

CONSERVATIVE CLUBS MAGAZINE



June 2023 75p



Coronation Celebration Pictures Inside

Message From The Chief Executive

*CONSERVATIVE
CLUBS
MAGAZINE*



CONTENTS

Club Law and Management	3, 4, 5
Club Insure	4
Tiverton Cask Marque Assessment	7
Industry Insights	8, 9, 10, 11
Coronation Weekend Photos	12
St Georges; Day Celebration	13
Pages From The Past	15
ACC Order Form	16

As I write this contribution to our magazine, we have just held the ACC's Annual General Meeting. A full report of the meeting will be published next month but as ever the sun was shining and I believe everyone who attended enjoyed the swift business and the more leisurely post meeting complimentary refreshments in the Carlton Club.

The ACC's AGM is the final full stop to our previous financial year and with the meeting completed our focus naturally changes to the rest of 2023. With energy prices forecast to fall in the forthcoming months we hope that this particular difficulty for clubs will become less of an issue. The summer months are particularly helpful to those clubs with outside space to really make use of good weather. From a legislation perspective there is not too much on the agenda which will impact clubs. The forthcoming Gambling reform White Paper makes little to no change in the way in which clubs utilise gaming machines. I am pleased about this having long held the view that gambling within a club has its own checks and balances, with Committees

and Staff usually the first to support any member who may be spending too much time at the gaming machines.

Clubs will be hoping for the continued support of their members over the next few months, since no one can deny that prices have had to rise. The bar price list cannot be shielded from the inflationary effects impacting all of us. Of course, the best and simplest way to help clubs keep their prices down, is for members to support their club as much as possible – nothing makes the job of keeping the prices low easier than Committees being able to go back to their brewery with a larger order to negotiate. Therefore, as much as we all rely on a Club's Committee to manage a club, they can only do so much and the biggest impact to a club is the members making a conscious choice to pop in and order a few drinks. If every Member managed just one more visit than they did the month before this would have a huge impact. With reports of both pubs and clubs closing, following a long term decline, the phrase 'use it or lose it' has never been more true.

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CLUB LAW AND MANAGEMENT

Club Fraud Alert

It has come to the ACC's attention that there has been a spate of targeted fraudulent activity in relation to a number of Clubs. Fortunately, we were alerted to this before any harm has occurred to our Member Clubs.

However, this near miss has made us ever more conscious that Clubs should be doing whatever they can to protect themselves from such potential fraudulent activities.

Clubs and their members will no doubt have read in the national press recently how identity theft and property title fraud is on the increase, particularly post pandemic. Fraud can affect individuals as well as businesses. The properties most at risk are those which are not registered with H M Land Registry.

Many Clubs will have occupied their premises for a great many years, sometimes over a century, and changes of Trustees or brewery loans have perhaps been dealt with informally without the completion of formal Deeds of Appointment of new Trustees or Legal Mortgages. For these Clubs it is likely that registration of title to your premises with the Land Registry has never been undertaken. Some Clubs may hold their original title deeds in a safe or filing cabinet on their premises, or with a local firm of solicitors or bank. Other Clubs may have mislaid or lost their property title deeds.

The ACC therefore strongly recommends that every Club ensures that all land owned by it is registered with the Land Registry.

Registration should be effected either in the names of your current Trustees of the Club (where the Club is an unincorporated association) or the name of the Club itself (where the Club is a Co operative and Community Benefit Society registered with the Financial Conduct Authority).

Even if title to your premises is already registered, we urge you to check the registered title

to your property, to ensure that the proprietorship register is up to date and correct. It is not unusual for Clubs to overlook the legal requirement to update the register when Trustees retire or die.

It is now compulsory for all UK property to be registered before a disposition can take effect in law. A disposition includes the sale of the whole or any part of a Club's land, a change of Trustees, the completion of a registerable sublease (i.e. one granted for more than 7 years) or the completion of a mortgage or charge.

However, for Clubs that are not considering entering into any dispositions any time soon, voluntary registration of title with the Land Registry can still take place at any time and, in fact, to encourage this, the Land Registry fees are reduced for such applications.

Once registered with the Land Registry, the Club's register of title will be protected by state guarantee.

The ACC is able to assist with the registration for any Club which needs our help and we provide this service free of charge.

Clubs can search and review their current Land Registry status here: <https://www.gov.uk/search-property-information-land-registry> or by googling Land Registry Search and following the search results. We suggest that Clubs take a few moments to review their current Title Register lodged with Land Registry to ensure it is correct. If the Club is not registered we are advising that the Club now does register with Land Registry. If the information held by Land Registry is out of date we strongly recommend that Clubs apply to the Land Registry to correct their registered titles. We can assist with both scenarios.

To obtain added protection against potential property fraud, the ACC also recommends that all Clubs should consider placing a restriction on their property's registered title to the effect that a disposition can

only be made if authorised by the Club in accordance with the Club's Rules (as certified either by the ACC or by the Committee of the Club). The Club would thereby be alerted by the Land Registry if an application is made against your property

without your involvement or knowledge. We can assist with placing such a restriction if instructed to do so by the Club's Committee.

