

# *CONSERVATIVE CLUBS MAGAZINE*



May 2024 75p



## **ACC Chairman Visits Sandy Conservative Club**

**Employment Law Update**

**ACC AGM Final Reminder**

May 2024  
75p



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# Final Reminder: Annual General Meeting 2024

The Annual General Meeting of the Association of Conservative Clubs Ltd shall be held on Saturday 18th May 2024 at the Carlton Club, London.

Formal notice of the Annual General Meeting and the ACC's 2023 Accounts were enclosed with April's Magazine.

Clubs wishing to attend should now directly email the ACC to ensure tickets are dispatched in time.

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CLUBS  
MAGAZINE*

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# CLUB LAW AND MANAGEMENT

## Employment Grievances Guidance

### What is a grievance?

A grievance is a work-related complaint brought by an employee. Grievances should be used to bring issues to the employer's attention for the matter to be investigated and resolved fairly.

Examples of reasons for making a work-related grievance can include health and safety concerns, harassment from another member of staff, the behaviour of a line manager, or worries over changes in work conditions.

Employees are generally expected to raise any workplace concerns informally, usually to their line manager or supervisor. In most cases, the issue will be satisfactorily resolved. Where the employee is not satisfied that the issue has been addressed, they have the right to bring a formal complaint ('grievance'). The employer must then respond to the complaint and by following a fair and lawful grievance procedure. Informal & formal

grievance procedures

An informal grievance is where an employee has raised a problem or made a complaint verbally, and is happy for the employer to deal with the matter informally, where this approach is usually limited to minor grievances. In contrast, a formal grievance is where an employee puts the matter in writing, in response to which an employer should follow their formal grievance procedures. A formal approach will be required for more serious or ongoing complaints, for example, where an informal approach has not worked, or even for minor issues but the employee would prefer the matter to be dealt with formally.

### Informal grievances

If an employee has a grievance at work, it is generally recommended that they raise this first informally. Whilst employers should be open to resolving problems quickly in an informal way, equally,

they may need to escalate the matter into a formal grievance if the problem raised or the complaint made is especially serious or ongoing. This could be a serious one-off incident or any recurring complaint which has not been previously resolved informally.

In circumstances where the matter is to be handled informally, there are various possible options available to the employer as to how to deal with this. For example, where a complaint has been made about another member of staff, that individual's line manager or team leader could be asked to have a quiet word with them. That individual could also be given a verbal warning and even asked, if appropriate, to apologise to the complainant.

In the context of any complaint about something that the employer has or has not done, the employer may be able to offer to rectify the problem, either immediately or as soon as possible, providing the complainant with an explanation and an apology. However, solving the problem should be a two-way process, so that the employer allows the employee to explain the basis of their grievance and what they would like to be done about it, and the employee also listens to what the employer has to say as to what can be done.

In all cases, regardless

of the way in which an informal grievance is handled, the employer must retain a record of the nature of the complaint, how this was dealt with and the outcome. This is because an informal grievance, where ineffective in fully resolving a matter, may need to be escalated into a formal grievance. Equally, a grievance can just as easily escalate into a claim before the employment tribunal, so it is important that a paper trail is maintained of what has happened and what steps have been taken by the employer.

At the conclusion of an informal grievance, the employer should also follow up on the matter shortly after. They should ask the employee if the problem is now resolved for them. If the answer is in the negative, the employer will need to explore what has happened subsequently and why the informal procedure has not been effective, together with what else can be done. The employee should also be reminded that they may need to put the matter in writing, so that a formal grievance procedure can be instigated.

### Formal grievances

If an employee has a serious or ongoing grievance at work, they should be encouraged to put this in writing. In this way, the employer can instigate its

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## ◀ From page 3

formal grievance procedure to deal with the matter appropriately. Once a written complaint has been made, the employer is duty bound to follow a formal grievance procedure, investigating the matter in full, and providing the employee with a written outcome and the right of appeal.

All employers must have in place a written policy and process when it comes to lodging a formal grievance – all contracts purchased from the ACC automatically come with a grievance procedure policy. This should provide employees with clear and comprehensible guidance on the steps to be taken when making a complaint in writing, and what they can expect to happen, both procedurally and in terms of the possible grievance outcomes.

The practical guidance provided under the ACAS Code for Grievances is not weighted in favour of the complainant, but rather it is about creating fairness all round, in respect of both the person lodging a formal complaint and the person or people against whom any allegations have been made. This means that, in all formal grievances, the employer should:

- conduct the necessary investigations to establish the facts
- raise and deal with issues promptly, where the employer should arrange for a grievance hearing ideally within 5 working days

- give the complainant an opportunity to explain their grievance in detail and outline what steps they would like to be taken to address this
- not unreasonably delay in making and confirming a decision following a grievance hearing, where the employer should provide the employee with a written outcome as soon as possible, normally within 24 hours of that hearing
- where further information is needed before making a decision, for example, where others are involved and evidence needs to be gathered from all sides, the employee should be informed of this without delay and told of the likely timescales involved
- when making a decision following a grievance investigation and hearing, always act consistently with previous decisions around similar grievances
- allow an employee to appeal against any formal grievance decision made, either where they feel that the outcome is unlikely to resolve the problem, or that any stage of the grievance procedure undertaken by the employer was wrong or unfair.

