

CONSERVATIVE CLUBS MAGAZINE



September 2023 75p



Northampton Conservative Club Fundraising Success

ACC Sends Complimentary Portraits To Every Club

How To Promote Your Club Using Social Media



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Message From The Chief Executive

The availability of prints of His Majesty King Charles III and The Rt Hon Rishi Sunak MP, The Prime Minister, has been an ever-present question for ACC Clubs over the past year and I am delighted to reveal why on this occasion the availability of these prints has taken longer than usual.

You will see across the page the formal notification that the ACC is automatically sending every ACC Club one each of these prints entirely free of charge. Arranging such a project has been an undertaking but I am delighted to see it come to fruition. This is the first time the ACC has organised a distribution as extensive as this project.

Clubs which receive two or more magazines are likely to have already received the prints and Clubs receiving one magazine will find them included

with this copy of the Magazine. Please accept our apologies if the September Magazine has arrived slightly later than usual – we can logistically only send out an upper amount of magazines and posters each day.

The ACC always seeks to assist our Member Clubs and in the case of the financial support we offer, this translates into immediate and obvious benefits for the affected Clubs. We still however always look for ways that our actions can benefit all ACC Clubs, regardless of their specific financial strengths and weaknesses. It is, of course, correct that the majority of our time and efforts are focused on those Clubs with the greatest need but I hope Clubs will welcome the free distribution of these prints, which provides the ACC with a new model for these types of projects moving forwards.

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August 2023

Dear Secretary,

Complimentary Official Portraits

Please find enclosed two complimentary portrait posters of

- His Majesty King Charles III from his Coronation
- The Rt Hon Rishi Sunak MP, The Prime Minister and Leader of the Conservative Party

In previous years, such portraits have been made available for sale through the ACC but the Council of the ACC decided that complimentary portraits should be sent to all affiliated Clubs for framing and mounting within every Club.

Those Clubs which receive one copy of the Magazine each month, will also find enclosed the September edition of the ACC Magazine. For Clubs which receive a greater number of the ACC Magazine, these will be sent to you under separate cover in the usual way.

Yours sincerely,

Lord Smith of Hindhead CBE
Chief Executive

To: The Secretaries of all Affiliated and Inter-Affiliated Club

CLUB LAW AND MANAGEMENT

Extension of Temporary Off Sales Until 31 March 2025

Further to our previous articles on the consultation outcome of the Licensing Act 2003 Regulatory Easements Consultation, the Government have provided the following update in relation to off sales.

The Government initially stated that they were not going to extend provisions of the pandemic and that they were due to expire on 30 September 2023. However, they have now decided to extend the temporary off sales regulatory easements (set out in the Business and Planning Act 2020), until March 2025; in order to continue to provide vital support to the hospitality sector. The Government's aim being to "allow the hospitality sector to maximise every opportunity to recover fully from the ongoing residual effects of the pandemic".

Please note, there has been no change to TENs and next year numbers will revert back to pre-covid levels, this being 15 TENs in total for a premises and 21 days per year.

A TEN is required if you intend to carry out a licensable activity on unlicensed premises or operate outside the terms of your existing premises licence. The latest update means a venue will have the ability to give 15 TENs per calendar year (reduced from 20), covering a maximum of 21 days (reduced from 26). The rationale behind this adjustment, as stated by the government, is the relatively low take-up of TENs recently. As of 31 March 2022, there was a 33% decrease in TENs compared with the year to 31 March 2018.

Gambling Act Consultation

The Gambling Commission has launched a consultation regarding the Gambling Act Review.

The areas that will potentially impact clubs are:

- Cashless payments on machines – there is a prohibition on the use of debit and credit cards on machines which is viewed by some as outdated <https://www.gov.uk/government/consultations/measures-relating-to-the-land-based-gambling-sector/measures-relating-to-the->

land-based-gambling-sector#chap3

- Category D machines – over 18 only to play which is already in a voluntary code of practice – very few Clubs have these type of machines.

The other item which has yet to be consulted on is a review of stakes and prizes. Nothing has yet been formally proposed.

The majority of the Consultations to date are around machine entitlements in Adult Gaming Centres and Casinos which have no impact on Clubs.

Using Social Media to Promote the Club

Introduction

The use of social media platforms as a means of finding information and making decisions about where and what to eat and drink is now widespread. With more than 200 million posts tagged #food and 23 million with #drinks annually, food and beverage photos are easily some of the most popular types of content on Instagram. It's very likely that your customers are posting with or without your interaction.

