

CONSERVATIVE CLUBS MAGAZINE



November 2019 50p



Wells Conservative Club Celebrates Refurbishment

Keynsham Reveals Club Turnaround Tips

Astley Bridge Conservative Club Celebrates 50th Anniversary

YDP Launches Club Card Machine Offer



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Corby Conservative Clubs Hosts Event to Raise Awareness of Cancer Tests

Corby Conservative Club has hosted a fundraising effort to support the efforts of Fiona Scarborough to raise awareness of the importance of regular cancer checks for women. Fiona Scarborough, 25, was diagnosed with cervical cancer after a routine smear test - the first she had ever had - earlier this year. Having now recovered after a hysterectomy, Fiona said she has made it her life's mission to raise awareness among other women. Her first event was held at Corby Conservative Club and it saw dozens of people given information and help to raise money for Fiona's Shine Walk in

aid of Cancer Research UK later this year.

She said: "My husband and I have two boys, Jacob, 7, and Elliott, 3, so felt like we already have our children and it was not so bad." Fiona runs her own bakery business called Butterwick Bakes and shared her story on her Facebook page, which attracted a huge response. She then decided to begin raising awareness and arranged the event, which included a raffle, lots of cake, and other attractions, at Corby Conservative Club. Fiona said: "It was really well attended and hopefully helped spread the message about the importance of smear tests."



Story and Picture Credit: Northamptonshire Telegraph

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Waterloo and Taunton Holds Chicken Wing Challenge

The Waterloo and Taunton Conservative Club, Ashton-under-Lyne, invited 'Meat the Heat UK' and 'Daddy Cool's Hot Pepper Sauce & Recipes' to hold the mighty 'Chicken Wing Challenge' at the Club. Contestants taking part had to eat 5 spicy hot wings, followed by 2 mega hot wings, then withstand

the burn for 5 minutes, not licking lips, wiping mouths, or having a drink.

Leon Tamcken, Club Chairman said 'We were looking for a completely different type of event, when we were approached by 'Meat the Heat UK'. I would certainly recommend this to other venues'.

Meat the Heat UK spokesman, Daniel Lee, said 'What a fantastic event, bringing everyone together to complete in what is the ultimate test in mind ability and control. Well done to all the winner's'. Those who survived won a 'Meat the Heat UK' t-shirt and a 'Daddy Cools Sauce' gift voucher.

For more details visit www.MeatTheHeat.co.uk or www.daddycoolschillisauc.co.uk.

The Club strongly recommends that other ACC Clubs, particularly those with defibrillators located within the Club, looking for a slightly different event to host gives consideration to hosting the chicken wing challenge.



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

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

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

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

Sale and Leaseback

Since launching the ACC Sale and Leaseback service, over 70 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.

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.

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.

ACC Contracts of Employment

The ACC are pleased to supply a range of Employment Contracts. These contracts are designed specifically to comply with the needs of ACC Clubs and are produced to a high quality with a glossy finish. All Contracts were fully revised and updated in 2015, with minor revisions made in 2016, and are compliant with all current UK legislation. We recommend that all Clubs use our current contracts of employment for their employees.

All Contract Packs now include a high quality and durable employee disciplinary and grievance policy handbook which should assist both Clubs and employees when these issues arise. Contracts for use with employees who live on the Club's premises now come with a specifically drafted Service Occupancy Agreement for the employees, and their partners if applicable, to sign in relation to their accommodation.

Our newest introduction to our contracts range is a contract of employment for use by Clubs which employ Bar Managers. We know that many Clubs employ Bar Managers as opposed to Club Stewards and we are pleased to now supply a specific contract pack for Bar Managers.

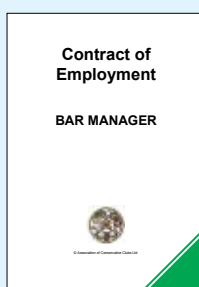
The contracts which are offered by the ACC are as follows:



Club Club Secretary/Administrator Contract
Appropriate for Clubs which employ, rather than elect, a Club Secretary. Each contract pack costs £20 and includes:
2 x Club Secretary Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



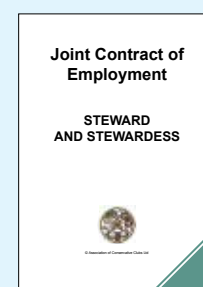
Steward Contract
Appropriate for a Club employing a Steward with or without accommodation included. Each contract pack costs £25 and includes:
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2 x Club Employee Disciplinary and Grievance Policy Handbook.



Bar Manager Contract
Appropriate for a Club employing a Bar Manager without accommodation. Each contract pack costs £20 and includes:
2 x Bar Manager Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



Standard Terms and Conditions of Employment
Appropriate for a wide range of Club Employees (bar employees, cleaners, general part time employees etc.). Each contract pack costs £15 and includes:
2 x Standard Terms and Conditions of Employment Contract
2 x Club Employee Disciplinary and Grievance Policy Handbook.