In brief, the grievance procedure should include the following steps:

- Employees should be encouraged to raise the issue informally in the first instance, if appropriate.
- If the matter is not resolved, the employee submits a grievance letter to their employer.
- The employer investigates the grievance.
- A grievance hearing is held.
- A decision is made and resulting action taken.
- If necessary, the employee makes an appeal.
- There is an appeal hearing.
- The appeal decision is made.

## Key changes to holiday pay in 2024

In November 2023 the Government announced a host of changes to the current rules surrounding holiday pay, together with draft legislation to implement the changes.

The headline changes which will take effect for holiday years commencing from 1 April 2024 onwards include:

1. Re-introducing rolled-up holiday pay for irregular hours and part-year workers;
2. Re-introducing the 12.07% of hours worked calculation method for irregular hours and part-year workers;
3. Changes to the definition of a week's pay for holiday pay calculations;
4. Changes to carry over of holiday rules.

These are the most significant changes made to holiday pay rules for some time. The proposed change to permit employers to use rolled-up holiday pay for casual workers will be useful for employers and widely welcomed. Other aspects of the changes, however, are more technical and likely to throw up new challenges and questions for employers.

Due to the potential pitfalls it is important that employers ensure that they are aware of the changes and take steps now to consider how they will implement these.

### **NEW CALCULATION METHOD FOR HOLIDAY ENTITLEMENT OF 12.07% OF HOURS WORKED FOR IRREGULAR HOURS AND PART-YEAR WORKERS**

There will be two key changes affecting “irregular hours workers” and “part-year workers”. New sections will be inserted into the Working Time Regulations 1998 (WTR) dealing specifically with these workers, which will provide:

- A new holiday entitlement system providing that holiday will be accrued based on 12.07% of the hours worked by the individual in the previous pay period;
- The right for employers (if they wish to use it) to implement rolled-up holiday pay. This means that holiday pay for these workers can be paid as an uplift of 12.07% to the normal rate of pay at the time work is done, instead of being paid at the time holiday is taken.

The 12.07% calculation method for holiday entitlement effectively converts the UK statutory holiday entitlement for full time workers of 5.6 weeks holiday (28 days including the 8 public holidays) into a percentage of holiday against working time (5.6 weeks / (52 weeks – 5.6 weeks) = 12.07%).

Key for employers will be identifying the workers that will fall under these provisions. Under the draft legislation:

- an “irregular hours worker” is someone whose hours in each pay period are wholly or mostly variable under the terms of their contract;
- a “part-year worker” is someone who is only required to work part of the year under their contract and who has periods within the year of at least a week where they are not required to work and are not paid.

Holiday entitlement for these workers will be calculated in hours, and will accrue on the last day of each pay period at the rate of 12.07% of the actual hours worked in that pay period. This means that for most workers this can be calculated using this simple method.

Where an individual has periods of absence through the year (for example on maternity leave) and therefore the 12.07% method is not workable, their holiday accrual will instead need to be calculated over a 52 week reference period.

Employers will be able to choose from two systems for paying for this holiday pay – they can pay it when holiday is taken, calculated at the rate of a week’s pay for each week’s holiday as they would regular hours or full year workers, or they can pay this as rolled-up holiday pay as detailed further below.

## **CHANGE TO NOW ALLOW ROLLED-UP HOLIDAY PAY FOR IRREGULAR HOURS AND PART YEAR WORKERS**

Historically many employers preferred practice for casual workers was to “roll up” holiday pay into the basic rate of pay for work done. This was to allow easy calculation

and payment of holiday pay for individuals that worked irregular hours and who would not naturally book and take holiday.

A case in 2006 found that the practice of rolled up holiday pay was contrary to EU law as it was paying holiday up front and could deter workers from actually taking holiday and therefore having adequate rest. The Government guidance was changed to reflect the case law over time, and it has been recommended for some time that employers cease to use this practice.

However, the absence of any other easily workable system for casual worker holiday pay, combined with the perception that workers generally were content to receive rolled up holiday pay has meant that many employers were still using this system in practice on a commercial basis.

The Government consultation acknowledged that, in practice, rolled-up holiday is still heavily used in a variety of sectors as a simple way to calculate holiday pay for workers who work irregular hours or zero-hours contracts.

Whilst it has acknowledged the concern that rolled-up holiday pay may disincentivise workers from taking holiday, the consultation says that it believes other safeguards are a proportionate means of addressing these concerns.

The new legislation therefore confirms that for holiday years from 1 April 2024, holiday pay can now be rolled-up for these irregular hours and part year workers only.

If employers elect to pay rolled-up holiday pay they will need to apply an uplift of 12.07% to the workers pay for work done in each pay period. Payments for rolled-up holiday pay should be separately set out on the worker’s payslip and the system of making the payments should be transparent and clear. Again a 52 week averaging system will apply for workers on sick leave or statutory leave such as maternity leave.

