

CONSERVATIVE CLUBS MAGAZINE



December 2025 75p



Happy Christmas To All Our Readers



Message From Chief Executive

CONSERVATIVE
CLUBS
MAGAZINE

CONTENTS

Message From Chief Executive	2
Club Law and Management	3, 4, 5
Club Halloween Updates	7, 8
Club Update	8, 9
Industry Insights	10, 11, 12, 13
Haydock and Brackley Club Fundraising Updates	14
Pages From The Past	15

As we approach the Christmas season, I want to take a moment to reflect on the remarkable sense of community that continues to define our Clubs. Throughout the year, committees, staff and members have worked together to keep their Clubs vibrant, welcoming and at the heart of local life. From charity fundraisers and sporting achievements, to social events, refurbishments and everyday moments shared over a drink, it is the dedication of our Club communities that makes everything possible. Throughout this Magazine and into the January Magazine we are particularly highlighting the good work Clubs have done during 2025. If your Club wishes to be featured in the Magazine please just let us know – we know all too well how much Clubs contribute to their local communities and for fundraising for good causes and it is important to highlight this important work.

Christmas is always a special time in our Clubs. It is a chance to gather with friends old and new, to celebrate the year's achievements and to look ahead with optimism. I know many Clubs have already begun their preparations: decorating bars and lounges, planning festive menus, organising children's parties and charity collections, and ensuring that everyone who walks through the door feels part of something.

I extend my sincere thanks to all committees, volunteers and staff for their hard work throughout the year. Your efforts, often unseen and always appreciated, keep our Clubs running and ensure they remain valued places for members and their families. Members enjoying Christmas at their local Clubs does not happen by accident – there is always a hard working Committee and Club employees who are crucial to these endeavours.

On behalf of everyone at the ACC, I wish you all a Happy Christmas and every success for the months ahead.

Published by The Association of Conservative Clubs, Ltd
1 Norfolk Row,
London SE1 7JP
Tel: 020 7222 0843
Sales: 020 7222 0868
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www.toryclubs.co.uk

Chairman:
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Printed by: Snell Print Ltd,
8 Buckland Road, Yeovil,
Somerset BA21 5EA

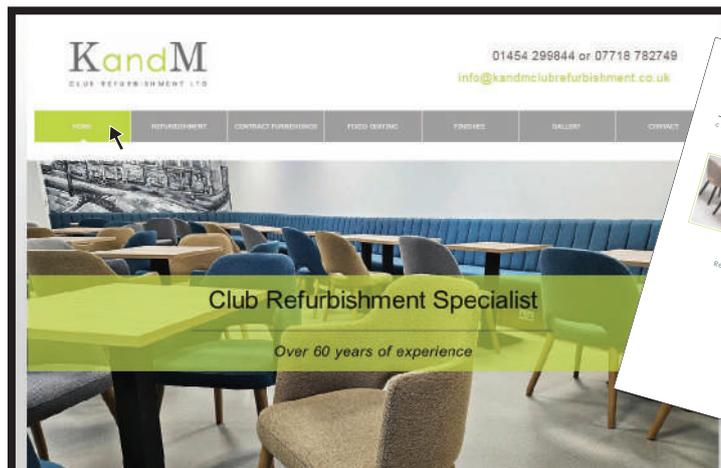
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CLUB LAW AND MANAGEMENT

Sickness Absences

In response to a recent situation at a Club involving a sickness absence and a contested return to work situation, we have prepared the following information to assist any other Clubs which may have a similar problem in the future.

If an employee is absent through illness or related reasons it is important to consider the following points, particularly on a potential return to work situation.

In this situation, there was a difference of opinion over whether it was safe for the

employee to return to work or if further consideration needed to be given to their proposed return to work timeline and duties once they had returned to work.

We advised the Club to following the following points.

1. Medical evidence and fitness to work

- A fit note (the formal term for a “back to work certificate”) is only required to cover periods of sickness absence, not to confirm someone is fit to return.
- However, as an employer, you have the right to request evidence that an employee is fit to resume work if there are genuine health and safety concerns about their ability to perform their role safely.
- If you have any specific concerns about the return of an employee with regards their specific illness you can request further information from the employee and their Doctor.

2. Disability and the Equality Act 2010

- Some illnesses are recognised under this Act. If so, this means you must make reasonable adjustments to help employees work safely (for example, modified hours, avoiding certain triggers, or additional supervision).
- However, if medical evidence shows that the employee cannot safely perform the essential duties of his role, even with reasonable adjustments, you may be justified in considering termination on capability grounds — but only once you have followed the correct medical and procedural steps. You cannot leap to conclusions and must first fully establish if modifications can be made to allowed this person to continue with their current role.

3. Requesting further information

- You can formally request written consent from the employee for you to obtain a medical report from his GP or specialist under the Access to

Medical Reports Act 1988.

- If they refuse to give consent or to attend Occupational Health, document this in writing. You can then make decisions based on the limited information available, provided they are reasonable and based on health and safety grounds.

4. Occupational Health referral

- If the employee does not provide a medical report, you can refer him to Occupational Health for an independent assessment.
- These services can be arranged through a local private occupational health provider or your insurer’s recommended partner. Alternatively, you can find registered providers through the Society of Occupational Medicine (SOM) or UK Health Security Agency’s list of providers.
- The referral should set out the specific questions you need answered, such as:
 - Is the employee fit to carry out the full duties of a bar manager?
 - What adjustments, if any, are recommended?
 - Are there particular safety risks linked to the club environment (e.g., lights, lone working, alcohol service)?

Next steps:

- Write to the employee confirming that before returning to work, a risk assessment and occupational health review must be completed.
- Explain that this is to ensure both his safety and that of others, not disciplinary in nature.
- Keep your tone calm, supportive and to the point - stressing your duty of care requirements.
- If they refuse, you may place them on medical suspension (on full pay) pending the assessment

or proceed to a capability process if you have sufficient grounds and documentation.

A capability process is the formal procedure an employer follows when an employee is unable to perform their job to the required standard - usually because of ill health or lack of competence, rather than misconduct or deliberate behaviour.

