

CONSERVATIVE CLUBS MAGAZINE



November 2023 75p



Fairwater Completes Refurbishment

**Last Christmas Dates for Temporary Event
Notices Applications**

'Charlie' White Tribute



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Message From The Chief Executive

No one involved with hospitality will be surprised when I say that 2023 has been a challenging trading year for many Clubs and Pubs, which have all had to cope with inflation and many people cutting back on spending. Indeed, sometimes the Industry as a whole gets too caught up in its own doom and gloom proclamations and forgets to highlight its own success stories. I am known to remind Industry contacts that too much focus on the difficulties of the sector can sometimes overwhelm the fact that ultimately people still enjoy going out and spending time in their local clubs and pubs.

I am delighted that this month the magazine is highlighting several success stories, notably the complete transformation of Fairwater Conservative Club's main lounge bar, and a membership which is going from strength to strength. There will be a follow up article to Fairwater next month but I can reveal as a result of its refurbishment, membership numbers have rocketed to well over 1,000 members and their

newly created high end function room is taking on large numbers of Christmas and 2024 bookings. Credit must go to the Committee for the steadfast work in making sure the Club remains modern and relevant for its local community and I think its success shows us all that there is still room for considerable success in the hospitality sector but it is more crucial than ever to focus on the presentation of the Club and maximise revenue where possible from external bookings. This is not the only Club reporting recent success, with Northampton Conservative Club also letting us know that both membership numbers and revenue have reached record levels. If your Club has some positive news please let us know.

Also featured in this month's magazine is the Norfolk House Constitutional Club in Peckham which is still going strong and undertaking its own refurbishment, 94 years after it was first featured in the Magazine and highlighted in this month's Pages From The Past and a tribute to the much loved and much missed 'Charlie' White by his own Club.

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CLUB LAW AND MANAGEMENT

Last Christmas Dates for Temporary Event Notices Applications

Christmas is a popular time for Clubs to hold events which may either be an extension of a Club's usual licensable hours or be events which are being held by non-members or specifically for non-members.

Temporary Event Notices (TENs) are a method of obtaining, under the Licensing Act 2003, the authority to sell alcohol and provide regulated entertainment at an event of short duration (e.g. a dance, or a private party) where the organiser wishes to avoid going through the more complicated procedure of applying for a Premises Licence. A Club can apply for up to 20 TEN's per year, reducing to 16 from 2024.

The method of obtaining a TEN must be submitted by the premises user (must be over 18 years of age) and must be copied to the relevant Chief Officer of Police at least ten working days before the event. The TEN (in a prescribed form) must contain the following information—

- The licensable activities to be carried out
- The total length of the event (not to exceed ninety-six hours)
- The times during which the licensable activities are to be carried out
- The maximum number of people to be allowed onto the premises at any one time (not to exceed 500)
- Whether any alcohol sales are to be made for consumption on or off the premises (or both)

Licensing Authority Officials are required to acknowledge receipt of the TEN, and provided they do not issue a counter notice and the Police do not object (they can only do so, or insist

on conditions in keeping with the crime and disorder objectives of the Act), the event can go ahead.

If an event is being held by a non-member, or if the event is to be open to anyone who wishes to attend (an open day for instance) then the Club should obtain a Temporary Events Notice for the event. If a non-member wishes to hold an event at the Club and invite selected guests to attend then the Club may like to encourage the person holding the event to become a Member of the Club. This would avoid the need for a TEN to be sought as it would become a Member's event and a Member can hold an event at the Club without the need for a TEN to be in place.

For Clubs which will need to apply for a TEN, notice must be given to the Club's local Licensing Authority and to the Police and the last dates for Christmas are as follows:

Dates TEN needed for:	Last Date of Issue of TEN to Authorities:
21st December	6th December
22nd December	7th December
23rd December	8th December
24th December	8th December
25th December	8th December
26th December	8th December
27th December	8th December
28th December	9th December
29th December	12th December
30th December	13th December
31st December	13th December
1st January	15th December
2nd January	15th December

Sales of Drink to Non-Members

The subject of non-member activities within Registered Private Members' Clubs is one which has become increasingly important, since almost all clubs now rely to a greater or lesser extent, on income generated from the sales of drink at private functions promoted by either individual members or outside organisations.

The most interesting change introduced by the 2003 Act is that members' guests introduced on a normal day-to-day basis will be permitted to purchase drinks. Whilst in 'the real world' such a practice has been accepted in many clubs, strictly speaking the previous rules of almost all clubs prevented such sales.

Consequently, drink may

be supplied lawfully to a non-member attending any event promoted by a member, provided the non-member is a bona fide guest of the member and has been properly admitted to the club in accordance with the club's rules.

Any member wishing to hold a private function or party in their club will be able to do so and the number of functions is not restricted in number. Naturally, if a person who is not a member approaches a club with a request to hire a room in order to hold a private function, then the club could legitimately ask if the person would like to become a member. Provided such persons met the membership requirements of the club's rules, their election to membership would automatically make the event a members' private function at which his or her guests could be lawfully supplied with drink.

