

# *CONSERVATIVE CLUBS MAGAZINE*



June 2025 75p



**Perry Street Thanks Steward For 25 Years Service**

**Clubs Celebrate VE Day**

**Paignton Wins Regional CAMRA Club Of The Year**

**East Ardsley and Shoburyness Charity Fundraising Events**

June 2025  
75p



## Message From Chief Executive

As I step into the role of the ACC's Chief Executive, I am deeply honoured to follow in the footsteps of such dedicated and talented predecessors. I have also been very touched by the very many messages of support sent to me by ACC Clubs; they have all been gratefully appreciated. Thank you all for your messages of support.

It means all the more having Clubs reach out since the ACC is not about me but is fundamentally about the people who, throughout the Country, work hard to run their local clubs to ensure that those clubs keep their doors open so that members can enjoy spending their leisure time.

Being a Club Officer or Committee Member is, I know, a thankless task at times but the end result is incredibly important to so many people that it is easy to underestimate the impact your efforts bring to your Club and to your wider community.

Whenever we look at the future of Clubs and wonder what is to come, we only need to look at the present to make a prediction. Which is more of the same. And I mean that in the very best possible way. In this month's Magazine, we highlight a charity fundraising effort by East

Ardley (over £7,000 raised) and look at Shoburness Members coming together to raise funds to buy a wheelchair for a local resident. We highlight the VE Day Community celebrations put on by Waterloo and Taunton and by Benfleet and see the steadfast loyalty of Club Steward Lisa Goodwin who has served Perry Street for 25 years and finally we raise a glass to Paignton for being awarded a CAMRA Club of the Year. Clubs are such a part of the fabric of their communities. I know this type of support is just the tip of the iceberg and is a clear indication of the positive impact made by Clubs that will certainly continue long into the future.

None of these things happen by accident, they are all down to the hard work put in by Committee Members and Officers and ultimately the support of the Club's Members. So, from me to everyone reading, may I thank you for the hard work that you all put into making sure that your Clubs can open up tomorrow and carry on serving their members and the wider community in the way they always have done. I know it does not happen by accident but is the end result of the hard work of an awful lot of people.

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# CLUB LAW AND MANAGEMENT

## Gambling Commission Consultation Reminder

A brief reminder that the Gambling Commission Consultation regarding Gaming Machines ends 2nd June. Details are below and were included in full in last month's magazine.

The Gambling Commission have made several concerning proposals regarding use of gaming machines (Category B4 and B3A) in Private Members' Clubs.

If the proposals were implemented there could be serious implications for the operation of gaming machines in clubs, namely an increase in costs, the need for additional training of staff and loss of revenue.

Amongst the proposals are:

- When first using a gambling machine, a machine player must set a limit for how much they wish to spend (max £450) and how long they wish to play for (max 1 hour).
- When the limit is reached the player will be alerted and presented with a safer gambling messaging on the machine screen.
- When the limit is reached there will be an enforced break – the current suggestion is 30 seconds – during which the machine cannot be played by anyone.

- When the limit is reached a Club employee must be notified and must then directly engage with the player in a 'appropriate and timely manner'.

If you want to submit a response at

<https://consult.gamblingcommission.gov.uk/policy/january-2025-gaming-machine-consultation/page.2025-01-20.6507067004/>

### Membership Recruitment

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

Membership recruitment is a matter which should be discussed regularly by committees. Without a continuous programme of membership recruitment, a club will eventually weaken. Club committees often place the onus of responsibility for recruiting new members on themselves,

rather than correctly placing it on the membership. It is the members who must propose and second new members, not just the committee.

It does seem that people are often encouraged to become involved in membership recruitment if there is some form of reward involved. One of the most successful recruitment schemes is known as the 'bounty system,' whereby a member who introduces a new member receives some form of payment, usually by way of a bar voucher. For example, if a club's membership subscription is £10, the payment of a £10 bar voucher to the introductory member (which will actually only cost the club the value of the stock, rather than the whole £10) has in many cases created a great deal of interest.

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

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

### Club Advertising

Care must be taken not to advertise directly for new members. Club rules should contain a reference to candidates for membership being properly proposed and seconded by existing members who are able to vouch for their suitability. This is one of the fundamental principles which define a bona fide members' club, as opposed to a club which allows people to come in and drink following some mere administrative 'tick the box'.

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

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

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

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



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Trade Management Services

## Questions and Answers

**Q** The Club runs multiple bingo sessions each week which the total amount being staked going over £2000 in some weeks. Would the Committee be acting appropriately to obtain a Bingo Operating License to make sure that the Club is fully compliant with the Gambling Act and will it in any way change the constitution of the Club?

