supportive financial outcome from government, any government. Media reports that constantly highlight doom and gloom for the hospitality industry, and in the next breath tell us how mergers, acquisitions and industry consolidation is increasing apace, and that many businesses are reporting levels of trade returning to pre-pandemic levels, only compound the mixed messaging.

So, consistent, non-partisan and constructive messaging are the key factors in achieving good lobbying outcomes. Which brings me to the second issue of making realistic demands of government in these difficult times. My advice is to avoid making a plethora of demands, particularly if it is obvious that some of them are simply unaffordable.

Let us look at some basic facts about government income: In total, the UK government raised £915 billion in taxes and other receipts

in 2021/22. Income tax and national insurance raised £389 billion and VAT a further £143 billion. VAT is therefore the third biggest contributor to government receipts. It doesn't take Einstein to figure out that a substantial reduction in VAT – either across the board or specifically for hospitality – would be a very expensive measure. The government did reduce VAT during the pandemic, but at huge cost to the Exchequer, and this could not realistically be extended or reintroduced. If I were going to suggest a realistic ask for the sector, it would be to continue with the Retail, Hospitality and Leisure Business Rates Relief Scheme that was announced in the Budget on 27 October 2021.

Let me remind you of the benefits of this scheme: it provides £1.7 billion of support to occupied retail, hospitality, and leisure properties. This support is delivered by way of a 50% reduction in payable business rates with a cap of £110,000 per property. This support has been extended to retail shops, pubs, bars, restaurants, night clubs, social clubs, takeaways, and coffee shops – to name but a few. If the trade and its associated media could get behind a campaign for this scheme to be extended for another year, then that would in my opinion, be an affordable and realistic 'ask' of government. It would also be consistent with a long-term goal of business rates reform.

'Doom and gloom' messaging suggesting apocalyptic outcomes unless a plethora of unaffordable demands of government are met is not the way forward. Hard-headed political realism is. It is also important to recognise that there is always more we can do to help ourselves. For example, if we want to attract bright, young people, or older people, to enter the sector then emphasise opportunity and a bright future, not the sectors' imminent demise. Perhaps the recruitment and retention of talent should be the subject for another article

*Lord Smith of Hindhead CBE*

## 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 2021 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.



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# Alan Smith Awarded ACC Badge of Honour

The Forest Hall Constitutional and Unionist Club have awarded Club President Alan Smith with the ACC's Badge of Honour.

Alan has completed over 40 years service to the Club, serving in various Committee roles over the years. The Club's Chairman, Maureen Birnie, along with the rest of the Club's Committee decided it was time to honour Alan's loyal service to the Club.

Alan recently suffered a heart attack whilst attending a Newcastle Premier League game. The ACC's Chief Executive Lord

Smith of Hindhead said: "I know Alan well, he is a super chap who has worked hard for the club over many years. I am aware that he suffered a heart attack when attending a Newcastle Football Match and I am pleased to learn that he is doing well."

The Club presented the Badge of Honour to Alan on a Saturday night in front of a packed concert room and Alan was delighted to receive it. Doctor Tom Pritchard, the medic who saved Alan's life at St James' Park was also present and said a few words prior to proposing a toast to Alan.



Alan being presented with the Award by Chairman Maureen Birnie.



Peter McCormick, Alan and Maureen.



Alan with Dr Pritchard.



Alan with his Medal.

## Trust Registration Service Update

The ACC has completed registration for all Clubs for which we act as Trustees. We will also complete the required yearly updates on behalf of Clubs where we act as Trustees.

Occasionally HMRC will send specific requests to information to Clubs regarding the Trust Registration Service. If this happens and the ACC are your Trustees then please forward this correspondence directly to the ACC.

# 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.

## WalkSafe+ app – helping clubs to keep members safe

Recent research from data company YouGov shows that almost two-thirds of us (64%) put personal safety front of mind when deciding to go on a night out. These findings have led Budweiser Brewing Group to team up with Walksafe+ to promote digital safety tools.

