

CONSERVATIVE CLUBS MAGAZINE



January 2022 75p



Happy New Year!



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Message From The Chief Executive

As I write this message, at approximately 2pm on the 21st December it almost feels like I need to have three versions prepared such is the current uncertainty regarding potential Christmas and New Year trading restrictions and what, if any, restrictions could occur in early January. Such are the constraints of a monthly printed magazine (and particularly in light of earlier than usual Christmas deadlines) I hope the following message will still be broadly relevant by the time Clubs read it in early January. Clearly the expected boost due to Christmas and NYE trading that Clubs might have been expecting to enjoy may be less than had previously been hoped with Members, quite understandably, choosing to limit their contact points in the run up to Christmas so that they can enjoy the days with their families.

It is therefore appreciated that the Chancellor has recognised these trading issues and has issued grants of up to £6,000 for

hospitality venues (for which we have no reason to believe will not include Clubs) and help with SSP payments.

These details have just been announced and have been squeezed into Club Law and Management section of the Magazine. Please continue to monitor our website for further details. I hope that all Clubs apply for the grant and please let the ACC know if your Club have any issues regarding this.

That being said, the booster and vaccination effort continues to offer everyone significant peace of mind for the future and whilst I sincerely hope that trading restrictions are not imposed on any Club, I think the success of the UK's booster roll out programme, will mean that such restrictions will be short lived. Therefore, as I finish this message by wishing all our Clubs a happy and successful 2022 you can be assured that I am optimistic that next year will be one that all Clubs can look forward to with confidence.

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CLUB LAW AND MANAGEMENT

Covid Support Grant Announced

It has been announced that Clubs will receive a one-off up to £6,000 grant as part of £1bn government support package amid Omicron impact.

A fresh round of one-off grants for hospitality, of up to £6,000 per premises, has been announced by the government as part of a £1bn package of support for businesses most impacted by Omicron across the UK. The

grants which will be administered by local authorities and will be available in the coming weeks. Chancellor Rishi Sunak has also committed to a top up of discretionary grant funding and the release of a £1.5bn package to support the supply chain. The government will also cover the cost of Statutory Sick Pay for covid-related absences for small and medium-sized employers across the UK. The Statutory

Sick Pay Rebate Scheme (SSPRS) will help small and medium-sized employers – those with fewer than 250 employees – by reimbursing them for the cost of Statutory Sick Pay for covid-related absences, for up to two weeks per employee. Firms will be eligible for the scheme from Tuesday, 21 December and they will be able to make claims retrospectively from mid-January.

Covid Support Details:

The grants will be dependant on the rateable value of the business and breakdown as follows:

- £0-15k - £2.7k
- £15-51k - £4k
- Over £51k - £6k

In addition, the Government will also cover the cost of Statutory Sick Pay for Covid-related absences for small and medium-sized employers across the UK.

Trust Registration Service Update

Following on from the feature in last month's magazine, please find some additional information about this compulsory service below. This will affect all Clubs which have elected Trustees. Clubs registered as Co-Operative Societies will not be affected.

What is the Trust Registration Service?

The Trust registration Service (TRS) was first set up in 2017 by HM Revenue & Customs to comply with the requirements of the EU Fourth Money Laundering Directive, and initially the only trusts which needed to register were those that were liable to pay any of the below taxes:

- Capital Gains Tax
- Income Tax
- Inheritance Tax
- Stamp Duty Land Tax
- Stamp Duty Reserve Tax
- Land and Buildings Transaction Tax (in Scotland)
- Land Transaction Tax (in Wales)

New rules as part of the UK's implementation of the Fifth Money Laundering Directive (5MLD) were introduced in October 2020 to extend the scope of the TRS to include UK non-taxpaying express trusts and new requirements for some non-UK trusts

These new rules came into force from 1 September 2021, after which date, trustees and their agents have 12 months to register their trusts, or potentially face penalties.

Which trusts are impacted by these changes?

