

CONSERVATIVE CLUBS MAGAZINE



May 2025 75p



Michael Robinson Receives ACC Badge of Honour

Gambling Commission Consultation

MPLC Reminder

Industry Insights

May 2025
75p



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Annual General Meeting 2025

The Annual General Meeting of the Association of Conservative Clubs Ltd shall be held on Saturday 17th May 2025 at the Carlton Club, London.

Formal notice of the Annual General Meeting and the ACC's 2024 Accounts have been sent to Clubs.

Clubs wishing to attend should ensure a prompt return of the invitation since space is limited.

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CLUB LAW AND MANAGEMENT

Gambling Commission Consultation

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'.

Our concerns are as follows:

- These proposals would not apply to gambling machines inside Pubs, creating an unfair difference between pubs and clubs particularly when Clubs already have existing relationships with their Members and are already more likely to offer help and support.
 - Will players want other customers to be alerted when they reach their set limit (via the visual message displayed on the machine and viable to others in the nearby area) and will they wish to engage with Club employees when this limit is reached?
 - Will Club employees be able to leave the bar area to speak to players when the limit is reached? Who will take care of the bar area during such conversations.
 - Safety concerns if an employee has to engage with a player who has reached a limit and additional training considerations.
- If the proposals are implemented the following steps will have to be taken:
- Any analogue reel-based machines cannot be used anymore – only new digital machines could now be

used. Therefore, any older analogue machines will have to be discarded – only new machines which can receive digital updates will be able to be lawfully used.

- Equipment will have to be installed behind the bar to alert employees when a player reaches their limit.
- An employee will have to leave the bar area when a limit is reached to engage with the player. Appropriate training would have to be provided to all employees to assist them with this task – employees have satisfy themselves that problem gambling is not taking place. What happens during busy times when an employee has to leave the bar area?

The ACC does not believe the proposals are proportionate. We do not believe that Clubs have more problem gambling than pubs – indeed we consider that Clubs look after the interests of their Members much more so than a pub may look after a new player who has walked in off the street.

We believe if the proposals are implemented it will be difficult for Clubs to lawfully comply which will either require new training for all employees or for Clubs to cease hosting Gambling machines.

These proposals place Clubs in the same brackets as Casinos and Adult Gaming Centres which we do not consider to be appropriate bench markers. The closest comparable venue to a Club is a Pub which is excluded from these proposals.

The ACC will be responding to these proposals as an organisation but we also consider it important that as many individual Clubs respond as well.

If you wish to reply detach the accompany page, complete and send to:

Policy Team
Gambling Commission

4th Floor
Victoria Square House
Birmingham
B2 4BP

The deadline is 20th May.

Responses can also be done online through the Gambling Commission website.

You could also send an accompanying letter using your own words, talking about your players and how you manage any gambling concerns within your own club. If you disagree with the proposals, these are some examples of points that could be included in your letter:

- No evidence that there is a problem with machine players in your club and these measures are not proportionate
- Players may not like these proposals, in particular that their private information about how much time/money they have spent playing a machine, will be shared with others
- In your club, players who displays problem gambling are, for example, discouraged by other concerned members or the club committee; or barred from playing the machines
- Pubs have been excluded from these proposed changes. If Pubs are exempt, then why not Clubs as they have similar players and are a similar kind of venue?
- The proposals are simply not workable in a club environment as staff are not readily available and not trained to interact with machine players.
- That significant old analogue machines will have to be discarded as they cannot comply with the new requirements.

We hope the above information is helpful and that Clubs will choose to engage with the consultation exercise so that our collective voice can be heard regarding these proposed changes.



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Trade Management Services

CLUB LAW AND MANAGEMENT

The Consultation Questions:

Your name _____

Club Name & Postcode _____

To what extent do you agree with an active choice whether a player sets their own time and monetary limits or utilises default limits for player and staff alerts? Please circle only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Prefer not to say

To what extent do you agree that set limits must not exceed 60 minutes or £450 of deposited sums, or permit no time limits. Please circle only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Prefer not to say

Please give your reasons:

To what extent do you agree with the proposal that requires breaks in play to be at least 30 seconds long for a player alert. Please tick only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Prefer not to say

Please give your reasons:

To what extent do you agree that default time and monetary limits for the player and staff alerts must be no longer than (every) 20 minutes and no more than (every) £150 of deposited sums respectively? Please tick only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Prefer not to say

To what extent do you agree that staff alerts are communicated in real time, must explain what type of limit has been reached and detail sessional information in relation to elapsed time, value of deposited sums and net position? Please tick only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Prefer not to say

Please give your reasons:

Should Category B4 and Category B3(A) machines in private members clubs be exempt from all these proposals . Please tick only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Please give your reasons:

To what extent do you agree that Clubs already provide a stronger safety net for Members using gambling machines than Pubs which are excluded from the proposed requirements? Please tick only one item:

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Please give your reasons:

Motion Picture Licensing Company (MPLC) Licence

Clubs may receive a letter from this Company which indicates that they are required to pay for an 'Umbrella Licence'. This is an annual licence from MPLC which allows commercial premises to broadcast copyrighted

material such as film DVD's to the public.