When 88% of people are influenced by reviews and online comments, having an intentional digital strategy is important to your club and the promotion of its food and drinks offer. And it isn't only younger consumers who use social media for these purposes.

If you're just getting started on your social media accounts, make sure pertinent information like your hours and contact information can be easily accessed on your profile – don't just put this on your website and passively hope it will generate responses from members, potential new members or their families.

But, don't you have to be a geek to do this?

Perhaps you feel all this is a bit too difficult, or beyond your ability, needs to be done by an 'expert', a 'geek' – anyone aged under 12! If so, then use this 'How To' booklet as a template and instruction manual for an online solution provider. Whether it's DIY social media or you employ an outside provider, you can't afford not to engage with members, *potential members and guests on social media – particularly if you want to attract and keep younger members.*

What is 'social media'?

Old media

News, entertainment and advertising reaches us through newspapers, magazines, TV and the cinema. Content is controlled by a small group of individuals and organisations.

New media

News, entertainment and advertising can be made available to people through the Internet, perhaps through the Club's website or local news websites.

Social media

New social media websites such as Facebook, Twitter, Instagram and YouTube now enable everyone with a computer, a tablet or a smartphone and Internet access to share news, information and promotional content with club members, friends, family, colleagues and the wider world.

Save time and effort with Social Media management processes and tools

When you take the time to plan your social media in advance and invest in tools that help to save you time and effort, you are far more likely to achieve the positive results you hoped for.

Here are some top tips for getting organised with your social media:

- **Invest in Social Media Management Tools**
 - o Setup an account with an online social media management solution provider (e.g. Hootsuite or SproutSocial). These free or low-cost solutions enable you to send social media messages to all your accounts and keep tabs on your customer communications across the channels from a single dashboard. These tools can be used on your PC or Mac and via an app on your smart phone.
- **Plan in advance**
 - o Once every two weeks have a social media planning meeting or brainstorming session where you drum up ideas for new competitions, status updates, stories and important promotional messages you want to share online. Then save time by scheduling your posts in advance using a social media management tool.

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to discuss how we can make your life easier

- **Get your wider team involved in creating content**
 - Don't burden one person with the sole responsibility of researching, creating and sending out all your social media posts. When it comes to social media content creation, several heads are definitely better than one. Brainstorm ideas together at your club committee planning sessions and share the content creation tasks. For example, make different committee members responsible for photographing your weekly specials or for taking photographs at events.

How Social Media can help your Club

- **Increase awareness of your club, its restaurant and other leisure facilities**
 - When your social media fans and followers talk about, follow, like or share your social media profiles or content, potentially thousands more people will also see those public mentions of your club. Running a competition, making a special offer or advertising on social media also helps to increase awareness of your business.
- **Create a buzz about your latest food and drink offer**
 - You can post photographs, video and engaging text updates on your social media accounts to draw attention to your latest menu items.
- **Get customer feedback and insights**
 - Today's customers love it when you ask for their opinion on your business. Use social media to find out what your members and guests think about your new drinks or menu items. Thinking of running a new darts, snooker or live music evening? Why not ask your customers' first or invite them to suggest an alternative type of event for your club?
- **Promote your events**
 - Talk about the seasonal events you're hosting, e.g. Christmas, New Year's Eve, Halloween - it's not just for kids! Social media also provides a quick and easy way to promote your regular music gigs or football and other sports screenings.
- **Update customers on your latest news**
 - Have you refurbished your bar or restaurant area? Did you raise money for your favourite charity this month? Whatever your news, make sure to take a photograph and post it with a short news update on your social media accounts.
- **Encourage sales with offers and specials**
 - Fill those quiet periods by promoting specials or offers across your social media accounts.
- **Make it easier for customers to recommend your business**
 - Google+ and Facebook allow members and guests to star rate and review your club.
 - Google+ ratings are especially important as they can also help improve your search engine rating.
 - If you don't have any social media accounts, you are also far less likely to be mentioned and linked to in your customer's social media conversations.
- **Promote job vacancies**
 - Mention new job posts on your social media accounts and encourage your existing staff to share vacancy information with their friends and family.
- **Connect with other businesses and your wider community**
 - Win more friends and fans online when you rave about your top suppliers and name check other local businesses. People love to share positive comments about their business, so spread the love and you could end up with a win-win situation for both parties.
- **Monitor your competitors**
 - Keep a close eye on your competitors by following or reviewing their social media accounts on a regular basis.
- **Build a customer database**
 - Add a newsletter signup form to your Facebook page so you can build your customer database and stay in touch with your customers via email.