Please contact us if you need any help with any item discussed above.

Confidentiality of Committee Meetings

The confidentiality of committee meetings is paramount to the effective management of a club. Discussion in committee should remain confidential between committee members.

The Minutes of committee meetings should merely record the motions and amendments and decisions which are agreed and, again, remain confidential. This does not mean that there are never circumstances in which the membership ought to be informed of what takes place during committee meetings.

In all clubs there are issues which are of immediate concern to all the membership. The committee may have discussed some matter referred to it by a general meeting for consideration. In such cases, the Secretary should arrange for a suitable notice to be posted on the club notice board.

The general membership does not have a right to inspect the committee's Minutes.

However, a club's auditors will have a right to inspect the committee's Minutes in order to confirm that certain transactions have been authorised.

In addition, clubs registered under the Friendly Societies Act are obliged to permit members to examine all books, including all Minute books, at any reasonable time. This is a good reason why the Minutes should read like a telegram and not like a social history.

There are, however, few clubs registered as Friendly Societies. Such clubs are different from those registered under the Industrial and Provident Societies Act.

No member of the committee is entitled to inform anyone of the proceedings and deliberations of the committee.

If a club is to be served well, then it is essential that the committee should be free to conduct their affairs in a frank and open way. Surely, few people would serve on committees if they knew that their views were repeated outside the confines of the committee room and, as is so often the case, misinterpreted by being taken out of context and made to appear contrary to the original intentions.

Committees are therefore entitled to insist on the confidentiality of their proceedings and the right of quasi privilege in the conduct of the affairs of the club while, at the same time, keeping the members informed of matters that affect them generally, but not in respect to individual members.

Proceedings in committee are not privileged, but qualified privilege may apply where the person who makes the communication has an interest or duty, legal or moral or social, to make it to a person, or persons, having a corresponding interest or duty to receive such a communication. On the whole, the spirit of this principle has been upheld by the courts. It appears that the courts will not usually intervene in respect of domestic decisions, and cannot demand explanations. If reasons are given, however, the courts reserve the right to consider their sufficiency. It may be said that normally decisions of a committee made in accordance with the rules, and made fairly, cannot be overturned.

In conclusion, therefore, what is said in committee should not be repeated outside the confines of a committee meeting, and committee Minutes should remain confidential.

Membership Recruitment

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

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

It does seem that people are often encouraged to become involved in membership recruitment if there is some form of reward involved. One of the most successful recruitment schemes is known as the 'bounty system,' whereby a member who introduces a new member receives some form of payment, usually by way of a bar voucher. For example, if a club's membership subscription is £10, the payment of a £10

bar voucher to the introductory member (which will actually only cost the club the value of the stock, rather than the whole £10) has in many cases created a great deal of interest.

A further method, which has often proved successful, is the announcement that the club intends to close the membership book. You would be surprised how many people will suddenly wish to become members of a club if they think the club will be difficult to join. I suspect that human nature dictates that most of us wish to belong to something which has an element of exclusivity.

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

Club Advertising

Care must be taken not to advertise directly for new members. Club rules should contain a reference to candidates for membership being properly

proposed and seconded by existing members who are able to vouch for their suitability. This is one of the fundamental principles which define a bona

fide members' club, as opposed to a club which allows people to come in and drink following some mere administrative 'tick the box'.

Licensing Authorities grant a club a Club Premises Certificate (CPC) on the grounds that they are managed in accordance with their rules, and that the rules comply with the Licensing Act 2003. Committees will appreciate therefore that, by advertising directly for new members, a club would effectively be announcing the fact that it is not complying with its own rules.

It is possible to place an advertisement in the local press or on a flyer posted to local residential or business addresses, which for example, lists forthcoming events and facilities which are on offer,

provided the following words are included—

'Members, Members' Guests and Affiliation Ticket holders welcome. For further details please contact the Secretary.'

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

Questions and Answers

Q We have just completed our nominations period for the forthcoming Committee elections and some issues have occurred. There are a couple of candidates without a seconder, we have a candidate where it is not easy to identify who the proposers are and some Committee Members who have retired and wish to stand for re-election believed they did not require to be proposed or seconded at all. Could you clarify these issues?

A All candidates do need a proposer and seconder. Candidates who, for whatever reason, do not obtain a proposer and seconder cannot go forward to the election.

It is important for the candidates themselves to ensure that they have a proposer and seconder and to resolve any questions or issues with the Committee prior to the deadline for nominations passing. It is not the role of the Committee to

chase proposers or seconders on behalf of the candidate.

If the unknown signature can be identified in reasonable time then this person can go forward to the election. Otherwise, they will also fall afoul of the proposer and seconder requirement.

If a Committee Member is due to retire then they must stand for election in the same manner as other candidates. If they fail to do so, for whatever reason, then they will not be part of the election process this time around.

None of the above affects the ability of the Committee to use the casual vacancy rule to fill vacancies if any occur after the AGM and elections have taken place.

