

CONSERVATIVE CLUBS MAGAZINE



May 2021 75p



**HRH The Prince Philip, Duke of Edinburgh
1921 - 2021**



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Message From The Chief Executive

I know that clubs are hard at work either already utilising outdoor space for their Members or preparing for the planned 17th May indoor opening. The feedback we have had from clubs already open has been extremely positive, trade is brisk, membership applications are high and lapsed members are quickly catching up with their outstanding subscription fee to be able to use and enjoy the club again. Indeed, this is the general response from across the hospitality industry.

Establishments with outside areas are reporting that they are fully booked for months ahead with the conversation for people changing from 'where should we go this evening' to 'where shall we book for 10 days from now'. It has been a long, difficult winter but with the successful vaccination programme in place and the resulting plummeting of Coronavirus cases and deaths we now have reason for significant

optimism over the coming months.

For clubs currently waiting to open, the message from clubs which have already opened could not be clearer. Your members will want to visit the club so ensure you get the message out that the club is back, is open for business and is keen to see all the club's members return and to say hello to everyone. The period between May 17th and June 21st will still have some restrictions in place – table service and rule of six being the key aspects but if the current coronavirus situation remains positive we can look forward to also eliminating these restrictions at the end of June. Finally, make sure you order your IA Tickets and are ready to welcome IA Ticket holders to your club. With summer staycations very much on the menu, this will be a busy time for many clubs welcoming IA Ticket holders from your fellow ACC Clubs.

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Are you ready for safe reopening?

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Clubs will be allowed to reopen for indoor service with effect from 17 May 2021 (at the earliest). Gaming machines and jukeboxes will have technical issues when they are switched back on due to the length of time they have been turned off.

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CLUB LAW AND MANAGEMENT

May Reopening – What You Need To Know

At the time of going to press the expectation is that Clubs will be able to reopen using inside space from the 17th May. We will update our website if this changes between now and the 17th.

From the 17th, Clubs can open inside under the following conditions:

The Rule of Six will apply or the Two Household rule will apply. This means that groups can comprise of up to six people or two households of any number. Outside the Club, groups of up to 30 can be accommodated.

Indoor entertainment such as quizzes, bingo and entertainers can also resume subject to social distancing measures.

Customers should wear masks whilst moving around the Club and can remove their masks once seated.

Table service is required. Customers cannot order at the bar, they must be seated and then served via table service.

There is no longer a 10pm curfew and there is no requirement to order food alongside alcohol.

All persons entering the Club should scan the QR code contained on the Club's NHS poster. If this is not possible then they should manually sign in using the signing in book.

In addition to Clubs reopening, the following are also permitted to reopen from the 17th.

Indoor entertainment and visitor attractions. This will include:

- cinemas (outdoor cinemas

will also be permitted to open)

- theatres (outdoor cinemas will also be permitted to open)
- concert halls
- amusement arcades and adult gaming centres
- bingo halls
- casinos
- bowling alleys
- snooker and pool halls

Indoor as well as outdoor attractions will also reopen at the following:

- museums and galleries
- adventure playgrounds and activities
- skating rinks
- games and recreation venues, including laser quest, escape rooms, paintballing and recreational driving facilities
- play areas (including soft play centres and inflatable parks)
- model villages
- trampolining parks
- water and aqua parks
- theme parks and film studios
- zoos, safari parks, aquariums and other animal attractions
- botanical gardens, greenhouses and biomes
- sculpture parks
- landmarks including observation wheels or viewing platforms
- stately or historic homes, castles, or other heritage sites

The Furlough Scheme – How Will It Work Now?

As part of the reopening process Clubs will have the flexibility to bring furloughed employees back to work part time from today as part of the re-opening process.

Under the flexible furlough scheme, employees no longer need to avoid doing any work for the employer, but can work for some of the week and be furloughed for the rest, in proportions decided between employee and employer.

Employers do not need to have previously claimed for an employee to be eligible to furlough them under the extended scheme.

For periods ending on or before 30 April 2021, employers can claim for employees who were employed on 30 October 2020, as long as they have made a PAYE Real Time Information submission to HMRC between the 20 March 2020 and 30 October 2020, notifying a payment of earnings for that employee.

For periods starting on or after 1 May 2021 employers can claim for employees who were employed on 2 March 2021, as long as they have already made a PAYE Real Time Information submission between 20 March 2020 and 2 March 2021.

The future of furlough:

From July 2021 the government will start paying less towards those employees on furlough. They will reduce contributions from 80% up to a cap of £2500 to lower percentages. However, importantly, employees throughout this time must still receive 80% of their wages up to £2500, for furlough to be valid. In summary:

- From 1 July 2021: The government will pay 70% of wages up to a cap of £2,187.50. The employer will continue to pay employer's national insurance contributions and pension contributions. However the employer will also have to pay 10% of wages to make up the 80% total up to a cap of £2,500.

- From 1 August 2021: The government will pay 60% of wages up to a cap of £1,875. The employer will continue to pay employer's national insurance contributions and pension contributions. However the employer will also have to pay an additional 20% to top up the 80% total up to a cap of £2,500.

The scheme will close on 30 September 2021 and employers will need to bear all employee costs again.