The rules of almost every club put no restriction on the


number of guests a member may introduce at any one time but do, rightly, restrict the number of occasions the same guest may be introduced in any one month.

The Act contains no reference to the way in which clubs should manage the introduction of guests and no reference to the number of members' functions or parties which could be held. Such functions would, of course, have to be booked and the committee would retain ultimate discretion on whether to agree to a booking, or not.

Therefore, do not accept any criticism or suggested rule amendments concerning this matter from either Licensing Authorities or Police Licensing Officers, and refer any such matters to your affiliated organisation. I have seen some examples of ridiculous suggested rule amendments being passed off as 'legal requirements' by Licensing Authority Officials; all these suggestions have been withdrawn on being challenged.

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Lotteries

A Lottery is defined as a scheme for distributing prizes by lot or chance. All raffles, draws, sweepstakes, totes, or other lotteries by any other name, are declared illegal with the exception of Small Lotteries (incidental to exempt entertainments), Private Society Lotteries, Small Society Lotteries and the National Lottery.

Small Lotteries (Incidental to Exempt Entertainments)

To promote such lotteries the following conditions must be observed—

- The entertainments concerned are bazaars, sales of work, fetes, dinners, dances, sporting or athletic events and other entertainments of a similar character
- The whole proceeds of the entertainment (including the proceeds of the lottery) shall be devoted to purposes other than private gain, however, the following may be deducted—
 - The expenses of the entertainment, excluding expenses incurred in connection with the lottery
 - The expenses incurred in

printing tickets in the lottery

- A sum not exceeding £250 that the promoters of the lottery think fit to spend in purchasing prizes in the lottery
- None of the prizes in the lottery shall be money prizes
- Tickets or chances in the lottery shall not be sold or issued, nor shall the result of the lottery be declared, except on the premises on which the entertainment takes place and during the progress of the entertainment
- The facilities afforded for participating in lotteries shall not be the only inducement to persons to attend the entertainment

Private Society Lotteries

To promote such lotteries the following conditions must be observed—

- The sale of tickets or chances must be confined to members of one society established and conducted for purposes not connected with gaming, betting or lotteries
- The expression 'society' includes a club, institution,

organisation or other association of persons by whatever name called and each society is regarded as separate and distinct; thus two or more clubs cannot combine to hold a joint lottery, which would preclude a federation of clubs from running such a lottery

- The word 'ticket' includes any document issued which entitles the holder to participate in the lottery
- The lottery must be promoted for the club, and the sale of tickets or chances must be confined solely to its members, and to any other persons on the club's premises i.e. members' guests, visitors admitted in accordance with the approved rules, and affiliation ticket holders
- The lottery must be authorised in writing by the club committee, and duly recorded in the Minute book
- The committee must appoint the Secretary or a member of the club to act as 'promoter'
- After deducting only expenses for printing and stationary, the whole of the proceeds must be devoted to either the provision of prizes or to the purposes of the club, or both

- The only notice or advertisement of the lottery is permitted—
 - On the club premises
 - On the face of the tickets
- The price of every ticket or chance must be the same and if tickets are used the price must be stated on the ticket
- It is illegal to allot free tickets to sellers or to purchasers of complete books of tickets
- The full price of the ticket must be paid on purchase, and no money is returnable to the purchaser
- No ticket in the lottery may be sent through the post
- Prizes in the lottery may be in cash or kind
- 'Printing' includes writing or other modes of reproducing words in visible form; thus a rubber stamp could be utilised to stamp on the tickets the particulars required by the Act
- Each ticket must have printed on it—
 - The name and address of the promoter
 - To whom it may be sold i.e. members of the club only
 - A statement that no prize will be paid or delivered except to the purchaser of winning tickets



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Questions and Answers

Q We are looking for some assistance/advice on private parties being requested and just need to check we are following correct procedure.

We have a member wishing to book the club for a private party and a notice of this was posted with 6 weeks' notice, a couple of members have complained and believe they have the right to enter.

The club does have a separate smaller bar area and we have advised these members they are welcome to use this space rather than enter the larger function room as the expected guests will mean this room will be at capacity.

Can you clarify as we have had a further request for a similar event in planning for 2024 where the expected numbers may need both rooms, do members have the right to enter in these types of cases?

A We can confirm that a Member has no automatic right of entry to the Club.

A Committee sets the opening and closing times of a Club. This can include closing all or part of the Club to Members if a private event is going on.

The Committee can also allow ticket only events which require a ticket to be purchased in order for a Member to attend.

Private events are very common and a useful source of revenue for Clubs. If space (such as use of a separate bar or area) can be made available for Members to continue to enjoy the Club whilst a private event is ongoing then this is desirable but it is not essential. For many Clubs, it will simply not be possible to allow access to Members whilst a private event is taking place at the Club.

Due to the vital funds that private events create for many Clubs, Members will have to

sometimes accept that there will be periods where they do not have access to the Club.

There is no set guidance for how much notice period to provide to Members of the Club being closed for a private event but clearly as much notice as possible is helpful to Members.