**A** If the total amount being staked each week on bingo is exceeding the maximum allowable amount of £2000 per week then we would encourage the Committee to obtain such a licence. To reach this turnover on bingo is however unusual for most Clubs. There is no reason that the purchase of such a license will change the constitution of the Club or affect the Club's Club Premises Certificate. The important point is that the Club will still only admit Members, their guests and IA Ticket Holders; holding a Bingo Operating Licence does not alter this.

**Q** Our Club has a pull tab lottery machine which is very popular and delivers a healthy profit to the Club. We are also looking into installing a B3A gaming machine inside the Club as they are also free from taxation and we think such a machine could prove to be popular amongst our Members. There is some concern though that a B3A machine may cannibalise the sales of the pull tab lottery machine and simply split the revenue received and increase our costs. Do you know if this is ever the case?

**A** Whilst I do not have any statistical evidence which I can send you regarding

the change of usage of pull tab machines following the introduction of a B3A, I can safely say that I have rarely been into a Club with a B3A machine which does not also have a familiar pull tab ticket vending machine in some other part of the Club. I do think that the pull tab tickets have a following from part of the membership which is not particularly interested in playing any form of gaming machine even though I accept that the B3A machine is a very simple one to use compared with the more complex B4 machine features. Just be aware of the current Gambling Commission Consultation which may affect how B3A machines are used in the future. We will update Clubs when the final decision is made by the Gambling Commission.

**Q** Are employees able to use the Club's Gaming Machines? We have Members who consider that it would be unfair for an employee to win a jackpot, perhaps aided by watching the machine.

**A** Opinion is divided on whether it is possible for a person to determine when a machine might pay out although we are aware that there is a common perception that watching machines gives rise to an unfair advantage. Gaming machines have to adhere to strict average pay-outs and this is calculated over the course of a machine's entire life and is therefore unpredictable. It may be that a machine goes months between the jackpot being won or it may be that two jackpots occur on the same day. With the advent of extra features such as nudges and hi/lo features it is even more difficult to calculate out if a machine is about to pay out.

It is, however, preferable to avoid any possibility of

an unfair advantage, real or imagined, and as such it is good practice to prohibit Club employees from using the Club's gaming machines.

**Q** I am the club's Secretary and our meetings are on pre-set days through the year, which are notified to all Committee members after each AGM. On the few occasions that I cannot attend (usually once during the year) the meeting goes ahead and another member takes the minutes for me. We recently had reason to hold an extra Committee Meeting, which occurred while I was on holiday, and again another member took the minutes. It has been suggested that we may be breaking the club's rules. Could we add a bye-law in our rule book to cover this eventuality in line with the provision about appointing a substitute Chairman which is already contained within our rules?

**A** The matter which you have raised is not one which I think requires an amendment to the rules. The fact is that Committee Meetings do have to take place in the Secretary's absence on occasion. When this occurs, a member of the Committee takes the Minutes.

Common sense dictates that a club Secretary cannot always be present. The rules do not expect this to be the case. Whilst I appreciate that specific reference is made to what should happen in the event of an absent Chairman, this is due to the fact that a Chairman has more than one vote in the event of a tie and therefore some agreement must be reached as to who a stand in Chairman should be. I do not think anything is broken and would therefore suggest that nothing needs to be fixed.

**Q** We are trying to set up an account regarding potential investments and are having difficulty in describing the set up of our Club. We have Trustees but do not issue shares to members.

**A** The Club is an Unincorporated Association. The property of the Club, both real and personal, is vested in the names of elected Trustees who hold this on behalf of the Club and its objects.

The constitution of the Club is the Club Rule book. As an Unincorporated Association, an investment cannot be made in the name of 'Conservative Club' since the Club has no legal identity. The investment shall have to be made in the names of the Trustees acting on behalf of the Conservative Club.

We have found in recent years that a number of investment companies and even high street banks will not accept business from this type of Constituted Association.

The refusal to carry out this business is normally, of course, a result of ignorance of the legal position. In other words, if a box cannot be ticked the system cannot work.

Legally there is no reason why a Club cannot invest surplus funds in a way that will be beneficial for the objects of the Club.

There are some types of investments which are not open to the Club. For example Premium Bonds and ISAs, however there is certainly no restrictions on placing the money in a high interest account or a guaranteed investment bond which may be offered by a High Street Bank. Naturally the Club would not wish to risk money and most Clubs do not have share portfolios. You will just need to find a financial services provider which is willing to



# CLUB LAW AND MANAGEMENT

work with an Unincorporated Association.