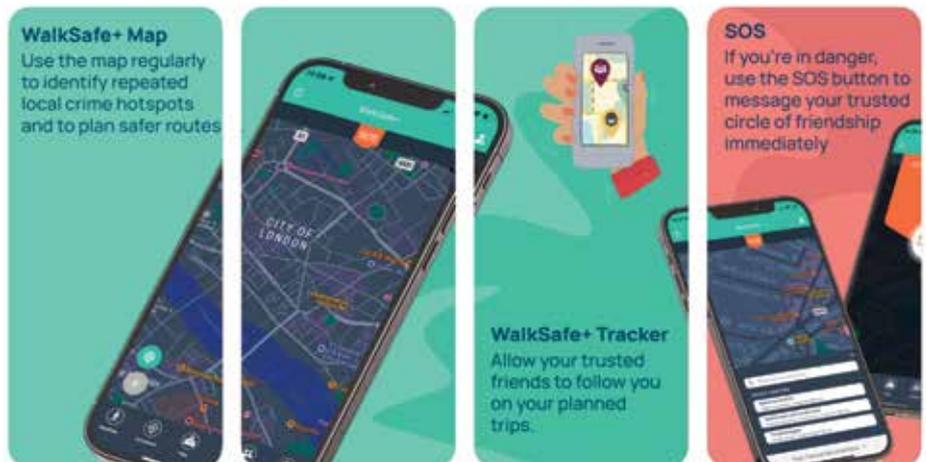
As many as 81% of women who visit clubs, pubs and bars report that they consider their safety when getting home, and 63% of females say they plan their route home before heading out.

The findings of the YouGov research also show that 53% of women were more likely to visit a venue that has anti-harassment and discrimination policies, compared to men (35%) while over a third (37%) of women said if they had access to a personal safety app which features a crime map, live location tracking, close contact notifications, and a SOS button, they would feel safer on a night out.

As a result of these findings, Budweiser Brewing Group has launched an awareness campaign encouraging people to support the uptake of safety app WalkSafe+, and is promoting this message in venues across the UK.

WalkSafe+ is a mapping app that allows its 500,000+ users to plan their route home using the latest digital tools and information based on police data, whether that’s a live incident or a warning about a lack of streetlights.

Since launching the campaign in September, a number of clubs, pubs and bars have signed up to



support uptake of the app, including pub operator Punch Pubs.

**Jean-David Thumelaire, On-Trade Director at BBG UK&I, said:** “At Budweiser Brewing Group UK&I, we want every experience with beer to be a positive one. We are proud to be collaborating with WalkSafe+ to promote digital tools that address safety concerns disproportionately affecting women and vul-

nerable groups. Budweiser Brewing Group is committed to creating a more inclusive nighttime economy, which benefits communities and businesses alike.”

Clubs can support the use of WalkSafe+ via promoting the download of the app on social channels, available at [apps.apple.com/gb/app/walksafe/](https://apps.apple.com/gb/app/walksafe/)

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

## The UK’s most World Cup obsessed places

Clubs in West London should get ready for a busy World Cup, because according to recent research, four out of the UK’s top six most World Cup-obsessed places are in their area.

The research, carried out by ticket website Seat Compare, discovered that Southall is the town most obsessed with the World Cup, followed closely by Hounslow (second), Feltham (joint fourth with Luton) and Hayes (fifth). The village of Samlesbury, Lancashire came in at the number three slot.

The most Football World Cup obsessed towns and cities in the UK can be seen in the adjacent table.

Rank	Location	Score	Rank	Location	Score	Rank	Location	Score	Rank	Location	Score
1	Southall	100	11	Stretford	79	21	Twickenham	75	31	Halesowen	74
2	Hounslow	97	12	Westhoughton	78	22	Binley Woods	75	32	Harlow	73
3	Samlesbury	85	13	Ruislip	77	23	Watford	75	33	Whitley Bay	73
4	Feltham	83	14	Ilford	77	24	Cheadle Hulme	74	34	Reading	73
5	Luton	83	15	Leicester	77	25	Mitcham	74	35	Washington	73
6	Hayes	83	16	Wythenshawe	76	26	Hinckley	74	36	Salford	73
7	Isleworth	81	17	Preston	76	27	Sutton	74	37	West Bromwich	73
8	Barking	81	18	Clayton-le-Woods	76	28	Woodley	74	38	Gateshead	72
9	Wembley	80	19	Uxbridge	76	29	Hemel Hempstead	74	39	Cookham	72
10	Brinklow	80	20	Loughborough	76	30	Birmingham	74	40	Leeds	72

# Looking ahead – key food trends for 2023

The eating out market is set to be a challenging landscape to navigate in 2023, but the demand for enticing menus and offers still remains strong, according to research from Bidfood.

In fact, 45% of consumers consider eating out to be a “fundamental activity” in their lives, and 70% say eating and drinking out is still “the treat they most look forward to”.

But with consumers having increasing amounts of choice on what, and where, they can eat and drink out of home, it’s more important than ever to stay ahead of the game by understanding the key trends that are influencing consumer choices.