It’s important that employers understand that whilst they can pay rolled up holiday pay, they should still also allow these workers the opportunity to use their holiday in practice, notwithstanding the rolled-up payments.

It’s also important to understand rolled-up holiday pay can only be paid for “irregular-hours workers” and “part-year workers only”. Whilst the Government consulted on whether this should be extended to all workers, this was expressly not included in the new legislation.

## **CHANGES TO THE RIGHT TO CARRY OVER HOLIDAY PAY**

The rights in relation to carry over of leave from one year to the next will also be codified in UK law. These rights have previously only been set out under EU case law and therefore have been harder for employees to understand and enforce in practice.

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## ◀ From page 5

Carry over where an employee is unable to take holiday due to family leave or sickness absence:

EU case law had provided that where a worker has been unavoidably prevented from taking holiday due to statutory family leave, such as maternity leave, the worker could carry over their holiday entitlement to the next holiday year. This has now been confirmed in the UK legislation which now provides in this situation workers can carry over statutory leave into the following leave year.

The same rules will apply for carry over of leave in the case where an employee has been unable to take leave due to sick leave. This leave can be carried over for a maximum period of 18 months after the holiday year, which broadly reflects the existing EU position.

Carry over where employer has failed to allow holiday to be taken:

New rules will also provide that if an employee has not been able to take paid holiday because:

- Their worker status has been denied by the

employer (i.e. the employer has incorrectly classed them as self-employed); or

- Their employer has failed to give them reasonable opportunity to take leave or encourage them to do so; or
- Their employer has failed to tell the worker that if they don't take the leave it will be lost; they will be entitled to carry over 4 weeks' holiday per year. This again largely restates the EU position. In all these cases the holiday leave can be carried over every year unless and until the employer corrects the failing. In practice this means it is more important than ever that employers must:
  - Ensure that they have systems and documents in place communicating the right to take holiday, encouraging employees to access the same throughout the year and explaining that holiday will be lost if not taken.

## Waterloo and Taunton Conservative Club Celebrates St Georges Day

Waterloo and Taunton Conservative Club, Ashton-under-Lyne, celebrated St Georges Day, England's patron saint, with entertainment from James Llwellyn Burke.

Club members wore fancy

dress, bowler hats and waved flags. A signed Bryan Robson Manchester United shirt was also raffled off on the day, raising hundreds of pounds for Motor Neurone Disease Association. A fantastic afternoon was had by all.



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# Industry Insights

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

## Catering for conscious consumers

AAK Foodservice has released a new insight paper – *AAK Foodservice Digest: Catering for Conscious Consumers*.

According to the YouGov report *Conscious Consumerism – A Balancing Act*, 76% of UK consumers consider themselves to be conscious consumers – albeit with different understandings and priorities.

Most therefore are considering social, environmental and economic impacts when making choices about the food they eat and the products they buy, despite value for money remaining a key priority.

Inspired by this and a range of eye-catching stats in a similar vein, AAK Foodservice prepared a new insight paper called *AAK Foodservice Digest: Catering for Conscious Consumers*.

It sets out to explain the opportunities and the



### Conscious Consumers: facts and stats



#### Global

2023  
**\$500 billion**

In 2023, the sustainability-conscious shopper segment rebounded to represent 22% of shoppers, who spend almost **\$500 billion** in the FMCG market every year. This is projected to reach **\$1 trillion** by 2027.

2027  
**\$1 trillion**

ESW >>

#### USA

**36%**  
of Millennials and  
**50%**

of Gen Z reported being prepared to pay more than a **20 percent price premium** for green restaurants

Simon Karcher >>

**64%**

of consumers in the US are **willing to pay steeper prices** for products that have a **social impact**, such as providing support for communities and causes that help vulnerable groups.

Glowfeed >>

#### EU

**56%**

of Europeans consider themselves to be **conscious consumers**

EU Commission Survey >>

**67%**

of Europeans have bought products that were **better for the environment** despite being more expensive.

Paypal >>

#### UK

**76%**

of UK consumers consider themselves to be **conscious consumers**

Sustainability Matters >>



**83%**

A UK hospitality survey found that **83%** of respondents expect **hospitality brands** to take part in **sustainable practices**

CGA Strategy >>

challenges presented by the rise in conscious consumerism in foodservice, and how to address them, as **Rachel Neale, Marketing Director AAK Foodservice, explains:** "Most would agree I think that consumers have, in the past, been more conscious of the impact of their purchasing decisions in the supermarket, than when eating out.

"However, there's now strong evidence to suggest from Europe and the US, as well as here in the UK, that people are prepared to pay more in venues, and on products, with strong sustainability credentials.

"Our new insight paper explores the issues that conscious consumers care about – from ethical sourcing, protecting animals and carbon reduction, to waste saving, human rights and responsible production.

"It addresses big issues – such as why palm oil can be a sustainable choice for your business, as well as some of the smaller ways that everyone can make a difference, from careful menu planning and ingredient selection, to cutting food and packaging waste.