Q Currently we do not allow card transactions below £10. We have been told this is unlawful, could you clarify?

A We can confirm that the issue of a minimum spend on a debit or credit

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card is primarily a Committee decision to make. The Club is not compelled by law to accept card payments at any amount – what you cannot do is pass on transaction costs to customers but this is not what you are doing.

There may be small print with your card merchants about the provision of minimum spends although this is not UK legislation and would be a matter between the Club and your payment processing platform.

Therefore the Committee can decide if you wish to keep this limit in place. It may be worth reviewing your processing fees to establish if this limit is still required and/or sensible – I know from the ACC's processing fees for card payments that it is simply a % amount of each transaction and therefore there is no greater cost (in proportionate terms) for us to accept a card payment of £1 vs £100.

You would likely find, if 90% of your Members are happy with the current arrangements that if you quietly removed the limit that it would not have a sudden effect on the amount of transactions undertaken below £10. We are also increasingly moving to a card-based payment society so removing the limit would future proof you for continued changes in the way people wish to pay for drinks and products.

Q We have a fully paid member running snooker lessons from the club premises with no income being paid back to the club. The member will book the table for a couple of hours per week and only pay towards the lighting using the metre provided. Essentially we believe that they are operating a business. Is this permissible?

A I cannot think of anything inherently unlawful from a licensing perspective over this type of 'business' activity.

That said, I can certainly appreciate that it would quickly become unworkable if the practice of running business

operations from the Club became more wide spread and without prior approval from the Committee.

I think the Committee will have to consider this particular problem and the more general issue of this type of business activity taking place within the Club.

The plausible options open to the Committee would appear to be to take no action and monitor this issue and reserve judgement for the future, to see if there is a better charging model for snooker table usage when a business is being run or to cease this and similar activities all together.

There may be some advantages to this type of activity taking place within the Club as it may drive membership recruitment. That said, I appreciate the Committee will have to weigh up the positives against any negatives which are raised. It may also be that people working from the Club is a useful way of generating footfall and income during the quiet parts of the day. Like many hospitality businesses, Clubs tend to be largely underutilised for many hours of the day so creating revenue from these hours is helpful.

I can therefore confirm that there are no licensing breaches taking place but that the Committee itself does have power to impose bye-laws to regulate or prohibit this type of behaviour.

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

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

As a Private Members' Club you are entitled to run free lotteries of this type as often as you wish. As this is a free draw

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

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

Q One of our members insists that price lists for drinks must be displayed either on or behind the bar. What is the legal position?

A Price lists for food and drink are required on certain premises. The Price Marking (Food and Drink on Premises) Order 1979 states that this requirement does not apply to premises where the supply is ordinarily made to 'members of a bona fide club or their guests.' As such, the requirement for a visible price list does not apply to a registered Private members' club. However, there is no doubt that a price list can help both club employees and club members to avoid arguments over prices being charged.

Q Our club has always welcomed IA Ticket holders from other clubs but recently a group of members from a neighbouring club have been using our club four or five times a week. The committee wish to impose a ban on all IA Ticket holders who live within five miles of the club. Is this acceptable?

A Regulation 8 of the Rules and Regulations governing

the IA Ticket Scheme reads as follows –

'The committee of every Inter-Affiliated club reserves to itself the right to make Special Regulations (subject to permission of the ACC Council) as to the admission of Inter-Affiliated members, in which case, a copy of the same shall be exhibited on the club notice board. Such permission shall not be required for the exclusion of Inter-Affiliation Ticket holders whose permanent habitation is within a radius of ten miles of club premises. The holder of an Inter-Affiliation Ticket is reminded that admission to an Inter-Affiliated club is an act of courtesy which can be withheld in the interests of the club, on any occasion, or in respect of any individual at the discretion of the club committee of any Inter-Affiliated club.'

The object of this regulation is to prevent members of one club, with possibly a low annual subscription, from using the facilities of a neighbouring club that has a higher rate of annual subscription on a regular, if not daily, basis. Therefore, the committee of any Inter-Affiliated club reserves the right to impose a radius restriction on IA Ticket holders.

Due to the fact that Regulation 8 also provides committees of Inter-Affiliated clubs with the authority to refuse the admission of any IA Ticket holder – if this is considered to be in the interests of the club – we suggest that overall radius restrictions are not imposed. Club committees should instead rely on the authority provided by Regulation 8 to simply restrict those IA Ticket holders who seek to use the IA Ticket Scheme as a method of regularly enjoying the facilities of a club which, for whatever reason, they have chosen not to join.

In short, therefore, committees are advised not to permit a few 'bad apples' jeopardising the enjoyment of neighbouring IA Ticket holders who do not wish to abuse the Scheme but who would like to occasionally visit other local clubs.



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Tiverton Receives Surprise Cask Marque Assessment

Adrian Wood, Cask Marque Assessor visited the Tiverton Constitutional Club for a surprise assessment. The Club has maintained a 100% assessment each year since 2015.