Bidfood’s research on 2023 food trends and the factors driving consumer choices out of home reflect a mix of contrasts as well as commonalities.

Consumers apparently hunger for adventure yet at the same time yearn for the comfort and reassurance of nostalgic flavours and dishes. They value quality and a great experience when they eat out, but take a more conscious approach to counting costs, calories and the impacts of what they eat.

Popular choices for 2023 will be innovative takes on pizzas, dishes that are a little more adventurous (like Cuban, Sri Lankan, Pan-African and Unusual Fusions) and classic or vintage dishes. Sustainable and foraged ingredients also feature, along with vegan and vegetable-based dishes that celebrate the power of plants and vegetables.

Drink trends will follow similar themes to those identified for out of home food trends, according to



the company. Consumers have a taste for adventure, whilst being attracted to the comfort and reassurance of vintage and nostalgic flavours.

They are cost, sustainability and calorie conscious and many are still looking to drink mindfully and moderately.

Bidfood has identified some inspiring drink ideas for many 2023 trends. Mindful Drinking, In the Spirit (Signature Serves and Trending Spirits) as well as RetroLove Cocktails are the key drink trends being highlighted for 2023.

Tequila and rum are the two key trending spirits set to grow in 2023, but consumers are also attracted to Signature Serves and cocktails that give them something a little different that adds to their eating out experience – think flavoured martinis, and unique cocktails with unusual ingredients.

Bidfood’s research found that 37% of consumers opting for a cocktail when out for drinks always or almost always go for a signature cocktail if one is available.

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

## Pidy’s festive favourites return

Pidy’s festive season range includes Christmas tree and star puff pastry shapes, available in two sizes, so they’re suitable as a main meal or mini-Christmassy canape.

For a more clean, classic look Pidy’s Selection range encompasses traditional round and square tarts, made with free range eggs and pure butter for an indulgent finish. Filling recommendations include roast turkey and cranberry sauce through to traditional mince pies. The Selection range has a plant-based coating for improved moisture resistance, meaning they can be prepared well in advance.



**Fabien Levet, Commercial Manager at Pidy UK, said:** “Christmas is one of the busiest times of the year for operators, so having pastry bases that are quick and convenient to fill means caterers will consistently be able to serve up stunning, high-quality dishes all whilst reducing stress, saving time, money, and space in the process.”

The pastry bases have an ambient shelf life of nine months plus.

• [Pidy.co.uk](http://Pidy.co.uk)

## Seasonal serves from premier gin

Christmas cocktails just got more exciting thanks to Bombay Sapphire’s most premium expression, Bombay Sapphire Premier Cru. The sophisticated brand offers up the following cocktails, all designed to add a bit of festive magic to the club bar.



### Premier Cru Festive Cocktails

#### Premier Cru French 75

##### INGREDIENTS:

- 35ml (3.5cl) Bombay Sapphire Premier Cru
- 15ml (1.5cl) Freshly squeezed lemon juice
- 1½ Teaspoons of powdered white sugar (or 5ml rich sugar syrup / to taste)
- 75ml (7.5cl) Brut Champagne (chilled)
- Lemon twist (garnish)

##### METHOD:

- Add fresh lemon and sugar to a shaker and stir to dissolve.
- Add Premier Cru and fill with cubed ice.
- Shake hard and then strain into glass.
- Top with chilled Champagne, stir slowly and finish with a zest of lemon.
- To be served in a Champagne flute or white wine glass.

#### Premier Cru White Lady

##### INGREDIENTS:

- 50ml (5cl) Bombay Sapphire Premier Cru
- 20ml (2cl) Freshly pressed lemon juice
- 20ml (2cl) Orange liqueur (i.e. Cointreau)
- 10ml (2cl) Sugar syrup (2:1 ratio)
- ½ Egg white (circa 15-20ml – can use fresh / pasteurized egg whites or Aquafaba)
- Lemon thumb (garnish)

##### METHOD:

- Place ingredients in shaker, shake (hard) and strain.
- Garnish and serve.
- Serve in a chilled coupette or chilled martini glass.

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

### Could your club do more for the environment?

More than six out of 10 people want to see venues act more sustainably, citing the use of recyclable packaging, less plastic, less waste, and mobilising renewable energy, as coming top of their wish list, according to recent research from British cleaning chemical brand, Delphis Eco.