Understanding a Club's Finances

Financial controls

Getting 'the numbers' right is the key to running any successful club. Understanding basic business percentages will enable you to know whether you're spending too much on wages and fixed costs or whether your gross profit margin is enough to cover your costs and give you a profit/surplus.

Financial controls are crucial. The purpose of financial controls is to enable you to:

- Manage cashflow
- Control costs
- Design a pricing structure
- Plan to make a profit

The key instruments of financial control involve accurate bookkeeping and stocktaking and an understanding of key concepts:

- Profit and loss
- Breakeven point
- Gross profit and net profit
- Product costing and pricing

Accountancy services

The extent to which an accountant or a bookkeeper will provide you with services will depend upon your own skills and preferences.

An accountant can assist you with:

- Choosing a bookkeeping system
- Preparing VAT returns
- Operating your payroll (wages, tax and NI)
- Profit and loss accounting monthly/quarterly/annually
- Business and cashflow forecasting
- Advice on pricing
- Preparation and submission of annual tax returns

What do you need to record?

Income – bar, food, room hire, machines

Expenditure – cash and cheque payments, e.g., wages, suppliers

Banking – cash, cheque, credit/debit cards, BACS

Terminology

To understand and to control your club's finances you need to understand some basic terminology and how to make some simple calculations.

Definitions:

Retail price: what the customer pays including VAT.

Sales price: the cost of the product excluding VAT.

Cost of sales or cost price: the cost of the product excluding VAT.

Gross profit: the sales price minus the cost price.

Net profit: gross profit minus other business expenses.

VAT: 'value added tax' collected on behalf of HMRC.

Fixed costs: business costs that always remain the same, e.g., rent.

Variable costs: costs that vary with the volume of the business, e.g., wages

Profit & Loss Account (P&L Account)

A profit and loss account is a snapshot of a business' performance.

- Used in conjunction with cashflow forecasts and break-even analysis it is useful for determining the courses of action required to maintain or attain profitability
- It can highlight where costs are too high and how the business is performing against its P&L forecast
- Usually determined as an annual account, it can be done over shorter periods of time and it details what sales have been achieved, at what GP, less overheads to give an overall NP figure (before tax)

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CLUB LAW AND MANAGEMENT

◀ From page 5

Aim to base your income and cost percentages on the following model:

	%age
Sales Income:	100
Less: Cost of Sales:	50
Less rent/mortgage:	10
Less wages:	10
Less other costs:	20
= Net Profit:	10

Differences between P&L and cashflow

Cash flow is the movement of money in and out of the club. It is useful when planning the funding requirements of the club, either on a short or long-term basis, by forecasting the cash that is expected to come in and go out of the account.

On the other hand, profit & loss is the effect of all the cash movement i.e. total sales minus total overheads will equal the overall profit/surplus of the club.

Profit & Loss Account

This example of a Profit and Loss Account shows how it can be applied to the sales and expenses of a Club over a 12 months' period:

Profit and Loss Account	
Takings	250,000 (Gross Sales)
Less VAT	51,666 (VAT Output)
=	208,334 (Net Sales)
less Cost of Sales	104,167
=	104,167 (Gross Profit)
less Overheads/Expenses:	
rent	20,833
wages	16,667
rates	2,000
insurance	3,000
electricity/gas	8,000
telephone/broadband	1,000
cleaning materials	3,000
bank charges	2,000
professional fees	5,000
motor exp	2,500
repairs & renewals/equipment	10,000
print/post	2,000
advertising	5,000
sundries	3,167
Total Overheads	84,167
£104,167 (Gross Profit) - £84,167 (overheads) = £20,000 (Net Profit before tax)	

Break-even point - The break-even point is vital in understanding whether a club should put on a 'special' or a 'regular' event, as well as in helping you to understand how profitable the club is on a daily basis. The break-even point is the point at which all running costs have been covered without making either a profit or loss. It is a way of calculating the volume of sales required just to keep the club running. Any amount above this level gives a profit and below puts the business in a loss situation.

Calculating the sales price and retail price from the cost price

You must know:

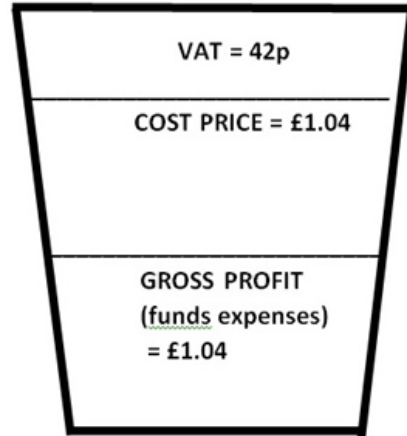
- the cost price
- the target Gross Profit percentage.