The 'Cask Marque' is an award for pubs that serve great quality cask ale. Cask Marque is an independent company funded by brewers, pub groups and trade bodies with the aim of improving beer quality through an accreditation scheme. Qualified assessors make over 16,000 visits a year to over 8,000 clubs & pubs which hold the award. They test for temperature (the beer should be between 10 and 14 °C), appearance, aroma and taste. All beers must make the grade to pass the visit. They now included a A Beer

& Cellar Hygiene rating. The Tiverton Constitutional Club was awarded 5 Stars. Accredited clubs are then promoted through the CaskFinder App, CaskFinder Online and through the plaque and point of sale at the pub. Recent independent research for the Cask Report 2019-20 identified that 77% of beer drinkers recognised the Cask Marque plaque as a badge of quality.

Clubs which wish to be part of Cask Marque can join here: <https://cask-marque.co.uk/join/join-cask-marque/>

Phil Gibbs commented: "Tim, the Bar Manager and his staff do a great job, and the Club always welcomes visitors on the "Cask Marque Trail along with CAMRA Members".



Adrian Wood and Phil Gibbs.



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Industry Insights

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

Positive effect of independent breweries felt by UK communities, says report

Eight out of ten people in the UK believe that a well-run independent brewery has a positive effect on its local community, according to a report from the Society of Independent Brewers (SIBA).

The SIBA Craft Beer Report 2023 shows that more people than ever are discovering their local brewery bar or taproom.

This community spirit is a sentiment shared by brewers themselves, with 98% of SIBA brewers saying they consider their local community to be important to them.

Andy Slee, SIBA Chief Executive, said: "Our members' sales footprint has transformed over recent years as brewers look to meet the growing local demand for quality independent craft beer. Over a quarter of independent brewer sales are now direct to consumers, with over 40% now running their own bar or taproom as well as seeing an increased trend in online sales."

The report also highlights some of the challenges the industry is facing, providing a post-Covid health check, with beer sales still well short of pre-pandemic levels.

The report shows, for example, that pub visits



alone fell sharply in the last 12 months, with 20% of the population not visiting a pub at all – traditionally a critical outlet for local beers and independent breweries. Access to such outlets remains a challenge for small brewers, with Global companies continuing to control the Nation's beer taps.

"Small independent breweries lead the way in innovation – producing the UK's most flavoursome, interesting and high quality beers – yet we only account for 6% of the UK beer market, which is still dominated by globally-owned, main stream brands," said Slee.

"It's vital that small independent breweries are able to deliver the beers the research clearly shows are in-demand."

The report is published by the Society of Independent Brewers (SIBA), the UK's association for independent craft breweries representing over 700 brewing businesses. It features brewery survey data, industry analysis and commentary, as well as specially commissioned consumer research via YouGov.

•siba.co.uk

SIBA - CAUSES FOR OPTIMISM

- A sale direct to consumers is the most profitable route for most brewers. These sales seem to be growing fastest with over a quarter of all output now sold through these channels.
- Cask beer is a fresh, hand-crafted product, sold in reusable containers, often in local communities. SIBA members appear to be leading cask beer recovery.
- A growing number of consumers believe that genuine craft beer should be produced by an independent brewery. Only 3% believe it can be made by a global brewer.
- Independent brewers are local heroes. Eight out of 10 consumers say a well-run independent brewery has a positive effect on its local community, and 98% of SIBA brewers consider their local community to be important to them. Two-thirds of SIBA brewers are planning to grow this year.

CAUSES FOR CONCERN

- SIBA member breweries saw average production recover further in 2022, after the devastating impact of the pandemic in 2020, but it still remains -11% below 2019 levels.
- Brewers were only able to increase their prices by 2%, which represents a real term fall in prices in an environment of double digit inflation.
- There has been a significant fall in the overall number of consumers ever drinking beer, especially among women, and more than a fifth of consumers say they no longer drink any alcohol.
- Pub visits specifically fell sharply with more than a fifth of all consumers not visiting a pub in the last 12 months. This means broadening routes to market is essential for brewery survival. Good news for clubs potentially.

Industry urged to commit to new campaign

The new Hospitality Wellbeing and Development Promise campaign, spearheaded by the Hospitality and Tourism Skills Board and supported by Government, is designed to ensure all team-members are given the opportunity to thrive within a supportive and positive workplace. As well as a commitment by businesses, a wide range of guidance to help businesses deliver a better workplace environment is being made available.

Greene King is among 30 hospitality businesses who have helped launch the new campaign by signing up and promising to provide a workplace that helps employees thrive through development and reward.

The Promise is also supported by a number of trade associations, including UKHospitality, the British Beer and Pub Association and the British Institute of Innkeeping.

Steve Richards, chair of the Hospitality and Tourism Skills Board, CEO of Parkdean Resorts and a signatory to the Promise, said: "Hospitality is a people business at its heart and taking care of our staff must be everyone's top priority.



"Growing our own talent is so important and ensuring we offer the right support for our staff is critical. Long gone are the days of just sticking someone on a training course to tick the development box.