The study of 2,000 adults found that 76 per cent of responders felt sustainability and climate change were very important to them. But it also emerged 56 per cent of us feel too many businesses are 'greenwashing' for marketing purposes rather than in a concerted effort to make a real difference to the planet.



**Mark Jankovich, CEO of Delphis Eco (pictured), said:** "Hospitality venues can only buy what is available to them, so it's important we give them options and help them understand how making the right purchasing decisions can help their own environmental pedigree."

"It's clearly important to customers that hospitality venues do business in the right way and this aspiration can only become stronger alongside the headlines we see linked to climate change and the erosion of our planet's resources."

"We want to make sure we are doing all we can, by ensuring we're leading by example. Our cleaning chemicals are non-toxic, plant-based ingredients, yet they are extraordinarily powerful and do an exceptional job. All our packaging is made from 100% recycled plastic, and we offer refills. These are all elements which impact our margin, but we feel it's the right way of doing business."

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

## Stella Artois Unfiltered launches in the On-Trade

**S**uper-premium lager Stella Artois Unfiltered is now available in both draught and packaged formats to the On-Trade following its successful launch to the off-trade earlier this year.

Super premium beers are driving growth for the category according to Budweiser Brewing Group (BBG), and the company is forecasting that by 2025, 65% of total beer consumption will be from brands in the premium or super-premium category. BBG sees the unfiltered lager category as an untapped segment in the UK market currently, despite being highly popular across Europe.

The absence of filtration gives the beer a golden haze and allows the fresh flavours to burst through, BBG says, leading Stella Artois Unfiltered to win bronze at the World Beer Awards.

The launch in the On-Trade will be supported by a suite of assets, led by a new frosted chalice for standout and backed by distinctive assets and staff training materials to drive awareness and engagement across every touchpoint.

"With unfiltered lager taking Europe by storm and hazy beer becoming hugely popular in the craft segment, we wanted to bring something new to the world lager category," said **Jean-David Thumelaire**, On-Trade Sales Director at BBG.



"Stella Artois Unfiltered has already proven to be a hit with consumers so we are pleased to offer this innovative and super-premium beer to the On-Trade. Stella Artois is the ideal brand to grow the unfiltered category in the UK, with the brand being synonymous with taste and quality. We have already seen in the Off-Trade how Stella Artois Unfiltered encourages consumers to trade up and we are confident it will prove a success in clubs and bars across the country."

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

## Smirnoff Cherry Drop February roll-out

**D**iageo will be rolling out Smirnoff Cherry Drop across the On-Trade in February.

Smirnoff Cherry Drop follows the introduction of Raspberry Crush, Mango & Passionfruit and Berry Burst vodka variants.

**Mark Jarman, Head of Smirnoff GB, said:** "The launch of Smirnoff Cherry Drop has been hotly anticipated by all of us at Diageo and it is great to be able to bring it to market."

"We know that cherry is a trending flavour, and the popularity of vodka is only increasing, so this launch further establishes Smirnoff's position as a leader in the category and taps into key trends."

"A liquid that lends itself perfectly to spending quality time with friends, once again, the brand has created a high-quality and unique flavoured vodka to



get consumers excited about. Smirnoff Cherry Drop is a strong addition to the Smirnoff portfolio, complementing the range perfectly when placed alongside existing flavours on a shelf or along a backbar."

• [Diageo.com](http://Diageo.com)

## Molson Coors supports Aberdeen FC

**M**olson Coors Beer Company (MCBC) has signed a three-year agreement to become an official partner of Scottish Premiership side Aberdeen Football Club.

The partnership will focus on promoting the MCBC portfolio with Spanish lager Madri Excepcional taking centre stage. Under the agreement, Molson Coors is investing in new and upgraded bar facilities at the club's home ground, Pittodrie.

"We are very pleased to welcome Molson Coors and Madri Excepcional, as a new partner to Pittodrie," said

**Rob Wicks, the club's Commercial Director.** "We also could not have had a better match in terms of brand colour – the Madri red fits perfectly with the Club's colours and with our challenger brand position."

**Brendan Napier, Sales & Operations Director for MCBC, said:** "Our partnership with AFC feels like a perfect marriage. A Club with huge tradition and history, but one that mirrors our values, with restless ambition, and always looking at new and innovative ways to engage its fan base, community, and city."