Cost + Gross Profit = Sales Price (net of VAT). Sales Price + VAT = Retail Price.

Assume: Cost price of a drink is £1.04. Targeted Gross Profit is 50% = £1.04. This equals the sales price (without VAT) of £2.08. £2.08 x 1.20 (to add VAT) will result in the retail price £2.50. This is how for a drink costing £1.04 to purchase the Club should be selling it for £2.50 to create a gross profit for the Club of £1.04 or 50% of the sales price. If the Club's Gross Profit is under 50% this is likely to create profit & loss difficulties for the Club.

Example Illustration of a Pint Sale

Sale Price £2.50



Remember, VAT is not retained by the Club; the cost price is paid to the brewery for the pint in the first place. The Gross Profit of £1.04 made per pint therefore has to pay for all of the Club's expenses and, hopefully, allow the Club to yield a profit at the end of the year. Do this analysis with the products you sell – if the Gross Profit is too low (and it should be even to that of how much you are paying for the stock) you need to increase the Sale Price. There are some products which will yield a higher gross profit for the Club and some which may have a lower Gross Profit. When averaged out, the Club should be aiming to achieve a minimum Gross Profit of 50% across all of its products. There is no point achieving a high Gross Profit on a spirit which is rarely sold if the most popular pint of beer only has a Gross Profit of 35% since the average will never be the 50% which is required to fund the Club's expenses.

St Neots Holds Fundraising Day for Breast Cancer Now



The St Neots Conservative Club has successfully held a Breast Cancer Now fundraising day in August. The Committee planned the day and organised an tea, coffee and cake afternoon. Alongside was a grant raffle and guessing games in order to raise funds for this important cause. Over 70 people attended the

event and almost £900 was raised in total. The pictures are of the hard working committee and some of our guests enjoying Tea & Cake and entertainment.

Breast Cancer Now is a UK charity providing world-class research and life-changing care for people affected by breast cancer.



Dunscar Conservative Club Raises over £2,500 for Charity

A charity night hosted by Roger Royle and Mick Warren at Dunscar Conservative Club has raised a fantastic £2,616.

The pair organised the event, which included performances by The Replays and Elvis (Nick Vegas), a raffle, and a pasty and peas supper, to support local people living with life-limiting illnesses, and their families.

Reflecting on the charity night, Roger and Mick said: "Thanks to everyone who bought tickets and joined in the raffle. A wonderful evening was had by all! Special thanks to anyone who helped out on the night, to Dunscar Conservative Club, local businesses who donated raffle prizes, and those who donated.



Story and Picture Credit: The Bolton News.

Benfleet Coronation Photos

Finishing off our collection of Clubs celebrating the Coronation, we are pleased to present these photos from Benfleet Conservative Club.



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.

Sustainability is key to attracting and retaining hospitality staff, says report

The latest report from food service technology provider, Nutritics and CGA by NIQ, reveals that better sustainability credentials and communication could hold the key to helping attract staff, reduce turnover and increase retention.

More than nine in 10 (94%) hospitality professionals say that living an environmentally friendly and sustainable lifestyle is important to them. This is notably more than the 70% of consumers who say they actively try to lead an environmentally friendly lifestyle.

While a competitive salary, recognition and job satisfaction are typically key motivators for employees to consider staying in a role, almost all employees surveyed (94%) say that a company's commitment to social and environmental responsibility is a significant factor when deciding where to work, and half (50%) say they have accepted one job over another partly because the company was more sustainable.

Sustainability is also seen as crucial to retention, with 84% of hospitality professionals saying they would be more likely to stay in their job for longer if their employer has, and continues to create, a positive environmental impact.

Steps clubs can take

The report seeks to point businesses in the right



direction, by asking hospitality workers what they feel are the most important subjects to tackle.

Recycling, reducing food waste and sustainable

packaging (91%) emerged as the top priorities, so better stock planning and menu management, making recycling facilities easy and visible, cutting the use of plastic and identifying recyclable alternatives are all ways in which an employer can demonstrate their responsibility.

There is also a real enthusiasm for staff training and education (87%), a welcome sign that frontline teams want to be part of the sustainability journey.