Steward and Stewardess Joint Contract
Appropriate for a Club employing a Steward and Stewardess on a joint contract of employment with or without accommodation included. Each contract pack costs £25 and includes:
2 x Club Steward and Stewardess Contract
2 x Service Occupancy Agreement
2 x Club Employee Disciplinary and Grievance Policy Handbook.

Please contact the ACC with any questions regarding the new contracts of employment.

To order any of the above contract packs please place an order online at www.toryclubs.co.uk, email charles@toryclubs.co.uk or phone 0207 222 0868.

CLUB LAW AND MANAGEMENT

YDP Launches Club Card Machine Offer

Recent months have shown that YDP clients utilising card readers have seen substantial improvements in bar takings, particularly during functions and events.

We have seen considerable disparity in the various systems used by clubs and in some cases the cost has been prohibitive for using card machines.

A simple cost effective solution was required to allow clubs to take advantage of these additional sales. Consequently, YDP have negotiated an excellent deal for their clients, which we consider to be one of the best available.

The key cost to using a card reads is the bank transition fee, which is set at 1.75% for all types of credit and debit cards. The latest card

reader and docking stations are available from YDP at a weekly cost of £3 plus VAT. Through this system the funds are guaranteed to reach the Club's account within 2 working days.

There are no additional fees; however your Club will require a reliable Wi-Fi signal in the bar. In order to link the card reader to the bank, the Club can either use a mobile phone or tablet device. The option of using a tablet, such as an iPad, means that all bar product and prices can be loaded on to the application, so that staff can simply tap the relevant product, and the total appears automatically through the card reader.

The back office application allows for detailed record keeping

of product sales, assisting in stock control reconciliation. Cash sales can then also be taken through the system where necessary, removing the requirement for a traditional till system and providing substantial savings.

For further information please

contact Julie Bright, julie.bright@ydp.co.uk.

This is an exciting development for Clubs, offered by an ACC Recommended Supplier, which we hope is both easily affordable and likely to produce a boost in sales and profitability.

Flash flooding SOS – how to cover your club for a flood

As the weather worsens, there's no better time to review your insurance policy and make sure your Conservative Club is adequately covered for a (very) rainy day.

Flash flooding is caused by excessive rainfall. It can happen unexpectedly, and your club could be unprepared. Whatever the type of flooding, the impact can be devastating. But with a comprehensive insurance policy you can have peace of mind that you won't be left drowning in financial difficulty.

Is your club at risk of flooding?

Flooding should be on your radar if your club is close to water such as rivers, lakes or reservoirs. If you're on a low-lying area, the risk of flash flooding is particularly great.

Even if you're not situated on a known flood plain, this doesn't mean flooding will never happen to you.

The best way to stay one step ahead of the floods is to sign up for flood warnings on the gov.uk website, and to put an action plan in place so your club and its committee know how to handle the emergency.

Insurance cover for flooding

Flooding is one of the risks covered in your buildings and contents insurance. But sometimes it comes at a cost, including a hefty excess or pricey premiums. There are several ways to bring the price of insurance down, though. For example, putting flood resistance measures in place such as fitting water-resistant doors and window frames will demonstrate to your insurer that you are trying to

minimise the risk of flooding.

Another innovative measure is FloodFlash, a new type of flood insurance now offered by Club Insure that eliminates doubt around flooding claims and ensures a quick pay out. A sensor is fitted on the outside of your club, detecting flooding immediately. There's no need for damage assessments – you'll receive the pre-agreed fixed fee set out in your policy.

Your club may also need additional protection, such as Business Interruption Insurance. Ask yourself if your club could survive financially if it had to close for a few weeks or even months. If you don't have the cash flow to keep you going, then Business Interruption Insurance could be the answer. It covers your costs so you don't need to worry about loss of revenue.

Do I need Flood Excess Insurance?

Flood Excess Insurance pays the excess if your property does flood. It covers you for up to £50,000, and pays out even if your claim doesn't exceed the excess. Well worth considering if the flood excess on your policy makes your eyes water.

Find flooding insurance advice

We've been working with the ACC since 2013, so have specific experience working with Conservative Clubs. Therefore we know what cover you'll need and how to help you should you need to make a claim. Our award-winning team are happy to discuss your policy, whether you want to check you're adequately covered or want expert advice on how to best protect your club.

The ACC thanks Club Insure for their assistance with this article.

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ACC Supports Club in Licensing Dispute

An ACC Club approached us regarding a dispute they were having with their local Licensing Enforcement Officers. The Officer was attempting to restrict the ability of a Club Member to sign in multiple guests on the same occasion. We strongly support the right of Club Members to sign in as many guests as they wish to on any specific occasion. This is vital to the ability for Club Member to hold a private event at the Club and invite their guests to attend. Such an event is

perfectly acceptable under a Club Premises Certificate and does not require a Temporary Event Licence or a Premises Licence to take place. The Licensing Act 2003 enshrines in law the ability of a Club to serve alcohol to guests of Members and we take this principle very seriously if local licensing officers attempt to encroach upon it. We thought that Club would find it helpful to see the correspondence that we entered into in relation to this matter.

