

CONSERVATIVE CLUBS MAGAZINE



August 2023 75p



**Waterloo and Taunton Shortlisted For
Community Business Award**

Message From The Chief Executive

CONSERVATIVE
CLUBS
MAGAZINE



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As I write this message it is the middle of July, half of Europe is experiencing an unprecedented heatwave (whilst typically the UK struggles to break past 20C), everyone is looking forward to their summer holidays and therefore it is the ideal time to talk about... Christmas. Before you turn the page in disgust, I am afraid forward planning for the 'Festive Season' is a necessary burden on Hospitality and Retail sectors. As you read this, journalists are busy attending tastings from retailers to find out what will be going on the shelves over the next few months and giving them enough time to start preparing their copy for the obligatory best Mince Pie articles and on the other side of the spectrum, the hospitality sector is busy planning Christmas menus and crucially starting to take Christmas bookings.

Christmas is no small event for hospitality, indeed it is crucial to the survival of most Clubs and Pubs. Will you be recruiting guest beers and ales to encourage members to visit the Club during

December or are you already planning to serve a selection of seasonal hot drinks during the winter months. Private events have long been crucial for the financial survival of ACC Clubs and these need to be planned for – do you already have a healthy web presence to let people know that they can book their office and family parties at the Club or do you need to start getting the word out about the Club's fantastic function room which is available for hire.

Awareness in the local area of the Club's amazing function room cannot happen at the last moment, awareness needs to be built over time and recent surveys suggest that by the 1st August over half of UK companies have made their Christmas party bookings. It is therefore imperative if you want to benefit from the full financial boost that Christmas can offer that you ensure now that you are properly advertising all of the Club's facilities and alerting local business that you are now taking bookings for Christmas.

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CLUB LAW AND MANAGEMENT

Accommodation provided for Club Employees

Q. Is a good idea to charge the steward rent for the occupation of a house or flat?

Our advice to all clubs is that charging rent to an employee should be avoided as it not only creates a tenancy situation but a tax liability for both the club and the employee. The rent charge may also lower the employee's pay for National Minimum Wage (NMW) purposes exposing the club to an unintentional breach of the NMW rules and penalties.

Taxation

The employees tax position is that any rent will be paid from their post-tax income. For example, taking into account income tax of 20% and employee's national insurance of 12% the employee would have to earn a gross salary of £8,824 to pay an annual rent of £6,000 or £500 per month. Once the club receives the rent it will be treated as non-mutual income and subject to corporation tax at 19% resulting in a tax liability for the club of £1,140. In addition, employer national insurance currently at 13.8% will be payable on the employee's gross salary resulting in a further charge of £1,217.

Adding together the corporation tax, income tax and employee and employer national insurance contributions the total tax liability is £5,181, whereas no liability to tax exists when the accommodation is provided rent free.

The provision of rent free accommodation required for the 'better performance of the employee's duties' is one of the few and most valuable tax free benefits that remain. If savings are being sought, the most tax efficient method is a reduction in the employee's gross wage or a salary sacrifice.

The only exception is in respect of the supply of free heating, lighting and other services, these are regarded by HMRC as a taxable benefit. To overcome this the club should either charge the employee a 'contribution towards accommodation expenses' or include the payments in the annual P11d return to HMRC.

National Minimum Wage

The NMW legislation is complex. The Government has established an 'accommodation offset', currently £63.70 per week, this offset effects NMW pay depending on how much an employer charges for accommodation:

- Where a club provides accommodation and charges rent the employee's pay is reduced by the amount charged above the accommodation offset, the higher the excess above the offset the lower the pay for NMW purposes.
- Where the amount charged for rent is at or below the offset rate there is no effect on NMW pay.
- Where accommodation is free the offset rate is added to the employee's pay for NMW purposes.

There are a few additional points to consider:

- It does not matter if the rent is taken from an employee's pay beforehand or if the employee pays the cost after they receive their wages. Both are treated the same for NMW purposes.
- Use of the accommodation does not have to be mandatory. When the accommodation provided is optional the offset and NMW calculations apply when the employee uses it.
- If the rent charged is below the offset rate the balance is not added for NMW pay, this only happens when the accommodation is provided for free.
- Rent, gas, electric and water charges all count as accommodation charges. The best option for a club is if these items were separately metered and paid for by the employee.

To summarise the impact of the legislation on the NMW pay calculation: where rent is charged the excess over the offset amount is deducted from pay; where no rent is charged, the offset is added to pay; where the charge is below the offset amount (including electric and gas) there is no effect on NMW pay.

Tenancy

When dealing with employees who benefit from free accommodation, it is important that any form of tenancy is avoided, consequently no money should either be received or deducted that could be viewed as being rent. The club should ensure that all employees who benefit from living accommodation do so as 'service occupiers'. An employee, who occupies the club's property for the better performance of his or her duties, is contractually required to do so and pays no rent, is a service occupier and has no security of tenure. Such occupation ceases on termination of employment even if the termination is subsequently deemed to be unfair. With the tax advantages and so many NMW and tenancy complexities, it may be advantageous not to charge rent to an employee for the use of the club's accommodation but to lower the employees pay by an equivalent amount assuming this does not breach NMW. Effectively, by providing free accommodation to an employee who needs it for the betterment of their duties it creates a Service Occupier situation.

What is a service occupier?

A service occupancy arises when an employer requires an employee to reside in the employer's property for the better performance of the employee's duties. A service occupancy gives the employee a personal licence to occupy the property for so long as the employee is employed by the employer.