"We provide information too about our own sustainable journey, and the many ways we can support businesses in our sector on theirs."

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





## New dawn for Islay's Port Ellen Distillery

**P**ort Ellen Distillery, on the world-famous whisky island of Islay has reopened with a vision to be a trailblazing light for the future of whisky distillation.

After closure more than 40 years ago, the rebirth of Port Ellen represents the final chapter in the £185 million investment by parent company Diageo, which has also seen the reopening of the other famous "ghost" distillery Brora, as well as investment in the company's Scotch whisky visitor experiences.

Drawing on Port Ellen's heritage as one of the most pioneering distilleries of the 19th Century, the new distillery has been designed from the ground up to push the boundaries of innovation, experimentation and sustainability.

In line with Diageo's commitment to be carbon neutral in its direct production business globally by 2030, Port Ellen will be carbon neutral from the start, with every part of the distillation process optimised

so that water and heat are both recycled, and all energy produced by a renewable-biofuel boiler.

**Ewan Andrew, Diageo President of Global Supply Chain & Procurement, and Chief Sustainability Officer, said:** "This is a landmark moment for Diageo and for Scotch Whisky. Port Ellen is rooted in the land and the people of Islay, yet it is a name that resonates around the world as a watchword for quality single malt Scotch whisky.

"Port Ellen has a proud heritage of leading innovation and experimentation and we have been true to that legacy in the reborn Port Ellen, creating a distillery grounded in tradition but prepared to be a trailblazing new light in the firmament of the Scotch whisky universe."

A new release, Port Ellen Gemini, was created to celebrate the rebirth of the distillery, with twin 44-Year-Old Scotch Whiskies, drawn from three 1978 European oak casks.

• [diageo.com](http://diageo.com)

## Making clubs more accessible with Stair Climbers

**S**uffolk-based The Stair Climbing Company aims to increase accessibility to clubs and sporting venues through provision of the innovative Stair Climber. As well as being less intrusive and disruptive than the installation of a lift, it is also significantly more cost effective, explains the company.

While major events draw in hundreds – or in the case of large sporting venues, thousands – of spectators, it's crucial to acknowledge that many individuals with mobility issues or disabilities face challenges in fully enjoying these experiences. The lack of accessible facilities, as highlighted by Paralympic athlete and campaigner Anne Wafula Strike, underscores the ongoing need for improvement in this area.

The Stair Climber allows those in wheelchairs to be comfortably transported up and down stairs, without the need for any mechanical or electrical installation. The device is a battery-powered, fully mobile piece of equipment that climbs up or down stairs. It comes with a seat or as a wheelchair carrier and is easily portable making it ideal for use across

venues to assist guests with mobility issues of various kinds.

The company offers machines for hire as well as purchase, and orders can often be fulfilled in as little as 24 hours, with full training given on delivery.

Twickenham Stadium, the home of England rugby and the second largest stadium in the UK, now has nine branded Stair Climbers available for use. **England Rugby's HSE manager Richard Battley** says that the machines have "certainly been a worthwhile investment", offering greater accessibility, improving the overall customer experience and enhancing safety procedures around emergency evacuations.

"Whilst the design of the stadium brings its challenges, in particular the Level 2 bars which had limited access via external stairs, we believe the recent procurement of the Stair Climber has provided sufficient and reasonable adjustments enabling wheelchair users quick and safe access," he said.

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

## Conservative Clubs invited to enter 2024 Club Awards

*Deadline For Entries: July 31, 2024*



**T**he Club Awards celebrate clubs of all types and sizes, from Conservative Clubs and Working Men's Clubs to Golf Clubs and Sports Clubs and everything in between.

Conservative clubs can be rightly proud of their success at these Awards, representing their clubs, committees and members in the best possible light. Waterloo & Taunton Conservative Club is just one example, winning 2023's prestigious Charity Club of the Year.

As well as recognising the collective commitment of clubs to their members, the Awards also applaud the professionalism of individuals, as well as the dedication of long-serving club officials and young ambassadors.

To nominate, your club, your colleagues or to enter yourself, visit [clubawards.co.uk](http://clubawards.co.uk) or scan this QR code.



• **The 2024 Awards ceremony takes place on Wednesday, 27 November at the Athena in Leicester, UK.**

## Brakes hosting England live food event



**M**ay's Brakes expo will include over 60 stands with food, offers, support and insights.

*Date – Wednesday 22nd May*

*Time – 9am until 3pm*

*Venue – Exhibition Hall & Warwickshire Suite, Edgbaston Cricket Ground, Birmingham, B5 7QU*

• [brake.co.uk](http://brake.co.uk)

## Pidy extends shelf-life of ambient sponge sheets

Belgian pastry specialist Pidy has redeveloped their ambient sponge sheets to extend the shelf life from four to nine months. Available in neutral or choco, the sponge sheets measure 580 x 380mm, and can be cut into any shape and format for maximum chef creativity.