Dear [redacted]

Thank you for meeting yesterday and having the discussion regarding your Club Premises Certificate.

Clearly you have taken guidance which differs from my interpretation of the Licensing Act 2003.

I consider that the function room at the Conservative Club is operating and providing a commercial service and therefore needs a separate authorisation for the retail sale and supply of alcohol either by a Temporary Event Notice or by a premises licence.

The fact that a member books the function room for a private party such as a birthday celebration, engagement, wedding reception etc. is not for the benefit of the membership.

As I explained at the meeting, members do not buy their alcohol because they technically own it and therefore pay to replace it which makes it equal amongst the members who may consume differing quantities. Guests however purchase alcohol as a retail sale.

At a function booked by a member for a private party for a wedding reception. This is in a separate room from the member's bar, which has the capacity of 120 persons of which apart from the member all the rest are guests. The vast majority of sales will therefore be the retail sale of alcohol which in my opinion makes it a commercial service.

This is further established by the fact that the guests do not sign in for the function and the cost of alcohol is more expensive than that in the members bar.

I therefore am of the opinion the club is providing commercial services to the general public in a way that is contrary to its qualifying club status.

Please take legal advice and reply within seven days how you wish to move forward on this issue.

Kind regards

[redacted]

Senior Licensing Officer

The ACC's response:

Dear [redacted]

We have been asked us to reply to you on the Club's behalf. The Club is a Member of this Association.

Our position is that Clubs are, under the Licensing Act 2003 and with a valid Club Premises Certificate in place, able to supply alcohol to Members and guests of Members. There is no restriction on how many guests a Member can have at any one time and a guest can hold an event at the Club and all their guests can be supplied with alcohol.

We base our interpretation on the following parts of the Act:

61 Qualifying clubs

(1) This section applies for determining for the purposes of this Part whether a club is a qualifying club in relation to a qualifying club activity.

(2) A club is a qualifying club in relation to the supply of alcohol to members or guests if it satisfies both—

- (a) the general conditions in section 62, and*
- (b) the additional conditions in section 64.*

Section 61 states the criteria for a Club to be a qualifying Club to enable the Club to supply alcohol to Members or guests of Members. This section directs us to Section 62 and 64.

We believe that the Club is in compliance with all the conditions contained in S62 and S64.

S70 provides us with the definition of the supply of alcohol to guests:

70 Other definitions relating to clubs

In this Part—

- "secretary", in relation to a club, includes any person (whether or not an officer of the club) performing the duties of a secretary;*
- "supply of alcohol to members or guests" means, in the case of any club,—*

(a) the supply of alcohol by or on behalf of the club to, or to the order of, a member of the club, or

(b) the sale by retail of alcohol by or on behalf of the club to a guest of a member of the club for consumption on the premises where the sale takes place, and related expressions are to be construed accordingly.

We believe that S70 provides explicit permission for a Club operating under a Club Premises Certificate to supply alcohol to a guest of a Member as long as the consumption of alcohol is due to take place on the premises. S70 does not provide any restrictions on the number of guests that a Member can have in the Club at any one time. S70 also specifically makes reference to a retail supply of alcohol to guests, I understand that as part of your position that you do not accept that a retail sale of alcohol is permissible under the Act. We believe that S70 clearly allows a retail sale of alcohol to guests of Club Members.

73A Mandatory conditions relating to the supply of alcohol to members or guests

Where a club premises certificate authorises the supply of alcohol to members or guests, the certificate must include any conditions specified in an order under section 73B and applicable to the certificate.

S73A states that any additional conditions placed on a Club relating to the supply of alcohol to Members or guests must be specified on the licence granted to the Club. We understand that there are no conditions attached to the Club's licence prohibiting the supply of alcohol to guests of Members and nothing stated in licensing documentation supplied to the Club which would prevent the retail sale of alcohol to guests of Members.

I am afraid we cannot agree with your view that selling alcohol to a guest of a Member falls outside of the Club's existing Club Premises

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CLUB LAW AND MANAGEMENT

Certificate. S70 of the Act specifically mention retail sales to guests of Members. Indeed, S70, subsection b is very clear in its intentions:

S70 (b) “the sale by retail of alcohol by or on behalf of the club to a guest of a member of the club for consumption on the premises where the sale takes place, and related expressions are to be construed accordingly.”

There is no restriction placed on the number of guests that a Member can have in the Club at any one time. We therefore consider that if a Member hosts an event in which all persons attending are their guests that the Club's existing Club Premises Certificate, in conjunction with the Licensing Act 2003, will permit the sale by retail of alcohol to the guests of the Member. The only condition is that the consumption of the alcohol must take place on the Club's premises and I understand that this aspect is not being raised as an issue. The Licensing Act 2003 makes no reference to a sale by retail of alcohol needing to be a benefit of the membership to be allowable. Even if it did, we would argue that a sale of alcohol to a guest is a benefit to the membership due to the underlying gross surplus each sale creates for the Club.