The key characteristics of a service occupancy are:

- Occupation of the property is closely linked to the occupier's employment
- The occupier has a personal licence to occupy for so long as the employee is employed by the employer
- The service occupancy terminates automatically when the employment contract ends

Under a service occupancy agreement, the employee occupies the property as a licensee, even if they have exclusive possession of the property. A service occupier cannot be a tenant.

Because no tenancy exists, the occupier does not have security of tenure once employment ends. When that happens, they no longer have a right to remain in the property. If they stay, they are a trespasser.

Most good agreements for service occupancy provide for a short period for the occupant to pack and leave. This may be by default (doing nothing) or by agreement. Agreement may be formal, documented, or informal, by a few words when they are due to leave.

The short period may be several days or far longer. If the employer has died in office, the employer may allow their family to remain in residence for a long period. This can be part of the deal, and in the agreement, or it could be a gratuitous offer when events unfold.

When does a service occupancy end? Ideally, the occupancy agreement should cover termination. But if termination is not covered in the agreement, the occupancy can end by either:

- the employee voluntarily vacates the property without notice; or
- the right to occupy ends automatically on the termination of employment.

It is good practice to give notice to terminate a service occupancy in circumstances when the termination of the employment are known. But it is not essential.

Our thanks to R H Jeffs and Rowe Accountants for their assistance with this article - www.accountancywales.com

Stocktaking Information and Advice

Why is stock taking necessary?

The answer to this may seem obvious: to keep track of beverage alcohol products to ensure there is always enough product to satisfy customer demand without having too much that takes up valuable storage space. However, there are some important added bonuses to stock-takes for a Club. It reveals how the Club's bar is coping financially, where losses are occurring, how much each pour should cost, and which products are popular, and which should not be on the menu.

Stock taking is about usage - how is this calculated?

To calculate the usage of inventory, the stock count for the beginning and the end of the period is needed as well as the amount of received inventory stock during the period. Once these variables are known, they are inserted into the following formula:

Opening Stock + Deliveries – Remaining Stock = Stock Sold.

Ordering stock

Once your usage is known, it is easier to estimate what and how much inventory stock is needed to ensure the bar remains stocked throughout the period. When ordering, estimate usage for the stocktaking period – a week or a month – then calculate whether what is left on ordering day is enough to get you through to delivery day, and then top up stock remaining to the level of stock use plus a little extra to take account of variations of consumption.

Delivery of stock

Try to do your ordering and accept your deliveries on the same day each week. You might, for example, order on a Monday and accept deliveries on a Thursday. In this way your stocktaking periods are consistent and deliveries predictable.

Count stock in on delivery and always check the delivery against the delivery note. Don't sign a delivery note until you have done so and ensure that any short delivery is noted on the delivery note before you sign it and get the delivery driver to countersign.

Keep all delivery notes for the stocktaker and to cross-check against invoices.

How should a bar's inventory be counted?

This is the tricky part of the process. Counting a bar's inventory is more complicated than some other industries as it involves counting vessels which may be part-full. To ensure the counting is accurate, it should be conducted the same way each time and there should be consistent stock taking periods, only count when the bar is closed and ensure 'counters' are trained properly.

Spirits and wines

Count spirit and wine bottles and part-bottles in categories – whisky, gin, vodka, wines etc., recording on the stock inventory sheet. Count whole bottles followed by using 'tenting' for part bottles. This is the process of visually dividing the bottle into tenths and counting how many tenths of liquid remain. Ensure this method of counting is done for the stock

cupboard and for each area of the bar so that the total is as accurate as possible. Find the sum of all the totals for the different products and then repeat this process in the exact same manner at the end of the period, allowing a relatively accurate usage total to be obtained.

Draught beer, lager and cider

When counting draught beer, lager and cider, you first count full barrels and estimate the content of part-full barrels that are connected to the beer lines. Many stocktakers are very experienced at doing this but you can do it accurately by weighing. Weigh an empty barrel, then weigh a full one. The difference is the weight of the beer in the barrel. In this way you're able to estimate how many gallons are in a barrel by weighing it and subtracting the weight of the barrel from the total weight. Portable barrel weighing machines can be purchased.

Counting full bottles of beer and soft drinks

Counting must take place in the cellar and the bar. The process is the same:

Opening Stock + Deliveries – Closing Stock = Stock Sold.

Choosing the System

Accurate inventory management is achievable with a range of systems, provided as counting is done properly, and the system is used appropriately. This means, if you choose to use pen, paper and purchase orders or even inventory management software, then you can have your inventory in good control. The key is to be consistent and accurate in counting and estimating and to have well-trained and trustworthy staff so that incompetence, breakage or theft can easily be picked up, isolated and dealt with.

Inventory Management Systems

Many Clubs still use pen and paper records for inventory management with remarkable success, however inventory management software can certainly make the job a lot more straightforward.

Controlling your stock is essential in order to:

- Achieve your margins
- Prevent staff or delivery theft
- Rotate stock on a first-in/first-out basis (FIFO)
- Ensure that cashflow is not tied-up in stock

Crucial to these tasks is the role of the stocktaker.

The role of the stocktaker:

- Will do a stock count
- Will produce a written report (computer)
- Inform of stock losses / surplus
- Value of stock at any one time
- Assists in keeping stock to a minimum and reducing impact of purchasing on cashflow
- Will inform GP% and advise on pricing
- Reduces the risk of theft going unnoticed

Stock control is essential to the success of your Club as a business.