• [pidy.co.uk](http://pidy.co.uk)



### Winterhalter's dos and don'ts of glasswashing

Winterhalter's Efficient Glasswashing Dos and Don'ts is a useful infographic that's both a training aid and a handy reminder. It's available to download from <https://www.winterhalter.com/uk-en/advice-pieces/>

"These days quality glasswashers such as a Winterhalter are straightforward to operate," said Paul Crowley, Marketing Development Manager at Winterhalter UK. "But this ease can lull operators into forgetting some of the basics of day to day operation. That's why we put together this infographic. It will help ensure results are perfect and machines are in top working order."

The 'do' section is a simple guide covering the four key areas: pre-wash, loading, machine preparation and operation, and shut down and maintenance. For example, the machine preparation section includes advice on factors such as cleaning wash arms to ensure best results, looking after the water softener, and checking chemical levels.

Under the 'don't' section is a list of six 'sins' that should be avoided at all costs. They range from never using washing up liquid in a machine, to not interrupting the wash program.

The advice in the infographic applies to all glasswashers, not just Winterhalter machines. Visitors to the Winterhalter website will also find a 'dos and don'ts' guide to dishwashing.

#### About the company

Winterhalter provides a total solution for dishwashing and glasswashing, from pre-sales advice to after-sales service, training and maintenance, with sustainability fitted as standard. Alongside its market-leading dish washers and glass washers, the company's range includes utensil washers, advanced water treatment machines, and cleaning detergents and rinse aids.

• [www.winterhalter.com](http://www.winterhalter.com)



### Lockhart launches new Podium display collection

Lockhart Catering Equipment has launched a fully comprehensive modular food display range, Podium.

The Podium collection encompasses catering display trolleys (with or without drop leaves for maximising space with minimal storage constraints) and customisable inserts including trays, box risers, bread bins, tea chests and more.

Manufactured in the UK and made from Sustainable FSC Certified European Prime Oak,

the Podium range is available in a light-toned Natural wooden finish, a rich Brown, sophisticated Grey or striking Black. The system of modular, interchangeable, and stackable components are available in the same coordinating finish, and are designed to fit snugly in the base trolley for a seamless look.

Operators can mix and match to create unique configurations specific to their requirements.

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

### ITV and BBC announce schedule for Euros 2024

The BBC and ITV have announced details of their coverage of the 2024 UEFA European Championship.

ITV kicks-off on June 14 with exclusive live coverage of the opening match between hosts Germany and Scotland in Munich.

The broadcaster will also show England's final Group game against Slovenia and will have picks one, two and three of the Round of 16 as well as first pick of the Semi-finals and the Group B match between Spain, who are among the favourites, and Italy, the holders.

Moving into the knockout rounds, ITV will have the first three picks, plus the fifth and seventh picks from the Round of 16 ties, the second and fourth Quarter-final picks and first pick of the Semi-finals. Both ITV and the BBC will show the Final.

The BBC will show England's first two group games against Serbia (16 June) and Denmark (20 June) and Scotland's group games against Switzerland (19 June) and Hungary (23 June).

The BBC also have first choice of the Quarter-finals and will also show live games featuring some of the biggest teams in Europe including Italy, World Cup runners-up France versus the Netherlands (21 June), Spain, Belgium and Portugal plus two group games featuring the hosts Germany.



- 17-Jun Austria v France 8pm ITV
- 8-Jun Turkey v Georgia 5pm BBC
- 18-Jun Portugal v Czech Republic 8pm BBC
- 19-Jun Croatia v Albania 2pm ITV
- 19-Jun Germany v Hungary 5pm BBC
- 19-Jun Scotland v Switzerland 8pm BBC
- 20-Jun Slovenia v Serbia 2pm ITV
- 20-Jun Denmark v England 5pm BBC
- 20-Jun Spain v Italy 8pm ITV
- 21-Jun Slovakia v Ukraine 2pm BBC
- 21-Jun Poland v Austria 5pm ITV
- 21-Jun Netherlands v France 8pm BBC
- 22-Jun Georgia v Czech Republic 2pm BBC
- 22-Jun Turkey v Portugal 5pm ITV
- 22-Jun Belgium v Romania 8pm ITV
- 23-Jun Switzerland v Germany 8pm BBC
- 23-Jun Scotland v Hungary 8pm BBC
- 24-Jun Albania v Spain 8pm BBC
- 24-Jun Croatia v Italy 8pm BBC
- 25-Jun Netherlands v Austria 5pm BBC
- 25-Jun France v Poland 5pm BBC
- 25-Jun England v Slovenia 8pm ITV
- 25-Jun Denmark v Serbia 8pm ITV
- 26-Jun Slovakia v Romania 5pm BBC
- 26-Jun Ukraine v Belgium 5pm BBC
- 26-Jun Georgia v Portugal 8pm ITV
- 26-Jun Czech Republic v Turkey 8pm ITV

**ROUND OF 16: 29 JUNE – 2 JULY**

**QUARTER-FINALS: 5 AND 6 JULY**

**SEMI-FINALS: 9 AND 10 JULY**

**FINAL: 14 JULY**

Full schedule available from UEFA's website.