We have also reviewed the Act and can find no requirement for alcohol to be priced the same for both Members or guests or for alcohol to be priced the same in all parts of the Club. The price at which alcohol is sold, or the areas of the Club where prices may differ, have no effect on the qualifying status of a Club using a Club Premises Certificate and licenced under the Licensing Act 2003.

The Act also makes no reference to any requirement that a guest of a Member must sign into a signing in book or similar. We do, however, understand that the Club is voluntarily putting this system into effect.

To support our position I would also ask you to consider the following authorities:

Plymouth Council: <https://www.plymouth.gov.uk/licensingandpermits/alcoholandentertainment/clubpremisescertificate> - “A club premises certificate is a permanent licence. It is granted for a specific location, that allows the holder to carry out the following licensable activities for club members and guests: The sale or supply of alcohol to club members and guests”

Fraser Brown Solicitors: <http://www.fraserbrown.com/article/premises-licence-or-club-premises-certificate> - “Provided that a club with the benefit of a club premises certificate retains its qualifying status, it will enjoy a number of benefits: Alcohol may be supplied to members and sold to guests without the need for anyone to hold a personal licence under the Licensing Act”

Royal Borough of Kensington and Chelsea: <https://www.rbkc.gov.uk/licensing-information/applicants-and-businesses/club-premises-certificates/licensing-act-2003> - “To authorise the supply of alcohol and regulated entertainment in a qualifying club you need a club premises certificate from the Licensing Authority. In a qualifying club there is technically no sale by retail of alcohol (except to guests)”

East Devon Council: <https://eastdevon.gov.uk/licensing/alcohol-and-entertainment/premises-licences-and-club-premises-certificates/club-premises-certificates/new-club-premises-certificate/guides-for-club-premises-and-secretaries/> - “What do I need a club premises certificate for?”

You need to get a licence for the following activities: To supply alcohol to a club member; or to sell alcohol to a guest of a club member”

Napthens Solicitors: <https://www.napthens.co.uk/update/authorisation-appropriate-one-premises-licences-vs-club-premises-certificates/> - A Club Premises Certificate can authorise: the sale by retail of alcohol by or on behalf of a club to a guest of a member of the club for consumption on the premises where the sale takes place.

North West Leicester District Council: https://www.nwleics.gov.uk/pages/club_premises_certificate_application_online_form - “If you are

a social, sporting or political members club (like a working men's club or British Legion) you will need to apply for a Club Premises Certificate with us to allow you to supply alcohol to members or guests (without the need for a member or employee to hold a Personal Licence or have a Designated Premises Supervisor - depending on what the certificate allows).”

Tunbridge Wells Borough Council: - <http://www.tunbridgewells.gov.uk/business/licences-and-permits/alcohol-and-entertainment-licences/club-premises-certificate>: “You need a certificate to sell or supply alcohol to members or guests. If your club holds a club premises certificate it may be able to supply alcohol to members and sell it to guests without the need for any member or employee to hold a personal licence”

You will appreciate that every licensing authority in the United Kingdom accepts that a Club operating under a Club Premises Certificate is able to supply by retail alcohol to guests of Members. We have not found a single licensing authority which disagrees with this interpretation of the Act.

We obviously do not want this issue to have to progress to a formal legal dispute although we would have no option but to support the Club should it do so. We believe a precedent cannot be created where Clubs operating under a Club Premises Certificate are prevented from supplying alcohol to guests of Members. We believe that the Licensing Act 2003 is clear on this matter and that any qualifying Club under the Act is able to supply by retail alcohol to guests of members.

We would appreciate it if you would review your position and consider the points that we have made. I look forward to hearing from you in due course.

Kind regards,
Charles Littlewood

Assistant Chief Executive



CHASE Consultancy provides a range of services for the members' club sector and the wider licensed trade. We specialise in offering club turnaround consultations and advice. If your membership is dwindling, your costs out of control, your takings falling or stagnant, we can provide you with a consultation and detailed action plan designed to turnaround the fortunes of your club and return it to financial health.

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- Advice on improving membership retention
- A detailed plan on growing your footfall and increasing your takings
- Advice on licensing permissions

Contact

Paul Chase: Tel: 07810 484668.

Email: paul.chase@chaseconsultancy.co.uk

Keynsham Reveals Turnaround Tips



The Keynsham and District Conservative Club has recently completed a refurbishment which has been capped by a dramatic increase in Club Members. They have been kind enough to share their story and advice with ACC Clubs through the Magazine.

The town of Keynsham which was made famous in the 1950's by a certain Horace Batchelor with his football pools winning Infra Draw Method, lies an equidistant 8 miles between Bristol and Bath. Until 10 years ago the main employer was Cadbury's Chocolate, but when the new American owners took

possession, they controversially closed the factory, and sold the land to developers Taylor Wimpey. The development is now nearing completion, and created a separate community with playing fields and their own pavilion a school, shops, bar/restaurant, commercial premises, a large retirement complex, and 800 houses. This adds to an already increasing population of 16,500 for the town.