The stocktaker's main tasks are:

- To ensure that you are making the correct GP margins on every item sold, and in respect of your total wet and/or dry sales
- To advise whether your stocks are 'up' or 'down', i.e., whether your actual cash takings exceed the stocktaker's estimate – 'up' – or whether the estimate of what you should have taken is exceeds your actual takings – 'down' – before taking account of ullage
- If you are using a free-flow delivery system for draught beer in combination with brim-measure glasses, then your actual takings should exceed your stocktaker's estimate by between 2% and 5% after ullage has been subtracted
- If your actual takings exceed your stocktaker's estimate this is known as the 'overage'

How does the 'overage' arise?

A pint of beer is 20 fluid ounces. When poured into a brim-measure glass that can contain exactly 20 fluid ounces the actual amount of liquid will be less than this amount to allow for the 'head' on the beer. Customers expect a head, but best practice is that when the head has collapsed the remaining liquid should be no less than 95% of the pint measure, in other words 19

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CLUB LAW AND MANAGEMENT

fluid ounces. The remaining 5%, or one fluid ounce, accrues in the barrel as an overage that traditionally is used to defray the cost of wastage or 'ullage'.

What are the implications of a stock deficit?

It depends how large it is. A small stock deficit can simply be a consequence of lax practices in respect of controlling waste or over-pouring. A significant stock deficit is usually the result of theft.

Theft of stock can take place in several different ways:

Theft of stock –

- At delivery
- From the stock cupboard
- From behind the bar

Formula for taking stock

	£
Opening stock	5,000
+ Goods in	7,000
- Closing Stock	<u>4,000</u>
= Cost of sales	8,000
Sales	16,000
- Cost of sales	<u>8,000</u>
= Gross profit	8,000
$\frac{GP}{SALES} \times \frac{100}{1} = GP\%$, e.g., $\frac{8,000}{16,000} \times \frac{100}{1} = 50\%$	

Good stock management has several benefits:

- Ensuring products are available when and where they are wanted, helping to keep customers satisfied
- Keeping stock loss to a minimum in order to save money, reducing the risk of theft going unnoticed
- Setting standards for stock control will encourage staff to take care with the quality of drinks they sell and to avoid waste
- Employment of a trained stocktaker can ensure the operator knows exactly how much money is tied up in stock – and keep that to a minimum to release cashflow

In your Club controlling the security of stock is essential to avoid loss of profit through inefficiency or theft.

The key areas to monitor and control are:

- Deliveries
- When in storage
- When on sale

Storage

Once deliveries have been accepted it is important to ensure they are immediately taken to their relevant place of storage – particularly so for expensive and/or perishable goods.

Good practise for security and maintaining condition of stock should include:

- Lock storerooms or cupboards and back of premises exits
- Keep keys out of locks and determine which staff members will have responsibility for them
- Regular stock counts of key lines
- Keep doors, which lead into private or staff areas closed
- Train staff to be alert and challenge suspicious customer behaviour
- Train staff to ask for appropriate identification from anyone who wants access to secure areas
- Regular checking of refrigeration temperature where necessary
- Applying appropriate stock rotating principles – FIFO.

Goods on sale

At some stage goods will be transferred from storage to the point of sale. Some establishments have a procedure that records goods in and out of storage areas. Only responsible and trained staff should have access to this system. Having a tracking system creates an audit trail for you or your stocktaker to check.

The following are accepted good practises when maintaining security and control in the customer service area:

- Staff should be trained to ensure correct stock rotation, appropriate quantities/measures/weights/items and standards are dispensed
- Records should be kept and/or reported relating to wastage, damaged or soiled goods
- Back up stock is secure
- Service area is not left unattended
- Staff are trained and follow the business policies regarding personal possessions in the customer service area and 'sampling'.

Questions and Answers

QA family member of an employee wishes to stand for election to the Committee. I have concerns that this will create a conflict an interest. Do you have a view?

AI agree with your view but the problem is that this person has been granted Membership rights and therefore entitled to stand for election to the Committee if they want to.

If elected, you will just have to try and work around some of the problems you have identified in your longer letter by asking this person to leave the room during relevant discussions concerning employees and related matters. It is not perfect but it is the only thing you can do.

Whilst too late now, the Committee may want to revisit

why they granted this person membership rights to start with since this is always a fairly logical progression of what happens when you provide membership rights to relatives, particularly close relatives, of Club employees. They often, and for obvious reasons, have a keener interest in Club management matters than your typical member. There is nothing wrong with this but it can cause problems during Committee Meetings when discussing employment matters.

Going forwards, if the Committee receive any future requests for membership by relatives of Club employees you may want to put careful thought into whether or not you grant these applications. We tend to simply suggest that people who are closely related to key employees join a nearby ACC

Club, seek to obtain an IA Card which will then allow them to use your Club socially but without receiving membership rights and being able to stand for election to the Committee. Perhaps you could approach a nearby ACC Club to see if you can help each other out with these types of situations.

QWe have a Member who has a health condition and a family member has asked us to refuse to serve them alcohol. Apparently a local pub has already agreed to do this but we are concerned because of their membership rights at the Club.

AIt is an interesting question you raise, not only for the point you mention about refusing service to a legitimate Club Member but also there is a side issue that refusal of such service based on a disability or health issue may contravene the

Equality Act 2010.

We have had a similar situation before when a Club, acting with the best of intentions, tried to limit the provision of alcohol to a Member but they had to backtrack once the Member got a Solicitor involved.