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

**A** Regulation 8 of the Rules and Regulations governing the IA Ticket Scheme reads as follows –

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

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

Due to the fact that Regulation 8 also provides committees of Inter-Affiliated clubs with the authority to refuse the admission of

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

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

**Q**On New Year's Eve we hold a ticket only event and charge VAT on the price of the tickets. During the event we provide bands and singers as entertainment. We have been informed that we may not need to pay VAT on the sale of New Year's Eve tickets as it is defined as a 'Cultural Event'. Is this correct?

**A** Room Hire charges and event tickets will attract VAT unless the reason for the room hire is a cultural event. There is no specific definition of a 'cultural entertainment' within VAT legislation, but it is taken to mean any live performance of a theatrical, musical or choreographed nature. In our experience this covers anything from bands, singers, comedians, dancers or similar. It is important to note that one person's idea of culture may not meet another person's view on this issue but it doesn't need to, as long as the performance is live and involves music, dancing or might be seen in a theatre (or similar) then it is likely to be cultural in nature. Typically the biggest VAT savings come from not applying VAT on ticket sales for Cultural Events although you should also be

able to use the same argument regarding charging for room hire for Cultural Events.

Although Clubs need to apply for this exemption on a case by case basis, there is no reason why your Club would be unable to benefit from the exemption as we have had other Clubs who have succeeded in this matter and now no longer apply VAT on the revenue from ticket sales on cultural events. There is a small chance of reclaiming VAT on past payments although most Clubs are focusing on making sure that VAT is not paid going forwards on cultural events

I would therefore suggest that it is worth seeking to exempt any cultural events that the Club holds from VAT on ticket sales or room hire.

**Q**I am a Club Secretary and receive an honorarium. Do I have to pay tax on this?

**A**Some Secretaries, although not employed, do receive payments of honoraria

in compensation for the time they spend on their voluntary duties. An honorarium is, by definition, a 'voluntary fee for a voluntary service.' It is accepted that an honorarium is not a salary and in the past recipients of honoraria have been left to declare the sums received on their personal tax returns, which include their other earnings.

Since 1993, HMRC has taken the view that 'in general, honoraria are taxable and it is up to the payer to deduct tax under PAYE.' The 'payer' in such cases is the club and not, for example, the Treasurer who may pay his own honorarium to himself as a matter of practice. HMRC advises: 'If you are paying an honorarium for the first time, or if payments you have made before have not been taxed under PAYE, your Tax Office will tell you what to do.' The Tax Office referred to here is the one which covers the address of the club and may not be the same as the office-holder's own Tax Office.



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# Perry Street Holds Event To Mark 25th Anniversary for Steward

The Perry Street Conservative Club has held a special event to mark the 25th anniversary for Lisa Goodwin.

Club Treasurer Neil Goodwin made the following speech at the event:

*Ladies and Gentlemen,*

*Today, we gather to celebrate the remarkable achievements of Lisa, a true pillar of our community. Lisa has touched the lives of so many with her unwavering kindness, dedication, and tireless hard work. Her contributions have not only strengthened our club but have also enhanced the spirit of camaraderie and inclusiveness among us.*

*Since taking on the role of steward, Lisa has been the cornerstone of ensuring the smooth running of the club. Her impeccable organization skills*

*and relentless commitment have transformed our club into a welcoming haven for all members and guests. Lisa's vision and leadership have created an environment where everyone feels valued and appreciated. It is through her efforts that the club has thrived, becoming a place where friendships are forged and memories are made.*

*But Lisa's generosity extends far beyond her professional duties. She has shown remarkable compassion by raising an impressive £14,325.00 for our local Ellenor Hospice. This incredible feat speaks volumes about Lisa's dedication to making a positive impact in our community. Her fundraising efforts have provided invaluable support to the hospice, ensuring that countless individuals and their families receive the care and comfort they deserve during*



*challenging times.*

*Lisa's achievements are a testament to the power of selflessness and community spirit. Her determination to give back has not only improved the lives of those at the hospice but has also inspired all of us to strive for excellence in our own pursuits.*

*Lisa, on behalf of everyone here today, we extend our heartfelt gratitude to you. Your kindness, dedication, and hard work have made an indelible mark on our community. You have set a shining example for all of us, and we are tremendously proud to celebrate your achievements.*

*Additionally, we have received notification from the Association of Conservative Clubs that Lisa is the longest-serving steward on record. This acknowledgment further highlights her exceptional commitment and dedication.*

*Congratulations, Lisa, and*

*thank you for everything you have done. We look forward to many more years of your outstanding service and leadership.*

The ACC also sends our congratulations to Lisa on this impressive milestone.



## East Ardsley Holds Charity Cheque Presentation Event

The East Ardsley Conservative Club has held a Cheque Presentation Event in recognition of its charity fundraising during 2024.