Returning Employees – How to help them adjust

With the government's announcement that social distancing restrictions will be lifted completely by late June, many businesses in the leisure and hospitality sector are looking forward to bringing employees back into work. However, something which has been overlooked is the degree of fatigue the lockdown has brought on.

Throughout the multiple lockdowns of 2020 and 2021, fatigue has been a hot topic. Whether it is those furloughed or those left to cover the extra workload, fatigue has been

widely reported.

The RSA published a report in 2020 on Frontline Fatigue; it concerned workers continuing through lockdown experience fatigue having to cover the shifts of those who'd been furloughed. It showed that 55 percent of women and 40 percent of men felt burnt out nearing the end of December.

On the other hand, the impacts of furlough are still being measured; apprehension, lethargy about work, depreciated mental health due to anxiety or bereavement are each to be expected. Workers

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Computer Software

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ACC Services

Loans

Loans can be arranged from as little as £1,000 to £500,000. We provide loans at competitive simple interest rates, currently 4.75%, and all loans commence with a three year period of fixed interest. Loans are repaid over a term to be agreed on an individual basis with each Club in order to create a manageable and sensible time frame for repayment.

Documentation Available Free Of Charge

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

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

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

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

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.

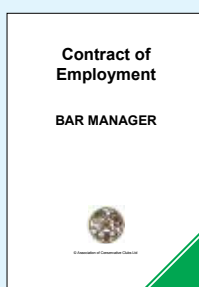
The contracts which are offered by the ACC are as follows:



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.



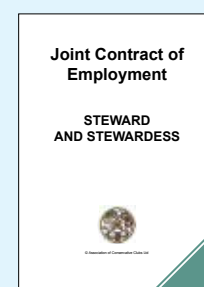
Steward Contract
Appropriate for a Club employing a Steward with or without accommodation included. Each contract pack costs £25 and includes:
2 x Club Steward Contract
2 x Service Occupancy Agreement
2 x Club Employee Disciplinary and Grievance Policy Handbook.



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.

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returning from furlough may well need increased attention and special measures should be put in place.

Furloughed workers coming back to the workplace could have their bodies out of synch. Sleep disturbances can lead to a sleep debt and fatigue which impedes both action and judgement. The legal duty is on employers to manage risks from fatigue, irrespective of any individual's circumstances.

Establishing a dialogue around returning to work is vital for the health of your staff. Employees should feel confident airing their trepidations about returning to work.

Early contact is key to promoting a positive and caring attitude. Identify specific obstacle to returning to work, such as personal circumstances, and talk them through. Talking and voicing concerns is the first step toward

understanding where fatigue is having an effect.

The recommended action to take is to treat returning staff as you would new employees. Introductory sessions which involve new procedure and recommended protocols are beneficial. Some of your workers may have been furloughed for 9 months or more. Many protocols and legislation may have changed, especially those on social distancing. A refresher will help reduce the likelihood of accident or injury and help keep customers confident.

You could also introduce more frequent breaks. This will help counter tiredness and reduce the likelihood of any loss of concentration. Nightlife industry workers may want to reassess their shift pattern or change their hours of work, guarding against fatigue – this can be catered to by owners, dependant on resource allocation and staffing levels.

Track and trace to resume for hospitality with every customer legally required to sign in

NHS Track and Trace is set to resume for hospitality businesses upon reopening with every customer being legally required to sign in, and not just the main booker.

Clubs must also “take responsible steps” to refuse entry to a customer or visitor who does not provide their name and contact details or who has not scanned the NHS App QR code on a poster. If visitors supply

their contact details in advance – such as through a booking system – they don't need to sign in again at the venue.

Track and trace will be required for outdoors as well as indoors, including beer gardens and pavements.

For Clubs using signing in books, they will now need to ask Members and guests to note the arrival time as well as collect contact details when signing in.

Questions and Answers

Q We held elections for our current Committee in March last year but the Club has been closed for much of the time since then. When we hold our delayed AGM in the summer, we will need to hold elections again or can the present Committee continue until our normally scheduled 2022 AGM?

A Ultimately, it will be a decision for the Members to make assuming the Club wants to get back to its regular scheduled AGM from 2022 onwards.

When you hold the AGM in the summer you should ask the Members to either extend the term of the current Committee or hold 2021 elections. If they choose to hold elections then these can be organised in the weeks following the AGM. The default position is that elections take place once per year unless the Members provide authority for a different approach to be taken.

Q Due to the Club's closure, our Committee made the decision to extend the membership renewal period until the middle of 2021. One Committee Member is now asking if a Member will be able to stand for election to the Committee if they have not yet paid the 2021 subscription fee.

A Essentially, this Committee Member is challenging the Committee's decision to extend the existing membership period rather than the current knock on situation regarding nominations for the Committee.

During the last year Clubs have had to take decisions to cover eventualities not foreseen by the Club's Rule Book. Skipping AGMs, holding virtual AGMs, forgoing Committee elections are all items which are not permitted by the Club's Rules but equally in the middle of a pandemic Clubs have had to make decisions quickly and without always with recourse to Club Members.

We have supported Clubs in making practical and safe decisions even if such decisions do not wholly comply with the Club's Rules and therefore I would suggest that common sense is used regarding this and other similar questions which are raised.