I think the only thing you can do, if you wanted to do anything, would be to have a quiet informal chat with the Member involved just to mention that people who care about him have expressed concerns about drinking alcohol with his medical condition.

I do not think the Committee has safe legal grounds to refuse to serve this person if they wish to continue purchasing alcohol from the Club. Whilst I appreciate the neighbouring pub may have agreed to refuse service I think this decision is legally questionable under the Equalities Act 2010 and as you mention as a pub they do not need to contend with the realities of membership rights.



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Waterloo and Taunton Shortlist for Community Award

Waterloo and Taunton Conservative Club, Ashton-under-Lyne, Lancashire attended the Tameside Business Awards, Business to Consumer event, after being shortlisted for 'Community Impact Business of the Year 2023'.

Committee team members, along with the club Stewardess and bar supervisor, attended a gala dinner at the Village Hotel during July.

The award focused on businesses that go above and beyond expectations to deliver the best possible experience for their customers and included community outreach.

Unfortunately, the club was just pipped at the post. Although they didn't walk away as winners, it's a huge achievement to have been nominated.

Club Chairman, Leon Tamcken, said "It was an honour to represent our club at the awards, and special thanks must go to all our club members who dig deep each week



to raise thousands of pounds for local and national charities"

More information on the awards can be found at www.tamesidebusinessawards.com



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.

Foster's set for major brand drive in on-trade with 'good call' campaign

Foster's is ramping up its support for the on-trade's biggest drinks category – classic lager – by pumping millions of pounds into its first major marketing campaign in four years¹.

The new campaign brings Aussie duo Brad and Dan back to the nation's screens in a bid to drive consumers to choose Foster's at the bar.

Statistics from 2022 show that classic lager accounts for 37% of all lager consumed in pubs and bars², with a volume rate of sale more than double that of premium lager³.

Further research via an online consumer survey shows that two-thirds of beer drinkers tend to stick to one or two preferred brands⁴. Over half of these revealed that they preferred the reassuring experience of a drink they know and like rather than taking the risk of experimenting with something new⁵.

Matt Saltzstein, HEINEKEN UK Beer Brand Unit Director, said: "Foster's new campaign aims to put the beer front of mind again with consumers and ensure classic lager remains a great seller on any operator's bar, protecting the high-volume ROS of the category⁶. Foster's is always a 'good call' for customers, providing them with a straightforward delicious beer."

The new campaign aims to encourage consumers to approach life with the brand's 'Aussie positivity.'



Alongside the return of Brad and Dan, UK consumers will also see communication on social media across the busy summer months. New Foster's stockists will also receive install support, including darts kits and audio-visual equipment to help drive footfall and promote social occasions.

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

¹ CGA Strategy October 2022

² CGA Strategy October 2022

³ CGA Path to Purchase 2021

⁴ KAM Media Heineken online consumer survey February 2023

⁵ KAM Media Heineken online consumer survey February 2023

⁶ CGA Path to Purchase 2021

HEINEKEN UK announces £3m sustainability fund

HEINEKEN UK is supporting the on-trade with the launch of a £3m EPC sustainability support working in partnership with an independent energy consultancy. The initiative will see HEINEKEN UK cover the cost of all qualifying venues' first Energy Saving Audit, as well as

funding up to £5,000 towards improvements needed.

The announcement comes after new legislation requires commercial premises, including hospitality venues, to reach an EPC rating of C from April 2027 and B in April 2030. Non-compliant outlets could

receive a fine of up to £150,000. The EPC audit outlines areas for improvement, estimated cost, rating impact and payback time to move towards legislation compliance.

Will Rice, Interim On-Trade Director at HEINEKEN UK, said: "Faced with rising costs, the need to reduce energy usage and be more efficient has never been more important for bars and pubs, and we want to play a part in supporting operators to be more sustainable. The launch of this fund will help make those improvements and drive efficiencies. We appreciate however that this is not an easy task and that there is no one-size-fits-all approach, so this initiative is important to help our customers make sustainable changes."

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



Greene King sunny seasonals in pins

Greene King Brewery has officially released its first 4.5-gallon pins to operators.

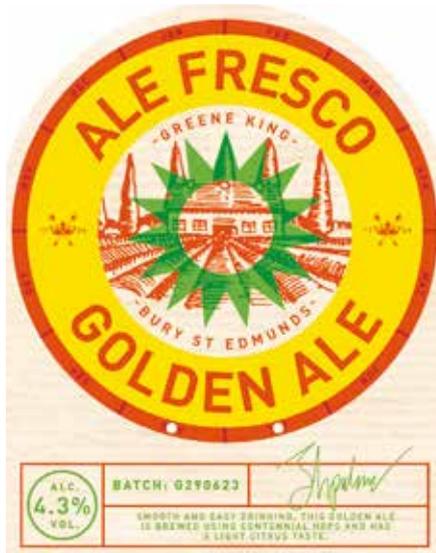
Earlier this year the brewer announced that it would become the UK's first major brewer to launch cask pins to its customers, backed with a seven-figure investment, all aiming to help licensees minimise wastage and serve the best quality of cask ale every time.

One of two beers available in pins during August is Ale Fresco, a 4.3% ABV smooth and easy drinking golden ale. The ale is brewed using Centennial hops to deliver a light citrus flavour.

The second ale is New Tricks, the brewer's second collaboration with fellow Suffolk-based Nethergate Brewery, a 4% ABV golden beer combining ginger and lemon to deliver delicious fruity characters and a refreshing drink.