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

## Love Drinks says Konnichiwa to Whisky

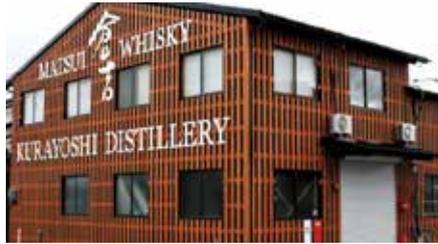
Love Drinks has entered the Japanese drinks sector for the first time after taking on the UK distribution for the Ikigai Collection.

Curated by BBC Spirits, the eclectic Ikigai Collection features luxury Japanese drinks ranging from whiskies and rums to liqueurs and gins.

Love Drinks will initially be focusing on whisky, specifically the Kurayoshi Distillery's 'The Matsui Single Malt', 'The Kurayoshi Pure Malt' and 'The Tottori Blended' ranges before rolling out additional Japanese brands from the collection.

**Samantha Burke, Managing Director of Love Drinks, said:** "The Japanese whisky sector has been one of the most exciting internationally in the last few years and there are definitely more UK consumers delving into the category, as many adapt a more discerning, quality over quantity approach to drinking. The Kurayoshi Distillery has an incredible portfolio to suit and excite all tastes so we're looking forward to growing the brand and the enthusiasm for luxury Japanese drinks as a whole in the UK."

Located in the city of Kurayoshi in the Tottori prefecture, the Kurayoshi Distillery has been producing Japanese spirits since 1910. The distillery's proximity to Mount Daisen enables it to draw upon fresh volcanic water from the mountain's snowmelt.



### The Matsui Single Malt range

A trio of special single malts from the Kurayoshi Distillery, matured in unique wooden barrels and packaged to showcase Japanese culture.

### The Kurayoshi Pure Malt Quartet

The Kurayoshi Pure malt selection showcases five blended Japanese malt whiskies, which have been aged in different wooden barrels for different time periods.

### The Tottori Blended Duo

A duo of blended whiskies made at the Kurayoshi Distillery by combining Japanese whiskies and then aging them using artisan techniques in special barrels. Great for highballs and cocktails, says the company.

• [Lovedrinks.com](https://www.lovedrinks.com)



## Hot news for the lunch menu

**S**andwiches remain the UK's number one lunchtime option according to a study by online food ordering app Foodhub.

The study, undertaken to coincide with National Sandwich Day on November 3, also found that the classic cheese toastie has knocked previous winner – the all-conquering bacon butty – off the top spot. Rounding off the top three is the classic cheese sandwich.

The result, points out Foodhub, means that some hugely popular classics missed out on a top three placing. The famous sausage sandwich, prawn mayo sandwich and egg mayo sandwich all failed to dent the nation's top three.

One in five of those surveyed named mayo the nation's favourite sandwich condiment, followed by butter (16%), ketchup (14%), hot sauce (11%) and salad cream (10%).

Elsewhere, there is a generational divide on what bread we like our sandwiches on. Those aged 65 and over overwhelmingly state wholemeal is the best (18%), while those aged between 25 and 34 named sourdough (10%) number one.

The survey also discovered that nearly 1 in 10 (9%) prefer their sandwich dry with no condiment at all and the South West of England is the ketchup capital, with over a quarter of those from the region naming tomato sauce as their favourite sandwich condiment.

### UK'S TOP 10 FAVOURITE SANDWICHES

1. Cheese toastie (8%)
2. Bacon (7%)
3. Cheese (6%)
4. Sausage (5%)
5. Prawn mayo (5%)
6. Egg mayo (5%)
7. Hamburger (5%)
8. Roast beef (4%)
9. Turkey (4%)
10. Tuna (4%)

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



## The power of work friendships

**N**ew research has revealed that three-quarters (77%) of hospitality employees have a 'work best friend' and that these relationships are essential in developing support networks and fostering better collaboration in the sector.

The research, conducted by BRITA Professional in partnership with The Burnt Chef Project, found that strong support systems are intrinsic to quality work, with over half (51%) of employees recognising that they are more efficient, productive and energetic when working with their work best friend. A further 46% stated that their customer service also improves.

This is underpinned by a shared sense of understanding including:

- Appreciating each other's strengths (74%)
- Knowing their weaknesses (47%)

- Acting as a calming presence in stressful situations (58%)

Friendships are also key to good mental health, as nearly two-thirds (62%) of UK hospitality professionals say working with their work best friend helps to minimise stress, while one in two (50%) acknowledge the anxiety-reducing benefits.

Without these means of support, sector workers warn they would feel isolated (57%), bored (48%), and lonely (49%) at work. What's more, they caution that businesses may see reduced performance as teamwork (51%), morale (44%) and engagement (37%) suffer.