Q Regarding the obligation to track and trace, we have a door entry system which records the name of the person entering and the time that they have entered. Do these Members still need to track and trace using the QR code? Some Members do not own a smartphone.

A In general, for persons without a smartphone, they can be 'tracked and traced' using simply their name and the time they have entered the Club. This means that your door entry system should qualify as it provides the required information. That being said, we would still advise Members to sign in using the NHS app and QR code if this is possible.

Q We are worried we have missed the timeframe for applying for the grants that the Club was entitled to. Should we contact our local authority to see what we are still eligible for?

Yes, absolutely. Whilst some grants had to be applied for at specific times, it is still absolutely worth contacting your local authority to obtain the grants which you are currently eligible for. These can be worth to some Clubs tens of thousands of pounds. As a reminder, these are some of the assistance packages which the Club should be benefiting from: Grants - Clubs in England will be able to access grants (Restart Grant Scheme) based on their rateable value to assist them until they can reopen. Clubs with Rateable Value of £15,000 or under will receive a grant of £8,000, with a rateable value of between £15,000 and £51,000 will receive £12,000 and rateable values of over £51,000 will receive £18,000. Grants for Welsh and Scottish Clubs are a devolved area and will be announced in due course. These grants will be administered through the Club's Local Authority. These Restart Grants will replace the existing Local Restrictions Support Grants scheme which will come to an end. The business rates holiday has also been extended, along with the cancellation of the planned alcohol duty increase and the VAT reduction to 5% on food and non-alcoholic drinks will also continue until the end of September.

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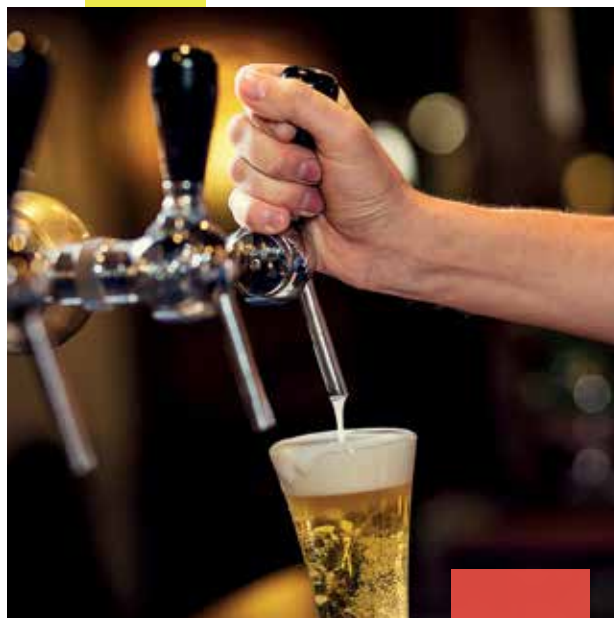
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Industry Insights

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

Creating the perfect post-lockdown experience

Since January 2021, HEINEKEN has been commissioning regular 'consumer sentiment research' to forecast on-trade behaviour post lockdown with the aim of supporting operators to deliver a quality experience during the reopening period. The brewer explains.

Latest research shows the majority of consumers are optimistic about the future and their confidence in visiting hospitality venues has increased since January. With 51% of people planning to visit within the first few weeks of reopening, it's more important than ever to provide a high-quality experience safely and remind them of all the reasons they love your club to encourage more frequent visits.

Focus on low-tempo food occasions

Post-lockdown, consumers say they will feel most comfortable enjoying a cosy meal with a partner, quiet drinks with friends, or a meal with friends and family. Establishing lower-tempo events within these key occasions, such as curry nights, cheese and wine pairing or Sunday roasts, will give members another reason to visit.

Street food is becoming more popular in the UK and partnering with a local vendor is a great way of offering members an exciting alfresco dining experience, without adding pressure on existing kitchen facilities.

It's worth expanding your menu to offer your customers something a little different and drive revenue through trade-up, for example pulled pork sliders and loaded hot dogs beyond simple burgers and sausages.

Prioritising quality and premium options

A fresh, cold, perfectly poured pint is something that consumers simply cannot get at home and have sorely missed (47% of customers are willing to pay more for a better quality drink) so a good cellar management routine will help produce quality pints, while boosting profitability. Line cleaning should be carried out to correct procedures every seven days, or with HEINEKEN SmartDispense™ systems this can be extended to six- or 12-weekly. Cellars should be kept at a constant temperature of 11-13°C with cooling equipment topped with water and fans and condensers free from dust and blockages.

It's important to maintain throughput of at least one keg per week per tap so you continue to



offer a great standard of beer and cider service. Starting with a smaller draught range on reopening is a consideration, particularly for cask beers. Maybe start with an amber ale as these hold a 67% volume share of the category.

Over a third of consumers also plan to make their on-trade visits more special by choosing premium drinks and food options, so make sure to capitalise on their desire to trade-up.

Premium lagers like Birra Moretti are a great match for food and appeal to consumers looking to treat themselves to a more premium beer. At the same time, 42% of consumers are excited to try new drinks brands, so experimenting with packaged options is a clever way to enrich your range at a relatively low-risk.