Each year the Club selects a new charity to raise funds for and in 2024 the Club selected Mind.

Mind is a leading mental health charity in England and Wales dedicated to supporting people experiencing mental health problems. Established in 1946, Mind provides advice, information, and advocacy to ensure that no one has to face a mental health issue alone. The charity campaigns for better mental health services, greater public understanding,

and stronger legal rights for those affected by mental illness. Through a network of local Mind branches, it offers community-based support, therapy, and crisis services, tailored to individual needs. Mind also works to challenge stigma and promote awareness through public campaigns and partnerships.

During the course of 2024 the Club held events including 4 BBQs, a race night and a harvest festival auction night which raised the amazing sum of £7,245.32. The Committee would like to thank all of the Club's Members for their support in raising money for this important charity.



**The Cheque Presentation L-R: Graham Kibler (Secretary) Rachel Cuplan and Tony Murfin (Committee Members), Angela Briggs (Treasurer) holding the cheque, and Steven Parkes (President).**

# 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.

## Why snack-savvy clubs should capitalise on pub-goers' snack preferences

Packaged snacks remain an integral part of the pub experience. There's strong commercial potential for club operators who understand what motivates consumer choice.

Nearly 8 in 10 pub-goers buy packaged snacks, with 1 in 5 of these consumers doing so during every or most visits. Crucially, almost two thirds will make in-venue snacking decisions. A further 1 in 5 know the type of snack they want before visiting, but not the brand. This signposts an enhanced opportunity for success by increasing visibility at the point of sale and projecting the right message to connect with the snacking audience.

The data suggests that this snacking remains steady even amid uncertain economic conditions, with around half of consumers stating they don't expect their buying behaviour to change over the next 12–18 months. This level of consumer confidence reinforces the reliability of the snacking out-of-home revenue stream.

Interestingly, Gen Z are particularly engaged with snacking. Their approval signals optimism, given this demographic already represents 25% of the global population and is forecast to become the wealthiest generation. Their openness to trying different flavours and formats sets them apart from other age groups.

Affluent snackers, defined as those earning £50k+ annually, spend an average of £68 more per month in the out-of-home market than their non-affluent



counterparts, making them a crucial demographic to understand and target marketing efforts towards.

### So, what are today's favourite nibbles?

Crisps, nuts, and pork scratchings dominate the snacking repertoire. All the same, there's space to diversify beyond these traditional options and flavours, particularly for younger and more adventurous audiences. But there's a curveball to work around—the biggest barrier to purchase isn't price... many consumers just don't think about snacks when ordering drinks.

This insight alone is actionable, suggesting a focus on promotions, alignment with big trends (for example health and wellness), and product visibility can shift habits and encourage more spontaneous purchases.

The implications for club suppliers in particular are clear. A deeper understanding of consumer expectations, preferences, and spending behaviours can support the development of more compelling sales stories for wholesalers, enable better menu planning for operators, and ultimately help brands and venues grow business together.

**Andrew Hodgson, CGA by NIQ's Client Business Partner - Foodservice said:** "We have found that the opportunities for success aren't just in understanding what people eat, but knowing when and why they buy, as well as why they won't. This gives suppliers and operators the tools to make smarter decisions about range, promotion, and placement. At the end of the day, understanding these behavioural drivers can support and promote connection with consumers and shape snacking habits before they're fully formed."

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



### UKHospitality responds to Government's immigration white paper

On May 12 the Government published its immigration white paper, setting out its approach to bringing down the level of migration to the UK.

**Kate Nicholls, Chief Executive of UKHospitality** (pictured) reacted saying that: "We understand the Government's intention to reduce migration, which comes on the back of additional restraints on hospitality last year.

"When imposing these restrictions, the Government has to bring forward an employment and skills strategy to further drive domestic recruitment.

"Hospitality recruits more than three-quarters of its workforce from within the UK and measures like apprenticeship levy reform, the introduction of foundational apprenticeships and investment in pre-employment training can allow us to go even further.

"Against a backdrop of £3 billion in additional employment costs hitting hospitality businesses, such a strategy is critical if the Government is to achieve its goal of getting more people out of welfare and into work."

• [gov.uk](https://gov.uk)



## Women's Euros – plans in place for extra time at the club bar

Following a consultation, the government has confirmed extended opening hours for clubs to 1am should England or Wales reach the semi-finals or final of the UEFA Women's European Championships in July.

The statement from the Home Office announces that the extended hours mark an occasion of "exceptional national significance", with England's Lionesses as defending champions and Wales marking its first time qualifying for the competition.

The semi-finals take place on July 22 and July 23 with the final on July 27.