Q We wish to have a 'race night' in the Club although we understand that we can only hold such a night if the proceeds go to a 'good cause'. We were hoping the proceeds of the night could assist the ongoing renovation of the Club's Snooker Tables, would this be considered a 'good cause'?

A If the evening is confined to Members, Members guests and IA Ticket Holders then we consider that the event could fall under the parameters of a Private Society Lottery. A Private Society Lottery must be promoted for the club, and the sale of tickets or chances must be confined solely to its members, and to any other persons on the club's premises i.e. Members' guests, visitors admitted in accordance with the approved rules, and affiliation ticket holders. Each ticket must have printed on it, the name and address of the promoter, to whom it may be sold (Members, Member's guests and IA Ticket Holders) and a statement that no prize will be paid or delivered except to the purchaser of winning tickets.

The advantage of classing the event as a Private Society Lottery is that the Club can retain any funds remaining after the provision of prizes and the expenses of printing the tickets and stationary. There are firms which can assist the Club with assembling a professional package for race nights which include printed tickets with the required information contained.

If the Committee does not consider that the event which is taking place complies with

the requirements of a Private Society Lottery then it can still be held as a race night assuming the proceeds are given to a good cause. The definition of good causes is extensive and described under Section 2 of the Charities Act 2006. The most likely good cause definitions which may apply to the Club are: (e) the advancement of citizenship or community development and (g) the advancement of amateur sport. If a Temporary Event Notice was obtained then this type of 'race night' could also be open to members of the public.

Q We have a gaming room in the Club which is home to the Club's gaming machines and also the Club's quiz machine. There is a notice above the door saying that persons aged under eighteen cannot enter. We have found that children are entering the room to use the quiz machine. Is it lawful for children to use a quiz machine?

A The technical reference for a 'quiz machine' is a 'Skill with Prizes' (SWP) machine.

This is a complicated area in law although the general guidance is that these machines do not come under the Gambling Act as the act of playing on these machines does not count as gambling. This means that persons under eighteen can legally use these 'Skill with Prizes' machines. However, it is worth be aware that on the 1st February 2013 it is likely that these machines will have category C content loaded onto them which will mean that they receive an age limit of eighteen although it is possible that there will be specific exceptions. This change is due to the introduction of Machine Games Duty and the abolishment of AMLD. Therefore the Committee may wish to bear in mind that in less than a year these machines

are likely to only be able to be played by persons over eighteen.

In the interim period, simply because these machines can be played by minors does not mean that the Committee has to revise its existing policy of not allowing minors into the Club's gaming room. The Committee is perfectly entitled to continue to locate the SWP machine alongside the Club's gaming machines and restrict access to the room to persons over the age of eighteen.

Alternatively, the Committee may wish to locate the SWP machine outside of the gaming room so that persons under eighteen can use the machine until such time as the machine has an age limit of eighteen imposed.

Q Each year our club holds one or two events, the admissions to which have, in recent years, been by 'ticket only.' We have some members who question this and say that they must be allowed to enter the club, even if they do not wish to buy a ticket. We would appreciate your clarification of this matter.

A I confirm that it is in order for an event to be promoted at the club, the admission to which is by ticket only. A member of a club does not have an automatic legal right of entry to their club. Consequently, if a ticket only event is organised and promoted then members who do not wish to purchase a ticket may not enter a club at such an occasion. Ticket events are few and far between and in most clubs only take place on New Year's Eve. By selling tickets for such an event the committee will at least be able to manage the number of staff required and levels of entertainment and refreshments required etc., which otherwise they may not be able to do on what can be either a very busy or a very quiet night.

Fairwater Completes Refurbishment

The Fairwater Conservative Club, recently undertook a refurbishment scheme to their Lounge Bar and this month we have published a number of photographs, showing the end result.

'K and M Club Refurbishment', the sole Refurbishment Contractor and Furniture Supplier to the Association of Conservative Clubs, prepared and presented a design incorporating comfortable contract quality furniture, eyelet curtains and an Axminster carpet, with the main feature being a "Captain's type" large round table, with high back chairs to the bay window, predominately finished in a selection of blues and golds. The proposed scheme was enthusiastically received by the Committee and works were undertaken and completed in August 2023.

The property was built between 1860 and 1880 in the Sandstone Gothic style, sitting in extensive well tendered grounds and was initially the home of Robertson-David, a successful Cardiff timber merchant; becoming the Fairwater Conservative Club in 1941, when it was bought and generously presented by R.C. Evans, a Committee Member, and successful Local Building Contractor.

The main Lounge, reflected the quality of the outside of the building incorporating alabaster fireplaces, stained glass windows and a timber panelled ceiling. It was



Fairwater Conservative Club.

therefore most important that the new refurbishment, although needing to modernise the room, was sympathetic to its original features.

On completion of the works, Leanne Collis, Club Secretary, said "the room looks fabulous" and is now being enjoyed by the Club's members and their guests.

Kelly Woodward and Mike Godfrey, K and M Directors, would like to thank the Committee for the opportunity to work on such a historic building and hope that the Club continues to prosper.



Before.



After.





Before.



After.



Before.



After.



Before.



After.

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.