Interestingly, 93% of hospitality professionals state that they would stay longer in their role if they had close friendships within their team.

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

# Waterloo and Taunton Holds Halloween Event

Waterloo and Taunton Conservative Club, Ashton-under-Lyne, celebrated Halloween in style by holding a fancy dress Halloween Disco.

Club members went to town with their outfits with the club awarding prizes for the best dressed male and female.

A great night was had by all.



Pictures From The Event.

# Does Oxton Have Longest Serving Club Steward?

Does Oxton Conservative Club, Wirral, have the longest serving Steward for an ACC Club? That is the question the Club is keen to find out. The Club's Steward, Eileen Newsham, has served the Club loyally for 50 years as of the 31st December 2022.

Eileen also celebrates her 80th birthday on December 18th. The Club believe that she is likely to be the longest ever serving Steward of an ACC Club and we think they may be right. If any Club has a longer serving Steward please let us know. In the meantime, our congratulations go out to Eileen in advance of her 80th Birthday and formal confirmation of her 50 years served on New Years Eve.



Oxton Club Steward Eileen Newsham.



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# Leigh Holds Marathon Singing Event For Charity

The Leigh Constitutional Club recently ran the 12-hour marathon singing event, during which time Karaokeists sang over 150 songs to an appreciative and encouraging audience.

In addition to the supporting quiz, raffle and bucket collection,

the total raised for the event was £5,314.

Club Chairman Dave Gunn said: "Our members, their families and friends are very generous and supportive of charity events and we thank everyone involved for a great team effort."



Club cheque presentation with Club members Jed Champion, Tracey Jones and Shirley Angus present cheques for Prostate and Breast Cancer charities. Story and Picture Credit: Leigh Times Service

# Shanklin Raises £3,000 For Lifeboat Appeal

Members of Shanklin Conservative Club have raised £3,086 for their nominated charity, Sandown and Shanklin Independent Lifeboat throughout the year.

The money was collected during the year from a variety of events held at Shanklin Conservative Club including collections, quizzes, race nights and movie nights.

A cheque was presented to Coxswain and Operations Manager Mark Birch, by the Chair of Shanklin Conservative Club George Webster and his wife Barbara, along with Management

Committee members Carole Chase and Terry Hobbs.

Terry also is volunteer as a crew member for Sandown and Shanklin Independent Lifeboat so knows first hand the importance of donations to help fund this essential service.

The money donated will help to fund the Sandown and Shanklin Independent Lifeboat by training new crew and providing them with new drysuits and lifejackets

Mark Birch, operations manager, said: "We are very humbled by this kind donation by the members of Shanklin Conservative Club".



Story and Picture Credit: Island Echo.

# Peter Kelly Raises £5,200 for Walsall Healthcare NHS Trust's Lung Cancer Team

Retired carpenter Paddy Kelly, 68, from Aldridge, organised an evening of Motown, Northern Soul and disco music at Erdington Conservative Club.

Father of three Patrick, also a granddad to Mia, eight, and six-year-old Lily, was diagnosed with cancer on his 68th birthday, February 9 this year, and the disease, which is stage four (advanced), has spread from his lungs to his brain, with multiple tumours.

Tumours on the right side of his brain have affected Paddy's left side, meaning he has also lost 25 per cent of his hearing in his left ear, though he has been told this might return.

He has been told he might have years to live and has refused to allow his condition to affect him. Five days of radiotherapy at Birmingham's Queen Elizabeth Hospital and eight bouts of chemotherapy, plus regular doses of monoclonal antibodies (MABs) – a type of immunotherapy which works by triggering the immune

system and helping it to attack cancer – have so far helped reduced his tumours by 50 per cent.

Paddy, father to sons Christopher, 37, Robert, 34, and Liam, 23, continues to undergo chemotherapy and he has another 25 sessions to go. But not all of his tumours can be removed.

"The treatment made such a positive difference to him in the last two months," said Yvonne, 62, Paddy's wife of 38 years and pictured with him. "Hopefully he will have a good few years yet."

Three events have inspired Paddy to keep going. Firstly, eldest son Christopher survived cancer at the age of 22.

Also a carpenter, Christopher had a stem cell transplant after contracting Non-Hodgkin lymphoma then Hodgkin lymphoma, making a full recovery.

When Paddy was told his condition was terminal it was a relief because it made sense, he said. "I'd been taking wrong turns driving home, losing my memory and had been very moody, so the

signs had been there.