**Policing Minister Dame Diana Johnson said:** "Nothing quite brings people together like watching our national football teams, which is why we want fans to be able to enjoy every minute of these matches.



"We will extend licensing hours should either team progress through the tournament, to allow supporters to watch and celebrate together for longer.

"I want to wish the best of luck to both teams and let's hope for some more memorable nights this summer."

• gov.uk

## Beer bounces back – hospitality sees Spring resurgence

The Oxford Partnership's April 2025 Market Watch Snapshot has revealed a positive upswing in the UK's on-trade hospitality sector, as warmer weather and Easter trading delivered a much-needed lift in performance across clubs, pubs, bars and restaurants.



After a slow start to the year, draught beer sales have rebounded strongly, with total volumes rising by 5.0% in the latest four weeks, as analysed by the Oxford Partnership.

Premium Lager and World Lager led the growth at +12.8% and +18.5% respectively, reflecting a continued consumer shift toward premium offerings. Stout remained solid, while Craft Beer saw a return to growth for the first time in several months. Regionally, suburban and rural areas led the gains, while London and other city centres showed early signs of stabilisation.

"This snapshot shows the power of seasonal moments in driving sector momentum," said **Alison Jordan, CEO of The Oxford Partnership**. "Easter and the early Spring sunshine played a key role, but the underlying story is one of growing consumer confidence and a shift toward higher quality, more meaningful experiences when people choose to go out."

The report also notes a stabilising trend in venue

numbers amongst pubs, bars and restaurants. Although closures continue, the rate has slowed, and trading hours remain steady with a slight year-to-date increase of +0.23%, suggesting cautious optimism among operators.

Customer behaviour supports this trend. Average dwell time rose by 14.3% in April (up 11.1% year-to-date), and outlet occupancy increased by 5.1% in the month. These figures point to a return to longer, more relaxed visits and greater utilisation of available venues.

Spending data from Barclays UK further confirms the uplift. Pubs and bars experienced a 6.6% increase in credit and debit card spend, while restaurants saw an 8.1% rise. Spend per head also increased, with drinks up 5.5% and food up 7.3% year-to-date.

As the sector heads into summer, April's results offer encouraging signs that the industry is on firmer footing, buoyed by both seasonal factors and evolving consumer preferences.

• oxford-partnership.com



## Greene King set on driving savings for clubs

Following the launch of Value for Venues by Greene King and Belhaven breweries in 2023, the tailored support package has now expanded its Value Hub to support customers with more exclusive offers and savings which, says the brewer, could save independent outlets over £5,000 per year.

The Value Hub platform was launched last year, providing access to over 15 partner suppliers who are providing discounted services that can boost footfall, dwell time and create substantial savings.

**Tracy Shepley, Secretary at West Bridgeford Conservative Club, said:** "We moved to Value for Venues last year from another supplier, and we love the fact that Greene King treats us as important customers.

"Moving to Greene King's Value for Venues service has helped us transform the club and they have helped us revamp our range and appeal to a much wider audience, particularly younger drinkers. The benefits have been immense, and more recently, Greene King helped us to secure a new deal with WorldPay, which has essentially halved our terminal rental, and it now saves us 1% on every single transaction."

• valueforvenues.co.uk

## Cornish Rattler crosses continents



Healeys Cornish Cyder Farm has announced that its best-loved Rattler brand is heading overseas for the first time, launching in Finland and Thailand as part of a new three-year global export agreement, with Germany and Denmark to follow later in the year.

The new export partnership with global drinks distributor Cheers Global gives the Cheshire-based firm exclusive rights to distribute Healeys' award-winning cyder internationally.

**Craig Johnstone, Managing Director at Cheers Global, said:** "Healeys, with its diverse portfolio of brands including the Rattler fruit variants, is extremely well positioned to be positively received globally.

"Both Finland and Thailand have a strong appreciation for cider. In Finland, this is influenced by its Nordic neighbour Sweden, a major cider producer known for popular brands such as Kopparberg and Rekorderlig.

"Meanwhile, Thailand's tropical climate and popularity as a tourist destination make it an ideal setting for enjoying refreshing drinks like cider."

• healeyscyder.co.uk

## AI firms come under the spotlight

**A**s we go to press, musicians, creative industry leaders and politicians had joined forces at Westminster in May to call on the Government to ditch plans to allow AI tech firms to use their work without payment or permission.

Stars from the UK's £125 billion creative sector came armed with placards to make their point at a rally opposite the Houses of Parliament.

The event coincided with a Parliamentary debate when MPs discussed the Government's Data (Use and Access) Bill and proposed amendments to ensure transparency and international compliance for AI companies.