In a Club situation, where the concern is that the employee may not be medically fit or safe to carry out his duties, it would be a medical capability process.

Here’s how it works in plain terms:

1. Identify the problem

You may have already done this. Understand the potential medical issue with a return to work.

2. Gather evidence

Before any formal action, you must gather clear, objective evidence:

- Fit notes or medical certificates.
- A medical report from his GP or specialist (with his consent).
- An Occupational Health assessment advising on what he can and cannot do, and whether any reasonable adjustments would allow him to continue working.
- Any relevant records of performance or health-related absences.

3. Consider reasonable adjustments

If the employee is classed as disabled due to their condition (under the Equality Act), you must consider whether any reasonable adjustments could help they continue safely - for example, avoiding lone working, changing hours, or modifying duties.

If no adjustment would make the role safe or viable, you can move towards ending

employment on capability grounds.

4. Formal capability meeting

Once evidence is collected, you can invite the employee to a capability hearing.

- They should receive written notice, copies of all medical evidence, and the right to be accompanied.
- The purpose of the meeting is to review the evidence, discuss any possible adjustments, and decide whether they are capable of continuing in their role. Be objective and do not pre-judge the situation. This is not a disciplinary meeting it is simply about can this employee do the job in which they are employed for.
- You should document the discussion and any decisions carefully.

5. Decision and outcome

Depending on the findings, outcomes can include:

- Allowing the employee to return to work.
- Allowing them to return to work with adjustments.
- Medical suspension while awaiting further evidence.
- Or, if no safe or sustainable solution exists, termination of employment on the grounds of capability (not misconduct).

This must be done with sensitivity, evidence, and fairness - ensuring that the employee has been consulted and given opportunities to provide information.

I suggest you keep your insurers informed with your plan of action so they can provide any points they wish to make.

6. Right of appeal

The employee must be given a right to appeal any dismissal decision to the committee or another appropriate person.

Winter Weather – How Should the Club prepare?

Over recent years, increasingly extreme weather patterns and snowfall are causing disruptions and creating hazards that can lead to slips and falls. Clubs should endeavour to make the entrances and exits to the Club as safe as possible.

Gritting and Protecting Surfaces

Arrangements should be made to minimise risks from snow and ice, by gritting, snow clearing and the closure of some pathways, particularly outside stairs. It is wise to keep a good supply of grit handy to help clear them. Gritting is not an automatic way of ensuring you are blameless but it is definitely recommended especially around important thoroughfares like car-parks, entrances and exits.

Temporary closures and footwear

If some pathways or entrances become too dangerous or troublesome to clear, place barriers and signs to close any footpaths that may propose a significant risk.

Also making sure all employees are wearing correct footwear is advisable to help protect against avoidable slips/falls. Alternatively if the Club's clothing policy typically involves smarter shoes it could be worthwhile to allow boots or more hard-wearing footwear during winter.

Preparation as well as reaction

Ignorance is not a defence against a claim so make sure steps are taken to reduce foreseeable risk whenever possible. Paying attention to weather forecasts can help you get a head start in preparing for upcoming hazardous conditions such as pre-emptively laying down grit or arranging appropriate signage to be placed on pathways.

Records

It is important to document

as much as possible such as retaining invoices and receipts for items in order to show you have taken an active effort to combat the problems and potential dangers caused by snow and ice. Keep a log to demonstrate when snow and ice have appeared and the action taken to reduce the risk posed. Remember that a claimant has three years from the date of the incident in which to pursue a claim so it is important that checklists and logs are retained for at least this period.

Any incidents which could give rise to a claim should be communicated to the Club's insurers. You should arrange to take photos of the area where the accident took place to demonstrate conditions at the time, especially if you have made significant attempts to make the Club safer. If you have CCTV covering the area please ensure that any images

are retained securely for three years.

Written Warnings and Signage

Arrange to have some written instructions and warning signage on hand to inform members of the public that there is a risk

of falling/slipping and that reasonable care should be taken. Not providing these warning signs will leave the Club more open to a liability claim.

The ACC's Recommended Insurance Brokers Club Insure assisted with this advice and can be contacted on 0844 488 9204.



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Premier League

Festive Premier League Listings

Saturday 20 December

- 12:30 Newcastle United v Chelsea (TNT Sports)
- 15:00 AFC Bournemouth v Burnley
- 15:00 Brighton & Hove Albion v Sunderland
- 15:00 Manchester City v West Ham United
- 15:00 Wolverhampton Wanderers v Brentford
- 17:30 Tottenham Hotspur v Liverpool (Sky Sports)
- 20:00 Everton v Arsenal (Sky Sports)
- 20:00 Leeds United v Crystal Palace (Sky Sports)

Sunday 21 December

- 16:30 Aston Villa v Manchester United (Sky Sports)

Monday 22 December

- 20:00 Fulham v Nottingham Forest (Sky Sports)

Friday 26 December 2025

- 20:00 Manchester Utd v Newcastle (Sky Sports)

Saturday 27 December

- 12:30 Nottingham Forest v Manchester City (TNT Sports)
- 15:00 Arsenal v Brighton
- 15:00 Brentford v Bournemouth
- 15:00 Burnley v Everton
- 15:00 Liverpool v Wolves
- 15:00 West Ham v Fulham
- 17:30 Chelsea v Aston Villa (Sky Sports)

Sunday 28 December

- 14:00 Sunderland v Leeds (Sky Sports)
- 16:30 Crystal Palace v Tottenham Hotspur (Sky Sports)

Tuesday 30 December

- 19:30 Burnley v Newcastle (Sky Sports)
- 19:30 Chelsea v Bournemouth (Sky Sports)
- 19:30 Nottingham Forest v Everton (Sky Sports)
- 19:30 West Ham v Brighton (Sky Sports)
- 20:15 Arsenal v Aston Villa (Sky Sports)
- 20:15 Man Utd v Wolves (Sky Sports)

Thursday 1 January 2026

- 17:30 Crystal Palace v Fulham (Sky Sports)
- 17:30 Liverpool v Leeds (Sky Sports)
- 20:00 Brentford v Tottenham Hotspur (Sky Sports)
- 20:00 Sunderland v Manchester City (Sky Sports)