Over 50s an untapped market for recruitment, but fears of ageism proves a stumbling block

Seventy per cent of over 50s would consider a career in hospitality but 88% think the sector prefers to hire younger people according to a new survey from Rest Less, a digital community and advocate for people aged 50 and older.

Rest Less surveyed 1,000 of its job-seeking members aged 50 and older* to ask about their attitudes to working in the hospitality sector, and found that, despite positive attitudes to working in the sector, more than three quarters of respondents said that they would be less likely to apply for a hospitality job because they thought their age would count against them.

When asked what appealed to them about working in the hospitality sector, more than two thirds (68%) said they thought that their life skills would be useful and 68% said that the social aspect was appealing. Nearly two thirds (62%) said the opportunity to work with people of all ages would encourage them to apply.

However, when asked to list reasons why they wouldn't apply for a role in hospitality, 68% of respondents worried the hours would be too anti-social and that the role would be too physically demanding (46%).

Stuart Lewis, Chief Executive of Rest Less, said: "Older workers are understandably frustrated at facing long-term age-related barriers to remaining in and/or re-entering the workforce. However, with the hospitality sector searching hard for reliable, talented workers at the same time as unemployment is rising amongst older workers, now is the perfect time for



Fuller, Smith and Turner recognises the value of older workers. Pictured: Tracy Allen, a 52-year-old grandmother and Front of House Team Member at the company's Bay Tree pub in Burford

hospitality businesses to seize the moment and address the misconceptions about hiring older workers.

"With one third of the UK's workforce now aged over 50, and fewer young people entering the labour market, the average age of the workforce continues to increase. This makes age inclusive talent attraction and retention no longer a nice to have, but increasingly a

core part of any employers holistic workforce planning"

Commenting on the findings, **Dawn Browne, People & Talent Director at Fuller, Smith and Turner, said:** "As an industry, we need to work harder to shake off our reputation for being an unattractive proposition for older workers – something we have already had success with at Fuller's. For us, this age group is an essential and valued part of our workforce for a number of reasons – not least as they arrive with fantastic people skills and a natural flair for making customers feel at ease.

"We often have up to five different generations working in our pubs – which delivers more rewards than it does challenges – and building an inclusive workforce of which age diversity is a crucial component is a real focus for us.

"The hospitality sector struggles with misconceptions about working patterns and practices but the reality is that there is a huge variety of different types of roles available to suit a diverse range of needs. For example, we are recruiting for support centre positions as well as chefs, waiting staff and front of house team members – with many of these roles available on a part-time basis and with the flexibility to fit around life outside of work."

• restless.co.uk

• fullers.co.uk

Hospitality Skills Passport – trials in Liverpool

The Department for Work and Pensions (DWP) and UKHospitality have joined forces to create a new employment programme aimed at addressing labour shortages in the hospitality sector. Current vacancies stand at over 120,000 posts.

The Hospitality Sector-based Work Academy Programme (SWAP), with training provider Springboard, has now launched in Liverpool and is designed to upskill and match jobseekers with hospitality roles, offering fast-tracked training and work experience, enabling participants to earn an industry-recognised 'Hospitality Skills Passport'. The

industry accreditation has been recognised and endorsed by leading operators including Marriot Hotels and Greene King.

The pilot scheme is to be rolled out to other cities in England and Wales, including London, Manchester and Birmingham.

Participants will complete qualifications and accredited training in areas such as health and safety, food safety, licensing, and conflict resolution to add to their Hospitality Skills Passport – a digital pass which can be added to CVs to show employers jobseekers have the skillset required by the sector.

They will also receive training in confidence and assertiveness to build personal skills and strength.

Through practical, hands-on learning, jobseekers will reinforce their newfound skills with an opportunity to contribute to the industry from day one by completing work experience placements with some of the industry's largest employers.

The programme will culminate with a guaranteed job interview for all participants, helping jobseekers with a valuable progression opportunity to apply their new skills and a pathway to apprenticeships.

• gov.uk

Nation has its say on what makes a great roast dinner

Over a third of consumers (39%) enjoy a monthly roast dinner, with 'weekly' and 'every six months' in at joint second (23%), according to a recent survey by Lion Sauces.

Chicken reigned victorious as the centre plate option at 29%, closely followed by beef at 27%, and the nation's top condiment came out as mint sauce, with almost a third of diners (30%) enjoying the tangy condiment. Second was horseradish (24%), followed by apple sauce in third place (18%).

When it comes to sides, roast potatoes hit the top spot, with a quarter of diners (24%) choosing them as their favourite side dish, followed by Yorkshire Puddings (16%) and the humble carrot (12%), while 93% of people reach for the gravy boat when indulging in a roast dinner.

On the back of the survey, Lion Sauces advises clubs to indulge in nostalgic, comforting dishes this Winter. "Consider adding tried and tested dishes to your menu such as Stew or Roast Beef and Yorkshire



Chicken reigned victorious as the roast dinner meat of choice, closely followed by beef

Puddings to not only reduce food waste but benefit from the versatility, appeal and ease that comes with crafting classic dishes," said Sarah Lesser-Moor, Brand Manager at Lion Sauces.