**UK Music Chief Executive Tom Kiehl said:** "If we fail to protect the rights of our world-beating creators and music companies, we risk losing the next generation of talent and threatening the £7.6 billion that music contributes to our economy and the 216,000 UK jobs the sector supports."

"Artists such as Sir Paul McCartney and Sir Elton John are among the many who have warned of the enormous damage the Government's proposals could inflict. We will continue to stand with them and fight for our creators."

• [ukmusic.org](http://ukmusic.org)



## International cask collaboration takes flight

**G**reene King has launched its first-ever international cask collaboration with Uiltje Brewing Company, recreating the popular Dutch beer, Bird of Prey, as a seasonal cask ale, available throughout June.

The original Bird of Prey beer continues to be produced in the Netherlands as 5.8% ABV keg product, while the UK cask edition is brewed at 5.2% ABV to meet consumer preferences for a slightly lower ABV in golden ales.

**Alan Fulcher, Technical Brewer at Greene King Brewery, said:** "It has been a great challenge to craft a beer that was not originally brewed as a cask ale,

and this really showcases the flexibility of cask and the variety it can offer drinkers. We have conducted consumer research on Bird of Prey, and feedback is really positive so I am confident it will be a hit for the new seasonal calendar."

**Aditya Parupudi, Master Brewer at Uiltje Brewing Company, added:** "Working with the brewers at Greene King, who are legends, has been a great experience and it's been so interesting to take one of our favourite products and give it a British cask finish for people to enjoy on the bar this summer across the UK. It really is going to blow people's socks off."

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

## Just Desserts menu expands with new offerings

**L**atest launches from Yorkshire's family-run Just Desserts include an array of ready-to-serve options for the busy club kitchen.

New to the cheesecake range are flavours which include Raspberry Ripple Cheesecake, Blueberry Crumble Cheesecake, Italian-inspired Tiramisu Cheesecake, and Pistachio Cheesecake.

A Black Cherry Franzipan joins the portfolio, along with Baclawa and a new Angel Cake, described as a 'light-as-air' twist on the British classic.

• [just-desserts.co.uk](http://just-desserts.co.uk)

**Raspberry Ripple Cheesecake**



**Angel Cake**



**Baclawa**



**Black Cherry Franzipan**





## Club Awards open for entries

**T**he Club Awards are now in their 33rd year, celebrating clubs from across the country in all their many guises.

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 volunteers and long-serving club officials.

Conservative clubs can be rightly proud of their many successes at these Awards, and last year saw Christchurch Conservative Club walk away with the coveted Committee of the Year trophy.

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

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

**Christchurch Conservative Club won the prized 2024 Committee of the Year award**



## Hook Norton Brewery launches Sundial IPA

**O**xfordshire's Hook Norton Brewery has announced the launch of Sundial IPA.

Based in Hook Norton, the brewery produces a range of "Hooky" beers.

Its newest beer is described as "vibrant, refreshing, and full of flavour," with "bright citrus and tropical hop notes" and a "crisp, clean finish".



Managing Director James Clarke said: "Sundial marks another chapter for Hook Norton. Whilst cask ale is and will always remain our core, brewing these lighter, flavour-packed beers and creating something that bridges our rich brewing tradition with today's tastes is exciting."

The drink is made using a blend of Admiral, Motueka, and Mosaic hops, and is dry-hopped with Amarillo and Citra.

• [hooky.co.uk](http://hooky.co.uk)

## Fresh Direct launches 25 new products for Summer

**F**resh Direct has introduced 25 new products as part of its Summer 2025 season launch.

British produce spearheads the additions, extending the range of premium tomatoes from Isle of Wight Tomatoes with the launch of Mixed Heritage Tomatoes, alongside a vertically-grown, British-produced Zesty Salad bag.

Innovation also features in the seasonal launch, with round courgettes and purple sweet potato, adding vibrant colour to the plate.

The company has also introduced a number of time-saving products including Cajun Spiced Sweet Potato Cubes, Honey and Rosemary Carrot and Parsnip Strips and Mango as well as Pineapple Fingers, allowing busy kitchens to minimise prep time.

**Andy Pembroke, Managing Director of Fresh Direct, said:** "We've got a proud record of bringing innovation to the fresh produce sector. We've launched more than 80 new fresh produce products



in the past year providing a wealth of menu opportunities to thousands of caterers.

"And with the introduction of several products which will make life easier in the kitchen, our new season launch has something for everyone."

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

## Finlays launches evolved extracts business

**F**inlays, global supplier of premium coffee, tea, botanicals and extract solutions, has announced an evolution of its extracts business, Finlays Solutions.