Stephen Nolan, CEO of Nutritics, said: "As we show in this report, good sustainability practice can be a very powerful recruitment and retention tool.

"There's a lot more for operators to do, but what's clear is that they have real opportunities to engage their people and go on this sustainability journey together. Staff are willing helpers on the mission to make hospitality more sustainable – they're personally committed and grasp consumers' concerns, so giving them the freedom to suggest and deliver initiatives can accelerate meaningful change."

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

'Unapologetically Bold' film series launches

Award-winning second generation alcohol-free spirits brand CROSSIP, has launched the first three films of a new series, sharing real stories 'to inspire and explore what it truly means to be unapologetically bold'.

CEO & co-founder Carl Anthony Brown said: "We've been busy telling the story of our fantastic liquids for a while now, but felt it was time to tell the story of who we are as a brand.

"And the idea of being unapologetically bold is just so central to our story, that it felt right to look for others who have also overcome doubt, fear and insecurity to be successful.

Brown believes that the low/no sector should stop apologising for not having alcohol in drinks and 'focus on what we are bringing to a drink, not what we are removing'.



"We make amazing drinks which are awarded prestigious prizes for their taste, which consumers love and which are either great drinks in their own

right, or can be used to make incredible cocktails," he said.

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



Top priorities for Hospitality workforce

Results from The Drinks Trust's annual survey shows that 96% of the hospitality and drinks industry want to undertake professional development initiatives to help them in their career in the next 12 months.

Alexandra Miller, Education and Training Programme DEVELOP Manager at The Drinks Trust, said: "The research shows the workforce is hungry for tangible, measurable and worthwhile experiences that can benefit them in the long term. We're heartened to learn that there's a large population considering stress as a factor to address proactively. However, it also unearths a vital need for managers to talk to their teams more about resources available to them."

While over half of the industry's workforce benefit from some signposting to available resources, 40% of respondents are not spoken to by their man-

agers about their development or wellbeing at all.

DEVELOP Training Courses

The Drinks Trust launched its Education and Training programme, DEVELOP, in 2022 with the aim to bring new talent to the trade while helping people out of long-term hardship. It offers individuals educational opportunities, resources and bursaries to enter the industry or learn new skills to grow their careers.

Support includes a variety of training options, from generalist short courses for skills such as CV writing and customer service, to specialist courses in bartending, brewing and distillation amongst others.

The Drinks Trust, formerly The Benevolent, has been supporting the drinks industry since 1886.

• drinkstrust.org.uk

First ever collaboration beer for Timothy Taylor's

Artesian Elderflower and Gooseberry Pale Ale is Timothy Taylor's first collaboration beer in its 165-year history, launched with Derbyshire brewer Thornbridge.

Rob Lovatt, Head Brewer at Thornbridge, said: "We are incredibly proud to be the first brewery to work alongside Timothy Taylor's for a collaboration. Nearly everybody at Thornbridge regularly drinks Landlord, so to create a modern pale ale with them is really exciting for the whole team!"

Andy Leman, Timothy Taylor's Head Brewer, said: "It has been a pleasure to work alongside Rob Lovatt and the brewing team at Thornbridge to produce Artesian Elderflower and Gooseberry Pale Ale. They have a great reputation for their partnerships, and share our uncompromising passion for quality and consistency, so were a natural



choice for brewing our first collaboration."

At 4.2% ABV, Artesian is brewed using Crystal, Chinook and Amarillo hops, Pale Ale malt and wheat with the addition of elderflowers and gooseberries.

• timothytaylor.co.uk

YES gets a no, as complaint not upheld

A complaint made by the Wine and Spirit Trade Association against the Scottish National Party's YES Gin has not been upheld by the alcohol industry's Independent Complaints Panel.

The complaint raised concerns that the packaging did not communicate the alcoholic nature of the drink with absolute clarity and had a particular appeal to under-18s.

The Panel noted that while some elements could have been presented more clearly, such as the ABV of 40%, when considering the packaging in its entirety, the Panel stated there were several positive alcoholic cues.

Commenting on the decision, **the Chair of the Independent Complaints Panel, Nicola Williams, said:** "Producers should always ensure that product information is clearly displayed on packaging and is readable to consumers. They should also consider how bright colours could appeal to children. In this case, it was clear from the overall impression of the product it was an alcoholic drink and did not have a particular appeal to children."