The company has launched a new range of gravy granules, including Onion and Gravy for Beef. Both are suitable for vegetarians.

• aakfoodservice.com

Sun shines on drinks sales in clubs, pubs and bars

Warm weather and the Rugby World Cup helped operators and suppliers end September and start October in robust year-on-year growth according to CGA by NIQ's Daily Drinks Tracker.

Average sales in managed venues in the final week of September were +8% ahead of the equivalent week in 2022. That was followed by year-on-year growth of 4% in the following week.

Daily sales fluctuated in line with the temperatures and the dates of big matches in the World Cup and other sporting competitions. There was particularly notable growth on Sunday 24 September, when games for Scotland and Wales and Premier League fixtures triggered a year-on-year uplift of 16%, followed by double-digit increases on Monday and Tuesday (25 and 26 September), though sales tailed off towards the end of the week.

Sales climbed in line with the temperatures over the first week of October, with growth peaking at 6% and 7% on Wednesday and Saturday (4 and 7 October), the latter benefiting from temperatures in the mid-20s and England's World Cup fixture against Argentina.

Cider sales were up by 16% and 9% in the last week of September and first week of October respectively, with beer not far behind at +12% and +7%. Wine (+7% and +4%) and soft drinks (+5% and +3%) were in decent growth too, though spirits (flat and -5%) were in the red.

Jonathan Jones, CGA by NIQ's Managing Director, UK and Ireland, said: "The unusually warm weather has helped bars and pubs to claw back at least some of the sales they missed over a dismal summer of weather, and the Rugby World Cup has delivered fur-



ther valuable growth for LAD brands. It's very clear that consumers remain as eager as ever to drink out despite ongoing pressure on disposable incomes, and that bodes well for the all-important festive season."

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

Ceremony celebrates Scotch Whisky

Forty five new members have been inducted into international society the 'Keepers of the Quaich' at a ceremony held at Blair Castle in Blair Atholl, Perthshire, with guest of honour Kenton Cool being awarded the title of Honorary Keeper of the Quaich.

Keepers of the Quaich was established by the Scotch Whisky industry to recognise the outstanding commitment of those involved in the production, promotion or protection of the spirit.



To qualify, new Keepers must have worked in the industry for a minimum of seven years and the accolade is in recognition of their personal contribution to Scotch Whisky.

"Scotch Whisky was, and remains, the first global spirit and Keepers of the Quaich exists to recognise and celebrate the exceptional contribution of people working in all aspects of the industry, all over the world," said Ian Smith, Chairman of the Society. "At the ceremony we inducted new Keepers from no less than 15 different countries which demonstrates the continued popularity of Scotch Whisky."

The society's Spring Banquet takes place on March 25, 2024.

• keepersofthequaich.co.uk



Actor Dave Bautista has joined the Texas-based Devils River Whiskey Ownership Group, the newest member of its Devils Advocates. The group is involved in supporting the brand's social responsibility efforts and overall mission. Bautista is known for his portrayal of Drax the Destroyer in Marvel's "Guardians of the Galaxy" amongst other movies, and is also a celebrated wrestler with the WWE. He retired in 2019 at WrestleMania 35.

• devilsriverwhiskey.com



Creating the club's alcohol-free menu

With one in three visits to clubs now being alcohol-free, how can clubs create the perfect drinks offering to satisfy this demand? Club Soda offers the following advice.

Most people are taking days off alcohol, especially at the beginning of the week. And even at the weekend alcohol consumption is declining. So how can you keep people coming in and spending at the club?

Creating a good alcohol-free menu does not mean stacking the shelves with soft drinks. Adults want drinks designed for a grown-up occasion, and lower in sugar. Next to water, one of the healthiest things you can drink in a club is an alcohol-free beer. It has no sugar, is low in calories, and packed with vitamin B12. It could also be a favourite for your customers with type two diabetes. Adding in a low alcohol "table beer" or two may also be a good idea.

Venues that have upped their alcohol-free offer have found that they have:

- Boosted their footfall at lunchtime and start of the week.
- Increased group bookings, as everyone in the group will feel equally included.
- Built loyalty from customers who feel they have been treated well.
- Made sure everyone is included in celebrations and events.

What to consider when building your alcohol-free range?

- Make sure the quality of your alcohol-free matches your alcohol-full range. If you have beer on draught, then add an alcohol-free on one of your taps.
- Free up space in the fridge for premium alcohol-free drinks by moving out pre-mixed cordials. You could buy some cordials and syrups instead, that can sit ambient on your back-bar to be mixed with soda at the bar into satisfying halves and pints. These long hydrating options are also good for alcohol drinkers.
- Make sure your alcohol-free drinks are easy to find on the menu. As this space grows, positioning low and alcohol-free in its own section and by category is worth doing.
- Offer alcohol-free wines by the glass and the bottle. With a good preservation device, they will last as long as their alcohol-full counterparts.

• clubsoda.co.uk

Young adults are more likely to drink at high risk levels

Young adult drinkers are more likely to binge drink and drink at high-risk or possible dependent levels compared to the rest of the population, according to new research by Drinkaware.