"As employers, we have a duty of care to look out for our teams' mental health and wellbeing and it's our responsibility to take this seriously, in addition to the formal training we all offer. rewarding places to work."

• wellbeingpromise.co.uk

T&R Theakston toasts King with coronation beer

T&R Theakston has been raising a pint in celebration of the coronation of His Royal Highness King Charles III.



Crowning Glory, a 4.2% ABV speciality regal gold beer, has been crafted using a grist of Britain's finest Pale and Crystal malt to give a gloriously robust character.

The beer features a honeyed, blackcurrant sweetness which is perfectly balanced by premium English hops, providing subtle citrusy spiced cedar overtones.

The brewer has a tradition of creating limited edition ales to celebrate Royal occasions, including Celebration Ale which marked Elizabeth II's Silver Jubilee in 1977 and most recently, Royal Salute which commemorated the Diamond and Platinum Jubilees in 2012 and 2022.

Simon Theakston, joint managing director at Theakston Brewery, said: "As a brewery we're immensely proud of our almost 200-year heritage and it's fascinating to consider that as a business we have been witness to nine monarchs and seven coronations."

• www.theakston.co.uk



CMBC to acquire the UK rights for Kronenbourg

Carlsberg Marston's Brewing Company (CMBC) is acquiring the UK rights for French beer brand Kronenbourg with the licence transfer effective from 1 June, 2023.

The agreement sees the Carlsberg Group acquire all rights to produce and distribute premium lager Kronenbourg 1664 in the UK via CMBC.

The Kronenbourg 1664 brand is owned globally by the Carlsberg Group. Under the agreement, HEINEKEN UK will continue to brew and pack Kronenbourg 1664 under contract, before moving to CMBC in 2024.

HEINEKEN UK has held the licence for the lager since 2008, following the acquisition of Scottish & Newcastle by Carlsberg and HEINEKEN.

Paul Davies, CEO of CMBC, said: "Kronenbourg 1664 is an excellent beer with a distinctive provenance, that is growing in both volume and value with strong brand awareness amongst consumers. We look forward to sharing our exciting plans to relaunch the brand with our partners in the On and Off Trade and cementing Kronenbourg 1664 as a leader in the category."

Boudewijn Haarsma, Managing Director of HEINEKEN UK, said: "We've been a strong custodian of Kronenbourg in the UK over the last fourteen years, maintaining product quality and investing in its marketing and distribution as part of our portfolio. During this time, we have also been investing in our premium brands, such as Birra Moretti, and taking ownership of super premium beers Beavertown and Brixton. We've also exciting plans in the UK for our Spanish lager Cruzcampo. With a great brand range to offer our customers, now is the right time for Kronenbourg 1664 to enter its next chapter and we're pleased to have reached this agreement with Carlsberg."

• carlsbergmarstons.co.uk

Contemporary Hazy IPA from Sharp's Brewery

Sharp's Brewery's Solar Wave is a vibrant, golden, juicy, hazy IPA brewed to hit the sweet spot between fruitiness and hop bitterness aiming to become a new favourite at the bar.

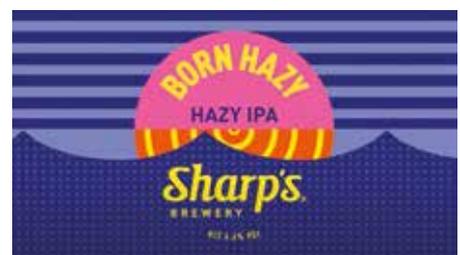
Big, tropical hop aromas, lower fizz and a distinctive golden haze are accompanied by a taste that's bursting with juicy hop flavours, like zesty tangerine and zingy pineapple.

'Born hazy, brewed juicy', this beer is created by

a passionate bunch of brewers and beer lovers on the North Cornish coast.

"Creating this IPA just a mile from the ocean, we can't help but be inspired by the elements; the sun, the sea, and the incredible ways they interact," said the brewer. "Sharp's brewery Solar Wave hazy IPA radiates its own wave of tropical fruit hoppiness with every sip.

• sharpsbrewery.co.uk





Independent family brewer Shepherd Neame has launched its 2023 Cask Club with a new beer, Maverick (3.4% ABV) which tells the story of the pioneering founder of the Faversham brewery, Richard Marsh.

Director of Brewing Mike Unsworth oversees Each Cask Club beer.

How did you come up with the recipe for this year's first Cask Club beer, Maverick?

I was keen to brew a light, refreshing cask beer, and this combination of hops and malt seemed like the perfect combination! At 3.4% ABV, it was important that we were able to retain a good level of body to the beer, and also get that delicious fresh hop aroma and flavour.

What malts and hops have gone into Maverick?

I've used standard Ale malt, Crystal malt and Caramalt which give a pale golden colour. There are also some oats in Maverick, which give the beer a slightly 'silky' mouthfeel. I chose US Centennial hops in the brewhouse, with new English varieties Olicana and Jester hops, plus Ernest, for Dry Hopping. I wanted to try the new English varieties to see what flavours and aromas they would deliver when combined together – and I am pleased with the result!