• [uefa.com](http://uefa.com)

# Carlsberg Marston's Brewing Company relaunches 1664 Bière

Following its acquisition of the Kronenbourg 1664 brand last year, Carlsberg Marston's Brewing Company (CMBC) has announced a new era for the world-famous lager under the name, 1664 Bière.

The 'reimagined' 1664 Bière has seen a major investment in the brand, from digital-first marketing campaigns to modernised packaging, aiming for a 'modern yet timeless appeal, reflecting its distinguished French heritage'.

The revitalised packaging incorporates a sleek, modern design with the brand's eye-catching red, white and blue colours, emphasising the beer's premium, French credentials, whilst retaining but modernising its iconic cocarde logo to provide familiarity to existing drinkers.

The updated design followed extensive testing with consumers to deliver a visual identity that honoured the brand's legacy, whilst also capturing its contemporary appeal as a modern, premium beer.

The new look is set to be rolled out across the On Trade over the summer period, including a bespoke new glass to elevate the premium serve.

**Dharmesh Rana, Director of Marketing,**



**Premium Brands at CMBC, said:** "As we launch the iconic 1664 Bière, we are not just celebrating its historic legacy, but also charting a new course for its future. With a refreshed contemporary appeal, it's a case of evolution not revolution, aiming to inspire both existing drinkers as well as those who have never tried this world-renowned lager before. We're excited to put the 1664 Bière brand back where it belongs – front and centre, celebrating its 360 years of premium heritage and the phenomenal taste of this premium beer."

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



## ERDINGER Alkoholfrei promotion

ERDINGER Alkoholfrei has teamed up with endurance sport companies to offer up prizes of top-of-the-range sporting equipment.

The promotion launched in March 2024 and winners will be drawn at random after the closing date of 27 May, 2024.

There are 30 prizes on offer, including 10 custom coloured Ribble electric road bikes, 10 HUUB wet-suits and 10 COROS watches.

Entry is unlocked by scanning the QR code on the special neck collars on 500ml bottles of ERDINGER Alkoholfrei available in on trade and off trade outlets, or visiting the promotion website.

• [erdinger-alkoholfrei.co.uk](http://erdinger-alkoholfrei.co.uk)

# Vodka in the On Premise – insights from CGA

It's been a tough 12 months for the spirits category, but CGA by NIQ's data shows vodka brands still have ample opportunities for growth if suppliers can adapt to changing needs and occasions.

Total spirits sales over the last 12 months fell by 6.1% compared to the previous year, CGA's On Premise measurement service shows. This is the result of some consumers moving away from high tempo occasions to earlier dayparts, where drinks sales are more dominated by the LAD category. Spirits have also suffered from perceptions among consumers hit by the cost-of-living crisis that longer serves offer better value for money. A quarter (26%) of consumers told CGA's recent Pulse survey that they were drinking fewer spirits neat or with mixers because of rising costs, while only 6% were buying more.

Despite these macro shifts, vodka has been one of the more buoyant categories within spirits. It generated £2,204m in sales in the last 12 months—a year-on-year drop of 3.0%, which is half the average of all spirits. Vodka accounts for 29.2% of all spirits bought in the On Premise—0.9 percentage points more than a year ago.

Here are five more insights from CGA's expert research to help suppliers sustain sales and gain share in 2024.

### 1. Growth in flavoured vodka

Consumers are increasingly interested in flavoured vodka options. They attracted 10.3% of all vodka sales in the last 12 months—growth of 0.3 percent-



age points at the expense of non-flavoured vodkas.

### 2. Appetite for premium options

Despite the cost-of-living crisis, many consumers remain eager to trade up their purchases. Premium vodka sales increased share by 2.4 percentage points in the last 12 months, while standard brands lost the same proportion. However, the standard category has recovered some of its share over the last quarter as certain consumers will be tightening their spend post-December and trading down their choice of Vodka.

### 3. Gains in independent channels but losses in managed

There has been another important shift in sales by channel. The managed segment still accounts for more than half (52.3%) of total vodka sales, but it has lost 1.3 percentage points of share in the last 12 months, while the free trade has gained 0.7 percent-

age points. Rate of sale has risen 7.5% in the free sector but fallen 5.4% in managed channels.

### 4. Bar sales up, pubs down

More than half (52.4%) of all vodka volumes flow through pubs. However, the high street pub sector has seen a steep drop in sales in the last 12 months, while bar restaurants (up 4.1%) and food pubs (up 1.8%) have achieved solid growth. Nightclub sales have plummeted 34.9% after widespread closures in the channel.

### 5. A lucrative consumer base

CGA's OPUS data indicates the eagerness of vodka drinkers to visit pubs, bars and restaurants—especially as the cost-of-living crisis eases. They spend an average of £134 a month in the On Premise, £32 more than the average consumer. Vodka is their second most popular base for a spirit and mixer, and it also benefits from its role in cocktails, with the Pornstar Martini the top choice for consumers.