Broadly speaking, all UK express trusts (ie deliberately created), including bare trusts, will now need to be registered. In addition, non UK express trusts which acquire land or property in the UK or have at least one trustee resident in the UK will also need to be registered.

What are the obligations for trustees?

As part of their wider role trustees have certain legal duties to uphold and ensuring that their trust(s) are registered with the TRS is one of these duties.

What does the registration process involve?

The registration process is detailed by HMRC on the gov.uk website, as well as in the specialist TRS Manual.

There are different processes in place for trustees and agents. The process is fairly lengthy and involves submitting information on the trustees, beneficiaries and settlors.

Trustees will also need to download an extract from the register to confirm that the trust has been registered with the TRS.

What Information will be required to register?

Type of trust, country of tax residence and date established.

Trustees – full name, date of birth, national insurance number (or passport details if national

insurance number is not available) plus telephone number and email address.

Person(s) exercising effective control: For example, someone (other than the settlor or trustee) who has power to add or remove trustees and/or beneficiaries – Usually the Club's Chairman depending on the specific rules of the Club.

Trust assets – Current value of all classes of assets within the trust.

Who can access the registered information?

The information held by HMRC is not a public record. Access to the TRS is currently restricted to government authorities but this will extend to anyone with a 'legitimate interest'. HMRC have confirmed that the 'legitimate interest' application process will aim to ensure that each request will be reviewed on its own merits. Access will only be given where there is evidence that it

further work to counter money laundering or terrorist financing activities. The government have also confirmed that necessary safeguards will be in place to reduce the risk of information being released where it could lead to disproportionate harm.

Registration deadlines

Any Trust that was in existence on or after 6 October 2022 that is not specifically excluded, even if it has subsequently come to an end have until 1 September 2022 to register details on the TRS.


Trustees will also need to report any changes or discrepancies to the information previously registered within 90 days.

Are there penalties for non-compliance?

HMRC has been urged to take a soft handed approach to enforcing registration. Trustees have until 1 September 2022 to register trusts. After this date, financial penalties will be imposed.

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CLUB LAW AND MANAGEMENT

Current Covid Restrictions, as of 8th December

The current Plan B Restrictions are as follows, there are very few changes which will affect Clubs.

We can therefore confirm that Clubs are:

- Not required to return to table service.
- Not required to ask members and guests to wear masks whilst moving around the Club.
- Not required to ask to see evidence of vaccination or a negative covid test.
- Not required to have

Covid screens at bar areas.

- Not required to cancel live entertainment, scale down planned Christmas parties or stop showing live sport.
- Not required to introduce social distancing measures.
- Not required to restrict sporting activities such as Snooker or Pool.
- Not required to cancel or limit events such as Club Quizzes, Bingo evenings and Karaoke.

The changes announced

primarily relate to mask wearing within venues such as Cinemas and Theatres. Employees who can work from home were asked to do so but this will not apply to Club employees who need to attend the Club to work. Additionally, the NHS Covid Pass is required for admittance to nightclubs and any indoor unseated venue with more than 500 people in attendance. Private Members' Clubs are legally in a separate category to 'nightclubs' and very few Clubs will have the capacity to admit

500 persons – therefore these new NHS Covid Pass provisions will not apply to most Private Members Clubs. Indeed, we would be surprised if they apply to any ACC Club.

Most Clubs and Pubs can therefore continue to operate as before with no changes being required.

Club Committees can, if they wish, consider introducing measures such as table service, mask wearing etc. but they are not obligated by legislation to do so.

DATES FOR YOUR 2022 DIARY AND GENERAL REMINDERS

Club Secretaries will have in their minds – and hopefully in their diaries – the dates by which certain returns and applications have to be made. I hope the following check list will assist Clubs in carrying out this useful exercise.