Any challenges with the beer?

It can be tricky to produce a 3.4% cask ale and maintain the fullness or body, so it was somewhat of an experiment! As with all of our new Cask Club beers, we usually learn a few things from the first brew. But I am delighted with how Maverick has come out - we have produced a really pleasant, drinkable, light beer.

What do you enjoy most about your role?

I love developing new beers and then seeing them prove popular with drinkers, which is why I'm really enjoying being involved with this year's Cask Club. It offers our brewers the opportunity to be creative and try something new. Shepherd Neame may be Britain's oldest brewer, but we are constantly looking for new ways to use that extensive brewing knowledge to innovate and delight.

And what does your role at involve?

I lead our brewing team in the production of our award-winning beers, from great British classic ales such as Spitfire Amber, which carries the Royal Warrant, to Bear Island East Coast Pale Ale, and the Whitstable Bay Collection. We also brew international lagers under licence including the original Thai beer, Singha.

• For the full interview click here

BBG UK&I calls on clubs and bars to join campaign

In a move to eliminate harassment and discrimination in the On-Trade, Budweiser Brewing Group UK&I (BBG UK&I) has announced the launch of its new campaign #ItStopsWithMe, encouraging clubs, pubs and bars across the UK to pledge to calling out unacceptable behaviour.

As previously reported, research by BBG found that almost two-thirds (63%) of women claimed to have planned their route home before heading out and were more likely to visit a night-time venue if it had measures to improve women's safety. The findings also show that 53% of women would be more inclined to visit a venue that has anti-harassment and discrimination policies, compared to men (35%). It Stops with Me aims to tackle this issue head-on by allowing venues to showcase their commitment to calling out harassment and discrimination and providing a safe place for drinkers.

Venues can sign the pledge at itstopswithme.net, and can access resources to support staff in tackling these issues. After signing the pledge, clubs and venues will be a part of a community of organisations who share the vision for an industry free from harassment and discrimination.

The campaign was started internally at BBG UK&I to create a more inclusive work environment, and to ensure reporting mechanisms are in place to address instances of harassment and discrimination. BBG is measuring success based on regular surveys and listening sessions focused on colleagues' awareness and comfort in reporting and addressing these issues. The initiative is also intended to create a forum for discussion – internally and among industry partners.

It Stops With Me forms part of an ongoing push

from Budweiser Brewing Group to recognise its role in creating an inclusive night-time economy. In November last year, the brewer partnered with WalkSafe, 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. This then empowers people to go out and plan a safer journey home.

"We're committed to creating a more inclusive night-time economy, which benefits communities and businesses alike," said Jean-David Thumelaire, On-Trade Director at Budweiser Brewing Group UK&I. "We know that many people in our industry have experienced harassment and discrimination. By launching #ItStopsWithMe and sharing it with the industry we're hoping to draw attention to the issue and be part of the solution by putting people first. We know we can't tackle it alone, nor do we have all the answers, which is why we're calling the industry to step up and sign the pledge to work together for a safer environment."

• itstopswithme.net



EFCEM welcomes General Secretary

Iain Munro CFSP has been appointed as the new General Secretary of EFCEM, the European Federation of Catering Equipment Manufacturers.

The role sees him complete a career spanning 35 years in foodservice equipment supply, preceded by 10 years in hospitality.



Iain has held senior positions with a number of top brands, including Falcon, ScoMac and Rational. For the last five years he has been with Hobart, as managing director of Hobart Cooking Solutions and, most recently, as Business Development Director for Hobart UK. He's actively participated in industry associations and has been a board member of both FEA and CEDA (the Catering Equipment Distributors' Association), Energy Efficiency in Commercial Kitchens, and ITW Fragmented Sales Playbook.

His industry awards and accolades include the Foodservice Order of Merit, Catering Insight Hot 100, Catering Insight Power List, and the CEDA Legacy Award.

"He's the complete foodservice equipment professional," says Phil Williams, Chair of EFCEM. "He's 100% passionate about the industry and he's the ideal candidate for the job. I know he'll be a huge success."

• fea.org.uk



Fine food initiative gets fine reception

April saw the launch of the McCarthys Fine Foods initiative at a special event at the Norwich head office. The new Fine Foods service will offer a selection of goods from small, artisan food and drink producers from Norfolk and Suffolk.

The East Anglian family business is a leading wholesaler of fresh fruit and vegetables, boasting the expertise of over 145 years of experience in the market. The Fine Food range will champion the goods from over 30 suppliers offering a range of 350 lines.

Working alongside the Broadland Food Innovation Centre Project, **McCarthy's Managing Director Sam McCarthy** found that many of the local producers he met through the food Innovation

Cluster events, were without a route to market in terms of distribution.

"It soon became clear that there were dozens of local producers who are creating really special wares yet had little reach in the marketplace," he said.

"There are some well-known names in our range, but there should also be several which are new to a lot of people, and which we are extremely excited to promote."