Whatever the drink, it obviously has to be better than what consumers usually have at home to remind them why they've come out to the on-trade.

Reassuring members

With over two thirds of people feeling regular anti-viral cleaning, enforced social distancing and PPE will remain very important, it's vital to communicate the measures you're taking to keep everyone safe. From ensuring you have enough staff to sanitise tables between covers and collect empties, there are several ways you can implement safety measures and easily reassure your customers, including ordering and payment apps.

Communication will be key to re-engaging consumers post-lockdown. Use your website and social media channels to promote current health and safety measures, advertise any outside space and highlight special food and drink events, all of which will help facilitate a quality experience, ultimately driving footfall, loyalty and revenue once restrictions allow.

• www.heineken.co.uk

Independent Complaints Panel rules against two products

The Independent Complaints Panel has issued two new rulings following complaints made to the Portman Group, the social responsibility and regulatory body for alcohol in the UK.

Blossom Hill

The complaint against the Blossom Hill Spritz 250ml can was upheld against Code paragraph 3.1 which states that 'the alcoholic nature of a drink should be communicated on its packaging with absolute clarity'. The Panel noted that 'while there were some indicators of alcoholic content on the can, such as the ABV, some of the language and imagery used on the product contributed to a sense of confusion when determining whether the product was alcoholic'.

Blossom Hill Spritz producer, Treasury Wine



Estates, was disappointed by the ruling given the strength of evidence they feel they had presented, but has already submitted a revised version of the product label to the Portman Group.

Loose Juice

A complaint also regarding clarity of alcoholic content, as well as 'that a packaging or promotion should not have a particular appeal to under-18s' was made against Loose Juice. The panel found that the 'generally mature design' did not have particular appeal to under-18s, and that the back of the can included elements which made it clear that the product was alcoholic, including its ABV, a pregnancy warning logo, the Chief Medical Officer's drinking guidelines and signposting to Drinkaware.

• www.portmangroup.org.uk

Guinness partners with Wikimedia

Guinness has teamed up with Wikimedia as part of its plan to tackle the lack of representation of women in sport – particularly rugby – pledging to 'never settle until everyone feels like they belong'.



Currently only 6% of sports media coverage in the UK is dedicated to female athletes and teams. In order to tackle the disparity, Guinness has invited Wikipedia editors, women's rugby fans, writers and journalists to take part in the campaign, adding to the stories of past and present personalities.

Neil Shah, Head of Guinness GB, said: "We know it's hard to be what you can't see. We believe the first step in increasing the visibility for women's rugby players in line with the men's game is spotlighting who they are – this step will make getting to know them easier than ever by bringing their stories to Wikipedia."

Gin proves a tonic

Bombay Sapphire is hoping to evoke 'the orange glow of the setting sun' with its newest release, Bombay Sapphire Sunset. The new gin combines Bombay Sapphire's original 10-botanical recipe with the three extra ingredients of turmeric, Indian white cardamom, and Spanish mandarin. As with the brand's other gins, it is produced using a vapour infusion technique. The launch follows the release of its first flavoured expression, Bombay Bramble, in March 2020.

• www.bombaysapphire.com

Together Again with Aperol

Aperol is celebrating reopenings by picking up the tab for up to 100,000 servings of Aperol Spritz.

With the tag line, Aperol Spritz, Together Again, Aperol will be sharing social media assets with clubs and customers to enable venues to support the campaign on their own channels. Outlets who sign up can also appear on the Aperol UK website as part of an 'official bar finder', as well as geo-targeted paid ads.

Drinkers share a pair of Aperol Spritz with someone who matters, and Aperol will pick up the tab for one of them using an online redemption mechanic. Members/guests can take up the drink any time before 31 August (one registration and redemption permitted per person).

Brad Madigan, Managing Director at Campari Group UK, said: "The industry so urgently needs customers back at tables and filling outdoors areas, and this is our way of helping to reconnect customers with their favourite venues. Customers can redeem their drink whenever they feel ready over the summer."

Members can register at www.aperolspritzsocials.com/together-again/?utm_medium=outreach&utm_source=pr&utm_campaign=aperol-together-again

• www.aperolspritzsocials.com



Kosher Whiskey from Buffalo Trace

Buffalo Trace Distillery has released its annual supply of Kosher Whiskey.

First introduced in 2020, Buffalo Trace Distillery began working with the Chicago Rabbinical Council (cRc-Kosher) in 2010 to release what it believes to be the first authentic Kosher Whiskey.

"We were overwhelmed with the popularity of our Kosher Whiskey when we first released it last year," said Drew Mayville, master blender, director of quality. "We realize having a truly certified Kosher whiskey is important to not only the Jewish community, but also a broader audience, and we're pleased that we have the ability to offer it each year to reach this audience."

The new Kosher whiskey line is limited, but it will continue to be an annual release each year after



Passover. The labels depict both the Buffalo Trace Distillery logo and the cRc-Kosher logo and has an RRP suggested retail price of £32.99 per 750ml bottle.

• www.buffalotracdistillery.com

Outdoor management: safety and distancing

With April 12 having marked the start of outdoor drinking and dining again, clubs yet to reopen have a lot to think about. Daniel Reid, Chief Marketing Officer at digital food safety company Navitas Safety, discusses outdoor management and reopening outdoor spaces safely.