"The doctor said 'you have a good heart and kidneys and we're going to treat this'. Then he introduced me to Jack Ingram, a Lung Cancer Clinical Nurse Specialist, who said 'you've had a shock but we're going to take care of you'.

"From feeling totally that I was going to die, to all of a sudden feeling that there might not be a cure but I could still live for years and be in the best possible hands, was inspirational.

"I also remembered what happened to Christopher and thought 'if he can do it, so can I.'"

Sitting in the waiting room for a radiotherapy appointment one day, Paddy saw a poster on the wall. "It showed a girl of six with a brain tumour and when she recovered, her and her school friends made fairy cakes and raised £60," he recalled. "I thought if that little girl can do that at a time of such trauma, I must be able to at least match that."

After having the idea of the entertainment fundraiser, Christopher's wife Samantha Keeley and his niece Kelly Wicks "took it to another level".

An auction on the night saw some memorable prizes won, including use of an executive box at a Chelsea home game at Stamford Bridge from an anonymous donor which raised £2,000, while a Villa Park executive box donated by avid Aston Villa fan Dean Platts of Streety attracted a top bid of £600. An all-expenses paid weekend fishing trip in Ireland donated by Luke O'Reilly, a cousin of Paddy, went for a similar amount.

In addition, Barclays Bank,

Samantha's employers, donated £1,000 and there were generous donations of spirits from friend Gail Black, who runs The New Inns pub in Erdington and her son Daniel Black who runs The South Harbour pub – known as the Diggers – in Witton. Gail and Daniel also helped promote the event.

Jack said: "In what is often a very frightening and uncertain time, Patrick and his family managed to turn this experience on its head and make it into a positive one. Patrick and Yvonne are truly 'one in a million' people.

"He truly is a pillar of the community and it's easy to tell how many lives he has touched with people attending the event from as far as Ireland and America!

"As well as being a fantastic night, Patrick and his family's efforts have gone a long way to raise money for the lung cancer service, which will help our team access more training and education to develop the service and help others in their journey."

Paddy would also like to thank two of his eight sisters, Pauline Platts and Stella Trueman, who have helped Yvonne with travelling to and from hospital appointments.

All the money raised will be distributed to the Lung Cancer Team though Walsall Healthcare NHS Trust's charity Well Wishers. Well Wishers Fundraising Manager Georgie Westley said: "It's been a pleasure liaising with Paddy and his family over the last number of months and I was truly overwhelmed at the support they received with this fundraiser, resulting in a fantastic amount raised."



Story and Picture Credit: NHS Walsall Healthcare.

# Western Area Conservative Clubs Council President's Visit Marks Club Stalwart's 85th

At their recent AGM the Western Area Conservative Clubs Council (WACCC) elected Torbay MP Kevin Foster as their new President.

Kevin first joined a club shortly after his 18th birthday and is a regular sight in ACC Clubs across his constituency, including Preston Conservative Club where he is a member. Shortly after the Area AGM, which was featured in last month's edition of the Magazine, Kevin headed over to Paignton Conservative Club to

join the celebrations marking the 85th Birthday of club stalwart Gwyn Jones.

The ACC supported Kevin's election campaign back in 2015 when he was first elected, helping gain the seat from the Liberal Democrats.

Kevin said: "It is an honour to be chosen as the WACCC President. I look forward to engaging with clubs across the area and seeing the great work being done by so many to support both their club and our cause."



## Pages From The Past

In this month's Pages From The Past we go back to August 1951 for a comment on the repercussions of televising sport.

The article looks at the relationship between televised sporting events and gate receipts and acknowledges that the new fangled technology called the TV will soon overtake radio as the means to consume sporting content. To a certain extent this argument continues even to this day although in different forms as sports rights gets increasingly divided up between paid tv and streaming platforms and the blackout of 3pm football games looks increasingly like a relic from the past.

Where the article's expectations and reality differs is that the author saw television as a threat to the future of sport whereas the reality is that most sports survive largely on the income from television rights. Gate receipts at football matches differ in importance from 'considerable' at lower league Clubs to an accounting error for Premier League Clubs. Bidding wars rage

over Olympic coverage and Formula 1, tennis and cricket coverage have all but disappeared from free to air television. Contrary to the expectations raised in the article, most sports have done well from a combination of high demand to see them live (and at correspondingly high entry prices) combined with pay TV broadcasters who need sport coverage to supplement existing pay tv packages (Sky), attract people to purchase broadband and phone packages (BT) or encourage people to buy more from retail websites (Amazon). Indeed, far from sounding the death knell for sports, television and associated coverage have caused a boon in the value of sporting coverage even if this means less overall viewers than a free to air television option. Sports, pay tv broadcasters and internet retailers have all done well out of sporting content. Ironically, it is the casual sporting fan who wishes to view sports at the simple cost of the television licence which have been left behind.