Saturday 3 January

- 12:30 Aston Villa v Nottingham Forest (Sky Sports)
- 15:00 Brighton v Burnley
- 15:00 Wolverhampton Wanderers v West Ham
- 17:30 Bournemouth v Arsenal (Sky Sports)

Sunday 4 January

- 12:30 Leeds v Manchester Utd (TNT Sports)
- 15:00 Everton v Brentford (Sky Sports)
- 15:00 Fulham v Liverpool (Sky Sports)
- 15:00 Newcastle v Crystal Palace (Sky Sports)
- 15:00 Tottenham Hotspur v Sunderland (Sky Sports)
- 17:30 Manchester City v Chelsea (Sky Sports)

Tuesday 6 January

- 20:00 West Ham v Nottingham Forest (Sky Sports)

Wednesday 7 January

- 19:30 Bournemouth v Tottenham Hotspur (Sky Sports)
- 19:30 Brentford v Sunderland (Sky Sports)
- 19:30 Crystal Palace v Aston Villa (Sky Sports)
- 19:30 Everton v Wolves (Sky Sports)
- 19:30 Fulham v Chelsea (Sky Sports)
- 19:30 Manchester City v Brighton (Sky Sports)
- 20:15 Burnley v Manchester Utd (Sky Sports)
- 20:15 Newcastle v Leeds (Sky Sports)

Thursday 8 January

- 20:00 Arsenal v Liverpool (Sky Sports)



CLUB LAW AND MANAGEMENT

QI have recently been elected as the Secretary of our club and have been advised that I do not have voting rights at committee meetings. I do receive an honorarium for this position. Is the advice I have been given correct?

AA Secretary who is elected annually by the members from among their own number, and who receives an honorarium in recognition of their service, keeps full membership and voting rights at committee meetings. The honorarium does not count as a salary, and therefore a person receiving one is not considered an employee. However, the honorarium is still subject to PAYE, and the recipient does not have any employment rights. The payment can also be withdrawn at any time.

If a person is appointed as a paid, employed Secretary, rather than elected by the members, that person must give up their membership of the club. An employed Secretary has no voting rights at committee meetings.

Since you were elected by the members and receive an honorarium, you are an elected Secretary, not an appointed one, and therefore you do have voting rights.

QWhat is the situation if a member of our club's staff serves a member or guest who they suspect may be over the legal limit and will be driving? Could the club or member of staff be liable in any way should such a person be involved in an accident?

ASection 141 of the Licensing Act 2003 makes it an offence to knowingly sell or supply alcohol to a person who is drunk, or to allow alcohol to be sold or supplied to such a person. This law supports any decision by staff to refuse service to a member or guest who is clearly intoxicated.

There are no known cases where a licensee or club committee has been prosecuted because someone they served later drove while over the limit. The responsibility not to drive when drunk rests entirely with the individual. If a person chooses to drive while intoxicated, they are personally liable for their actions.

While the law does not hold the club responsible in such circumstances, it is always sensible to act responsibly and refuse service where necessary. Staff should be encouraged to use their judgment, prioritise safety, and, where possible, prevent someone who is clearly drunk from driving.

QOne of our Members runs a local betting shop and is a licensed bookmaker. Whilst the Club does not provide facilities in which Members can place a bet, is it a breach of our licence if this Member takes bets from Members within the Club?

AIt would definitely be a breach of the Club's licence to allow this Member to take bets inside the Club from Club Members, even if the bets are then processed and honoured at his own betting shop. This is because his license does not extend to taking bets on the Club's premises. It is an offence to provide betting facilities inside any premise which is not issued with a Betting Premises Licence. This means that even though the Club is not a party to any betting transaction and the transactions are between individual Members the Club would still be in breach of the Gambling Act by providing the facility in which the betting is taking place.

Members can, however, use their mobile phones to place a bet as long as they are using their own personal account. If the Club provides wifi then it is also not an offence if this is used to place a bet via a smartphone app or similar method.

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

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

QWe have had a dispute in our club concerning bingo whereby a player insisted she had called 'house' but due to the fact that she was not heard the caller carried on with another number. The Entertainment Secretary insists that as the call was not heard, the chance to win was lost. What is your view?

AThe requirements of playing bingo are determined by the rules and regulations of play in each particular club. The club must ensure that all participants are aware of what these rules and regulations are. It is normally a requirement for the winning card to contain the last number called out, leaving the responsibility for being heard with the individual player. It is not enough for other players to hear a call of 'house.' It is the caller who stops the game, and it is therefore the caller who needs to hear the winning call. Bearing in mind what I have advised, bingo should not be played in an area where all the players cannot be seen or heard by the caller.



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Halloween Celebrations at Haughton Green Conservative Club

Haughton Green Conservative Club in Denton, Greater Manchester embraced the spooky season in style with an adults-only themed Halloween party exclusively for Club members.

The evening brought a fantastic turnout, with members arriving in an array of imaginative and spooky costumes that added to the fun atmosphere. DJ Tony Quinn kept

spirits high throughout the night, providing lively entertainment and leading a series of party games that had everyone joining in.

It was an enjoyable and memorable evening, filled with laughter, music and plenty of Halloween fun — a great example of the community spirit at Haughton Green Conservative Club.



A Spooktacular Halloween at Stanley Square Conservative Club



Stanley Square Conservative Club in Stalybridge, Cheshire embraced the Halloween spirit this year with a themed Karaoke Night hosted by DJ Paul Eden. Members arrived ready for an evening of fun, music and seasonal mischief.

It proved to be a Spooktacular event, with DJ Paul and Club Secretary Rachel Williamson extending their thanks to everyone who came along. The atmosphere was BOOTiful throughout the

night, and a FANGtastic time was enjoyed by all.

There were plenty of GHOULISH goings-on, including karaoke singing, dancing and a lively round of Play Your Cards Right. Members put great effort into the occasion with a range of FRIGHTFULLY good costumes on display.

Well done to everyone who took part - a truly memorable Halloween celebration at the Club.