MPLC itself represents licence holders such as film studios and television production companies which produce content such as dramas or comedies. If a Club

showed any of this content then an MPLC licence may need to be obtained.

However, Clubs which only show channels such as Sky Sports, BBC News or a music channel are unlikely to be required to obtain an MPLC licence.

If you are unsure of what licence you require please let us know and we will try to assist.

Examples of programmes that do and do not require a licence are below:

Six Nations – No licence
Match of the Day – No licence
Euros – No licence
World Cup – No licence
Sky Sports – No licence
Channel 4 7pm News – MPLC Licence
Eastenders – MPLC Licence
TNT Sports – No licence

Questions and Answers

Q The Committee recently held a contentious meeting regarding a disciplinary matter. Some of the Committee are concerned with a lack of hard evidence regarding the allegations, others felt it was broadly established but could not agree on a suitable punishment for the alleged. Other Committee Members suggested that we contact the ACC to advise us on what the correct disciplinary decision should be.

A Under the Club's Rules, the Committee is the body empowered to make disciplinary decisions. The ACC can advise on the process and the options available but we cannot make the disciplinary decision for the Committee. Nor can we attempt to sway the Committee one way or another. It would be wrong for Member disciplinary decisions to be based on, for example, my opinion since I am not empowered under the Rules to make disciplinary decisions on behalf of the Club nor have I attended the meetings in question where the matter has been discussed with the persons involved.

On a technical basis I would first probe the voting numbers for the decision reached. Rule 31(f) states that no disciplinary decision shall be made unless two thirds of the Committee present vote for such a decision. A simple majority will not suffice.

Therefore, if two thirds of the Committee did not vote for this punishment then it will not pass Rule 31(f) and such a decision will not apply.

You mention an alleged lack of evidence. Whilst this is clearly something for the Committee to consider when making their decision, it is not an area for the ACC to intervene. In most disciplinary situations there will be some degree of doubt over exactly what took place. It is for the Committee to consider the situation, hear from all relevant people and then take a view via voting for an appropriate disciplinary measure (if applicable).

Assuming the technical aspects of the Rules have been complied with and the decision reached was supported by two thirds of the Committee Members present at the meeting there would seem little option but to carry out the decision of the Committee and inform the Member of the decision reached.

Q A neighbouring ACC Club has recently entered into a sale and leaseback arrangement with the ACC and are pleased with the outcome. Is this a service which is offered to all ACC Clubs?

A I can confirm that the ACC operates a sale and leaseback service which has proved popular with over 150 Clubs. We accept that whilst there are some Clubs that

would benefit greatly from the scheme, in other cases it would not be the correct solution for a Club's particular situation. In most cases Clubs require assistance by way of a low interest loan from the ACC and such straight forward help will be more appropriate than a sale and leaseback. All ACC Clubs are, however, welcome to approach us regarding the sale and leaseback service.

Any Club wishing to know more information about the sale and leaseback service can email charles@toryclubs.co.uk or phone 0207 222 0843.

Q If an Officer or Committee Member is in receipt of an honorarium, but is not an employee, will they be affected by the requirement to make pension contributions for an employee?

A For the purposes of the pension regulations, persons in receipt of an honorarium will not be required to be enrolled into the system.

This is because persons receiving honorariums are not considered to be employees of the Club and the new regulations only apply to employees. There is sometimes confusion over this point because persons in receipt of honorariums are put through the PAYE system. The reason that persons who receive an honorarium are put through the PAYE system is simply because whilst the honorarium does not itself bestow employment rights or obligations the voluntary payment does attract taxation. An honorarium is, of course, a voluntary payment for a voluntary service which is not considered the same as employment and does not bestow employment rights onto the recipient.



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Fanthorpe Trophy Award

Northern Area Conservative Clubs Chairman Jim Prescott was delighted to award this year's Fanthorpe Trophy to the winners Sunderland West End Conservative.



Mike Robinson Presented With Badge Of Honour

The Biddulph Conservative Club has presented Mike Robinson with an ACC Badge of Honour.

Mike Robinson has been a Club Member for over 40 years and has also served as the Club's Secretary for the past 15 years. Mike was presented with the Badge of Honour by Club President Gary Miller.

Gary Miller said "We are proud to present this Badge of Honour in recognition of Mike's outstanding long service and unwavering dedication. Over the years, he has consistently demonstrated professionalism, commitment, and a deep sense of responsibility, making a lasting impact on the Committee and the Club as a whole."



Club President Gary Miller (right) presenting Club Secretary Mike Robinson (left) with the Badge of Honour.

Waterloo and Taunton Use Mothering Sunday To Raise Funds

The Waterloo and Taunton Conservative Club, Ashton-under-Lyne, dug deep on Mothering Sunday to raise money for Willow Wood Hospice.