Clubs and hospitality businesses have been tasked not only with reopening their doors after a terrible time of uncertainty, but with adapting their entire way of running in order to meet new government guidelines.

Members are now unable to enter the premises unless it is to use the toilet, and all payments must be taken at their table. Social distancing measures also remain in place, so clubs will be busy making it a priority to enforce a one-way system to maintain the safety of both staff and members.

This should be carried out with seating arrangements, too. All tables should have adequate space surrounding them, providing a sufficient 2m distance between drinkers/diners and the table next to them.

To limit physical human interaction, where possible clubs should aim to provide members and guests with an online booking system with table numbers clearly assigned at the point of booking. This reduces face-to-face contact and also puts a halt to members arriving unannounced.

It is vital that all staff are up to date with Covid-19 work-related changes. Clubs should also either complete or update risk assessments covering Covid-19 measures prior to reopening, to ensure adequate controls have been put in place to keep staff and customers safe. As with all places of work, the Covid-19 declaration very much remains essential. All staff are required to declare if they are experiencing symptoms and if they have been in contact with anybody who has tested positive or is showing symptoms. Those that have, must remain at home – similarly with members.

We suggest using a 'pod working' scheme, which means that the same staff work the same shifts where possible, reducing the amount of mixing and in turn, limiting the risk of infections.

We know that well-trained and attentive personnel are essential to positive experiences. Many staff will, of course, be furloughed and may have been for some time, so before reopening, it would be prudent to think about remotely retraining employees.

Retraining employees on basic safety procedures will be crucial to your members' satisfaction and wellbeing and online safety training courses can offer rigorous, time-friendly refreshers.

Once all relevant and necessary training has been completed, it is time to assess your space, making any changes in order to meet government guidelines and ensuring that they adhere to current restrictions.

We also recommend the use of digital menus, either via a QR code or website link. This not only mitigates and reduces the risk of spreading the likes of Coronavirus, but it is also a more sustainable option, too. Where digital menus aren't available, all physical menus must be disposable or sufficiently disinfected in between uses.

Digital food safety

After three lockdowns, consumers across all sectors are counting down to socialising and returning back to their favourite venues, so staff are going to be stretched due to the sheer demand.

Using a digital food safety system can alleviate a number of time-absorbing tasks, allowing staff to monitor and log food temperature readings quickly and accurately, as all of the information is already available to hand. You can also complete digital cleaning checklists, to ensure that hygiene standards are always maintained to the highest standard. These systems will alert staff as to what safety tasks need to be completed on a daily basis, making sure that nothing is ever forgotten.



These checklists form part of a centralised safety system to store all information digitally and help businesses to actively track their compliance in line with current food safety standards.

A key element of Covid-19 safety is to ensure thorough sanitisation between each booking. Servers will need to ensure they have cleaned down all tables, chairs and any on-table items before the next guest arrives. As front of house staff will already be using some form of tablet to take orders, adding a digital food safety app to this tablet would allow servers to complete a digital cleaning check between each sitting. This checklist will cover all items that need to be cleaned, ensuring nothing is ever missed and hygiene standards are consistently maintained.

Covid-19 risk assessments, crucial to preparing for reopening, can also be completed digitally. Covid-19 related cases are also reportable under RIDDOR (The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 2013). Having a digital process can ensure that all evidence is collated, along with how and why the incident occurred and how it was resolved. In doing so, clubs will have sufficient evidence to prove that the incident was dealt with correctly, all in line with Health and Safety practices.

• www.navitas.eu.com

Free Rock and Roll Bingo for reopening month

Music and technology providers Startle and Rock and Roll Bingo is offering clubs a free month of their music quiz to help them during the reopening process. Clubs can claim 10 free games of Rock and Roll Bingo to host anytime during the month after reopening on May 17, with no ongoing commitment. The company is also putting on a special, one-off National Game on Friday, May 21, with a £1,000 cash prize for one winner, to encourage high customer participation in this event, as part of a wider, nationwide celebration of hospitality reopening.

The game is designed as a traffic-builder for on-trade venues and is Covid-safe as members play on their phones at their table, with no need for a host, or pens and paper.

Startle CEO Adam Castleton said: "Clubs have been pushed to the edge over the last year, and responded with resilience, innovation and, above all, compassion for those in their communities impacted by the pandemic - despite often facing huge uncertainty themselves.

"If the last year has taught us anything, it's that we're all stronger when we're part of something larger, as so many clubs have shown during the pandemic with their community support. The National Game will see thousands of members playing along together, creating that sense of community across the land. We think it's a fitting way to mark the reopening of clubs as they welcome back their members.



• www.startlemusic.com



It's happiness on a plate

In a bid to reveal which foods boost our serotonin 'happy' levels most, food delivery service company Lieferando.at/en studied 2,158 people throughout 2020 and analysed their emotional reactions to 11 different meals, from fish and chips to Chinese.

So which foods make us the happiest, and which are hard to replicate at home, making them ideal fodder for clubs to serve up?