Finlays Solutions is an end-to-end beverage innovation partner offering expert guidance and comprehensive support to 'better serve a fast-moving, flavour-forward world'.

As part of the launch, Finlays Solutions has unveiled a bold new visual identity, purpose pillars and website representing how it blends tradition with innovation to develop market-changing products.

**Charley Snell, Chief Executive Officer of Finlays Solutions, said:** "With the launch of Finlays Solutions, we're bringing together proven scientific expertise and a customer-first approach to help brands solve real-world challenges. Our goal is simple: to deliver beverage solutions that are not only innovative but commercially viable – products your consumers will love and your business can count on."

• [finlays-solutions.com](http://finlays-solutions.com)

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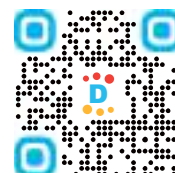


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# Paignton Awarded Regional CAMRA Club Of The Year 2025

We are delighted to announce that the Paignton Conservative Club has been awarded the Regional CAMRA Club of the year for 2025 which marks the second in succession and overall the fourth time of winning the award.

The Club has always been proud of the quality of its Beer and service provided by its staff, lead by Club Steward John Forrest. Unfortunately, John was unable to attend the presentation of the certificate Club President

Colin Rudge collected the certificate on the clubs behalf during a presentation event.

CAMRA, the Campaign for Real Ale, is a UK-based independent consumer organization founded in 1971 to promote traditional British ales, ciders, and pub culture. Its primary mission is to advocate for real ale—beer brewed from traditional ingredients and matured by secondary fermentation in the container from which it is served—while

also supporting independent breweries and preserving historic pubs. With a strong volunteer base and over 150,000 members, CAMRA organizes beer festivals, publishes guides such as the Good Beer Guide, and campaigns against pub closures and corporate consolidation in the brewing industry.

Our congratulations to the Club on this award.



A close up of the award.



Colin Rudge accepting the award with CAMRA representative Mr John Milford.



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# Waterloo and Taunton Holds VE Day Event

The Waterloo and Taunton Conservative Club, Ashton-under-Lyne joined the nation for the VE Day 80th Anniversary by holding an day of celebration over the weekend.

Club members were entertained by war time tribute singer, Jade Ash with her sentimental journey show.

The gentlemens club established in 1891, opened it



doors to members wives during World War II when the men of Waterloo were away fighting for King and Country. A ladies crown green bowling match was played annually between 1944 to 1949, known as the 'Lady Bowlers Perpetual Challenge Trophy', with the first cup presented to the Ashton Women's Conservative Association by Ald.T.Rose Hilton JP. Mayor to Mrs M.Wilde in 1944.

Club Chairman, Leon Tamcken, who was dressed for the celebrations said "To be able to celebrate VE Day 80th Anniversary is particularly special for us, like so many, especially as a number of our club members lost their lives during the war, names of which are now remembered on the Waterloo War Memorial"

A war time themed hamper draw was also held, raising over £90.00 for Blind Veterans UK.

Photographs attached, including the Chairman and Stewardess with the 1944 bowls trophy.



## Benfleet Celebrates VE Day

The Benfleet Conservative Club celebrated VE Day in style. In attendance were vintage buses, classic cars which all brought back fond memories. There was also fantastic live music in the Club's car park.

Also displayed were memorabilia from family Members alongside entertainment for all Members and guests which included a BBQ, cake stand and a raffle which raised £200 for the Chelsea Pensioners.



## Pages From The Past

In this month's Pages From The Past we go back to August 1986 for a wonderful article on the Centenary of the Tunbridge Wells Constitutional Club, in Kent.

The Club combined their celebration with that of the local Association and over 200 persons from both the Club and the Association were present. Whilst the then ACC Secretary Gordon Waterman OBE was not able to be present, Lord Whitelaw

stepped in to present ACC Awards during the event and also gave a short address to the attendees.

Lord Whitelaw was, of course, also known as Willie Whitelaw, and was notably a close ally of Margaret Thatcher, who served in key roles including Home Secretary and Deputy Prime Minister.

Still going strong, the Club is looking forward to celebrating its 140th Birthday next year.



# PAGES FROM THE PAST

## CENTENARY AT TUNBRIDGE WELLS

THE TUNBRIDGE WELLS Constitutional Club, Kent, held a double celebration of its Centenary this week with a Grand Buffet and entertainment at the Club for members. The buffet held in a marquee in the Club's garden, was organised by the Steward, Mr. D. Kenard, his assistant, Mrs. Sheila Hayward, and Mrs. Kenard.