Club members entered the Mothers Day Prize Draw, with items donated by the club Stewardess Caroline Thistleton in memory of her mum, Carol, who sadly passed away a few years ago to cancer.

Club Chairman, Leon Tamcken said "As members celebrate with their mums it's nice to know that those who have passed have not been forgotten and can be remembered through our fantastic fundraising efforts".

Over £150.00 was raised on the day, with the prize draw being won by club member Tony and his wife Liz.



Iveagh Conservative Club Members Recognised In New Year's Honours

The ACC is delighted to report that two Members of the Iveagh Conservative Club have received honours in the New Year's Honours list.

Joyce Giller a talented business lady, entrepreneur, Freeman of the City of London and former successful Chairman of the Iveagh Conservative Club was awarded the prestigious MBE for services to the local community. Gillian Lee was awarded a BEM for her long-service to Southend and Leigh in Parliament.



Joyce Giller and Gillian Lee.

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.

Simpler Recycling legislation puts more onus on clubs to recycle properly

Up to 34 million tonnes of waste is disposed of illegally every year in the UK. Here Biffa's Head of Environment shares the checklist clubs need to prevent noncompliance with waste regulation

Almost one in five waste disposals in the UK (18%) are done illegally, equating to 34 million tonnes yearly—enough to fill 4 million skips.

Illegal waste management—even if you are unaware of your waste disposal company's improper operations—can result in criminal prosecution and a substantial fine.

With the new Simpler Recycling legislation now in place, there's a good chance that we could see the levels of waste crime increase as some try to cut corners and avoid compliance.

Compliant waste management suppliers need four things: authorisation to carry waste, a transfer note detailing the waste they carry for you, a compliant destination for the waste, and special documentation for certain hazardous substances.

At Biffa, we understand the importance of trusting your partners to be compliant. Here's our checklist to ensure your business' waste disposal process adheres to environmental legislation.

1. Check your provider is authorised to collect and manage the waste you are producing

Ensure that your provider can demonstrate that they are a registered carrier to legally collect your waste. To check this, ask to see any waste carrier's authorisation or search the public register online.

Waste management partners who provide processing, recovery or disposal options for your waste must hold relevant authorisation. This is provided by the Environmental Regulator, who enforces the conditions of these authorisations, including the amount and types of waste that can be accepted and stored, treatment methods and record-keeping. Requesting copies of the relevant authorisation held by your contractor will ensure you can confirm that their process is law-abiding.

2. Ensure a Waste Transfer Note has been completed

When waste is collected by a registered waste carrier passed from a company holding or producing the



Fraser James, Head of Environment, Biffa

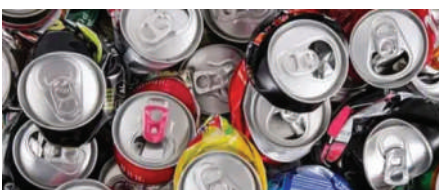
waste, the organisation taking the waste must have a Waste Transfer Note (WTN). This is the written description provided by the organisation holding the waste, it is a legal responsibility as a waste producer/holder to accurately describe the waste within the transfer note.

This document is vital – and legally required – to track this information and must be retained for two years. You must also provide WTNs to any environmental regulator if requested.

It is a criminal offence to fail to produce a Waste Transfer Note when asked for it, and businesses could face a fine for doing so.

3. Ask about the end destination

Your waste supplier is responsible for transporting your waste to an authorised recycling, recovery or disposal facility. Asking your supplier for transparency on the final destination of your company's waste



For most businesses, the biggest change is that you can no longer use a general waste bin for all your waste

could help to determine whether it is being legally disposed of.

In 2023, the Environment Agency inspected nearly 1,100 locations of reported waste crime activity, closed down 585 illegal waste sites and secured over £400,000 in fines. Nearly 20% of all waste operators are thought to engage in illegal activity, with landfill tax evasion a key driver as it allows perpetrators to boost their profits illegally.

Alarming, nearly a third (31%) of waste crimes are reported to be committed by organised crime groups.

4. Hazardous Waste Consignment Notes

Even if a waste operator has a licence, and has a valid transfer note, they need additional licences to carry certain types of waste.

Hazardous waste – such as some paints, batteries and oils – are subject to Hazardous Waste Regulations and require specific paperwork. If your business' waste comprises of hazardous materials, you need to check that your waste management partner has these consignment notes, or details of disposal each quarter (in England and Wales).

If handled improperly, hazardous waste can pose a serious threat to human health and the environment. If toxic materials leak into soil, for example, they can contaminate drinking water, harm wildlife, and become a significant risk to human health.

Mismanagement of waste can critically impact a business both financially and reputationally, even if you are unaware that your waste operator is disposing of waste using illegal methods.

It is your business' responsibility to ensure that waste disposal operations are legitimate and comply with the relevant legal requirements. This checklist can aid businesses in taking a diligent approach to proper waste management to mitigate risks of fines. By doing so, your business also supports the efforts against illegal waste activity and its devastating environmental and social impact.