Firkins will still be advised for busy periods, with the pins offering an additional seasonal cask ale on the bar and able to satisfy lower throughput periods.

Jack Palmer, Head Brewer at Greene King, said: "We're passionate about the cask sector and launching pins is a great achievement for us, and the



category, in helping to address some of the key challenges that serving this unique product can bring."

• greeneking.co.uk



Krombacher Hell premium golden lager launches

Naturally brewed in Germany, Krombacher Hell is 5.0% ABV and available in cans or on draught.

Styled as having a lightly opal but gleaming and golden appearance, tasting notes describe the brew as having fine bitter notes which are very restrained, 'reminding you of freshly harvested hops. The beer is well balanced with a diversity of flavours and a satisfyingly pleasantly malty sweetness on the finish'.

Food pairing recommendations include prawns and shellfish, light summer salads and seasonal desserts.

The perfect drinking temperature is put at between 6°C and 8°C.

• krombacher.com

Diageo set to triple production of non-alcoholic Guinness 0.0

Diageo has announced a €25m (£21m) investment in a new facility at its St. James's Gate site in Dublin for its non-alcoholic Guinness range, boosting production of Guinness 0.0 by almost 300%, helping to meet growing domestic and global demand for the alcohol-free stout launched two years ago.

All global production of Guinness 0.0 takes place at St. James's Gate, with the main export markets including the UK, Europe, US, Canada, the Middle East and South Korea.

Diageo estimates that the non-alcoholic alternative will account for 10% of all Guinness trademark sales in

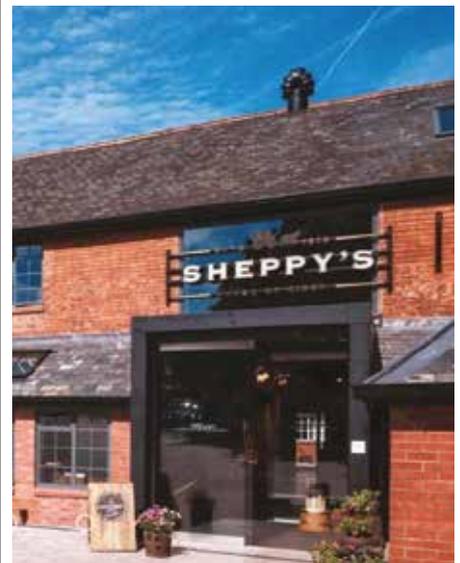
Ireland in the coming years.

Managing Director of Diageo Ireland, Barry O'Sullivan, said: "Guinness 0.0 is now the number one-selling non-alcoholic beer in a four-pack format in both Ireland and Great Britain. This expansion in production capacity at St James's Gate is a testament to the quality of Guinness 0.0 and the growth of the non-alcoholic category, as consumers look for more choices on different occasions. We expect the growth of Guinness 0.0 to be another export success story for Ireland."

• diageo.com



Sheppy's introduces low alcohol cider with raspberry



Described as 'a deliciously refreshing drink', Sheppy's new 0.5% ABV cider combines the crisp, fruity taste of apples with the sweet, tangy flavour of raspberries, designed to deliver an option for those looking for a low-alcohol drink without compromising on taste.

The cider is gluten free and suitable for vegans and vegetarians.

• sheppycider.com



Complaints against AU Vodka products not upheld

Complaints made by the Wine and Spirit Trade Association against AU Vodka Bubblegum and AU Vodka GOAT have not been upheld by the alcohol industry's Independent Complaints Panel.

The complaint regarding AU Vodka Bubblegum raised concerns that the product had a particular appeal to under-18s, did not clearly display its alcoholic nature, and that text on the product implied it could aid social success and popularity.

The Panel noted there were several positive alcohol cues on the front and back label which included a responsible drinking messaging, the product's ABV, a pregnancy warning, Drinkaware signposting and the unit content per container and serve. The Panel considered that while the brand was positioned as a premium product, there was nothing on the product packaging which suggested that consumption of the drink could help a consumer's social success or popularity.

AU Vodka GOAT

The complaint about AU Vodka GOAT was raised on the grounds that the product suggested it had therapeutic qualities and was linked to treatment for alcohol use disorder. The Panel believed that that there was no suggestion by the product, or accompanying marketing which implied that drinking the product would improve someone's mood, behaviour or physical/mental capabilities. The Panel concluded there was no breach of the Code and did not uphold the complaint.

• portmangroup.org.uk

Diet Coke 'Love What You Love' campaign



Diet Coke by Kate Moss, 'Love What You Love' campaign is back for Season 2.

Inspired by the Diet Coke archives, they reveal a first look of the new 'Diet Coke Break by Kate Moss'. The Global icon, who took the helm as Creative Director of Diet Coke in July 2022, is paying homage to the original 11:30 Diet Coke Breaks from the '90s and '00s, reimagining some of her favourite moments.

Kate Moss has used these seminal TV spots to

inspire fans to take a moment to 'Love What You Love', spotlighting individuals who embrace a positive attitude to life, by knowing who they are and what they love.

Wearing a gown designed by close friend and stylist, Katy England, the image is a high-fashion tribute to the pioneering TV ad which featured a chiselled construction worker on a building site.

• coca-cola.co.uk

Etsu Gin joins Love Drinks' Japanese line-up

Love Drinks has reinforced its Japanese collection of high-class spirits after taking on the distribution and rolling out of a duo of gins from Etsu.

Part of the Ikigai Collection, curated by BBC Spirits, the multi award-winning Etsu brand was one of the first Japanese gins on the market.