Preston Torbay Club Raises £1,000 at Halloween Charity Event



Preston Torbay Conservative Club recently celebrated a highly successful Halloween charity event, held in support of Rowcroft Hospice. Thanks to the hard work and dedication of Club President Wendy Holmes and her enthusiastic team, the evening raised an impressive total of £1,000 for the charity.

Pat Goss, who has spent many decades tirelessly supporting Rowcroft Hospice, attended the event to receive the cheque on the charity's behalf. Members and guests warmly applauded her ongoing commitment to such an important local cause.

After the presentation, the atmosphere shifted from fundraising to festive fun. Guests disappeared for a few minutes, only to return dressed in an array of spooky costumes, ready to enjoy the evening's entertainment. The much-loved band Solid Gold kept the dance floor full all night, providing the perfect soundtrack to the Halloween celebrations.

Congratulations to everyone at Preston Torbay Conservative Club for their fantastic efforts - and for continuing to support the local community with such energy and goodwill.

Halloween Fun at Waterloo and Taunton Conservative Club

Waterloo and Taunton Conservative Club in Ashton-under-Lyne embraced the spooky season in style this year, hosting a lively Halloween Fancy Dress Party that brought members together for an evening of fun and festivities.

Club members turned out in impressive numbers, many arriving in creative and eye-catching costumes that added to the atmosphere of the night. Entertainment was provided by the ever-popular Sammy Lees, whose performance kept the party going from start to finish.

Chairman Leon Tamcken and Stewardess Caroline took on the enjoyable task of judging the fancy dress competition. After much deliberation, prizes were awarded to the best dressed male and female. The winners were announced as Ryan Thistleton, who appeared as a Harry Potter character, and Lucy Connolly, who impressed the judges with her Zombie Nurse costume.

It proved to be a fantastic evening of music, laughter and community spirit — a perfect way to celebrate Halloween at the Club.



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Benfleet Conservative Club Hosts Successful Charity and Community Events

Benfleet Conservative Club has enjoyed a busy and successful October, hosting two well-attended events that brought members together for fun, fundraising and community spirit.

On 24 October, members marked Breast Cancer Awareness Day, rallying together to raise an impressive £661.00 for the cause. The Club held a variety of activities, including a popular “weigh the cake” competition. The winning guess—fittingly claimed by a gentleman for the second year running—helped boost the total even further, with the delicious cake raffled for an additional £51.00.

Chair Jennie Innis expressed her thanks to everyone involved, praising the generosity and enthusiasm shown by members throughout the day.

Just two days later, on 26 October, the Club once again came alive for its annual Halloween Party. This year's celebration offered something extra special, with a visit from a reptile company

delighting the children. Youngsters had the chance to meet and even touch a range of fascinating creatures, with the snake proving to be the clear favourite. Staff joined in the fun too, contributing to a lively and friendly atmosphere that made the evening a great success.

Chair Jennie Innis thanked all members and families for their support across both events, noting how proud she was of the Club's continued community spirit and commitment to local and national causes.

Benfleet Conservative Club looks forward to hosting more events that bring people together while making a positive difference.



Patricroft Conservative Club Announces Winners of Summer Snooker League

Patricroft Conservative Club in Eccles is delighted to celebrate the winners of this year's Thursday Individual Snooker Handicapped Summer League.

After 14 weeks of closely contested matches, Dave Kerfoot emerged as the overall winner. In an exceptionally tight finish, he and last year's champion, Josh Thomond, ended level on points, but Dave secured the title with the greater number of wins. They were

closely followed by Colin Burke in third place and Pat Doohan in fourth.

A special mention also goes to Cris Cankalis, who claimed the high-break prize with an impressive break of 78.

The Club extends its thanks to Oscar Mungins for his hard work and dedication in organising and running the league, helping to ensure another successful and enjoyable summer of snooker.



Lostock Hall Conservative Club Welcomes Boxing Legend Joe Calzaghe



Lostock Hall Conservative Club in Preston enjoyed an unforgettable afternoon in September when members were treated to a special appearance by none other than Joe Calzaghe CBE — a true champion both inside and outside the boxing ring.

Club members turned out in impressive numbers to meet the former undefeated professional boxer, renowned for holding unified and lineal titles at super-middleweight as well as The Ring magazine's light-heavyweight title.



The atmosphere was electric as members had the opportunity to hear from the sporting great, pose for photographs and share in a memorable occasion.

The Club extends its thanks to North West Events for organising the afternoon and to Melissa Kirli Photography for capturing the day so brilliantly.

It was a standout moment in the Club's calendar and one that will long be remembered by all who attended.



Heaton Mersey Conservative Club Celebrates 100 Years with Family Fun Day

Heaton Mersey Conservative Club in Stockport marked its remarkable 100th anniversary in style with a fantastic family fun day enjoyed by members, friends and local families alike.

The centenary celebration offered something for everyone, featuring a lively tombola, a bouncy castle, disco, cake stall, face painting and a prize draw with the exciting chance to win a brand-new Nintendo Switch 2. The event created a wonderful atmosphere, bringing the community together to celebrate a century of Club history.

The Club extends its sincere thanks to all who supported the

occasion, including Cheeky-Chops Denton for their fabulous face painting, the Club's dedicated volunteers and the hardworking bar staff who helped make the day such a success.

As part of the continuing 100-year celebrations, the Club has also been giving away a range of special prizes. One lucky member, Henry Woodcock, was delighted to win four tickets to the Club's upcoming Madonna tribute night along with a bottle of prosecco.

Here's to the next 100 years at Heaton Mersey Conservative Club - a true cornerstone of its community.



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.

How moderation is reshaping the club drinks offer

Consumer attitudes toward alcohol are fundamentally shifting, as moderation becomes a defining force in both the On and Off Premise, explains CGA Strategy.

A recent CGA Strategy webinar examined latest insights, performance, and category dynamics, with the aim to help the industry plan for a future shaped by less alcohol, more purposeful consumption and a rapidly diversifying competitive set.