• [biffa.co.uk](https://www.biffa.co.uk)

Petition to recognise cask ale as Intangible Cultural Heritage

Following the UK's ratification of UNESCO's Convention for the Safeguarding of Intangible Cultural Heritage, a petition has been started by the Craft Beer Channel (YouTube) asking the government to recognise the production and serving of cask ale as Intangible Cultural Heritage.

Petition creator Jonathan Garrett said: "Cask ale is unique to the UK – a historic and traditional production and serving method. We believe its flavour and texture is unrivalled anywhere in the world and can only be consumed in [venues] with specific equipment and expertise.

"We think, with the hospitality industry under financial pressure, it's vital we protect cask ale from further decline, both for its financial role in pubs, breweries, maltings and farms and for its cultural one in British society."

At time of going to press, over 11,000 signatures have been collected; 100,000 signatures are required



to be considered for a debate in Parliament.

The petition deadline is 1 October, 2025.

To sign the petition visit <https://petition.parliament.uk/petitions/716686/signatures/new>.

• petition.parliament.uk

Greene King discovers Britain's hardest Beer Garden drinkers

Greene King research shows that nearly a third (31%) of Brits dash inside from the beer garden at the first sign of bad weather and one in five (18%) admit to wearing sunglasses and their winter coats at the same time to ensure they're prepared for all weather conditions during the spring.

Meanwhile 11% of Brits admit to dressing for summer temperatures (20°C) as soon as the sun racks through, even if the weather still feels cold, as they feel excited by longer and brighter days in the springtime.

Nottingham and Manchester are home to Britain's hardest drinkers who are most likely to enjoy the beer garden once a week or more during the spring come rain, wind or shine.

Top five cities with the hardest pub-garden-goers in spring

- Nottingham (36%) and Manchester (36%)
- London (35%)

- Birmingham (34%)
- Sheffield (33%)
- Leeds (31%)

Zoe Bowley, Managing Director at Greene King pubs, said: "We can't guarantee the weather, but with our 'When It Rains, We Pour' promise, we're encouraging people to embrace those April showers and make the most of every moment."

Rain detectors were installed in Greene King pubs across the UK in London, Glasgow, Birmingham, Leeds, Bristol and Wallingford, with customers urged to keep an eye on Greene King's official Instagram which announced the first detection of rain. They then had 48 hours to head to their nearest participating Greene King pub and to say 'it's raining, please pour me a free pint'.

• greeneking.co.uk



In April, Greene King launched 'The Sipping Forecast', a weather forecast for beer garden lovers, led by Gavin & Stacey star Larry Lamb to help punters dodge rain this spring.



NITA calls for support of London's night-time economy

The Night Time Industries Association (NTIA) has issued an open letter to the Chief Executives and Leaders of all London boroughs, calling for swift action to support the capital's hospitality and night-time economy.

This call comes in alignment with Deputy Mayors Howard Dawber and Justine Simons, who have written to boroughs encouraging support for alfresco dining and extended trading hours. The NTIA is echoing and amplifying this appeal, underlining the need for fast-tracked permissions, pedestrianisation of key areas, and the removal of bureaucratic barriers that could hinder summer trading.

"Alfresco dining saved thousands of businesses during the pandemic. It brought communities together and kept the lights on for hospitality. We now have the chance to bring that energy back — and we need every borough to play its part," said **Michael Kill, CEO of the NTIA.**

The open letter challenges boroughs to show real leadership and commit to London's cultural and economic revival. "This is a test of leadership" the letter states. "The question is: will your borough be remembered for driving revival — or delaying it?"

The letter has gone to every Borough Chief Executive.

• ntia.co.uk

Business rates reforms in place

The Government's commitment to reform the business rates system and provide a permanently lower level of business rates for the sector has become law, as the Non-Domestic Rating (Multipliers and Private Schools) Act received Royal Assent.

UKHospitality is asking for the maximum discount to be applied to hospitality properties with a rateable value of less than £500,000. It is also calling for hospitality properties with a rateable value over £500,000 to be exempt from the surcharge, in line with the Government's intention to level the playing field for the sector.

Kate Nicholls, Chief Executive of UKHospitality, said: "After UKHospitality campaigned for substantial business rates reform for years, legislation making this a reality is a landmark moment.

"We're delighted that the Government is taking action to level the playing field for the hospitality sector.

"With the finer details set to be unveiled in the Autumn, we are urging the Government to offer the maximum discount for hospitality businesses, after decades of paying significantly more than their fair share. It should also exempt hospitality businesses from the surcharge."

• ukhospitality.org.uk

Women On Tap launches Changemaker community

Change is brewing in the beer world, and now there's a way for everyone to be part of it, explains CAMRA.

Women On Tap, a social enterprise and leading advocate for gender equity in beer, has launched its BEER 50/50 campaign and Changemaker – a new community for those who want to help shape a more inclusive industry.