The Club was originally built as a doctor's residence in the early 19th century and the Club acquired the premises just after 1900. Over the intervening years it has been

considerably extended to create a large lounge capable of holding 150 people, a function room and skittle alley holding 100 people and a three bedroom steward's flat and a beer garden

The Conservative Club sits on a favourable position on the town's busy High Street. Apart from the three national chain pub/restaurants which are on the outskirts of town, there are seven other pubs, five of which are situated on the high street, the busiest one being next door to the Club. There are also numerous café bars and restaurants so competition for trade is fierce. Three years ago, along with many Clubs and Pubs, they were facing an uncertain future with an ageing and dwindling membership which meant reduced income and less sway when it came to negotiating suppliers prices. They were incurring losses and trying to cope with ever growing trade debt.

At a recent AGM a refreshed Committee had been voted in which included a new Chairman and Vice Chairman and they were left with the choice of closing the club, or completely changing its' image, and appealing to a larger audience. The Committee sought the advice of the ACC and the ACC offered the Club a large loan at a favourable rate of interest. This loan would enable the Club to pay off some of its outstanding debts, and keep some funds in reserve for improvements. This alone, however, would not be enough to keep the Club afloat. Despite protests from the older section of membership the Committee set about changing the image of the Club.

It was at this time that the Club had to appoint a new Bar Manager. Among the candidates applying for the position was a local man who was living not far from the Club and who was experienced in large scale

pub operation and refurbishment. Duly appointed and with the blessing and co-operation of the Committee, the new Bar Manager set about revamping the image. The first change was the alteration of the license*. The Club had, like most clubs, a Club License. Still keeping some elements Members only, a Premises License was granted, which allowed the public access to some parts of the Club. The Members received discount on drinks, food and entertainment. In addition, only Members are allowed use of the snooker room, the thriving in house skittles league, and free hire of the function room.

A certain portion of the membership vociferously decried the changes but it was pointed out that if the changes were not made all the projections suggested that the Club would close. Due to the increased use of the public using the Club the Committee obtained a card machine to enable customers to pay by card, which has been financial rewarding for the Club.

The Bar Manager spotted a gap in the local market for an entertainment centre. The interior of the Club was up-graded for this purpose. Two local agencies were contacted and a specific audience was targeted. The agencies were given the lounge/function room free of charge and they organised the entertainment, ticketing, security and advertising of the events and in addition they took the "gate" receipts. The Club were more than happy just to bank the increased bar takings, and the Club's financial situation began to improve. A weekly varied entertainment programme was introduced, under the watchful eye of the Committee and the Bar Manager. This was aimed at the 40 plus age group, as the local pubs, including the one next door, were

Alteration of a Club's Licence

Most Clubs have a Club Premises Certificate which means that they are only able to supply alcohol to Members and guests of Members. To have a daily operation where alcohol is to be sold to non-members would require the Club to obtain a Premises Licence which is the type of licence that a pub has. If alcohol is only required to be served to non-members occasionally then Temporary Event Notices can be used (up to 15 per year) to cover such occasions. In addition, Members can hold private events at the Club and invite as many guests as they wish to attend and these types of events are covered under a Club Premises Certificate and do not require a Temporary Event Notice.

A Premises Licences is the type of licence that a pub uses and would enable the Club to sell alcohol to non-members without restriction – to Members and non-members alike without restriction.

A premises licence therefore allows increased flexibility serving visitors and hosting events at the Club. As a result of this licence Clubs would need an employee to become a Designated Premises Supervisor. This is common and all Pubs have one (usually the Manager). Clubs would also likely face an increased corporation tax bill since they can no longer reduce it due to tax advantages of mutual trading. A Club's gaming machines would also have to be replaced with different models, typically ones with a lower jackpot although if you kept a duel licence then the Club Machines could be retained in the Club areas. A duel licence is when a Club retains a Club Premises Certificate in specific areas of the Club – such as a private Members only bar and has a Premises Licence which covers perhaps a function room or a bar area which is open to the general public.

Many ACC Clubs do operate with a duel licence and this can be a sensible solution if Clubs have a separate bar or function area which can be utilised by the public. Some ACC Clubs have moved to a Premises Licence only situation which can also work well, as with Keynsham. The ACC can provide specific advice should any Club be considering a change to its licenced situation.



offering music for the masses. This was hoped would avoid trouble at the Club which was indeed the case. Some nights the Club was full to capacity with 200 plus enjoying what was provided; these included a fair proportion of Club members. There has been on occasions a queue waiting to get in as we have had to close the doors. The Club has become the entertainment centre for the town. Indeed the Club's membership has increased from 300 to 500 and continues to do so.

Regarding the Club's interior, several Committee Members and a few ordinary Members offered their DIY services and rallied round the project. They completely refurbished the interior and completely refurbished the rear garden which means that the Club now has a very attractive large walled seating area.

As the Club's Bar Manager lived locally this also meant that the Club could let out the flat the previous Club Steward used which also created a steady revenue stream for the Club.