The five key takeaways are:

1. Moderation is mainstream and motivated by well-being

More than half (54%) of UK consumers are moderating their alcohol intake, making moderation one of the most powerful behavioural shifts in today's drinks market. Health is the primary driver, even above financial pressures, both at home and when out.

Furthermore, no/low is gaining a proportion of what liquor is losing, with experimental growth also impacting liquor performance. And interestingly, price isn't the key motivation for wellbeing, despite an overall price-motivated marketplace.

Younger consumers are over-indexing in the no/low category but are drinking more purposefully rather than abstaining. Yet Gen Z and millennials are still the most active demographic for On Premise visits. So, it's still essential to engage their interest, loyalty and advocacy.

2. Reduced alcohol sales reallocates spend

It's no longer a question of whether moderation is happening, but where spend is going: shoppers buy alcohol less frequently, narrow their repertoires and increasingly substitute with no/low alternatives.

People are buying into BWS (beers; wines and spirits) less often, with the category losing £130m in spirits and £91m in beer year on year in the Off Trade alone. Conversely, soft drinks have expanded +6.1% in value, as emerging, functional, and premium subcategories lead the charge.

This invites questions like:

- To what extent are losses being picked up by other choices?
- Are there any alternative choices being made?
- Are consumers simply choosing different drink types?

There is a need to first analyse how declining sales are manifesting, then use the findings to drive profitability in the face of reduced drinking occasions and the relevance of them.

Ultimately, there's both a threat and a roadmap at play, in terms of understanding which alternatives are capturing consumer spend, and which products are future-fit for the new competitive set.

3. Category rebalancing

Growth in the BWS category is primarily driven by beer. On the other hand, no/low is gaining volume from alcohol categories, with a momentous 93% of shifting gains coming from BWS.

But it's not all bad news for BWS, considering how consumers:

- Reward reassurance
- Value familiar brands
- See no/low as a way to stay engaged without compromising lifestyle goals

Correspondingly, some consumers are continuing to buy their preferred brands as no/low alternatives. Plus, new products are emerging. And not just alternatives with something removed, but with the addition of benefits that tap into current consumer preferences.

Even so, there are still barriers to overcome in the On Premise, with no/low perceived as lower value for money and unexciting, not special or socially engaging.

The takeaway? No/low needs stronger storytelling, compelling serves, and clearer occasion-fit to deliver value beyond abstinence.

4. RTD have broad appeal and serious momentum

Notably, RTDs are bringing new consumers into BWS, accounting for £17.50 of every £100 in new product sales. The category is benefiting from:

- Premium packaging cues
- Flavour-focused propositions

- Crossover appeal between alcoholic and soft drinks

What's more, RTD gains come from both alcoholic and non-alcoholic categories, with a quarter (25%) of shifting gains from soft drinks. This emphasises the unique role of RTDs with an "in-between" product – an accessible, flavour-led entry point, piquing curiosity and encouraging repertoire expansion.

For all these reasons, RTDs are clearly reframing consumers' approach to convenience, experimentation, and premiumisation.

5. Functional drinks emerge as high potential challengers

Functional soft drinks have emerged as the most disruptive replacement for alcohol occasions. Functional is still small. But it's culturally influential, premium-aligned, and over-indexing in terms of the price consumers are willing to pay for benefits – a trend that's increasingly replicating in the On Premise.

This data is proof of a values-driven movement, where natural ingredients and wellbeing are worth spending hard-earned pounds on, especially for younger consumers.

Additionally, more than three quarters (76%) of On Premise drinkers are willing to try functional products, and over half (51%) want more availability. It's a meaningful reason for operators to integrate them into menus.

A market in transition – and expansion

Moderation is reshaping value for consumers who still want to treat themselves, connect socially, and discover new experiences. They simply want to do so more intentionally.

This being the case, the next wave of growth is already here for drinks brands, suppliers and operators who curate alternatives and tell stronger product stories to retain relevance.

• cgastrategy.com

Greene King in fine festive fettle with December cask line-up

Greene King is welcoming back three seasonal cask favourites, aiming to bring warmth, character, and a touch of festive magic to bars across the country.

The brewer's No.1 Christmas ale, Rocking Rudolph, is back with its signature full-bodied flavour and rich malty notes. The 4.2% ABV ale boasts a refreshed festive badge, featuring Rudolph's signature lights, and bespoke festive point of sale. Club customers will also be able to access Rocking Rudolph glassware, jumpers and other merchandise.

As part of Greene King's ongoing partnership with Macmillan Cancer Support, 5p plus VAT from every pint of the Christmas ale sold will be donated to the charity.

Fireside, the 4.5% ABV premium ale, also returns, with grapefruit and lemon citrus flavours balanced by the black malt, and rounding off the cask calendar is Abbot Reserve, making its return from December into January. The robust 6.5% ABV ale is known for its rich fruitcake notes and full-bodied depth.

Amina Ali, Brand Manager at Greene King, said: "Our winter cask range is all about bringing



celebration, rich flavours and a sense of occasion to venues. Rocking Rudolph is a firm festive favourite, and this year's refreshed badge adds even more theatre to the bar. With Fireside and Abbot Reserve also returning, we're offering a trio of seasonal ales that cater to all those winter moments."

All three beers are part of the Greene King Fresh Cask Releases calendar, which features 15 limited-edition beers available throughout the year.

Available in both firkin and pin formats, these seasonal casks offer flexibility for venues of all sizes.

• [greeneking_valueforvenues](https://www.greeneking.co.uk/valueforvenues)

Sport England backs 'Let's Move' campaign



Sport England Chair Chris Boardman has welcomed the launch of the government's 'Let's Move!' campaign, aiming to help keep families active together all year round.

Chair Chris Boardman said: "Helping children discover the joy of movement isn't just good for their health, happiness, and confidence - it's one of the smartest investments in their future, and in the nation's.

"Active kids grow into active adults, easing pressure on the NHS and strengthening the economy. Everyone wins and it can start with something as simple as a ten-minute dance in the living room or a quick bike ride."

The campaign offers ideas for sport, play and

everyday movement featuring families getting active together during the autumn and winter months, when parents expect their children's activity levels to dip.