Changemakers will fuel work by the social enterprise that connects and opens up new opportunities for women and supports the industry to evolve, improve, and be more inclusive.

The beer and brewing industry thrives on craftsmanship, community, and culture, but it's time to ensure those values reflect the diversity of the people who love beer and work within it.



By becoming a Changemaker, supporters will help Women On Tap to:

- Run campaigns that challenge bias and champion inclusion, including International Women's Collaboration Brew Day (IWCBD).
- Create new resources and development opportunities for women in beer.
- Build toolkits and training programmes to support breweries in taking practical action.
- Bring back WOTFEST and host other events that celebrate women and inspire industry-wide change.
- Grow a consolidated movement of people committed to progress.

Founder of Women On Tap CIC Rachel Auty said: "I've been working with our advisory board over six months to shape a new ambitious plan and develop a theory of change model to drive impact. BEER 50/50 is our umbrella campaign for this work. Fundamental to the next phase of Women On Tap is the need to create a community and a movement of people who want to see and be part of that change.

"For less than the price of a pint, everyone can play an active role in changing the face of beer. Changemaker is about collective power, creating space for everyone to stand up for what they believe in and be a part of making the change happen."

• womenontap.co.uk



Cider worth £2bn to UK clubs, pubs, bars and restaurants

Cider has been growing faster by value than any other alcohol category in the market for several years up to Autumn 2024, according to recent Heineken research.

Heineken's *Cider's Public House Rules* indicates that despite a slower end of the year for the category in 2024, 2025 is shaping up to be an excellent year for Cider in the on-trade.

William Rice, On Trade Director, HEINEKEN UK, said: "Cider is part of our heritage and culture... In fact, when it comes to Cider, the UK really is the world leader. The market here is twice as big as the next largest (South Africa) and a massive five times bigger than the likes of the US and Australia."

Across the last 12-months alone, 342m pints of Cider and around 114m bottles have been sold across the on-trade.

Over the last two years, Cider has seen a 5% value growth, with draught being a particular bright spark, outperforming packaged.

Apple Cider still leads the way, responsible for two-thirds of the Cider market, with Flavoured largely responsible for the remainder.

Premium Flavoured Cider on draught continues



William Rice

to grow in popularity and has played a significant role in driving premiumisation in the cider sector.

From a brand perspective, Inch's has been the fastest growing Cider in the last year, followed in second place by Old Mout.

HEINEKEN UK believes that Cider will continue to be a major force in the UK on-trade, with plenty of innovation set to hit the market in 2025 and an exciting pipeline of new flavours, serve styles and premiumisation.

• ciderreport.co.uk

Hooch adds Cherry Hooch to its range

Cherry Hooch is set to be the ultimate beverage for those looking to bring a vibrant twist to their refreshments this spring, according to Hooch.

Jacob Barrett, Brand Manager at Hooch said: "As demand for bold fruit flavours continues to grow, Cherry Hooch is the perfect way to shake up the drinks aisle and on-trade venues. Whether enjoying it straight from the can or mixing it up in creative cocktails, this new flavour is here to make a statement."

Within the RTD industry, the value of cherry flavourings is up +225% with an impressive reported



volume of 182%, demonstrating the agile nature of the Hooch brand, with Hooch Cherry landing ahead of the curve with its red hot new offering, says the company.

Cherry Hooch delivers a sweet and tangy take on the classic Hooch flavour, bringing a bold cherryade with an extra vodka kick at 3.4% ABV. It is available in a 440ml can format, joining the line up of other signature Hooch flavours including the classic Lemon Hooch, Raspberry Pink Hooch and Tropical Blue Hooch.

A larger 700ml bottle will be available later in the year, in time for the summer season.

• globalbrands-hooch

Sharp's Brewing Co unveils new brand identity and launches on-trade Cask Quality Club

Sharp's Brewing Co has unveiled a vibrant new look across its portfolio of award-winning ales, which includes Doom Bar Amber Ale, Sharp's Offshore Pilsner and Sharp's Atlantic Pale Ale, inspired by the brewery's Cornish coastal heritage.

The newly designed glassware, packaging and POS for keg and cask are the culmination of a complete brand refresh led by longstanding design partner Buddy Creative.

The designs, which draw inspiration from the dramatic landscape surrounding the brewery in Rock, Cornwall, have already started rolling out in venues across the UK.

The rebranding project launched as part of Sharp's 30th Birthday celebrations with the aim of authentically reflecting a more contemporary coastal identity and to bring cohesion to the portfolio under the Sharp's Brewing Co. trademark.

In a poll of 400 ale drinkers, the redesigns significantly boosted appeal among younger legal drinking age consumers, who described them as 'distinctive', 'invigorating', and 'exciting', and respondents cited a strong link to the brewer's coastal heritage.

Existing Doom Bar drinkers included in the survey said they could still easily recognise the brand, while describing the refreshed look and feel as more modern.

Alongside the rebrand, Sharp's, which was founded in 1994 as one of a new generation of British cask brewers, has also launched a new and exclusive Cask



Quality Club to celebrate venues that demonstrate excellence in cask beer service.