CGA's combination of sales measurement and consumer research provides many more insights into trends and preferences in the vodka category across the On Premise. Expert bespoke analysis is available to help suppliers perfect sales and promotional strategies and get ahead of the competition.

• [cga.co.uk](http://cga.co.uk)

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Recommended supplier to the Association of Conservative Clubs

# Tiverton's Cheque presentation to Mid Devon Messenger Talking Newspaper for the Partially Sighted



Tuesdays are always busy at the Tiverton Constitutional Club, with two Pool Teams and a Snooker Team playing at home, but Tuesday 12 March was more so for Nick Miller who had a sponsored “All over

Shave”. Nick was delighted with the fundraising he received and was able to present a cheque for £1,200 to Mid Devon Messenger Talking Newspaper for the Partially Sighted.

# Preston Torbay's Secretary Retires After Thirteen Years



Pictured is Brian Tottle with Jenny Povey presenting a beautiful bouquet to Wendy Holmes.

The Secretary of Preston Torbay Conservative Club, Wendy Holmes, retired after thirteen years at the helm.

A party was held in her honour on her 80th birthday. Former President, Brian Tottle, reminisced when many years ago he invited her to apply to be club secretary. Wendy kept saying no, but Brian persevered and Wendy eventually agreed to have a trial run. Wendy, being a workaholic, soon got her teeth into the job and there has been no stopping her. There have

been many ups and downs over the years, but Wendy always emerged victorious, and has managed to keep the club on an even keel. Brian said what a pleasure it was to work alongside Wendy and she was a wonderful colleague and very good friend. Fortunately Wendy is not leaving the club and is staying on as treasurer, so keeping an eye on the purse strings.

A first-class buffet was enjoyed by around 100 members followed by excellent entertainment when everyone danced the night away.



Sandy Conservative Club pictured after the recent successful AGM. With Club Chairman Alan are the Committee, Club attendees, and MP Richard Fuller accompanying ACC Chairman Rt Hon Alistair Burt.



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**Ask your Club Secretary for YOUR I.A. Ticket NOW**

# Truro Conservative Club Presents Cheque To St Julias Hospice

The Members of the Truro Conservative Club have spent 2023 fundraising in order to support the St Julias Hospice, located in Hayle. Events included Coffee Mornings and a Harvest Festival.

The Hospice holds a special place for Club Secretary John Cooper when the Hospice supported his wife Jean Cooper during the final days of her life in 2022 after 30 years of happy marriage.



Club Secretary John Cooper at the Cheque Presentation.

## OBITUARY



### John Anthony Findlay MBE

It is with sadness that we report the death of John Anthony Findlay MBE, life member at Fairwater Conservative Club.

John played a huge part in club life over many years; he joined the club as a young man, moving onto the committee as a committee member, then to Chairman and

then President of the Committee, there he excelled and received a medal honour from the ACC

He will be fondly remembered by all, for his great friendship, Skittles, Table Tennis & Saturday night entertainment

Heartfelt condolences go out to John's family and friends.

# Altrincham Conservative Club Celebrates Oldest Member's 100th Birthday



In April, the Altrincham Conservative Club put on a celebration to commemorate Lily Parker's 100th Birthday. Lily was 100 years old on the 26th March which she celebrated with family at home. But on the afternoon

of the 5th April her friends and members of Altrincham Conservative Club put on an afternoon tea to celebrate. She was also very excited to receive her telegram from King Charles III.

## Pages From The Past

In this month's Pages From The Past we go back to February 1901 for a Clubland article focused on the Sheerness Conservative Club.

Articles of this type was common in this period and tended to feature a picture which was a rarity at the time. Pleasingly the Sheerness Conservative Club is still going strong today, over 120 years after the article was written and published.

As the article mentions, the Club was formed in 1886 so is celebrating its 128th Anniversary this September.

Readers will also note the black border around the page. This is not common for the time period and is because this was the first magazine to announce the death of Queen Victoria who had died in 1901. Every page of that edition therefore featured the black lines as a tribute.

## In Clubland.

III.

### The Sheerness Conservative Club, Broadway, Sheerness.

THE most imposing building in the Sheerness Broadway is the great Conservative Club House, which was opened by Lord Harris two years ago, to serve as the permanent home of the institution which, founded thirteen years before, has achieved a remarkable record alike socially and politically.

The Sheerness Conservative Club was inaugurated on the 2nd September, 1886, the necessary capital being subscribed by one hundred of the local Conservatives. The original premises were opened on the following 17th October. The early history of the club was neither more nor less prosperous than the average. The number of the members gradually increased until in 1890 they showed a strength of 165. The average takings were at this period about £7 10s. weekly, and the balance-sheet showed a deficit of £50 on the year. By the middle of 1893 the institution had grown considerably, and the number of members had increased sufficiently to encourage the committee to look out for more extensive premises. The upper floor of the Victoria Buildings, then vacant, was accordingly leased, and the Club having extended its premises, con-

tinued to gain strength in a remarkable degree. It soon became apparent that the Victoria Buildings would prove too small for the expanding establishment. A piece of land was accordingly bought for £1,350, and on this the present club-house was erected at a cost of £4,507.