Club Premises Certificate

Whilst there is no specific renewal date of a Club Premises Certificate it is necessary for an annual fee to be paid to the local Licensing Authority in order for the Club

Premises Certificate to remain in force. Therefore, look out for any renewal invoice received from your local Licensing Authority and ensure that it is paid promptly. Fees for a CPC

Rateable Value	Band	Annual Fee
No rateable value to £4,300	A	£70
£4,300 to £33,000	B	£180
£33,001 to £87,000	C	£295
£87,001 to £125,000	D	£320
£125,001 and above	E	£350

Performing Rights Society & Phonographic Performances Ltd

PPL PRS Ltd is a new joint venture between the UK's two music licensing societies - PPL and PRS for Music.

Previously Clubs may have had to purchase two separate music licences, one for PRS and one for PPL. Currently in the roll out stage, eventually they will be combined under a single licence.

Typically, in January, fees are payable to the PRS and PPL. These payments are fixed under an Agreement with the PRS PPL and the appropriate fee for a Club is calculated according to the type of music used.

Audits

Clubs registered under the Industrial & Provident Societies Act, the Friendly Societies Acts or the Co-operative and Community Benefit Societies Act must submit an Annual Return to the Financial Conduct Authority no later than the date required under the terms of the Club's particular Rules. Failure to comply may result in prosecution. Such Clubs must also ensure the annual fee is paid, the amount of which depends upon the Club's assets.

Clubs which are incorporated as companies must ensure that their company returns are made to Companies House by the agreed submission date in order to avoid fines and must also ensure that their Accounts are filed.

Unincorporated Members' Clubs are not required to submit

annual returns or to file Accounts with any outside body.

In addition to the above, please make a note of the date for VAT returns, insurance renewal and the Club's TV licence.

Temporary Event Notices

Clubs are able to apply for up to 15 Temporary Event Notices per calendar year. A Temporary Event Notice allows Clubs to hold events which are open to the public such as Open Days and Beer Festivals or simply private events which are not held by Members. A Member holding a private event and inviting their guests will not normally require a TEN to be obtained.

Motion Picture Licensing Company (MPLC) Licence

Clubs may receive a letter from this Company which indicates that they are required to pay for an 'Umbrella Licence'. This is an annual licence from MPLC which allows commercial premises to broadcast copyrighted material such as film DVD's to the public. Clubs do not need an MPLC licence to show channels such as rolling news, sports, or music channels. Therefore, for most Clubs the only license that is required is a Television Licence. In the ACC's experience it is rare that a Conservative Club would need to obtain the aforementioned licence as most Conservative Clubs do screen films or drama series inside the Club.

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2022 Insurance Trends

From slips and trips through to burglary and flooding, there's always a claim occurring for one of our customers. And as we head towards a brand New Year, we don't think this is going to change any time soon – but that's okay, because that's exactly what insurance is there for.

So what are our predictions as we head into 2022?

- **Clubs will continue to prioritise risk management**

You can't prevent everything. But you can give it a good go. By regularly assessing your risks and working out how you can minimise the chances of accidents and incidents, you could save your club needing to make a claim.

- **And claims defensibility will be a big thing**

Should an accident or incident occur, clubs will rely on evidence and documentation to defend a claim. For example, our data show it takes an average of 76 days for a public liability claim to come in. Yet many CCTV systems record over footage after 60 days (if not sooner). Knowing how to download and securely store footage of accidents and incidents at your club will help you to defend a claim should it arise. This is just one small example of the importance of keeping documentation and knowing what regulations your club needs to meet. A risk management expert can help you with this.

- **Clubs will be vigilant all year round**

Our stats show there are no spikes in the number of Public Liability claims made at any point throughout the year. You might think you should be extra vigilant around winter when it comes to slips and trips, but that isn't necessarily the case. Therefore, clubs should be aiming to mitigate risk all year round. For example, don't leave it until the winter arrives to check your guttering – this should be done at least every six months.

- **We'll begin preparing for "new" risks**

Terror attacks have been a big problem for a long time, but Terrorism Insurance cover is growing in prominence to protect businesses just like your club from damage that occurs due to a terror attack. This isn't just physical cover – if your club can't trade or you experience loss of revenue as a result of a nearby attack, you'll be covered financially.