The brewer will select members after identifying qualifying outlets, with members receiving premium POS materials such as specially designed pump clip toppers, masterbrand pump handles, and access to exclusive digital training and promotional assets.

James Nicholls, Sharp's Marketing Controller, said: "Our rebrand marks an exciting new era for Sharp's Brewing Co and our amazing beer and cider portfolio. It's a testament to the passion we have for our Cornish coastline heritage and constant innovation and sets us up perfectly to lead the cask beer category into the future.

"We've had overwhelmingly positive response from our consumer research, showing we've struck the right balance between honouring our roots while moving the brand forward. Meanwhile, the launch of our Cask Quality Club typifies our mission to champion the amazing qualities of cask beer across the UK. We want to reinvigorate the cask market by celebrating venues that maintain the highest standards in serving the perfect pint."

• sharpbrewery.co.uk

Glen Ord Distillery unveils the Singleton Gourmand

The Singleton Gourmand is a collection of three 42-Year-Old Single Malt Scotch Whiskies.

To celebrate the launch, The Singleton has partnered with Master Pâtissier Nicolas Rouzaud ('Nicolas Rouzaud at The Connaught, London') who has designed three bespoke cakes inspired by each of the whiskies. The form of each cake is also crafted to echo Collection's iconic bottle design.

Nicolas Rouzaud said: "The art of a Chef Pâtissier is rooted in creativity, passion, and the pursuit of unbounded flavour—qualities that are also central to the whisky-maker's craft. The Singleton's process, flavours and commitment to slow craft and precision inspired the creation of these cakes and I'm honoured to present these alongside The Singleton Gourmand whiskies to craft a truly singular moment of indulgence."

Master of Malts Dr Craig Wilson, who led the creation of these whiskies through a 29-year maturation process, said: "In pursuit of exceptional indulgence, this collection pushes the boundaries of whisky maturation, much like Nicolas' approach to



creating layered, flavourful pâtisserie. Together, they create an harmonious tasting adventure that showcases the artistry behind both crafts."

The Glen Ord Distillery is offering tastings of its signature whiskies from May, with three expressions of The Singleton – 12-Year-Old, 18-Year-Old, and 21-Year-Old – alongside a Nicolas Rouzaud custom-designed cakes, each inspired by the different whiskies.

• diageo.com

Burnt Faith launches brandy-inspired liqueur range

Burnt Faith, the UK's first brandy distillery, has added a liqueurs range to its growing line up. The trio of liqueurs produced at Burnt Faith's East London brandy house comprises Burnt Faith Elderflower, Burnt Faith Coffee liqueur and Burnt Faith Triple Sec.

These in-house, small-batched (880 bottles per batch), flavoured-focused liqueurs have been developed, distilled, and bottled using brandy and eau de vie as the backbone distillate to deliver depth of flavour, complexity and quality.

• **Burnt Faith Triple Sec** – 22% ABV. Expect notes of orange blossom on the nose, followed by intense orange cream and fresh apricot pastries with a hint of vanilla to finish.

• **Burnt Faith Elderflower Liqueur** – 20% ABV. Expect notes of pear tree bloom and fresh elderflower on the nose, followed by sweet jasmine and vibrant matcha with a wildflower honey and bright cantaloupe finish.

• **Burnt Faith Coffee Liqueur** – 18% ABV. Expect pronounced dark roasted coffee and tiramisu notes on the nose, fresh espresso with a rich mocha crème caramel on the palate, with a long-lasting salted caramel chocolate finish.

The trio have already been listed into 220 Young's Pubs alongside Burnt Faith Batch One.

• bbcomms.global

LWC named On-Trade Wine Supplier of the Year

LWC has been named On-Trade Wine Supplier of the Year at the 2025 People's Choice Drinks Awards.

Now in its seventh year, the People's Choice Drinks Awards, is judged by both consumers and industry professionals. This year saw the introduction of on-trade categories, designed to highlight excellence in service, supply and support for hospitality venues across the country.

Frances Bentley, Wine Buyer at LWC Drinks, said: "It's a privilege to be recognised in a category that truly reflects our focus. At LWC, we build our wine portfolio around the needs of the on-trade – combining quality, value, and variety with the insight and service our customers need to create outstanding wine lists.

"This award is a testament to the dedication of our wine team, the strength of our supplier relationships, and the ongoing support of our hospitality customers. From innovative wine-on-tap formats to thoughtfully curated by-the-glass options, we're constantly evolving our range to reflect changing tastes and trading conditions, while keeping ease and margin front of mind for venues."

• lwc-drinks.co.uk



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Whittlesey Celebrates Walter Newman

Whittlesey Conservative Club Member Walter Newman is being honoured by the town of Whittlesey and surrounding area from the High Sheriff of Cambridgeshire.

Walter Newman joined the Club circa 1990 have moved into the town with his late wife

Pauline. Wally, as he is known locally, was involved with the Royal British Legion for many years including before he moved into Whittlesey.