The campaign is in addition to a wider £900 million commitment to build grassroots facilities in the places that need them most. It is being piloted in targeted areas of Sandwell, Lancashire, Essex and Bradford where inactivity levels and inequalities are greater than other parts of the country.

Let's Move has also been backed by Olympic medal-winning gymnasts Beth Tweddle and Max Whitlock, as well as The Body Coach, Joe Wicks, and Parenthood stars Olivia and Alex Bowen.

• [nhs.uk](https://www.nhs.uk)



Maison Ferrand UK to distribute Adriatico Zero

Maison Ferrand UK will now distribute the full Adriatico portfolio – including the new Adriatico Zero – along with Mamma Mia Limoncello.

Darryl Crips, Head of Sales at Maison Ferrand UK, said: "We can look forward to taking these fantastic products to the next level here in the UK. A complementary brand that fits in perfectly with our portfolio, we are keen to develop this partnership and see how it grows."

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

Turning grain and wood into sipping spirits

Sylva Orchard has been launched, an aged non-alcoholic spirit made in small batches from British fruit wood and malted barley.

Described as 'fruit forward with gentle smoke evoking warm memories', the spirit is best served over ice or with soda for a longer drink.

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



Health trends and Gen Z drive 19% surge in UK non-alcoholic cocktail brands

The number of new alcohol-free cocktail brands being launched in the UK continues to rise with UK trade mark filings for non-alcoholic cocktails jumping 19% in two years to 515 from 433, according to intellectual property law firm Mathys & Squire.

This growth reflects how companies are prioritising alcohol-free product development to meet strong demand from Generation Z consumers seeking healthier, socially inclusive drinking options.

During the same period, the number of new gin trade marks filed fell 9% from 642 to 582, while rum filings decreased 5% from 662 to 627, demonstrating changing consumer preferences toward alcohol-free alternatives.

However, whisky/whiskey trade marks moved in the opposite direction, growing 7% from 714 to 761. New trade marks are being filed in order to market more budget whisky brands, with shorter ageing periods, without jeopardising existing upmarket brands.

The surge in non-alcoholic cocktail filings reflects a broader growth in innovation and investment across the broader alcohol-free drinks segment.

Leading companies, including Diageo, are investing significantly in new product launches, alongside marketing campaigns and sponsorships, to capture growth in the expanding alcohol-free market.

Claire Breheny, Head of Trade Marks at Mathys & Squire, said: “The increase in non-alcoholic cocktail trade marks shows how alcohol free alternatives are being developed for all the main drinks categories.

“Health trends and Generation Z drinking habits are transforming industry innovation priorities and investment strategies.

“Businesses that fail to innovate effectively risk losing out on one of the fastest-growing and most dynamic market segments in the global drinks industry.”

• mathys-squire.com

Carling extends sponsorship of the Emirates FA Cup and Adobe Women’s FA Cup

The FA has extended its partnership with Carling as official beer partner of the Emirates FA Cup and Adobe Women’s FA Cup.

As part of the deal, which will run until at least 2027, Carling will be rolling out promotional activity throughout the competitions.

James Gray, FA commercial director, said: “We’re delighted to extend our partnership with Carling as the official beer partner of the Emirates FA Cup and Adobe Women’s FA Cup.

“The lager brand is well known as an outstanding supporter of English football, and it’s been a pleasure to see this commitment first hand with such a wide



variety of activity over the past three seasons. We look forward to working together over the years ahead and seeing even more magical moments be created around our flagship competitions.”

On the road to Wembley

Coca-Cola Europacific Partners Great Britain Ltd (CCEP) alcohol ready-to-drink portfolio has partnered up with Wembley Stadium Connected by EE, becoming its official alcohol ready-to-drink (ARTD) supplier.

The full range of alcohol ready-to-drink portfolio being presented at Wembley includes:

- Jack Daniel’s & Coca-Cola Original Taste, Jack Daniel’s & Coca-Cola Zero Sugar, Jack Daniel’s &

Coca-Cola Cherry

- Absolut Vodka & SPRITE, Absolut Vodka & SPRITE Watermelon

- BACARDÍ & Coca-Cola Original Taste

- Schweppes cocktails - Gin Twist, Paloma Bliss

The ARTD category is now worth over £656 million in In Great Britain.

Elaine Maher, Associate Director, ARTD at Coca-Cola Europacific Partners GB, said: “We’re

incredibly proud to be joining forces with Wembley Stadium – a venue recognised across the globe.

“This partnership marks an exciting new chapter for our alcohol ready-to-drink strategy, as the category continues to reshape how people drink – whether that’s picking up a pre-mixed serve in the supermarket, choosing from our range in convenience store chillers, or now enjoying them at some of the country’s biggest live events”.

• wembleystadium.com



The rise of the coffee-based cocktail

Coffee has long been the drink that fuels the UK’s mornings. But in the right hands, it also fuels the evenings, according to the coffee experts at WMF.

The rise of coffee-based cocktails has brought a new layer of sophistication to bars, blending the bold bitterness of espresso with the smooth complexity of spirits, says the company.

From Pick-Me-Up to Wind-Down

The classic Espresso Martini remains the undisputed star – sharp, creamy, and effortlessly elegant. Created in the 1980s, it perfectly bridges the gap between an after-dinner dessert and a night-cap. But modern mixologists are going further, experimenting with cold brew, nitro coffee, and

even coffee liqueurs in unexpected pairings like Coffee Negronis, Irish Cold Brews, or Coffee Old Fashioneds.

Why it works

Coffee brings depth. Its roasted, nutty, sometimes chocolatey notes complement the caramel tones of rum, the botanicals of gin, and the smokiness of whisky. When balanced correctly, it adds structure and intrigue, turning a simple drink into something memorable.

The New Wave

Many bartenders are embracing specialty coffee as seriously as baristas. Single-origin espresso shots, locally roasted beans, and cold brew infu-



sions are being used to tailor cocktails that celebrate terroir and flavour balance. Whether it’s a brunch Bellini twist or a late-night creation, coffee cocktails are becoming a ritual in their own right – equal parts energy, elegance, and indulgence.