• portmangroup.org.uk



All hail the beer garden, says new research

The optimal location for drinking a beer has been revealed to be the beer garden, with 9 in 10 Brits (89%) claiming a beer genuinely tastes better when sitting outdoors, according to new data from Ice Breaker Pale Ale, Greene King's new 4.5% ABV ale.

The survey of 2,000 Brits was conducted in August as the warmer weather returned to the UK, encouraging the UK public to head for their favourite drinking spot.

Alongside uncovering the beer garden as the perfect spot for making a drink taste better, the ideal time to consume a drink for maximum enjoyment was revealed to be 6pm, with a fifth of respondents (20%) choosing this post-work slot as the optimum time.

The research also revealed how hesitant UK drinkers are when it comes to trying new drinks, with over half (55%) of people saying they try a new drink once every six months or less.

Will Hemmings, Brewing & Brands Marketing Director at Greene King, said: "We believe Ice Breaker tastes brilliant wherever and whenever you choose to enjoy it, with the summer months offering the perfect time to enjoy a pint in a British beer garden.

"Whether it's an after-work drink or the beer garden that adds to that perfect pint experience, the first sip of Ice Breaker really says it all. Bursting with juiciness and tropical fruit flavours, Ice Breaker is the beer to choose this summer."

• greeneking.co.uk

Prosecco-perfect cocktails

To celebrate 2023's National Prosecco Day on 13 August, spirits specialists O'Donnell Moonshine, share their best prosecco cocktail recipes.

Pornstar Moontini

Ingredients:

- 30ml Passion Fruit Moonshine
- 60ml Vanilla Vodka
- 1 Tbsp Lime Juice
- 1 Tbsp Simple Syrup
- Serve with 25ml Shot of Prosecco

Recipe:

Add all ingredients to a cocktail shaker with ice and shake well. Strain into a chilled coupe glass. Serve with the shot of prosecco as a palette cleanser.



Will McSwiggin

Ingredients:

- 50ml Lemon Drizzle
- 100ml Prosecco
- 50ml Sparkling Water
- Lemon Slice and Mint Sprig



Recipe:

Put ice cubes in a glass and fill up with Lemon Drizzle, Prosecco and Sparkling Water. Garnish with a slice of lemon and a Mint Sprig.

Passion Fruit Sour

Ingredients:

- 20ml High Proof
- 20ml Lemon Drizzle
- 60ml Passion Fruit Juice
- 40ml Prosecco
- Mint Sprig



Recipe:

Pour High Proof, Lemon Drizzle and Passion Fruit juice over ice cubes into a tumbler. Top up with Prosecco and garnish with a Mint Sprig.

Described as an exciting brand where tradition meets a new world of taste, O'Donnell Moonshine is reviving the old tradition of illicitly produced alcohol in the 1920's prohibition era known as Moonshine.

• odonnellmoonshine.co.uk

Gold and Silver wins for Abbot Ale at GBBF



Abbot Ale is celebrating after winning Gold and Silver titles in the Champion Beer of Britain Awards at the Great British Beer Festival.

The premium cask ale brand scooped Gold in the Premium Bitters category and Silver in the Supreme Champion category.

Emma Hibbert, Head of Marketing for the Abbot Ale brand, said: "We are delighted to have secured these two titles for Abbot Ale, giving this beer the recognition it deserves. It is also a testament

to the passion, care and knowledge of our brewers who continue to create this delicious beer for everyone to savour and we hope it will continue to be as much-loved long into the future."

Forming part of Greene King's flagship portfolio, Abbot Ale was first brewed at the Bury St Edmund's brewery in 1951. It was created by the head brewer at the time, Bernard Tickner MBE, who passed away at the age of 93 in 2017.

• greeneking.co.uk

Elderflower liqueur from Bottlegreen and Edwards 1902

Bottlegreen premium cordial and Edwards 1902, the award-winning potato vodka, have created a superior-quality elderflower vodka liqueur.

Available in 50cl bottles with premium, wax-covered closures, the 20% ABV liqueur blends smooth, single-estate potato vodka with cordial containing hand-picked elderflowers to produce the first all-British co-branded elderflower liqueur.

Edwards vodka is made from King Edward potatoes grown locally to the distillery by co-founder Richard Arungel whose family have been farming potatoes for over a century, while bottlegreen cordial uses hand-picked elderflowers and Cotswold spring water drawn from an on-site spring.

Emma Hamilton, co-founder of Edwards vodka, said: "To partner with bottlegreen is a great opportunity. The new release results from a very clear meeting of minds. Both companies have a shared objective and, as importantly, a shared approach: Edwards 1902 places quality at the very heart of everything it does, and the same can be said of bottlegreen, and both brands strive to help make great-tasting, first-rate cocktails."