The present club-house might well serve as a model of what such places should be. Entered under an imposing portico, the building is notable for its spacious passages and lofty rooms. On the ground floor are the fine billiard room, bar, card, reading, and reception rooms and lavatories. On the first floor, reached by a commodious staircase, are the hall, capable of seating some

four hundred people, committee room, secretary's room, and various offices. The building was erected from plans by Mr. W. Shearburn, of Dorking.

The phenomenal success which has attended the Sheerness Conservative Club is largely due to the ability and energy of its officials: first, Mr. William Baskett as chairman, and more recently his son, Mr. A. Seymour Baskett, as secretary, both of whom have worked untiringly on behalf of the undertaking. It would, indeed, be difficult to find a more prosperous club. With a roll of 1,040 members, and a balance-sheet which shows an increase in income and a decrease in expenditure for

the past half-year, the club may well arouse the envy of less well-managed establishments. And it is gratifying to note that despite the economical working of the institution, funds have been found for the redecoration of the premises, now well on the road towards completion, in a manner which shows much taste and judgment on the part of Mr. J. H. Lane, the decorator.

One of the causes of the remarkable success which has consistently attended the Sheerness Conservative Club is probably the well-planned system on which it is managed, a system which makes the utmost use of the principle of division of labour. Every duty is entrusted to a gentleman who besides being an enthusiast is often an expert as well. Thus, there are special committee-men to look after the library, the cellar, and sports, while the question of entertainments is entrusted

to others. The accounts are audited and the stock taken by the Association of Conservative Clubs, and the property of the club is vested in three trustees, of whom Mr. A. S. Baskett is one. Special efforts are directed towards the encouragement of athletics, and the cricket club maintains the lead in local cricket, and gives evidence of having a prosperous career before it.

In addition to its multiplicity of other work, the Sheerness Club takes care to provide ample entertainment for its members during the winter season. The fine hall is the scene of frequent performances, varying from harmonic meetings to



# ACC Services

## Loans

Loans can be arranged from as little as £1,000 to £500,000. We provide loans at competitive simple interest rates, currently 6.75%, and all loans commence with a three year period of fixed interest. Loans are repaid over a term to be agreed on an individual basis with each Club in order to create a manageable and sensible time frame for repayment.

## Trusteeship

The ACC Trusteeship Service is a free facility offered by the ACC. The transfer of Trusteeship to the ACC has increasingly become popular amongst unincorporated clubs and there are two main benefits for the Club. The first is that the ACC will pay for all legal expenses involved with the transfer of Trusteeship. The second is that the Association's financial and legal resources are such that the Club's position will be greatly strengthened when negotiating loans or defending itself against legal action taken by a third party.

The ACC do not become involved with the day to day business of any Club for which we act as Trustee. The Club will continue to be able to call upon the ACC for advice on any matter without needing to make reference to our Trusteeship. We will only act on behalf of the Club in accordance with the lawful instructions of the Committee and Members. The Club Committee will therefore continue to run the Club's affairs and will only refer matters to the ACC as and when they consider it appropriate to do so



## Sale and Leaseback

Since launching the ACC Sale and Leaseback service, over 150 Clubs have entered into this arrangement with the ACC.

Under what circumstances would a Sale and Leaseback be appropriate? The most successful examples of ACC Sale and Leasebacks are Clubs which have a dedicated Committee and Membership and want to secure their Club's future. By unlocking the Club's freehold, Clubs can be provided the means of repaying debt, often undertaking refurbishments and providing a significant cash sum. The rent payable to the ACC following the completion of a Sale and Leaseback can often be less than a Club was paying for servicing debt.

## Documentation Available Free Of Charge

**ACC Room Hire Agreement** - The room hire agreement is designed to be completed at the time a booking and includes space for a deposit to be taken to secure the room is applicable.

**ACC Catering Franchise Pack** - The ACC Catering Franchise pack can be used by Clubs which have a franchisee who uses the Club's facilities to prepare and serve food within the Club. The Franchisee Contract permits the Committee to decide if the franchisee shall pay a set fee per month to the Club for use of the Club's facilities, shall pay to the Club a percentage of the profits from the sale of food or that a combination of both methods of remuneration shall be utilised.

**Health and Safety and Risk Assessment Documentation** - The ACC has extensive documentation to assist a Club in creating a Health and Safety policy and conducting regular risk assessments. This documentation is available free of charge. Examples include template health and safety documentation, risk assessment forms and practical advice on completing a Club risk assessment and first aid information.

**Candidates for Admission Sheets** - The admission sheets can be posted on the Club's Notice Board to detail prospective new Members and have spaces for: Date, Candidate Name, Address, Occupation, Proposer, Seconder.

**To obtain any of the documentation packages please email [charles@toryclubs.co.uk](mailto:charles@toryclubs.co.uk) or phone 0207 222 0843. To enquire about any of the ACC's financial assistance packages please email [assistance@toryclubs.co.uk](mailto:assistance@toryclubs.co.uk) or phone 0207 222 0843.**