Meaning "pleasure" in Japanese, the Etsu duo are produced by the Asahikawa and Akita distilleries in

Hokkaido and Honshu Island.

Etsu uses sugar cane molasses to provide a distinctive roundness along with orange peel and yuzu. The gins are reduced to their required ABVs by using spring water from the Taisetsu mountains.

Etsu Gin is 43% ABV and Etsu Pacific Ocean Water Gin is 45% ABV.

Greg Kimber, Director for UK & Ireland at BBC

Spirits, said: "The fascination in our Japanese brands has been off the Richter scale so far in 2023 so it is great to roll-out these incredible Etsu Gins ahead of a huge summer. They offer something completely different to anything else on the market so we're confident they will find fans amongst the UK's discerning gin gang."



• lovedrinks.com

New research reveals UK's top 10 'foodie' cities

Research by Cobra beer reveals 34% of Londoners seek out spicy food when the weather heats up, with Chinese topping the charts as Brits favourite food, followed by Indian food as a close second.

Britain's foodie hotspots

The 10 British cities that rank the highest for being adventurous when it comes to trying new food are Sheffield (73%), Cardiff (66%), Leeds (64%), London (63%), Brighton (63%), Edinburgh (62%), Liverpool (59%), Nottingham (58%), Manchester (57%), Belfast (54%) and Southampton (54%).

Sriracha is the new ketchup

Over half of 18 - 34 year olds add spice to most of their meals, compared to only 16% of over 55 year olds. To please Gen Z and millennials, chefs will need to find new ways to give their food that certain kick, according to the research.

Spice Champions

Cities in Yorkshire emerged as the self-proclaimed spice champions, with 59% of Leeds residents and 57% of Sheffield residents claiming to be able to handle standard restaurant spice ratings of three or four chillies.

The research has been conducted by Opinium on behalf of Cobra Beer across 2,000 adults in the UK

Spiciest Cities in the UK

Percent of people who can handle the spicy food

1	Leeds	59%
2	Sheffield	57%
3	London	54%
4	Manchester	53%
5	Cardiff	49%
6	Liverpool	48%
7	Brighton	47%
8	Edinburgh	47%
9	Belfast	46%
10	Southampton	46%



aged 18 to 55+ to find the nation's spiciest cities.

The research was conducted to coincide with the reveal of Cobra Beer's new look and reinforcing its messaging "Where There's Spice, There's Cobra". The new design aims to underline its reputation as the perfect pairing with Pan-Asian food, echoing the demand for contemporary cuisines that Cobra is designed to accompany.

Lord Karan Bilimoria CBE, Founder of Cobra Beer, comments: "This research demonstrates the generational shift in the nation's palate - a love of spice amongst foodies aged 18 to 34 is echoed by an explosion in pan-Asian cuisines across the country. As a beer developed to enjoy with spicy food, Cobra is firmly on the journey with Britain's evolving taste buds, and I'm delighted to roll out our new look to give our consumers some food for thought."

• cobrabeer.com



Ready-to-bake Danish swirls

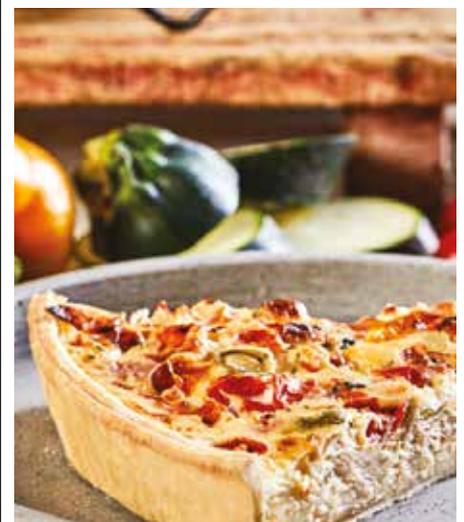
Pastry specialist Panesco has introduced a range of pastries including Danish swirls in three classic flavours – chocolate, cinnamon and forest fruits.

The swirls arrive frozen, take between 12-14 minutes to bake, and come with a piping bag with icing for decoration.

Panesco describes itself as 'explorers': "We travel the world, sourcing bread and bakery products with extraordinary stories. For rich and surprising palettes of scents and flavours. For remarkable ingredients that make the taste buds travel. And for the unique craft that goes into making them. We want to bring all of that to your kitchen. We are here to fuel your creativity."

• panesco.com

Country Range introduces new collection



Country Range has launched a new premium range of professional catering products, Country Range Signature.

"Each Country Range Signature product has at least two marketable points of difference from our standard product range, including provenance and high-quality ingredients that catering professionals can use to enhance their menus," says the company.

"With our Signature range being continually developed inline with consumer trends and caterers demand for quality we are always developing this premium range, ensuring that only the best products get our signature of approval."

• countryrange.co.uk

New milk cake traybakes

Just Desserts Yorkshire have introduced two new milk cake traybakes to their growing range of desserts.

Also known as Tres Leches Cake, the **Lotus Milk Cake** and **Rose and Pistachio Milk Cake** have been handcrafted using the traditional method of soaking milk into the sponge base before topping and decoration is added.

Lotus Milk Cake Tray x 2 (20-24 x portions)

A light and fluffy sponge made with original Belgium Lotus Biscoff spread, soaked with dessert milk and hand finished with a sweet lotus cream, crushed bis-

cuits and a drizzle of the caramelized spread.