The Club took the opportunity of combining their celebrations with the local Tunbridge Wells Conservative Association, when the Club Officers and their principal guests were invited to a reception at the offices of the Association, where there were approximately 200 members of the Association present. The host for the reception was Mrs. Barbara Large, who welcomed, among others, the Rt. Hon. Sir Patrick Mayhew, Q.C., M.P., and Lady Mayhew.

The principal guest, the Rt. Hon. Lord Whitelaw, C.H., Deputy Prime Minister, Lord President of the Council, and Leader of the House of Lords, accompanied by Lady Whitelaw, chatted with those present at the reception, and addressed the gathering on the present political situation.

Prior to joining the Club members, the Officers entertained the principal guests to dinner at "Thackerays", formerly the home of the writer, William Makepeace Thackeray. The guests were Lord and Lady Whitelaw, Sir Patrick and Lady Mayhew, Mr. L. C. Moon, Club President, Mr. and Mrs. Thurnell, the Agent and his wife, Mr. W. Weller, Club Vice-President, Mr. G. Ashbee, Club Chairman, Mr. D. H. Weller, Club Secretary, Mr. F. Gillespie, Mr. J. Brewer and Miss E. M. Dupont, M.B.E., of the Association of Conservative Clubs.

At the Club, the principal guests and members were joined by the Mayor, Mrs. O. Eames and her Consort, Mr. Eames. The President, Mr. L. C. Moon, introduced the guests, who then mingled with the members.

This cheerful interlude was followed by the presentation of A.C.C. Awards made by Lord Whitelaw, in the unavoidable absence of Mr. Gordon Waterman, O.B.E., Secretary of the A.C.C.

Lord Whitelaw presented the Badge of Honour to Mr. G. Ashbee, recalling that he had joined the Club in 1973 and had been elected to the Committee in 1975, was Vice-Chairman in 1977 and Chairman since 1984. He conveyed to him the congratulations and best wishes of Lord Kaberry. Lord Whitelaw then presented the Secretary's Award to Mr. D. H. Waller, and Bronze Awards to Messrs. J. Brewer, D. Smith, F. Gillespie, B. Clarkson, S. Marchant, K. Welfare, D. Reid and M. Selfe.

Presentations were also made to Mr. D. Gainsford, the Centenary Secretary, and to Mr. W. Weller, the Centenary Chairman. They were thanked for the splendid organisation and the production of a magnificent Centenary booklet.

Miss Dupont received a Centenary tie on behalf of Mr. Waterman, and a similar tie was presented to Lord Whitelaw. Bouquets were presented by Mr. Ashbee to Lady Whitelaw, Lady Mayhew and Miss Margaret Dupont.

Lord Whitelaw then gave a short address

and congratulated members on their Club and achieving their Centenary.

Sir Patrick Mayhew, in addressing the members, congratulated them on their Club and the achievement of their Centenary, and read a message from Lord Kaberry in which the latter conveyed his warmest congratulations, and said the present members owed a great debt to those who had faith in founding the Club in 1886, and to the many members who had given generously of their time to get the

Club going as a pleasant place to meet and a fountain of political activity. The great secret, wrote Lord Kaberry, was to keep the Club a happy Club where like-minded Conservatives can gather together to keep the Party flag high and to maintain a presence in Tunbridge Wells for the Conservative Party.

The "Master of Ceremonies" for a most successful event was Mr. L. C. Moon, the Club's President.



TUNBRIDGE WELLS - From left to right: J. Brewer (Recipient of Bronze Award and Committee); J. Saunders (Committee); L. Smith (Trustee); K. Welfare (Recipient of Bronze Award and Minutes Secretary); Mrs. I. Kite (Committee); A. Selfe (Vice-Chairman); G. Ashbee (Recipient of Badge of Honour and Chairman); W. Weller (Vice-President who already holds Badge of Honour); D. Waller (Secretary and Recipient of Secretary's Award); D. Smith (Recipient of Bronze Award and Committee); P. Score (Treasurer); D. Gainsford (Committee and Centenary Sub-committee Secretary); D. Reid (Recipient of Bronze Award and a Trustee); F. Gillespie (Recipient of Bronze Award and Committee); B. Clarkson (Vice-President and Recipient of Bronze Award) and E. Brown (Committee).

Below, back row, left to right - George Ashbee (Chairman); Basil Clarkson (Vice-President); Sir Patrick (President); Mr. Eames (Mayor's escort); David Waller (Secretary); Leslie Moon (Past President) and Peter Score (Treasurer). Front row, left to right: Bill Weller (Vice-President); Lady Mayhew; Miss Dupont; Cllr Mrs. O. Eames (Mayor of Tunbridge Wells); Lord Whitelaw and Lady Whitelaw.



# ACC Services

## Loans

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## 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.**