The Club has also ventured into catering as few of the nearby pubs offered this service. Obtaining bar or catering staff has always been a problem for the Club but they were approached by a local chef who enquired about the catering franchise and the contract was offered to him. The Club quickly established themselves with a reputation for good food which also assisted in increasing the bar income. One area that has shown a marked increase in sales is the wine which in the past had been a slow seller for the Club.

Two years ago the West End of the High Street, where the Club is situated, had been criticised in the press for being dowdy and uninspiring. With the additional income, the Club has been able to refurbish the frontage of the Club. This has made the Club more welcoming more reflective



of the upgraded interior. The Club subsequently noticed more people now looking at their "What's On" sign and menu boards

The Club still has ongoing works, as many Clubs will know with aging buildings there are always a list of jobs which need doing. The Club continues to invest in upgrading the building to maintain the growth they have experienced. They have re-roofed the main section, installed new windows, and up-graded the security system.

It has not all been plain sailing and the Club have had hiccups along the way. They accept they have been fortunate with their choices of employees and with the elected Committee. The Bar Manager being particularly helpful in driving forwards new ideas and ways of operating.

The Club has changed the Committee structure with Members serving for 4 years with half the Committee retiring every two years. They have survived with a Committee of 6, two Vice

Presidents and a President who is the local MP and they cannot overstate the important role that most of them have played in the revival of the Club, supporting the General Manager, making bold decisions, and being "hands on" whenever needed. The Committee strongly believe that in business if you do what you have always done you go backwards. The Committee therefore are always looking for new ways to drive the Club forwards and ensure that it never experiences the financial pain and possibility of closure that once existed.



Behind the story - YDP Assists Keynsham Conservative Club

YDP Limited, specialists in assisting clubs throughout the UK in all matters, were appointed in 2014 to help resolve the financial difficulties at the Club.

At that time the club was in dire straits, having not produced any serious financial or book-keeping records for some considerable time. The Committee was unclear as to how to save the Club from closure.

It is fair to say that the Club's remarkable success in 2019 was due to a combination of factors. Firstly the new management committee and staff were instrumental in revamping the image of the Club and introducing a whole series of events to improve trade. Secondly the Club took sound financial advice and a loan from the ACC in order to ease the difficult cash flow situation. Thirdly the Club appointed YDP to control all aspects of the club's book-keeping and accounts.

YDP set in place a series of financial controls and disciplines which the club followed with continuous support from dedicated YDP personnel. The net effect of this combined effort resulted in a most extraordinary turn around in the club's financial position. The bar takings between 2018 and 2019 increased substantially with the gross profit being increased by over 30%. The balance sheet for many years had shown increasingly catastrophic losses but the new management broke even in 2018.

As the Club consolidated its success, it produced an overall profit of £25,372 for the year 2019. The Club now has a strong, stable and financially secure future. This success story proved that, with the right help, Clubs can pull back from the brink and become profitable enterprises.



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We are a national wholesaler with local expertise and our selection of over 4,000 different product lines makes ours the largest in the industry so we'll have access to the perfect range for your club: whether your focus is craft beer, regional gin or a range of wines that "wow".

Moreover, all of these products can be delivered the following day, twice a week on time-slotted deliveries.

However, we don't want to stop there...we want to work with you on an ongoing basis and add value to your club, with bespoke marketing support, staff training, liaising with brand owners, designing your drinks menus and advising on product ranges.

And if all of that isn't enough, you'll receive a MASSIVE £1,000 worth of free stock once you've spent £10,000 with us as well as a 33% contribution to your Sky bill.

Here's just a few promotions that we have running in September

Budweiser **£15.89**

Corona **£17.99**

Becks **£13.49**

Jack Daniels **£17.49**

Buy 6 cases J2Os / Fruit Shoots

Receive a case of J2O Orange & Passion plus Fruit Shoot Apple & Blackcurrant FOC

Wells Conservative Club Celebrates Refurbishment by K&M

The Wells Conservative Club is celebrating a fantastic refurbishment undertaken by K & M Club Refurbishment Ltd.

Kelly, from K&M Refurbishment, explains: "We initially met the Officers of Wells Conservative Club, in May 2019 and discussed their thoughts and requirements regarding a refurbishment scheme to the club. It was agreed that the design would need to accommodate the successful lunch time trade where the home made meals had become extremely popular with the Membership. As the building is Grade II listed, the design needed to complement the existing features. It was decided to upgrade the existing Bar frontage

whilst completely replacing the backfitting. The room was decorated to a high standard with the existing dark beams lightened in colour to give the impression of a larger lighter area. The scheme included bespoke furniture, hand-made curtains and an Axminster carpet.

The work was completed within the agreed period by August 2019, to budget, and to the delight of the Committee and Membership. We would like to thank the Club for awarding us the project and wish them every success for the future."

The Club's Committee, headed by Club President Maurice Webb, confirmed they were over the

moon with the changes.

Maurice Webb: "The Association of Conservative Clubs recommended us to contact K & M for the proposed refurbishment of our Club as they had already completed this type of work at many Conservative Clubs.