Wally is a regular attendee to the club for the whole period of his membership and he was proposed as President two



years ago to the present day. This position being the only Committee position he has held since he joined WCC due to his other local activities.

The last two Christmas's we have held a Presidents Raffle where he and his partner Wendy Allen have donated all the prizes to help income for the Club's Charity fund.

Walter has been selected to receive an award for services to the town of Whittlesey and surrounding area from the High Sheriff of Cambridgeshire. This is a double celebration as Walter will also be turning 100 in December of this year.

The ACC sends our congratulation to Walter for this award.

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OBITUARY

Albert Warne

It is with deepest regret that we report the death of the Bitterne Conservative Club's most senior member, Albert Warne, who passed away on Monday 3rd March, aged 105 years. Bert,



as he was always known, was made a Life Member in 2016, and was almost certainly the club's oldest-ever member. On behalf of everyone at the club, we offer our sincere sympathy to Bert's daughter and son-in-law Linda and Kelvin Aylett, and to all family and friends on their sad loss.

Bert was born in Cowes on the Isle of Wight and moved to Southampton when he was nine years old. In 1938, trouble was brewing in Europe and Bert joined many of his mates in signing up for the territorial army. He was barracked at Blighmont, and then at the Coliseum in Portland Terrace before being settled at the old King Edward VI School opposite the Civic Centre.

In 1940 he was on the move, and he journeyed to Bedford, then to Scotland, and ended up in Liverpool. It was 1941 and he was put aboard a ship along with hundreds of other troops, none of whom had any idea where they were going or what for. They set sail and made landfall in Nova Scotia where they transferred to ships provided by the US Government. Sailing down through the Caribbean and back across the Atlantic they arrived in Cape Town. It was on this leg of the journey that they found out that they were heading for North

Africa to help the fight against Rommel's forces. However, events overtook them when, on the 7th December 1941, the Japanese attacked Pearl Harbour, and the Americans were suddenly in the war. Bert and his fellow soldiers were diverted to shore up the weakening defences against the Japanese in South East Asia. As their British ship neared Singapore it was bombed and had to be abandoned. Bert, who was trapped below deck, had to kick out a porthole and swim for his life. He got picked up by a New Zealand whaler and taken to an island off Singapore, where he waited to be collected by members of the local British contingent.

Within a matter of days, the Japanese had taken over Singapore and Bert was made a prisoner of war. Unlike many of his colleagues, despite tortuous conditions working on building the railway along the River Kwai, he survived. It was around two weeks after the end of the war before news reached him that it was all over and that he would be returning to Britain; he set sail in early September from Rangoon for Liverpool.

In August 2020, on the 75th anniversary of the end of World War II, the Japanese national press recognised Bert Warne and reported his perspective of his

time in Asia and in the prison camps. A photo of the newspaper article is shown.

Before the end of 1945, Bert married his long-missed girlfriend Freda, and they moved into their home in Bitterne. Since his return from Asia, Bert and many of the other local Far East Prisoners of War (FEPOW) had worked tirelessly to ensure that the memory of their fallen colleagues would live on. Today, a memorial stone is in the grounds of Bitterne's Holy Saviour Church dedicated to those that were FEPOWs, a testament to Bert and his colleagues, as it is where he has led the VJ Day memorial service each year for Southampton.

In January 2022, the City Council recognised the importance of all that Bert had achieved, and the Mayor of Southampton, Councillor Alex Houghton, awarded him their highest accolade, Freedom of the City. Bert is pictured, right, proudly holding his award.

Bert had a long and loving life. His age began to tell shortly after his 105th birthday, but he stayed at his Bitterne home almost to the end, before being transferred to the Countess Mountbatten Hospice in West End, where he was lovingly cared for until the final moment on 3rd March.

Barrow Upon Soar Named a CAMRA Club Of The Year

The Barrow upon Soar Conservative Club was named CAMRA Club of the Year 2025 for Loughborough and North Leicestershire by Loughborough CAMRA. The club also received the award for their commitment to the community and their friendly

service.

CAMRA's Club of the Year is the annual competition to find the very best pub in the UK. They have been highlighting the best pubs and clubs in the country since

1988, and the competition helps to showcase quality pubs around the UK that

are worth seeking out and visiting. Their mission is all about finding the cream of the crop and the best place to enjoy a pint of cask ale.



Pages From The Past

In this month's Pages From The Past we go back to March 1925 which included an interesting article on how a Club seemingly increased its Membership from 300 to 152,185 in a single year through some form of sweepstake competition.

Whilst giving credit to the ingenuity of such an idea, the ACC at the time rightly highlighted several drawbacks of such a system, notably the 48 hours between nomination and election and the need to be proposed and seconded. It

is interesting that 100 years later the membership and licensing rules for Clubs have remained broadly similar so as to make the advice provided 100 years ago seem still broadly applicable to situations and questions we still occasionally encounter.