On average, the research found that ordering any kind of meal increases happiness by 52%, while ordering a curry increases happiness levels by 83%, making it the highest on the list.

Explaining the relationship between food and happiness, Lee Chambers, Psychologist and Wellbeing Consultant, said: "From a psychological perspective, food alters our mood through several pathways. Firstly, the idea of comfort food is not a myth; we can use food as a coping mechanism when we are feeling stressed, anxious or bored to anchor us in the present while enjoying it. Given the turbulence of 2020 and the limitations on some forms of entertainment, food has become even more powerful in being a tool of

happiness and being an experience that is certain, that is the same every time."

So the meals making members the happiest are...

	Meal type	% Increase in happiness
1	Indian	83%
2	Sushi	73%
3	Burgers	70%
4	Thai	64%
5	Chinese	58%
6	Pizza	52%
7	Schnitzel	50%
8	Fried Chicken	48%
9	Kebab	27%
10	Mexican	24%
11	Fish and Chips	18%

(For the full research methodology visit the website.)

• www.lieferando.at/en/explore/takeaway-happiness-study/

Brewer supports bar staff

Stella Artois, part of the Budweiser Brewing Group UK&I portfolio, welcomed the return of the hospitality industry on April 12 with the launch of 'Stella Tips', a celebration of people behind the bar.

After 12 months of closings, curfews and furloughs, Stella Artois will see the global beer brand add £1 to staff's tips for every pint of Stella Artois sold in participating clubs, pubs and restaurants across the UK.

The scheme is expected to raise half a million pounds-worth of tips for bar staff.

Ali Humphrey, European Marketing Director of Stella Artois, said: "The last 12 months have been particularly hard on this workforce, with one important issue being the lack of their usual customer tips. We want to put tipping back on the agenda, so we're proud to be working with our largest beer brand,



Stella Artois, to launch Stella Tips as our way of showing gratitude to those behind the bar."

The campaign is being supported with a national TV campaign.

• www.stellaarthis.com/stellatips

NEWS IN BRIEF

New 'Diligence' pot and utensil washer

Nelson has launched a new, undercounter utensil and pot washer for 2021 to augment its Advantage warewasher range.

The new machine is aimed at busy kitchens to clean and sanitise all types of pots, pans, trays and utensils. It can process up to 60 baskets per hour and has seven programmes designed to address anything from light soiling to resistant residues.

The double skinned stainless steel construction means ongoing durability and insulation, preventing heat from escaping, says the company, with additional thermo-acoustic insulation ensure it's quiet in operation.

Just 2.7 litres are drawn into the 11-litre tank at the start of each new cycle as the rinse water from the previous wash is re-utilised, while the pressure-pumped, thermostop-controlled rinse water can be heated up to a maximum of 85°C to provide thorough disinfection.

Accessories include 500 x 500mm baskets and 600 x 400mm trays as well as multiple baskets and trays for holding gastronomy pans, mixer bowls, trays, dishes, utensils and cutlery.

• www.nelsonwashonline.co.uk



Rosinox launches the new Rosichef Signature range

Rosinox has redesigned and re-engineered its modular cooking range Rosichef Signature 900 to offer chefs even more flexibility, efficiency and performance. The new line of cooking appliances has been designed to enable chefs to create their ideal suite by selecting from interchangeable appliances including fryers, bain-maries, hobs, induction units and planchas 'to optimise culinary creativity and productivity'.

The new Optima plancha heats 100% of the surface and can achieve 320°C in less than four minutes. The new pasta cooker offers a 53% energy saving and a steam mode to reinforce the versatility of the unit. The adaptability and modularity of the Rosichef Signature 900 also extends to different types of mounting – whether on feet, on a base, on a bridge or installed on refrigerated undercounter

• www.jestic.co.uk/brand/rosinox





The Association of Conservative Clubs Ltd

Chairman: Rt Hon Alistair Burt

1 NORFOLK ROW, LONDON, SE17JP

www.toryclubs.co.uk email: assistance@toryclubs.co.uk

Chief Executive: Lord Smith of Hindhead CBE

1st May 2021

Dear ACC Clubs

The 127th Annual General Meeting 2021

The 127th Annual General Meeting of the Association of Conservative Clubs Ltd. shall be held on Thursday 3rd June 2021 at 11am.

Due to the present Coronavirus situation the meeting shall be held online and Clubs are invited to attend via video link. Please note the meeting will likely not have guest speakers and will primarily concentrate on the work of the ACC and to approve Company business.

Each Club is entitled to be represented by two individual members who may exercise the right of voting on behalf of the Club in respect of any resolution.

Clubs are invited to submit Items for inclusion on the agenda of the meeting. In respect of Items which affect the internal management of other Clubs, it is emphasised that these should be in the form of recommendations, since every Club is an independent and autonomous body.

To confirm your attendance, please email Charles Littlewood at charles@toryclubs.co.uk. Once you have booked your place the video link will be sent to you prior to the 3rd June.

If you have any questions regarding the AGM please contact us.

Yours sincerely,

Lord Smith of Hindhead CBE
Chief Executive

To: The Secretaries of all Affiliated and Inter-Affiliated Club.