Mike Godfrey and Kelly Woodward made several preliminary visits and subsequently submitted plans of the recommendations for the new Bar Area. This included the colour schemes of the seating areas and furnishings with the main aim to modernise and brighten up the Club.

K&M were awarded the contract and they then produced a schedule

of dates for works to be carried out to minimise disruption to the Club. They liaised with all contractors to ensure a smooth running of the work including monitoring all safety requirements before and during the refurbishment.

The refurbishment started and finished on time and the results were excellent and well received by our Members and Staff.

We would thoroughly recommend K & M to anyone requiring Club Refurbishment or any other work of this type."

The ACC congratulate the Club on their successful refurbishment and so advise other ACC Clubs to contact K&M if you are considering a refurbishment.

Before



After





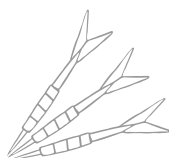
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“ With unrivalled customer service, I'd highly recommend Club Insure to fellow Conservative Clubs. ”

- Bletchley Conservative Club



Astley Bridge Conservative Club Celebrates 50th Anniversary

The Astley Bridge Conservative Club, Bolton, has celebrated their 50th Anniversary by raising funds for Bolton Hospice.

Through a series of fundraising events, £1,000 was raised for the

Hospice which provides support for terminal patients in the Bolton area.

The ACC congratulates the Club for reaching this milestone and wishes them well for the next 50 years.



Left to right: Councillor John Walsh, Paul Mainon (Treasurer), The Mayoress of Bolton Hilary Fairclough, The Mayor of Bolton Donald Fairclough, Marie Leach and Anne Davison (Bolton Hospice Representatives), Brian Morris (Club President).

Pages From The Past

In this month's Pages From The Past feature we go back to March 1916 which reported on the visit of the Newbury Conservative Club Secretary, Mr E. J Forster, to the front line of the war effort. This was

a fascinating piece which gives an idea of the war mentality at the time and a personal insight into a visit to the front line. The piece continued over page which we are including below for completeness.

was now plentiful, officers replied that they, at any rate, were still limited in the quantity at their disposal.

The feeding of the men, the provision for their comfort, their recreation, their health—all these matters are marvellously well-managed and arranged. Indeed, the efficiency of the War Office in this direction extorted the admiration of all our party. The work of the Y.M.C.A., with their numerous huts, the resources of the Expeditionary Force canteens, the fine system of communication throughout the whole of the war zone, the keenness and self-sacrifice of the French and their unbounded optimism—all these details were impressed again and again upon us. The need for still extending leave to the men was noted, although improvement in this matter is marked and satisfactory. The shortage of men partly explains, of course, the difficulties of granting more frequent holidays. The spirits, the humour, the health, the doggedness of the boys in the trenches were found to be all that so many correspondents have written about so enthusiastically.

Our party returned to England having gained an experience and knowledge unequalled in their lives, all more determined than ever to do "their bit." The vastness of the operations, the need for continued and united action was borne in on the mind of everyone.



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A CLUBMAN AT THE FRONT.

Secretary Relates His Thrilling Experiences in the War Zone.

Specially Written for the "C.C.G." by Mr. E. J. Forster, Hon. Secretary of Newbury Conservative Club.

"I can give you either 'gore' or 'glory,' gentlemen, this morning, for the Germans are in a beastly temper just now."

So said the Brigadier-General to a party of seven civilians, of whom I was one, drawn from various parts of the Southern Command. We had in our respective areas, extending from Birmingham to Cornwall, laboured hard at Recruiting and Tribunal Work, and now, as a reward, we were to be privileged to see for ourselves war as it really is. We were in charge of Lieut.-Colonel G. L. Gretton, Assistant Inspector-General of Recruiting of the Southern Command, and our experiences at the Front we shall, without doubt, remember till the end of our lives. In all we motored in staff cars nearly 350 miles, saw two of the British armies, and obtained at first hand and from most divergent sources valuable information as to the actual conditions obtaining to-day on the Western Front.

The party was subjected to real danger on more than one occasion: indeed, on the first day in the firing line, our experience was not only exciting but perilous. The Brigadier-General, to whom we reported, met us with the cryptic remark, "Well, gentlemen, it's a most 'unhealthy' morning and I cannot take any responsibility." When, too, he added, "I've received a telephone message this morning telling me of your proposed visit, and saying that the party wished to cover itself with gore," we civilians from the Southern Command were not indifferent to the realities of war about which occasionally we had talked when endeavouring to get recruits. A slightly reassuring addition to the General's remarks was that, being sceptical as to the exact transmission of the telephonic message, he had requested a "repeat" with the result that it was "glory" not "gore" which he understood we were all ambitious to secure, but, added the Brigadier with just the suspicion of a twinkle in his left eye, "I can give you either 'gore' or 'glory,' gentlemen, this morning, for the Germans are in a beastly temper just now."

Experiences in the Trenches.

We waited expectantly until a message was received from the trenches that there was a lull in the bombardment, then hurried into our motor-cars and were driven right up to an observation house, where a military guide for trench exploration was to meet us. The village was a mass of ruins, scarcely a house or building stood intact, no civilians were around, and it was only the booming of guns more or less distant, that proved we were in the land of the living, for desolation reigned supreme.