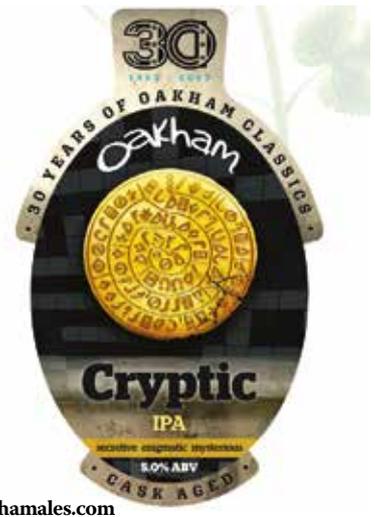
Helen Adshead, founder of gluten and dairy free cakes and bakes brand Weddell & Turner, said: "This event is so valuable for small businesses like us, we have reached so many people it would have taken us years to meet and frees up so much time."

•mccarthys.co.uk

Oakham celebrates 30 years with Cryptic

Oakham's Cryptic 5.0%, a tribute to the brewer's late and lamented Head Brewer, Alex Kean, is described as 'an inscrutable IPA which teases out the answers down and across your taste buds – gold in colour and bewilderingly full flavoured from Aussie sourced Vic. Secret and Enigma hops'.

Tasting notes include 'fresh raspberries and summer pudding with an underlying bitterness to balance the sweetness, all on a perplexing light caramel malt base', while the aroma of the cask aged beer is described as peach and raspberry with a slight minty note.



•oakhamales.com

Introducing No. 4 and No. 5 in Experimental Series

Gin making is artful alchemy at the best of times, and, says Edinburgh Gin, this is where the company's Experimental Series allows its most surprising gins see the light of day.

"Our distillers are constantly experimenting and innovating with style and flavour. The Experimental Series is the product of this inherent curiosity and

desire to try new things. Following in the highly successful, sell-out footsteps of Salt 'N' Sauce Gin, Cranachan Gin and our contemporary Old Tom."

The two latest varieties are No. 4 Marmalade Sandwich Gin and No.5 Scandi Gin.

When asked why Marmalade, **Distiller Calum**

Munro said: "I was thinking about Scottish flavours, and I remembered my Granny always having a jar of Dundee marmalade. Little did I know that our Distillery Manager Finlay Nicol had previously had the idea of creating a marmalade sandwich inspired gin and when he saw our ideas board he was keen to try this idea.

"To try to get the buttery feel of a marmalade sandwich I tried distilling with different combinations of nuts, something I was used to doing. When I gave these samples to Fin he asked why I hadn't just used butter. At first, I thought he was joking, but when he came back to me the next week asking if I had tried it yet. I thought I had better give it a go! We couldn't believe how well the butter came through when distilled."

Head Distiller, David Wilkinson said: "We distil it using local butter from the Edinburgh Butter Company. It adds a wonderful rich, buttery mouthfeel to the gin. The sandwich element comes from the malted barley, specifically caramalt and melanoidin malt. The caramalt gives a brown bread flavour to the gin, while the melanoidin adds a malty sweetness. When combined, the two add a dark chocolate aroma."

"The butter was so good to eat that we did have to hide it at the back of the fridge so it could make its way into the gin!" **said Calum.**

•edinburghgin.com



Coronation Weekend Photos

We are pleased to have received so many photos from Clubs celebrating the King's Coronation and we enclose a selection on these pages.



St Georges' Day Celebration

Waterloo and Taunton Conservative Club, Ashton-under-Lyne, celebrated St Georges Day in style on 23rd April 2023. Club members were treated to live entertainment by funnyman 'Dom Collins' and his 1940's variety show.

Decked out in white and red, members picked up flags and waved along to celebrate the patron Saint of England.

Sing along songs included war time classics "we'll meet again" and "there will always be an England"...with a fantastic time had by all.



Heatherfield Coronation Supper Event

The Heatherfield Conservative Club, Totley, Sheffield held a very successful Coronation Supper on Saturday 13th May 2023 attended by 38 members and guests.

They were pleased to welcome the Yorkshire Deputy Lieutenant Jane Marshall to come and speak to them about her duties and the organisation and running of the Coronation.



Gillian Woolley making a presentation to Jane Marshall.

Obituary

Brian Shannon Acomb & District Conservative Club

It is with sadness that Acomb & District Conservative Club reported that their long-standing member, Brian Shannon, passed away peacefully on 11th May 2023 following a long battle with cancer. Brian, aged 89, had been a member of Acomb & District Conservative Club since 1985 and had been a respected Committee

Member, taking the position as Hon. Treasurer for many years. Brian was a loyal supporter of the ACC particularly in the Yorkshire Region. He leaves a widow, Maureen. Brian is remembered for the chain of cycle shops and cycle franchises that he successfully pioneered in North Yorkshire.

Pages From The Past

In this month's Pages From The Past we go back 90 years to June 1933. Readers may ask why go back 90 years rather than 100 years and the answer is likely to be that we either felt the content in 1933 deserved particular attention at this moment in time or that the wrong book was plucked off the shelf, scanned and with print deadlines as they are we've just had to make the best of the situation.