Using Social Media to Promote the Club

Introduction

The use of social media platforms as a means of finding information and making decisions about where and what to eat and drink is now widespread. With more than 200 million posts tagged #food and 23 million with #drinks annually, food and beverage photos are easily some of the most popular types of content on Instagram. It's very likely that your customers are posting with or without your interaction.

When 88% of people are influenced by reviews and online comments, having an intentional digital strategy is important to your club and the promotion of its food and drinks offer. And it isn't only younger consumers who use social media for these purposes.

If you're just getting started on your social media accounts, make sure pertinent information like your hours and contact information can be easily accessed on your profile – don't just put this on your website and passively hope it will generate responses from members, potential new members or their families.

But, don't you have to be a geek to do this?

Perhaps you feel all this is a bit too difficult, or beyond your ability, needs to be done by an 'expert', a 'geek' – anyone aged under 12! If so, then use this 'How To' booklet as a template and instruction manual for an online solution provider. Whether it's DIY social media or you employ an outside provider, **you can't afford not to engage with members, potential members and guests on social media – particularly if you want to attract and keep younger members.**

What is 'social media'?

Old media

News, entertainment and advertising reaches us through newspapers, magazines, TV and the cinema. Content is controlled by a small group of individuals and organisations.

New media

News, entertainment and advertising can be made available to people through the Internet, perhaps through the Club's website or local news websites.

Social media

New social media websites such as Facebook, Twitter, Instagram and YouTube now enable everyone with a computer, a tablet or a smartphone and Internet access to share news, information and promotional content with club members, friends, family, colleagues and the wider world.

Save time and effort with Social Media management processes and tools

When you take the time to plan your social media in advance and invest in tools that help to save you time and effort, you are far more likely to achieve the positive results you hoped for.

Here are some top tips for getting organised with your social media:

- **Invest in Social Media Management Tools**

- o Setup an account with an online social media management solution provider (e.g. Hootsuite or SproutSocial). These free or low-cost solutions enable you to send social media messages to all your accounts and keep tabs on your customer communications across the channels from a single dashboard. These tools can be used on your PC or Mac and via an app on your smart phone.

- **Plan in advance**

- o Once every two weeks have a social media planning meeting or brainstorming session where you drum up ideas for new competitions, status updates, stories and important promotional messages you want to share online. Then save time by scheduling your posts in advance using a social media management tool.

- **Get your wider team involved in creating content**

- o Don't burden one person with the sole responsibility of researching, creating and sending out all your social media posts. When it comes to social media content creation, several heads are definitely better than one. Brainstorm ideas together at your club committee planning sessions and share the

content creation tasks. For example, make different committee members responsible for photographing your weekly specials or for taking photographs at events.

How Social Media can help your Club

- **Increase awareness of your club, its restaurant and other leisure facilities**

- o When your social media fans and followers talk about, follow, like or share your social media profiles or content, potentially thousands more people will also see those public mentions of your club. Running a competition, making a special offer or advertising on social media also helps to increase awareness of your business.

- **Create a buzz about your latest food and drink offer**

- o You can post photographs, video and engaging text updates on your social media accounts to draw attention to your latest menu items.

- **Get customer feedback and insights**

- o Today's customers love it when you ask for their opinion on your business. Use social media to find out what your members and guests think about your new drinks or menu items. Thinking of running a new darts, snooker or live music evening? Why not ask your customers' first or invite them to suggest an alternative type of event for your club?

- **Promote your events**

- o Talk about the seasonal events you're hosting, e.g. Christmas, New Year's Eve, Halloween - it's not just for kids! Social media also provides a quick and easy way to promote your regular music gigs or football and other sports screenings.

- **Update customers on your latest news**

- o Have you refurbished your bar or restaurant area? Did you raise money for your favourite charity this month? Whatever your news, make sure to take a photograph and post it with a short news update on your social media accounts.

- **Encourage sales with offers and specials**

- o Fill those quiet periods by promoting specials or offers across your social media accounts.

- **Make it easier for customers to recommend your business**

- o Google+ and Facebook allow members and guests to star rate and review your club.
- o Google+ ratings are especially important as they can also help improve your search engine rating.
- o If you don't have any social media accounts, you are also far less likely to be mentioned and linked to in your customer's social media conversations.

- **Promote job vacancies**

- o Mention new job posts on your social media accounts and encourage your existing staff to share vacancy information with their friends and family.

- **Connect with other businesses and your wider community**

- o Win more friends and fans online when you rave about your top suppliers and name check other local businesses. People love to share positive comments about their business, so spread the love and you could end up with a win-win situation for both parties.

- **Monitor your competitors**

- o Keep a close eye on your competitors by following or reviewing their social media accounts on a regular basis.

- **Build a customer database**

- o Add a newsletter signup form to your Facebook page so you can build your customer database and stay in touch with your customers via email.

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Pages From The Past

In this's months PFTP we look back to October 1936 to an article which proves some Club issues are always present – the constant need to ensure that membership recruitment is always on the agenda. This is a topic of discussion which should form part of every Committee Meeting. What are we currently doing to attract new Members and what could we be doing to attract new Members. The article also touches on membership retention which is equally important and effective – Clubs go to a lot of trouble to attract new members, it is only sensible to then spend as much time ensuring they visit

the Club frequently. Regular emails and text messages letting the Club's Members know what is happening with the Club is crucial – ensure the Members know when you are planning to hold a 'Gin Festival' or what entertainment is happening on Saturday night. As readers will notice from the article, whilst some things change it is interesting how much of the advice contained in the article is still applicable today – not least about ensuring that the Club is always at the heart of the local community and is always the first place people plan to visit when enjoying a night out.