• wmf-coffeemachines.com

Latest launch from Glenfiddich and Aston Martin F1

Glenfiddich has launched a 16 Year Old Aston Martin Formula One™ Team expression.

Created to celebrate the collaboration between the two iconic brands, the new limited-edition whisky is bottled at 43% ABV.

Crafted from American oak wine casks, new American barrels, and second-fill bourbon casks, the new limited-edition is described as being super smooth with a sustained sweetness.

• glenfiddich.com



Aberfeldy adds 15 year old malt to wine cask collection

ABERFELDY© Single Malt Scotch Whisky has launched the newest iteration in its Wine Cask Collection, ABERFELDY 15 Year Old Bolgheri Red Wine Cask Finish.

Malt Master, Stephanie Macleod, said: “In keeping with our approach to innovation and exploration, we wanted to use these beautiful Tuscan casks again, for a second expression, as they contrast so wonderfully with the signature character of ABERFELDY.

“Fifteen-year-old whisky is known for being at an age where the influence from the cask reaches a certain peak. Bolgheri wines are known for being robust and full of dark fruit flavours with intense oakiness. Combining the two has crafted a beautifully rich and rounded Single Malt with soft ripe red cherries and creamy vanilla notes, spice and layers of dark chocolate and scented oak.”

The 15 Year Old Bolgheri Red Wine Cask Finish is described as having an aroma of dark cherries and ripe plums, flavours of dark chocolate with hints of vanilla and delicate nutmeg, plus ABERFELDY’s honeyed notes for subtle sweetness, finishing with a lingering touch of soft oak, for a smooth, warming impression.

• aberfeldy.com

Global launch from Chivas Regal

Scotch whisky brand Chivas Regal has announced the global launch of Chivas Regal Crystalgold, pairing the mixability and versatility of a clear spirit with the depth of flavour and craftsmanship of a dark, oak-aged spirit.

“We’ve always believed that innovation should enhance tradition, not erase it and Chivas Regal Crystalgold is the epitome of that. It pushes the boundaries of what’s possible in blending,” said **Sandy Hyslop, Master Blender, Chivas Regal.**

“Through years of experimentation, we have perfected a filtration process that removes colour while retaining flavour for a truly unique drinking experience. Our goal with Chivas Regal Crystalgold wasn’t just to innovate, it was to preserve everything people love



about an oak-aged spirit, while presenting it in a way you’ve never seen from us before. The clarity is striking, but the flavour is unmistakably ours.”

• chivasbrothers.com

From the Union – a brewing legend reborn



First brewed by Theakston in 1992, Masham Ale makes a welcome return – this time brewed in collaboration with Thornbridge Brewery and, for the very first time, fermented in the traditional Burton Union system – an historic 19th-century fermentation method, a section of which is now owned and operated by Thornbridge.

Deep amber in colour, it offers a rich, full-bodied character with a distinctly fruity flavour that stays

true to the original Masham recipe. Available in both cask and bottle, this special release brings together Theakston heritage and Thornbridge’s craftsmanship in a unique brewing partnership.

Each bottle is bottle-conditioned, allowing natural carbonation and flavour to develop over time – so pour carefully to leave the fine yeast sediment undisturbed.

• theakstons.co.uk

Just Desserts releases Christmas crackers



The Just Dessert Christmas Collection brochure is available to download. The collection includes:

Mince Pie Crumble – A comforting festive treat featuring juicy, spiced mincemeat nestled beneath a golden, buttery crumble.

Mince Pie Blondie – A festive twist on a classic blondie, with rich, buttery and baked to golden perfection, marbled with luscious, spiced mince pie and white chocolate pieces.

Mince Pie Franzipan – Encased in a buttery pastry case, this festive delight combines the rich, fruity depth of traditional mincemeat with a soft, almondy frangipane sponge, all lightly dusted with snowy icing sugar.

• justdesserts.com

Haydock Conservative Club Updates



The Club was saddened recently by the loss of two highly respected and long-standing members whose contributions and presence will be deeply missed.

Michael Henaff, Club President, passed away after many years of dedicated service. A long-standing member, Michael previously served as the Club's Treasurer, where his financial expertise greatly benefited the Club. Four years ago he took on the role of President, a position in which he continued to serve with commitment and distinction. He is fondly remembered by all who knew him.

The Club also bids farewell to its oldest member, Gerald Anders, who has passed away at the remarkable age of 103. A war veteran who served in Germany, Italy and Africa, Gerald remained an active presence at the Club well into his later years. He was still attending dance socials until September, only stepping back when his health began to decline after an impressive 78 years of dancing.

Amid recent sadness, the Club also celebrates some uplifting news thanks to the exceptional efforts of

Stewardess Sheena Round, whose dedication to charitable causes continues to inspire members.

In 2023 Sheena raised an impressive £1,000 for St Helens Hospital's Lilac Centre cancer charity. This year she set herself an even greater challenge by taking part in Willowbrook Hospice's annual Strictly-themed charity event. Paired with an experienced dancer and a complete novice herself, Sheena delivered a fantastic performance and exceeded all expectations by raising £1,650 on her own.

As a thank-you to the membership for their support, including raffle ticket purchases and donations, Sheena performed a full run-through of her dance routine at the Club's social evening a few days before the competition. Staff, friends and family were there to cheer her on at the main event, where combined efforts contributed to an outstanding overall total of £56,700 raised for Willowbrook Hospice.

The Club is proud to recognise Sheena's continued commitment to supporting local charities and the community.

Brackley Conservative Club Hosts Charity Race Night for Boys Brigade and Girls Association

Brackley Conservative Club in Worsley recently brought the community together for an exciting charity race night in support of the Boys Brigade and Girls Association.

Members turned out in impressive numbers to enjoy an evening of entertainment, cheering on pre-recorded horse races shown on the Club's big screens. Friendly wagers added to the fun, with prizes up for grabs as the races unfolded, creating a lively atmosphere

throughout the night.

The event raised funds for the Boys Brigade and Girls Association, a charity dedicated to providing children and young people with opportunities to learn, grow and discover within a safe, supportive and enjoyable environment.