Rose and Pistachio Milk Cake Tray x 2 (20-24 x portions)

A light and fluffy vanilla sponge soaked in dessert milk, delicately hand finished with cream, nibbed pistachios and rose petals.

Just Desserts delivers to outlets across the UK with a portfolio of over 100 desserts, from luxury cheesecakes, pastries and gateaux to puddings, crumbles and tray bakes.

• just-desserts.co.uk

Old Mout's best-seller now available on draught

Old Mout's Pineapple & Raspberry flavour, the number one exotic premium flavoured cider in the market¹, has been launched in draught format.

After the debut of Old Mout Berries & Cherries on draught (which has since delivered £12,000 per tap²), the new offering is part of the brand's aim to continue to drive growth across flavoured draught cider.

Draught cider generates 70% of value sales within cider³, with premium flavoured draught cider showing growth of 65%⁴. Recent research also shows that 54% of consumers prefer draught cider⁵.

Rachel Holms, Cider Brands Director at HEINEKEN UK, said: "By making Old Mout

Pineapple & Raspberry Cider available on draught, as well as bottles, we are broadening the accessibility of the hugely popular flavour. With 38% of Gen Z and Y cider drinkers looking for new and premium flavoured options⁶, the new launch will appeal to younger drinkers looking for different flavours on draught.

• heineken.co.uk

¹ CGA Strategy Value RoS MAT – June 22

² CGA Strategy Value RoS MAT – June 22

³ CGA Strategy, MAT 16/07/2022

⁴ CGA Value sales L12 wks vs YA 28/1/23

⁵ CGA Strategy, MAT 16/07/2022

⁶ CGA BrandTrack February 2022, Sample Size: 760

Westbury Conservative Club Refurbishment

Westbury in Wiltshire is arguably known for two things, its famous White Horse carved into the hillside overlooking the area and the hospitality of its Conservative Club.

Westbury Conservative Club is located in the heart of the town and has a flourishing Membership offering a very high standard of home-made food and quality entertainment.

To ensure that the Club remains the premier licensed establishment in the area the Committee took the decision to refurbish its Lounge Bar.

A loan was obtained from The Association of Conservative Clubs and the sole ACC recommended Club Refurbishment Contractor, K and M Club Refurbishment Limited were asked to produce a design and quotation, for the project.

The scheme which included retro type furniture was accepted and the works carried out, to an agreed programme of works, in the minimal amount of time and with the least amount of disruption to the Members.

The new Lounge Bar was extremely well received by the Committee and many of the Members commented on the Club's Facebook, that the room looked amazing.

Kelly Woodward and Mike Godfrey, Directors of K and M Club Refurbishment, thanked the Committee for entrusting their company with the project and wished Heather Bates, Club Treasurer, who had overseen the project, all the best for the future, as she had decided to make this her last major project, before retiring from the position that she had held for many years.



Before.



After.



Before.



After.



Before.



After.

Stanley Square Raises Funds for Prostate Cancer Support

Members at Stanley Square Conservative Club, Stalybridge, Cheshire, have raised £567.00 for Northwest Prostate Cancer Support.

The club donation was presented to Chris Perry

in June 2023, following his charity fundraiser tribute show held at the club.

A tremendous amount raised. The club committee wish to thank everyone for all their support and generosity.



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Morpeth Conservative Clubs Joins Forces With Morpeth Lions For Good Cause

Nearly two years ago the Committee of the Morpeth Conservative Club discussed the possibility of having a defibrillator on the outside of its building as there was no such facility in this area of the town centre.

On hearing of this, the Morpeth Lions Club kindly offered to share the cost and assist with fundraising.

After obtaining the necessary planning permission, the equipment is now in place. This has led to the current and past Morpeth Presidents, Peter Crook and Les Sage respectively, paying the site a visit as both have been involved.

Everyone involved are delighted to have played a part in providing the community with

this defibrillator on Newgate Street.

Throughout Morpeth, the two Clubs have distributed collecting tins to sympathetic businesses and the contributions from these over the years is now more than £3,000.



The equipment in place.

Northumberland Gazette

County Conservative Clubs Hosts Charity Darts Tournament

In June the County Conservative Club, Cardiff, hosted a charity Darts Tournament.

It started at 12 noon and finished at 8.00pm. A buffet, sponsorship and raffle prizes were provided by local businesses. All participants thoroughly enjoyed themselves and crucially the event proved to

be fantastic at raising funds for charity.

The chosen cause this year was Help For Heroes and the Committee was pleased to announce that with the support of everyone who attended that over £1,000 was raised for this excellent cause.



The Darts Tournament.

Obituary

Margaret Beynon

Ebbw Vale Conservative Club is sad to announce the death of Margaret Beynon (Maggs) who passed away after a short battle with ill health.

As a keen member of the

Club's dart team the team held a memorial event to remember Margaret. All the funds raised from the event were donated to the Club's defibrillator fund.



Pages From The Past

In this month's Pages From The Past we go back to July 1937 for an uplifting article about why clubs fail.

Hospitality in 2023 certainly faces its fair share of challenges but it is worth noting that there has never been a golden age of Clubs. It has always been about the essential combination of an effective Committee supported by a dedicated membership. Without one of

those components a Club will never thrive.

Even though the article is almost a century old, many of its observations still ring true today. Quite often the first sign of a Club in trouble is a lack of willing volunteers to be willing to serve on the Committee leaving an increasingly tired and unsupported Committee in place. This can be even more galling for the Committee left in place when the same

members who refuse to serve on the Committee have no shyness about informing any one who will listen what they think the Committee is doing wrong.