• shs-drinks.co.uk

• edwards1902.co.uk



Piri Piri Chicken Kebab



Fresh flavours in the kitchen with Lion Sauces

Made with premium ingredients and inspired by the latest trends and flavours from around the world, Lion aims to transform even the humblest ingredients into flavoursome meals.

Sarah Lesser-Moor, Brand Manager at Lion Sauces, said: “We want to take some of the work out of creating tasty, fun and flavoursome food that is bound to be a hit by providing that perfect finishing touch.

“Our premium Lion Sauces have been crafted to meet the latest trends and bring together flavours

from around the world, with our sauces, dressings and mayos the perfect way to bring some fresh, sunny zing to whatever you have on your summer menu.”

Another easy-to-execute but great to eat experience is the ‘tasty veg’ trend, says the company: “This is all about taking the humble vegetable to the next level – whether that’s a stunning salad or a tasty side. Also big this summer are Buddha bowls and superfoods – which are simple to put together with Lion Sauces.”

• aakfoodservice.com

Pidy – keeping it cool with frozen babas

Belgian pastry specialist Pidy has expanded its portfolio of convenient desserts with the launch of a new babas range.

Arriving frozen, they can be defrosted as required to prevent unnecessary food waste. Operators can choose from an original, mini or square baba, conveniently pre-soaked with rum so they’re ready to serve right away. The range also includes a non-alcoholic option, steeped in a subtle vanilla syrup, as well as an Irish Coffee alternative which has notes of whisky and coffee.

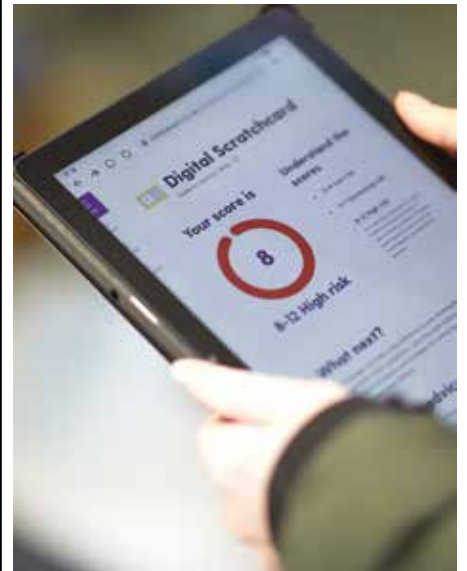
Fabien Levet, Commercial Manager at Pidy UK is excited about the new babas: “Rumbabas are the ultimate boozy dessert, ideal any time of year but especially delicious in the warm summer months. We’ve seen fusion food becoming a very popular trend, particularly within the desserts sector. With these pre-soaked babas, operators are able to offer a drink and dessert in one, for the perfect balance of alcoholic and sweet indulgence.”

• www.pidy.co.uk



Drinkaware publishes evaluation of ‘City Pilots’ project

Drinkaware has published the independent evaluation report of their City Pilots project, which aimed to help people identify high-risk drinking. This focused on two key areas, Salford and Bolton in Greater Manchester, identified as having higher levels of alcohol harm compared to the national average.



A partnership between Drinkaware, Achieve (an NHS community addictions service) and Budweiser saw teams take to the streets, inviting passers-by to assess their risk limits when it comes to their drinking habits and identify high-risk drinking in the area.

More than 435 people completed the digital Identification and Brief Advice (IBA) assessments, and of those that took part and completed the digital IBA, 31% were high-risk drinkers compared to the national average of 13%.

Where it was identified that people may need further help with their alcohol use, staff from Achieve were on hand to provide information, advice, and referral on to the most appropriate support and treatment.

The behaviour change impact on some of the participants was positive, with a participant from Salford saying, “It turns out I was a bit ‘over the limit’, and now I can cut down. It really enlightened me!”.

Examples of the positive changes included swapping one drink on a night out for a non-alcoholic version, switching to drinks with fewer units, and discovering non-alcoholic versions of their favourite alcoholic beverages.

Drinkaware CEO, Karen Tyrell, said: “It is important that on a personal level and as a nation, we can speak openly and without stigma about drinking habits, and working together with organisations like Budweiser and Achieve will allow us to strive towards tangible changes to the UK’s drinking culture so more people can lead healthy and happy lives.”