It was a successful and enjoyable evening for a very worthy cause, reflecting the Club's strong commitment to supporting its local community.



Pages From The Past

In this month's Pages From The Past we go back 100 years to December 1925.

In search of inspiration for our own Christmas edition of the Magazine, we had hoped to find a particularly festive edition of the magazine awaiting us. Instead, we found a large article dedicated

to the then issue of licensing hours for Private Member Clubs with a request that the Home Secretary place before their Cabinet colleagues the proposal that hours of supply of alcohol be allowed at any time 12 hours prior to midnight, a significant relaxation of the rules in place

in 1925.

The key issue was that in 1925 Clubs were still not afforded the latitude of alcohol supply that existed prior to the First World War. During the First World War, licensing laws in Britain changed dramatically. The government introduced

some of the strictest alcohol controls in modern history, driven by fears that drinking was harming the war effort, reducing productivity, and affecting military discipline. These changes proved to reshape Club life for decades to come.

THE CONSERVATIVE CLUBS GAZETTE.

The Official Organ of the Association of Conservative Clubs, to which there are affiliated 1,521 Conservative and Unionist Clubs, with a membership exceeding half a million.

VOL. XXIX. No. 369.

DECEMBER, 1925.

PRICE 2d.

CLUB NOTES.

The Deputation to the Home Secretary.

A full report of the Club deputation which waited upon the Home Secretary last month will be found on later pages of this issue. It is published in its entirety so that it can be carefully studied by all Clubmen—and especially Club officials—for the speeches were, by arrangement, designed to cover every class of Club, and, between them, they ventilated the principal grievances which Clubs seek to have redressed. In short, the report constitutes "the Club case." The deputation was, without doubt, the most representative of the Club life of the country which has ever waited on a Minister of the Crown, comprising, as it did, the following organisations:—

- The Association of Conservative Clubs.
- The Club and Institute Union.
- The National Federation of Liberal Clubs.
- The Glamorgan Council of Conservative Clubs.
- The West-End Clubs Protection Association.
- The Sports Clubs Protection Association.

The total membership of the Clubs represented was, approximately, two millions—no inconsiderable portion of the total electorate of England and Wales.

A Regrettable Incident.

Although, perhaps, invidious to particularise, the two outstanding speeches were those made by Sir Herbert Nield, K.C., M.P., who introduced the deputation, and Mr. B. T. Hall, the Secretary of the Club and Institute Union. That they resorted to plain speaking can frankly be admitted. The situation called for it, and, had they refrained from telling the truth, they would have been false to their trust and at the same time, have misled the Minister. That much they said was personally unpalatable to the Home Secretary can be readily appreciated. This, however, afforded no excuse for the dictatorial attitude he adopted towards the Chairman of the A.C.C.—an attitude which called forth a dignified rejoinder from Sir Herbert Nield, and, subsequently, the condemnation of the outer world, as reference to other pages of this issue will show. Though the incident was magnified far beyond its proper proportions in the Press reports of the deputation, it is, nevertheless, greatly to be regretted, from the Party standpoint, that a Conservative Minister should have

exhibited himself in such an unfavourable light at a gathering representing well-nigh two million wage-earners, whose mouthpieces merely expressed, as they were fully entitled to, determination to get back for Clubs, in a constitutional manner, rights filched from them by subterfuge. The Home Secretary finally promised to lay the Club case "fully and fairly" before his Cabinet colleagues, and with that assurance we must be, for the moment, satisfied.

Any Twelve Hours before Midnight.

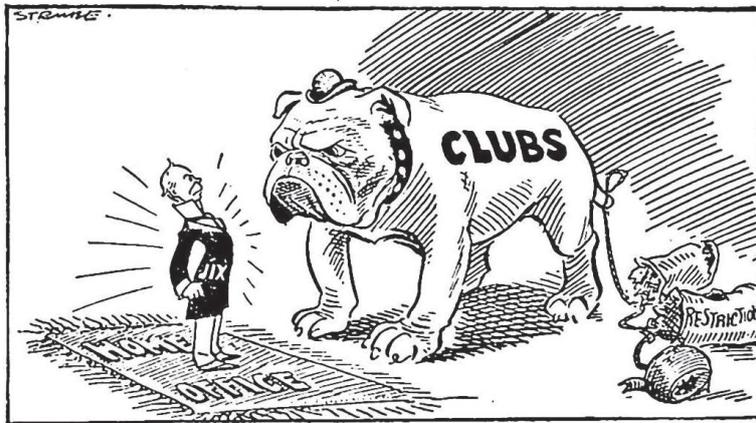
The proposal put forward by Sir Herbert Nield that Clubs would be prepared to accept for hours of supply "any twelve before midnight," was in the nature of a compromise, agreed to at a Conference of representatives of the various Club organisations held prior to the deputation. The general feeling, originally, was that the demand should be for full restoration of pre-war rights, but, to make compliance as easy as possible for the Government, it was agreed to ask only for a universal twelve hours, each Club to have the right to determine, within that limit, the hours most suitable, and convenient for its members. This was a very considerable concession for Clubs to make in view of the Lloyd George pledge that all restrictions imposed were to be limited to the period of the war. So far as Sundays are concerned, it was agreed to be content with an additional hour—a very moderate request.

As already stated, the Home Secretary has undertaken to lay the views of the Club deputation before the Cabinet. The following day, when receiving representatives of the Temperance Council of the Christian Churches, who asked for additional restrictions to be placed on Clubs, Sir William Joynson-Hicks said:—

No Procrastination!

"I am not at all sure, before any suggestions for legislation are considered by the Cabinet, that it would not be a good thing to have the fullest, and most complete inquiry into the whole question."

Now, we as Clubmen have no objection to such an inquiry, if such be deemed necessary. Our case would indeed be a weak one if it could not stand the light of "full and complete" investigation. That, however, is for the future. What we demand now is that there shall be no procrastination, or awaiting the outcome of



The Clubs: "Take off those cans and don't treat me like a pup!"

By courtesy of the Daily Express.

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