The article goes on to state the importance of the Committee having a good understanding of the Club's Rules but beyond that also stating that it is important for a successful Committee to also be able to make decisions swiftly and sensibly. A 30 minute discussion over what brand of crisps to sell

behind the bar is going to burn out even the most loyal of Committee Members. It is not a coincidence that 'design by committee' has become a pejorative term for a project having no unifying plan or vision.

After laying into the inadequacies of Committees the article cheerfully ends with the promise that the often long serving and underappreciated position of Club Treasurer is up next for a good critiquing in the next edition of the magazine...

WHY SOME CLUBS FAIL.

WEAKNESSES IN MANAGEMENT AND HOW THEY ARISE.

I.—THE COMMITTEE.

The member who can tell the best tale, or who spends most in the Club, does not, necessarily, make the best Committeeman. Other attributes are essential, for a Club is a highly complicated *business* which, to be successful, must be run on business lines.

Far too frequently insufficient thought and care are exercised when electing members to serve on the Committee. In every case those in whose hands the choice rests should, before recording their votes, be quite satisfied that the candidates who have been nominated either possess the necessary qualifications or are of the type who will take pains to fit themselves for the important duties it will fall to their lot to perform. In short, they must be men of *knowledge* and *decision*.

How Knowledge is Obtainable.

Quite possibly, at the time of their nomination and election, some of the candidates do not possess the specialised knowledge which is necessary if they are to see that the affairs of the Club are properly, and successfully, conducted. Some may be disposed to say (mentally), "I shall leave things to the Secretary: it is his job to run the show." To adopt this attitude, while it may be flattering to the Secretary is, in reality, unfair to him, for it saddles him with responsibilities which, properly, should be shared by the Committee as a whole. Moreover, a Club conducted as a "one-man concern," sooner or later, invariably comes to grief.

Let us first see what knowledge it is desirable for a Committeeman to possess and where it can be obtained.

Knowledge of the Rules.—Every Club is governed by its Rules and there is an implied obligation on every member to conform with the Rules, so long as his membership continues. It is the duty of the Committee to see that the Rules—which have the force of the law—are obeyed, both in spirit and letter, and in this matter officials of the Club should be the first to set the example.

Now, unless they themselves are thoroughly familiar with the Rules, how can they know whether they are being observed or broken? The bounden duty of every Committeeman is to *master the Rules*: his next, to obey them himself, and then see that every other member does likewise. It is laxity with regard to this which results in Clubs coming into conflict with the police and being struck off the register.

BOOKS FOR CLUB USE.

(Specially recommended by the A.C.C.)

Subscription Receipt Book. (200 Forms, with counterfoil, numbered) ..	2/6
Order Book. (150 Forms, numbered, carbon duplicate) ..	2/-
Visitors' Book. (500 tickets, with counterfoils, numbered) ..	4/-

Specimen pages on application.

A.C.C., Palace Chambers, Westminster, S.W.1.

Knowledge of Club Law.—The second essential is knowledge of Club law. To some extent the law relating to Clubs is embodied in their Rules. There are, however, many legal matters appertaining to members in their relation to the Club which are not included in the Rules. All about these can be ascertained from the excellent "A.C.C. Club Law Guide," a copy of which is obtainable from Headquarters for 1/- (post free). This handbook makes fascinating study and it may well surprise many Committeemen to know what members of Clubs can, and *cannot*, do without getting into trouble. Some of the laws which to-day are put into operation—notably with regard to automatic machines, betting and gambling—have been on the Statute Book for well-nigh a hundred years!

Knowledge of Club Management.—Running a Club is a complicated business—far more complicated than many suppose. For this reason it is found advisable to divide up the work involved, and allot it to various Sub-Committees, putting upon them members who are known to specialise in the particular matters dealt with—finance, bar management, entertainments, etc. Here again, A.C.C. handbooks such as "How to Manage a Club Bar" (6d., post free) will be found to contain a wealth of expert advice on a highly technical subject, expressed in simple language. If expert guidance is required on any specific matter—measures, cost and selling prices, allowances, etc.—the A.C.C. will afford it.

Knowledge of Stock Sheets.—The main source of a Club's revenue is the bar and to obtain the best results therefrom, the stock should be taken at intervals of 28 days. This enables the Committee to know how the Club stands month by month and is an effective safeguard against leakage.

In view of their supreme importance, the Stocktaker's report and stock sheet should be examined with meticulous care and be thoroughly understood by members of the Committee. Sad to relate, evidence frequently comes to hand proving that, clear and simple though the stock sheet may be, many officials never get near understanding it, yet, sooner or later, they may be called upon to cast their vote on some vital matter—deficiencies and the like—arising out of it!

Does not this go to establish the sorry fact that the constitution of many Committees leaves much to be desired and that the wrong persons have been chosen to serve on them? How can they properly sit in judgment on a negligent, or dishonest, Steward if they do not understand the facts and figures disclosed in the stock sheet?

This lack of knowledge and understanding largely accounts for a failing far too frequently revealed in the working of a Club—the *inability of the Committee to reach decisions on facts*. Even when these are "clear as day" to the well informed, those who are not so hesitate to take appropriate action. They procrastinate, thus giving time for further complications to develop and losses to accumulate instead of dealing promptly and courageously with the situation. This is the price which members of Clubs pay for electing unsuitable and unqualified persons to serve on the Committee: where such weakness exists it should be rectified at the earliest possible moment.

(Next month—The Treasurer.)

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