The research surveyed 5,213 young adults aged 18 to 24 over a six-year period and revealed that while more young adults are not drinking alcohol, rising from 14% in 2017 to 21% in 2023, four in five (79%) still drink alcohol. Young adults who drink alcohol are more likely to binge drink (74% vs. 63%), and they are twice as likely to drink at high risk or possible dependent levels compared to the rest of the population (11% vs. 6%).

The survey also found that compared to drinkers aged 25 and over:

- Young adult drinkers are more likely to screen positive for anxiety or depression (43% vs. 26%).
- Young adult drinkers are more likely to experience memory loss (40% vs. 19%), morning cravings (14% vs. 4%), and failure to meet their usual responsibilities (24% vs. 12%).
- Young adult drinkers are more likely to drink alcohol on nights out with friends (84% vs. 74%) but less likely to drink alone at home (43% vs. 52%).
- Young adults drink less often, at least once a week (46% vs. 56%).

Karen Tyrell, the charity Drinkaware's Chief Executive, said: "It is really encouraging to see more young adults choosing not to drink and those that do,



drink less often. These positive trends are welcome, but we must be careful that they don't mask some of the more concerning drinking behaviours that still exist. Young people are still more likely to binge drink than other age groups and suffer from memory loss and depression, linked to their drinking.

"We must ensure that young people's drinking habits are not ignored, and they are properly addressed as part of any new alcohol strategy. We need to normalise conversations around alcohol, making it easier for people to speak up and get help if they are worried about their own or others drinking."

• A full copy of *The Sober Myth: Are Young Adults Really a Generation of Non-Drinkers* is available to download for free at www.drinkaware.co.uk/research/research-and-evaluation-reports

Hogs Back Brewery celebrates hop harvest

More than 3,500 guests celebrated the Hogs Back Brewery Hop Harvest at the Surrey-



based brewery, enjoying a weekend of beer, food, live music and family entertainment.

Entertainment included live performances from six bands, a family-friendly TEA Party with a circus workshop, archery, Mr Magic show, farmyard animals and dray rides around the Hop Garden.

Across the weekend, guests enjoyed the full range of Hogs Back beers, including Green TEA – a variation of the brewer's flagship Tongham TEA, brewed with fresh 'green' hops straight from their hop garden. In line with Hogs Back's ambitious sustainability aims, no single use plastics were used, replaced with reusable or compostable items.

Rupert Thompson, Hogs Back Managing Director, said: "Every year, we say we've just had our best Hop Harvest Party ever – and it's always true! This year we had more guests than ever before, more bands on the Festival stage, fabulous entertainment for families – and we enjoyed nearly all of it in glorious sunshine."

Hogs Back has harvested 6,000 hop plants this year, from its garden, occupying 8.5 acres of prime farmland next to the brewery.

• hogsback.co.uk

Bar trends across Europe – shifts and opportunities

Graeme Loudon, CGA by NIQ, presents five of his top insights on the big trends for bar operators, suppliers and manufacturers to watch.

1. Targeting the right consumers is key

CGA by NIQ's Europe-wide REACH research highlights the enduring appeal of bars, pubs and restaurants, but there are signs that some people—especially those worst affected by the cost of living crisis—may be reducing the frequency of their visits. This makes it essential to identify and understand the core of consumers who are maintaining or increasing their frequency and spend—many of whom can be found in the 18 to 34 age group. Nearly half (48%) of adults in that category say they will go out more often over the next 12 months, compared to only 18% of those aged 55+. Precise targeting of these highly engaged consumers is vital in the months ahead.

2 The on-premise delivers affordable treats

Consumers across Europe view bars and restaurants as places to treat themselves, especially at a time when discretionary spending is under pressure. Well over (56%) of European consumers agree that eating and drinking out is an 'affordable treat', so finding the sweet spot of indulgence and value will be a powerful route to growth over the rest of 2023 and beyond.

3 Quality over quantity

While visitation levels are good, some consumers are buying fewer drinks when they visit the on-premise. But although they're drinking less, they're drinking better. Asked about their intentions with a set amount of money, two thirds say they would buy either one super-premium drink (19%) or two premium drinks (46%)—much more than the number (36%) who would buy three or more drinks of lower quality.



4 Cocktails continue to sparkle

Consumers' appetite for treats means that interest in cocktails remains high. But it's important to remember that tastes vary widely around the world. For example, European cocktail consumers prefer sweet and refreshing options like Aperol Spritz, while strong and short serves like Whiskey Sour are more popular in Asia.

5 Bartenders can drive sales

In a competitive market, it's crucial to understand consumers' paths to purchases and the best ways to influence them, in particular the power of recommendations from bar staff. A third (33%) of consumers consider this important when they make their choices. Suppliers that support bartenders' knowledge and skills can get a head start in the battle for recommendations.

• cgastrategy.com

Cask Ale is the core of club and pub culture, says survey

Cask ale is seen as essential to the UK's club and pub culture by four in five (80%) UK drinkers, according to a new survey.