• www.drinkaware.co.uk/tools/scratchcardtool

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Northampton Conservative Club Donates Equipment To Community Stroke Team



A generous donation of £3,162 from members of the Northampton Conservative Club has funded some new equipment for the Community Stroke Team at Northampton General Hospital. Following the excellent care two of the club's longstanding members received while they were patients recovering from a stroke, they chose to support the team at NGH with their fundraising during 2022.

The money they raised has funded 20 x E Stim Machines and 2 x PACE FES (Functional Electrical Stimulation) Kits which are already making a massive difference to the care the team provides to stroke patients in the local community.

The community stroke team

provides a stroke rehabilitation service driven by highly skilled clinicians consisting of occupational and speech and language therapists, physiotherapists, nurses and rehabilitation assistants. After they are discharged from the hospital, members of the team visit a patient in their own home, working with them to develop a rehabilitation programme.

Together with the Club Chair, Andrew Lewer MP presented the money they raised to Jane Bennett and her colleagues, Rob and Tracey from the community team at a special function held in May. They took samples of the equipment to demonstrate how each is used with patients and how having more available enhances patient care and experience.

Jane Bennett, Highly Specialist Physiotherapist said, "There was palpable excitement when the E-stim devices were given out, with staff knowing that they would be able to use E-stim in a timelier way to facilitate their patients' treatment."

E-stim machines can decrease pain and inflammation, improve

circulation, and help muscles contract properly. The FES kits allow muscles that have been paralysed or partially paralysed by a stroke to move again. Jane added that one of the physios said, "It's made life so much easier already, just being able to access the equipment straight away, rather than having to try and locate a

machine before I can assess."

Community Fundraiser, Michelle Leighton said, "We would like to send a huge thank you to all of the Northampton Conservative Club members for helping to raise these funds last year and for making such a big difference to stroke survivors across the whole county."



Story and Picture Credit: Northampton Chronicle and Echo.



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Uppermill Conservative Club Hosts Brass Band



Club members dressed for the occasion with guest conductor, Mark Peacock, of the Longridge Band stepping in to entertain members and compare for the afternoon.

Food was also served in the club's new extended garden, following the hard work of club members - Mark, Ryan, and others, who worked hard in all weather conditions to get the club gardens ready.

Uppermill Con Club, Saddleworth, celebrated the annual Yanks Weekend in August, a 1940's reenactment, by hosting the Uppermill Brass Band.

The annual village event this year was sadly cancelled. However, a number of local businesses decided to invoke the wartime spirit and carry on regardless.



Pages From The Past

In this month's Pages From The Past we go back almost 100 years to December 1923.

It is here that we find an invaluable selection of adverts to assist the purchasing decisions of Club Committees at the time. Club Committees could review the adverts on the page and be thankful that their search for guaranteed pure grape red wine had come to an

end. Indeed, not only was this pure grape red wine guaranteed to keep and maintain its pure brilliance but Club Secretaries were also invited to write to obtain free samples. We do not believe a more compelling proposition has since being featured within the pages of the Conservative Clubs Magazine.

For Club Secretaries for whom the pressures of the

job had not yet driven them to drink, they were also invited to purchase Goodall's Playing Cards. In an advert which may or may not have been written by Gerald Ratner the positives of the cards included an ability to be dealt, being pleasant to use and being moderate in price. The advert finishes by properly commanding all card players to use them.

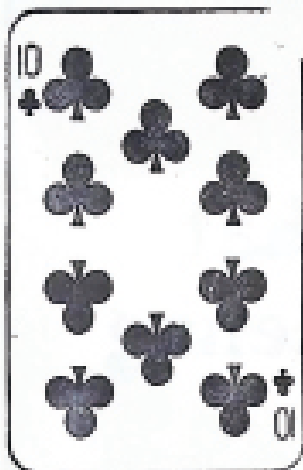
Finally, Mappin & Webb were offering for sale their selection of products which

included canteens of spoons and forks. With the advent of knives still to come, this advert created another enticing purchasing opportunity for magazine readers to consider. Interestingly, Mappin and Webb still exists to this day although since the heady days of offering spoons and forks to Clubs they have gone downmarket and now simply cater to Rolex purchases and those persons interested in luxury engagement rings.

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Steward's Daily Takings Book	£15.00		
Goods Received Book	£10.00		
Petty Cash Book	£10.00		
Wages Book PAYE	£13.00		
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Appointment of Steward(ess) Alone, Contract Pack, 2 Copies	£25.00		
Appointment of Steward and Stewardess, Contract Pack, 2 Copies	£25.00		
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