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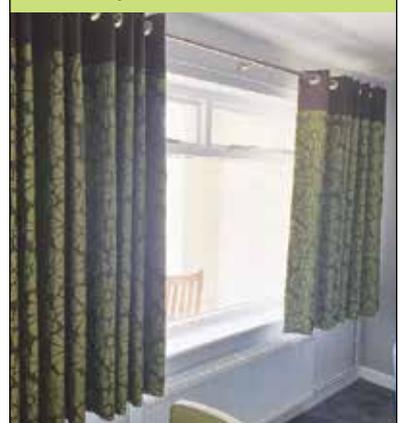
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## SPORT AND TELEVISION

by  
**S. A. Tomlin**

ARE we going to be able to see our favourite sport on television or shall we have to depend upon studio entertainment? "To see or not to see, that is the question." As in most other things in life the answer concerns money.

That television will in time become a very serious threat to gate receipts must be obvious to most people. Every day more and more homes are being equipped with sets and the future is not difficult to foresee. Television has come to stay. It is the logical successor to radio which one day it may entirely supersede.

There is no great proof yet that the televising of a particular sporting affair has any really serious effect upon public support for that function. There is plenty of evidence, however, that it does make a considerable difference to the gates of other events taking place at the same time. Many football clubs in the television area, both amateur and professional, for instance, notice a marked difference in their gate receipts when the cup final is televised.

The effect when the whole country has access to television will undoubtedly be considerable.

By that time too, we shall certainly have become more television conscious. The temptation to sit in a comfortable arm chair and look in instead of look on is likely to overcome all but the most ardent supporter.

Without public support few of our sports would be able to continue. Already many are hampered by lack of finance. Seldom, for instance, are we able to send full teams to compete in the Olympic and other games. What we do send now is much dependent upon the result of public appeal, for the money is not in the sport.

Quite a number of individual sporting clubs operating in less populated areas are already finding it difficult to continue. It would not require very much falling off of support for them to go out of existence altogether.

Much of this parlous state is today brought about by ever rising costs and excessive taxation. Already the Government is proving a menace to at least one popular sport. Speedway racing is finding entertainment duty more than it can bear. Already more than one of the smaller tracks has been forced to close down. Perhaps that is the thin end of the wedge. A nationalisation wedge. What taxation is starting, television—another state concern—could well finish. Sport is the life-blood of the British people. If it cannot be supplied by private enterprise then it might well have to become a responsibility of the state. What a gloomy prospect.

Perhaps it was such a visualisation of the future, that made the Football League place a total ban on broadcasting at this stage. It was perhaps not a wise move. What if all other sports promoters were to place a similar embargo? It could only lead to the same answer, Government intervention and then a good case for nationalisation.

There is little doubt the issue must be faced. The public are going to demand and get television of sport. It is their most popular screen entertainment. Complaints are frequently made regarding other television programmes, but criticism is rarely heard on the televising of sport generally; license holders do make requests for more of one sport and less of another, according to their own particular partisanship. Seldom, if ever, however, do they condemn sport.

On the other hand sport, particularly that having paid players, needs regular revenue in order to exist. What is affecting soccer today will be far more serious in the future. It is claimed that live entertainment will not suffer from screen reproduction. The theatre and cinema are quoted as examples. In both these cases one has to visit the place of entertainment, whereas with television there is no need to wander further than from one room to another at home—a big difference.

No, there seems little doubt that sport and television must jointly find an amicable settlement, not so much to control the present as to ensure the future.

Any rearguard actions or high-handed dictates like total bans, will achieve little. Already that of the Football League has been seriously condemned by Supporter Associations. It is unfair to the aged and infirm and hospital patients, etc.

Somebody will have to find the necessary finance and distribute it with circumspect. But how and when this vexed question can be dealt with is a matter beyond the scope of this article.

"A CUTE ANGLE" (continued from page 7)

tors are given the choice of swims, and the stakes are very modest, the losers usually paying for a bit of supper at a little pub near the river.

Do any other Conservative Clubs enjoy this brotherhood of angling? If so, perhaps they, too, would care to come and have a bash. The Secretary is Mr. H. H. Read, and the address is in the Conservative Clubs Handbook.

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