While waiting for the officer told off to act as guide, we had our first real experience of war, for the spot where the cars had pulled up was subjected to a heavy shelling. One of the cars was hit three times by bursting shell, the earth was thrown up all around, and when the door of the "Observation House" opened and a lieutenant appeared, calling the party inside out of the rain (of shells), there was no hesitancy on our part to accept the kind invitation. The lieutenant, once the party was inside, directed all to descend to the cellar. For ten minutes, while we were there, very little was spoken. Again and again shells burst all around the building. Once the corner was struck, the brickwork being blown off, while the walls shook and vibrated with the force of the explosions.

When comparative quietude was restored we reascended to the kitchen, where we were almost immediately joined

by the major who was to act as our guide. We crossed a garden and roadway, which was in the direct line of fire, and entered the trenches, passing as we proceeded along them, parties of "Tommies." It seemed that the exciting experiences of a few minutes' previous were to be the extent of the day's danger, when suddenly the enemy opened fire just over the heads of our party. The injunction "bend low," from the major, was entirely unnecessary for we had all instinctively "ducked." Suddenly he commanded all to lie down flat and get as near the right-hand side of the trench as possible for the Germans were firing from that side. So we found a temporary resting place in the mud of the trench, and for about a quarter of an hour not a word was said; indeed, nothing was heard but the bursting of shells. When the next spell of quietude came the officer in command strongly advised a return, and, although no one shirked the personal danger, military advice was followed and we retraced our steps, reaching the cars in safety.

On another occasion we had the thrilling experience of witnessing an aerial battle in which some nine aeroplanes were engaged—four German (the famous Fokker machines) and five British. It was a beautifully clear day and every thing could be seen with the greatest distinctness. The British drove the enemy aeroplanes back over the German lines, and immediately the enemy began firing at our aircraft, the "woollybears," as our men call them, exploding all around our five machines. A visit later, to one of the largest aerodromes, proved of absorbing interest. The machines, difficulties of flight under certain circumstances, experiences of fighting in the air, guns used, volplaning, the endurance and skill of pilots, and many other matters were fully explained to us and fascinated the whole party.

General Impression of the Visit.

The general impression which we carried away with us after all our experiences, inquiries, investigations, conversations with officers, non-commissioned officers and men was that the British position is very strong, and that it is practically impossible for the Germans to break through our lines. But when, or how, we are to drive the Boches back out of France and Belgium, over the Rhine and into Germany, was a matter of speculation. Few hazarded an opinion, the magnitude of the task is appreciated; although it should be emphatically stated that there is no pessimism on the Western Front. More men are urgently wanted; of this there can be no possible doubt, and those of our party who were sceptical on this point before getting to the war zone, came back absolutely convinced. The depletion of battalions was proved up to the hilt. "More munitions, and still more," was also the cry of many officers. When it was said by the visitors that they understood the supply

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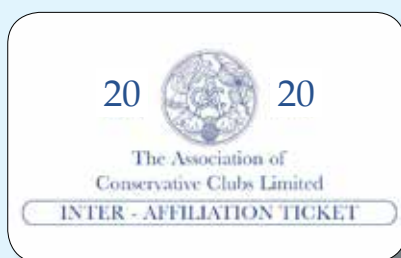
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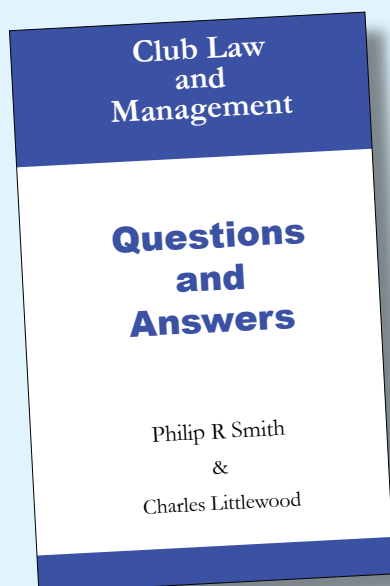
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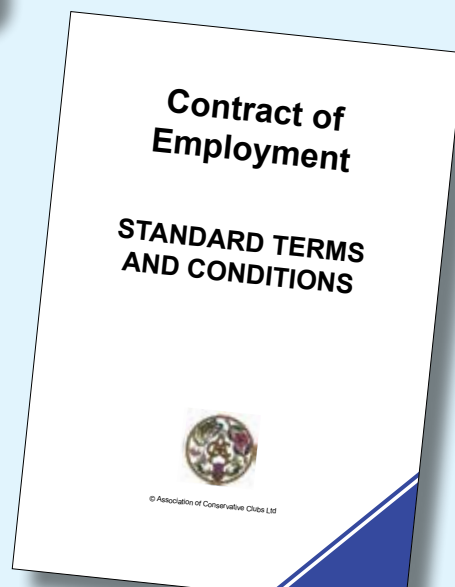
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