The study, conducted by Greene King Brewery, showed that despite the rise in prominence of alternative drinks such as lagers and ciders, the vast majority of British beer fans still believe cask ale plays a vital role in the UK club and pub landscape.

Almost half of respondents (43%) see a pint of cask ale as being the freshest drink you can order at the bar, more so than a pint of lager (36%) and notably more than a cold pint of coke (14%).

Beer fans are also open to trying new drinks, with the enjoyment of discovering something new and enjoyable to drink the most popular reason for trying cask ales, according to almost a third of UK beer drinkers (30%).

Aside from wanting to expand their choice of



drinks, almost three in 10 (27%) respondents drink cask ale because they value the brands that brew it, while more than a quarter (26%) enjoy drinking cask because of its superior taste.

• greeneking.co.uk



Mocktail range from J₂O

J₂O has expanded its offering with ready-to-drink Mocktails, launching a three-strong premium range of non-alcoholic options. Strawberry & Orange Blossom Mojito, White Peach & Mango Daiquiri, and Blackberry & Blueberry Martini flavours.

Adam Russell, director of foodservice and licensed at Britvic, said: "We know that consumers are looking for more premium experiences when they visit on-trade outlets, and the launch of J₂O Mocktails now offers consumers the great taste of their favourite cocktails, all in one convenient non-alcoholic can. The canned format of our J₂O Ready-To-Drink Mocktails also ensures that bartenders are able to produce consistent serves every time – ensuring no compromise on taste or quality, even when the bar is busy."

• britvic.com

CMBC announces partnership with Stonegate Group



Carlsberg Marston's Brewing Company (CMBC) has announced a long-term commercial and logistics partnership with Stonegate Group, the UK's largest pub operator.

From Spring 2024, CMBC will become Stonegate Group's new logistics partner, managing all keg and cask deliveries to Stonegate Group's managed estate. CMBC and Stonegate Group are working together closely to ensure a smooth logistics transition, and this expansion of CMBC's in-house logistics network will see 29 new vehicles added to the company's fleet, as well as investment in capacity at a number of depots nationally.

The move is expected to create around 100 new jobs within logistics, including in distribution and warehousing.

Stonegate Group's managed businesses including chains such as Slug & Lettuce, Social Pub & Kitchen, Be at One and Craft Union.

• carlsbergmarstons.co.uk

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5th Generation Prescott Becomes Morpeth Member

Miss Keira Leigh Prescott was recently granted Membership of the Morpeth Conservative Club. This means that Keira is the 5th generation of her family to be a Member of the Club.

Her father, Club Chairman James Prescott, was on hand to present Keira with her new Club Membership Card to mark the occasion.



Salisbury Welcomes New Steward and Stewardess

The Salisbury Club, Droylsden, Manchester would like to give a big, warm, Salisbury club welcome to their newly appointed Steward and Stewardess.

Chris and Adele joined the club team on 13th October 2023 and already have a busy few months ahead, including the club

Halloween party, the Chairmans fundraiser for the Royal British Legion, and an ABBA Tribute night.

The Committee Team wish them both great success in their new roles and will be soon organising a welcome event for club members to meet them both.



Adele and Chris behind the bar.

Denton Conservative Club Hosts Macmillan Coffee Morning

The Denton Conservative Club, Greater Manchester, joined the Macmillan Cancer Support nationwide coffee morning by holding a full day of events, including a coffee morning and Bingo bonanza evening.

Members were treated to tea, coffee, and prosecco along with cakes and biscuits. A tombola was also held.

Denton Conservative Club Bar Manager, Allison Johnson, would like to thank everyone who supported the fundraiser. A whopping £755.00 was raised by club members for Macmillan, who offer physical, financial and emotional support to people with cancer.

Thank you poster.



Charlie's Bar

Vice Chairman of the North West Area Conservative Clubs and Wallasey Central Conservative Club Treasurer Charles 'Charlie' White sadly died earlier this year.

In recognition, the Wallasey Central Conservative Club have named a Club bar after him.

Here, Club President Cal Forber explains how it happened:

In 2006 our Treasurer Charlie White approached the committee with the idea to mark the clubs Centenary by having an extension built on the side of the club which would overlook the Bowling Green.

This was discussed in great detail, especially how this extension would improve and benefit the club and its members, the committee agreed, and plans were drawn up.

Planning permission was granted, and the extension was built. A bar was needed to serve the new extension and after several very expensive quotes, Charlie offered to build the new bar himself 'free of charge' saving the club a huge amount of money!

With the permission from the committee the bar was built.

Charlie poured his heart and soul into creating this bar; it was a major undertaking which involved extending the existing bar into the new extension space, whilst maintaining the look and feel of the main club lounge, no mean feat!

The extension and bar that serves it has become a great feature to the club and is enjoyed by all of our members and guests.

When the extension was opened, it was Christened 'Charlies Bar' and has become an everlasting tribute to a great man! He is as much a part of this club as the very bricks and mortar it's built from.

When Charlie sadly passed away earlier this year, it was suggested to the committee that we put up a picture of Charlie and a copy of the letter recognising his past efforts and devoted service from Rishi Sunak just as a happy reminder of the great man he was, and as a reminder of the man who did so much for our club and the Conservative Association.