And make the best of the situation we shall do because hidden within June's edition was a rather splendid article of Club Celler control during the summer months. Instead of the advice we might have expected to find published around this time (place two rabbits in the cellar, if no babies appear this means the beer is ready for consumption) the article offered several helpful tips which wouldn't be too far away from advice issued today. Granted, there are some tips we would not recommend today, perhaps do not purposely sprinkle your cellar floor with water if only to avoid your health and

safety officer from having their own heart attack and if you phone up the ACC's order department asking to order a thermometer be prepared for a lengthy silence on the other end of the line. We are also sure that Clubs appreciated the tip of placing supplies in the cellar rather than littering the yard or passageway with them and seeing which Member with less than perfect eyesight would be the first to prove the folly of such a storage solution.

As ever, the main reason for ensuring beer supplies were kept in pristine condition becomes apparent at the end of the article whereby the Club's Steward was assured that with the beer kept in the appropriate manner and temperature they would almost certainly look forward to receiving well merited praise from the Club's Members. We only hope that well merited praise is also forthcoming from Club Members this summer if they also approve of the condition their beverage arrives in.

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THE CLUB CELLAR.

PRACTICAL HINTS ON ITS MANAGEMENT DURING THE SUMMER MONTHS.

The brilliancy, and condition, of beer depend, to a great extent, on the proper management of the Club cellar. Here are practical hints which should prove useful to Committees and Stewards, based as they are on many years' experience.

In the first place the cellar should be free from draughts, and well ventilated, the temperature at no time being allowed to exceed 60 degrees or to fall below 54 degrees. It is eminently desirable to have a self-registering thermometer—the A.C.C. will supply this, if required—which should be hung at the level of the casks, thus enabling the fluctuations of temperature to be recorded. Frequently too little attention is paid to the matter of ventilation, or temperature, resulting in considerable financial loss on account of waste or ullages. This could readily be avoided if proper precautions were taken, as they are by many Clubs whose stock sheets, in consequence, show excellent results.

Regulating the Temperature.

To prevent the temperature rising too high during hot weather, sprinkle the floor with cold water. Should the heat cause the beer to work, place sacks soaked in cold water on the casks. Care should be taken to see that the cask is placed firmly on the stand so that it cannot be easily shaken and, when first put up, it should not be tilted. A tilter should, however, be at hand for use,

when required. As soon as the cask has been placed on the stand, vent it through the bung. If the beer is in a very fresh condition, use a porous peg replacing it with a hard one as soon as the beer is quiet. Corks, spiles, porous spiles and props should be obtained from the drayman. Always take out the hard peg before drawing to help the engine and prevent the beer clouding. When inserting the tap, be careful to see that it is open to allow the air to escape and not disturb the fine beer. Another cask of the same quality should always be tapped in readiness for use—if possible the day before it is required. As soon as empty, every cask should be pegged and corked. By so doing the atmosphere of the cellar is kept pure and objectionable smell of stale beer avoided.

Bottled Beer.

If bottled beer is kept in a separate cellar, care should be exercised to keep the temperature at 54 degrees. Immediately on delivery, all bottled beer should be put in the cellar and not left in the yard or placed in a passage, or on a landing. Sufficient should be kept in the bar to meet each day's requirements. It is evidence of bad management, or lack of foresight, to "run out" of supplies, thereby necessitating the absence of the Steward from the bar, probably at the very time his services are most in request.

No new stock of bottled beers should be placed in front, or on top, of the old, which should be used up first, thus giving the new bottles time to settle and acquire the right temperature. It is important that all empties should be cleared out whenever a new delivery is received for, by so doing, the air is kept pure. The Club should, of course, see that credit is received for the empties returned, this frequently amounting to a considerable sum.

Cleansing Utensils.

All utensils—pipes, taps, beer engines, etc.—should be regularly cleaned once a week. To cleanse the beer engine, disconnect the pipe from the cask and drain off the beer, which should afterwards be used for rinsing the pipe. Dissolve $\frac{1}{2}$ lb. of soda in a bucket of hot water, draw this through the pipes and leave them full all night. In the morning, draw off, and thoroughly wash out, by pulling one or two bucketfuls of cold water through each pipe, adding a little salt to the last bucketful. Then, pull through the beer first drained off so that the pipes are rinsed with beer.

The beer engine should always be kept in a good condition, care being taken to see that the pipes are properly connected up, that the joints are not cracked, and that all washers are in good condition, for, if the engine is allowed to suck in air, it is almost certain to cloud the beer. Everything should be inspected frequently to discover any defects in advance, and not left till the engine gets out of order, or members protest that the beer is not all that could be desired.

A Steward who takes pains with his cellar work is well repaid. Not only are there "no complaints" concerning the condition and appearance of the refreshments he serves, but he is frequently the recipient of well-merited praise from members on account of both. The Club, in turn, benefits from that attention to detail which should be bestowed on the cellar in summer time.

¶ Bar Management.—An Invaluable Handbook. Published by the A.C.C., Price 1/-.

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