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HOW TO KEEP—AND INCREASE—MEMBERSHIPS.

[BY THE EDITOR OF THE "C.C.G."]

The autumn, and winter, seasons are upon us. To every Club they should be the most profitable of the year—politically, socially and financially. What steps is it proposed to take in *your* Club to make them so?

Be it remembered that Clubs, nowadays, are subjected to ever-increasing external competition. Licensed premises which, in bygone times, were frequently dull and cheerless "drinking shops," are being transformed into palaces of light and luxury where patrons and patronesses can partake of food and refreshment, frequently to the accompaniment of orchestral or other entertainments. A further popular lure is the cinema and, to a more limited extent, "the dogs," whilst outdoor and indoor sports and pastimes make ever-increasing appeal to youth.

Can Clubs Compete With This?

Can Clubs successfully meet such a situation? Can memberships, in such circumstances, be maintained, or augmented? In the case of Conservative Clubs the answer, unquestionably, is "YES"—provided Committees rouse themselves to action and do what is necessary. The problem will not be solved by any attempt to out-bid rivals in their particular fields, but by Clubs making their own distinctive appeal and giving members something, on top of the customary amenities, which cannot be obtained elsewhere.

Before exploring the numerous avenues open to Clubs to cater successfully for present, and prospective, members, one cardinal blunder must, at all costs, be avoided. This is a disposition, existent in some quarters, to leave everything to the Secretary to arrange and see through. Quite frankly, able and willing though he may be, the detailed work involved in running a political Club, with its many-sided activities, is far too great for any one person adequately to undertake. The labour must be shared, and the larger the number of suitable and qualified members who can be prevailed upon to participate in it, the greater the prospect of all-round success. Within reason, the more Sub-Committees set up—each, of course, acting under the supervision of the General Committee—the better.

The Political Side.

The outstanding distinctive feature of a Conservative Club is—or *should* be—its political side. Here, at any rate, is something which neither licensed house, nor cinema, provides, and the field is free for exploitation and development. A strong, and thoroughly representative, Political Sub-Committee should, therefore, be set up. Its nucleus should be politically-minded members of the General Committee, with the addition of two or three ordinary members of the Club who are known to be keen Party enthusiasts. If there is a Men's Conservative Association in the division, the Chairman and Secretary thereof should be co-opted, and likewise one, or more, officials of the Junior Imperial League, Young Britons and Women's Conservative Association.

A moment's reflection will show the many advantages to be derived from having a Political Committee comprised of representatives of the various Party

organisations in the neighbourhood and centred on the Club. Such co-ordination, under the expert guidance of the constituency Agent (who should, of course, be an *ex officio* member of the Committee), would not only result in the compilation of an attractive programme but would be a safeguard against that clashing of fixtures which so frequently mars success and creates disappointment and sometimes disaffection. Combined effort would ensure good attendances, for each member of the Committee would regard it as his, or her, bounden duty to see that support was forthcoming from those belonging to the organisations they represent.

A Heckling Contest?

The first essential to the success of such a scheme is popular and inspiring leadership. The utmost care should, therefore, be exercised in selecting the right persons as Chairman and Secretary of the Political Committee. Given these well-nigh everything is possible. Meetings of the Committee should be held at frequent intervals and, where possible, always on the same evening of the week and at the same hour. The more varied the syllabus the better. Discussions on topical subjects; a mock election; heckling bouts; canvassing demonstrations; leaflet and poster competitions; speakers' classes, all these spring to the mind for possible inclusion in the programme. With so many enthusiasts pooling their ideas there should be no lack of suggestions, but in making a final selection keep to the fore those from which *the Party will derive the greatest benefit on the day of the poll.*

Another attraction which already has "caught on" in many quarters is the establishment in Clubs of Information Bureaux. Their formation present few difficulties. Three or four members undertake to make themselves conversant with Social Service problems—Unemployment, Compensation, Health Insurance, Old Age and Widows' Pensions, Trade Union law and the like—so as to be in a position to give advice to those who need, or seek, it. Handbooks which will readily put students wise on such matters are obtainable from the Labour Department of the Conservative Central Office (Palace Chambers, Westminster). If the problem is too complex for local solution, Headquarters will willingly lend a hand and obtain official rulings from the Ministry of Labour or Health.

Make the Club the "Hub."

Here then are political and semi-political attractions which give Conservative Clubs a distinction entirely their own and which are unobtainable elsewhere. Once the programme for the coming season has been mapped out, get for it the widest possible publicity in the local Press, and also through the *media* of the various Party organisations associating themselves with the Club in this enterprise. The interest excited will lead to applications for membership from many unexpected quarters and, at the same time, do much to hold together that already existing. The primary objective should be to make the Club the "hub" of political activity and it only needs the right people to take the matter in hand to attain the desired end.

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