The ACC cannot think of a better memorial to Charles White than to have his own bar named after him at his Club.



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Pages From The Past

In this month's Pages From The Past we go back to May 1929 for a report on the Norfolk House Constitutional Club, Peckham, which had recently been the winning applicant in that year's ACC Political Challenge Award.

The article is an overview for the activities and events which had taken place at the Club. The actual Club building is quite unusual, set within a residential street in

South London but with a large hall built on the back of the Club where meetings still take place.

The Club is currently going from strength to strength and is undergoing a significant face lift of the front and entrance of the building (see below) following financial support provided from the ACC. We have no doubt that the Club has a very strong future ahead of it.



THE ACE OF CLUBS.

How the Norfolk House Constitutional Club won the A.C.C. Political Challenge Banner.

[By G. E. M. WALKER.]

After winning a Certificate of Merit in the A.C.C. Political Challenge Banner competition for three years in succession, the Norfolk House Constitutional Club, Peckham, has established a new record by winning the premier award in the fourth year. As a proof of sustained, intensive and increasing political enthusiasm and activity, this record will be hard to beat. Yet the work has been done for the good of the Conservative Cause, and the winning of recognition has been a secondary consideration. In the Club's entry for the competition for 1928, these words are used:—

"It would be idle to say that our ambitions have not been to qualify deservedly for the high distinction of winning the Challenge Banner itself, but we do claim that, whether that blue ribbon had existed or not, our activities for the furtherance of the Cause would have been carried out just the same."

The Club stands on the borders of two South London constituencies, Peckham and Deptford, from which it draws the bulk of its members. Its premises consist of a large and comfortable, late-Victorian house, at the back of which a spacious Meeting and Concert Hall has been built. Nevertheless the premises are not large enough for a big membership, and this has to be limited to 250. Of the present membership of 236, 166 belong to the local Conservative Associations—an excellent record in view of the fact that many members live outside the two constituencies named, and are subscribers to other Associations.

The Club subscribes direct to the two local Conservative Associations; the National Union; the A.C.C. and the local Women's Unionist Association. In addition to its own political activities, the Club is a centre for those of the other Conservative organisations in the district. The Women's organisation meet there at least once a month; Ward Committees hold weekly meetings, and the J.I.L. is specially provided for whenever the request is made.

Political Rallies.

The Club has a strong Political Committee, whose principal activity takes the form of monthly "Political Rallies," which are held in the Norfolk Hall attached to the Club. Beginning originally with an average attendance of 20 or 30, these Rallies have been persevered with and have grown until now it is an exception for the Hall not to be filled to overflowing. The writer of these notes has vivid memories of the coming-of-age of these Rallies, the 21st of which was held so long ago as the

autumn of 1927; and of another, a little later, which was described as a "Philip Stott College Students' Night."

One thing which especially has endeared this Club to the heart of the writer, has been its enthusiasm in regard to Political Education, and the fact that by means of donations, special Whist Drives, and other adventitious aids, it has raised a fund to send members of the Club to the Philip Stott College. On the occasion referred to above, the Chairman and all the speakers were ex-students of the College, an address was given by the writer, in the light of his position as a Lecturer at the College, and the platform was entirely occupied by men and women from all over the district, who had been students at that institution. The combination of enterprise and foresight which made such a gathering possible, and drew together some hundreds of people, to most of whom the College was only a name, was a proof of the hold which this Club has upon Conservative thought and energy in the district.

THE A.C.C. POLITICAL CHALLENGE BANNER.



Awarded this Year to the Norfolk House Constitutional Club, Peckham, S.E.

Other Activities.

From Education to a Library is a short step, and it is no surprise to know that the Club has a substantial Library, including a large number of political works, of which there is a large issue every week. There is also a Debating Circle, which, it is true, does not confine itself to purely political subjects, but by a judicious admixture of that which is serious and that which is a little more airy, is developing the platform and argumentative abilities of its members.

The Eternal Youth.

Despite any possible, but improbable, charge of making invidious distinctions, these notes cannot be concluded without a reference to one who, probably more than any other, has inspired the political work of this Club. Mr. Richard Ellison, Secretary of the Club, and Hon. Secretary to the Political Committee, has reached an age when most men would hand on the torch to others, but he has persevered through three years of the winning of Certificates of Merit, to this fourth year, when the highest award is given to his Club. When the Agent for the Division writes that "*the political side of this Club is its strong side, in fact it is a real Political Club and a source of the greatest help to me.*" all who understand political organisation will appreciate the full significance of that testimonial and will realise how much is due to a Political Secretary who has always realised, and has never allowed the members to forget, that the only justification of a Conservative Club is the service it can render to the Party.

VETERAN CLUBMAN'S DEATH.

Conservatism has lost a stalwart supporter by the death of Mr. Frederick Parker at Overstrand, Norfolk. Mr. Parker, who was in his 85th year, was formerly a prominent Conservative Clubman at Streatham, worked hard for the formation of the Conservative Workers' Club there and was its first Treasurer.

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