Elsewhere on the page is an advert for Symons Cyder which states that the product is healthful and delicious which is nutritional advice which perhaps would not be seen today when advertising alcoholic drinks!

BRIGHTER CLUBLAND!

Fortnightly Service of topical Political Cartoons for display in Clubs.

Here is something new which every Club should welcome with enthusiasm. Arrangements are being made to supply affiliated Clubs with an up-to-date cartoon on some current political question once every fortnight. The cartoons will be drawn by world-famous artists, and printed in two, or more, colours; each will measure 22½ in. by 35 in. For display inside or outside the premises—or both—these cartoons will readily become an attractive feature of the life of every Club.

It is often alleged that our Clubs are dull and need brightening up. The cartoons will do the trick.

The cost of one of these magnificent cartoons every fortnight for three months is only 5s. (post free) whilst three copies can be obtained for the same period for 12s. (post free). Picture the magnificent political art gallery a Club will speedily acquire in this simple and inexpensive manner!

A board on which to display the cartoons—if you haven't one already—would cost but a few shillings; a member would probably knock you up one for the good of Club and Cause if properly approached. You cannot afford to miss this unique opportunity of brightening up and popularising your Club. Write to the A.C.C. for full particulars and back up a scheme which has far-reaching possibilities of development.

An excellent annual report comes from **Beech Hill Conservative, Luton**, containing appreciative recognition by M.P. and Chairman of the Association of the work performed by members at the General Election and also of the financial support rendered by the Club to the Association. The report is signed by Mr. Bishop (Chairman) and Mr. Parsons (Secretary)—a happy, though unusual, combination of names in connection with a secular institution! Their congregation continues to increase and an extension of premises is under consideration.

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SLIM AND DANGEROUS.

How a Club advanced its Membership in a year from 300 to 152,185!

Hold your breath! The membership of a British Legion Club at Dudley increased last year from 300 to 152,185! "Due to a sweepstake," laconically remarked the Chief Constable in this annual report to the local Licensing Justices. It would appear, from the above statement, that everyone desirous of participating in the sweepstake had to become a member of the Club, a portion of the money subscribed being, in each case utilised to pay the membership fee. The promoters no doubt hoped, by thus confining the "sweep" to members, to render themselves immune from prosecution.

Whilst appreciating the ingenuity displayed at Dudley, it is necessary to warn A.C.C. Clubs against adopting similar tactics. In the first place, even when sweepstakes are confined to members of a Club, they are illegal, and the promoters can be prosecuted. Secondly, election to membership under such conditions would be entirely irregular, both with regard to the Licensing Act and the Rules of a Club. The former ordains that at least 48 hours must elapse between nomination and election. Who nominated the army corps of 150,000 odd, and what proof could be produced that the statutory requirements were, in each case, complied with? Further, the Rules provide that only persons specified therein are eligible for membership—in the case of Conservative Clubs only known Conservatives, etc. Under such a system of wholesale and indiscriminate election it would be an easy matter to establish that the Club was not being conducted in "good faith" and, apart altogether from the promotion of a lottery, would run a grave risk of being struck off the Register.

The law being what it is, it would be the height of folly for any Club to promote a sweepstake, even though it confined the sale of tickets to members. Some modification of the George IV Act is unquestionably called for to meet modern conditions, but whilst it remains unamended, or unrepealed, its provisions are operative, as Clubs at Otley and many other places have found to their cost. Our earnest counsel to all A.C.C. Clubs is to have nothing whatever to do with sweepstakes, for that way, and that way only, safety lies.

STEWARD AS "BOSS OF THE SHOW."

The Ogilvie Constitutional Club, Deri, Glamorganshire, has been struck off the Register and the premises debarred from being used as a registered Club for 12 months on two grounds—frequent drunkenness and that the supply of intoxicating liquor was not altogether under the control of the Committee. The Stipendiary Magistrate, in announcing the decision of the Bench, said it was highly undesirable that the Steward should also be the landlord, he being in a position to turn out the Club at a week's notice. In other words, he added, he has been "boss of the show" and not the servant. Fifteen guineas costs were allowed.

[In consequence of the above decision, and also on the ground that the local Conservative Association ceased to recognise it, the Governing Body of the A.C.C. has removed the Club from the list of affiliated Clubs—EDITOR.]

SAME OLD STORY.

Bryanston Working Men's Club, Lisson Grove, W., supplied alcoholic drinks after hours. Result, Steward fined £25, and ordered to pay £10 10s. costs, whilst three members, for consuming, were fined 40s. each. Summons to strike the Club off the Register adjourned for six months, during which a police inspector is to be allowed to visit the premises at any time.

Under the joint auspices of Nelson Conservative Club and the local Women's Unionist Association a series of "At Homes" are being held, with brief political addresses.

GET THE NEW EDITION OF THE A.C.C. HANDBOOK ON CLUB LAW: PRICE 1s. 2d. POST FREE.

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, Second.

To obtain any of the documentation packages please email 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 or phone 0207 222 0843.