- **Cyber attacks will rise**

You might think your club won't be a target, but you'd be surprised. Clubs can often be a target due to being run by part-time volunteers, who won't necessarily understand how to recognise and combat cyber-crime. Sensitive data could be compromised, and the cost of a cyber attack could run into the tens of thousands. Over the coming years, Cyber Insurance will become particularly important, ready to protect your club should an attack happen.

Make sure you're covered for all the 'what ifs' next year. Contact the ACC's Recommended Suppliers, Club Insure, for a confidential review.



New Year Business Health Check– Make sure you are maximising the Club's revenue

1. Update all the images on your Club's website – and delete any out of date content.
2. Check the last six months of your P&L and highlight your worst selling drinks and menu items. Change them.
3. Search for your Club online on Google. Look for any out of date information and email the relevant site to get it changed/removed.
4. Draw up a list of your top 5 suppliers – call a competitor for each one and check you are getting the best deal. Then ask wholesale drinks supplier Matthew Clark to see if they can provide an overall better deal. Most Clubs can reduce their drinks spend by either talking to Matthew Clark or negotiating with their present suppliers.
5. Dig out your utilities bills and note the end of all the contract terms in your calendar and make a note a month before to shop around for the best price before each contract ends.
6. Do a deep clean of the exterior of your Club and car park. It will be noticed.
7. Create a group on WhatsApp for the Club's Members to join. Use it to engage them and post about topics they are interested in, not just as a promotional tool. You'll then have a willing audience when you ask for feedback on any changes you make, or invite them to exclusive events, or to try new menus. Designate a Committee Member to manage the group and provide feedback from the group to your Committee Meetings.
8. Come up with a plan to promote a specific drink or menu item to the Club's Members. Call the supplier of that product and ask them to sponsor your promotion/provide prizes, merchandise or extra stock. If you think you have a great selection of local Ales or some niche gins then make sure you properly promote them.
9. Create your own mystery customer feedback form including any areas that are new, or that you have had negative feedback on, and ask someone outside the Club to give you an honest view.
10. Talk to your employees – do they have any ideas of where the Club could be improved? Would they like to introduce a new product to trial? The bar staff have constant contact with the Club's Members – this is valuable feedback.
11. Write to your local MP and invite them to come to an event or pull a pint behind your bar – if they say yes then contact your local media and get a photographer to attend too.
12. Remind your Members that ultimately they need to recruit new Members. No Club will survive without constantly recruiting new Members and your existing Members are your best form of advertisement and word of mouth. Ensure you provide a generous bar voucher both to new Members and the Member who recruited them.

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.



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Rt Hon Rishi Sunak MP, Chancellor visits Richmondshire Conservative Club

The Rt Hon Rishi Sunak MP, Chancellor has visited and re-opened the Richmondshire Conservative Club. Rishi visited the Club late last year to formally reopen the Club after its recent refurbishment.

The Club has done extensive refurbishment and decoration over the last few months, which included:

- Re-upholstering chairs
- New carpeting
- New dance floor
- Wallpapering and painting
- Door replacement

Rishi started the event by cutting the blue ribbon and made a welcoming speech before letting in the assembled Club Members for the reopening party. The MP was then shown around the Club by the Club President, Mrs Valerie Blease and Chairman Paul Westerman.

His final speech in the snooker room resulted in great applause and the Chancellor then went on to hold his Surgery in the Club.

The new look Club has brought much praise and an increase in membership and the Committee reports that the Club's future is looking very promising with an influx of new Members since the refurbishment was completed.



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.

Greenest drinking cities in the UK revealed

With growing calls to go greener due to the current climate crisis, Brits are being encouraged to make their lifestyle as green as possible where they can. Nearly nine in 10 Brits (88%) say they are environmentally conscious, according to survey commissioned by wine preservation company Berman.

Most consumers (81%) consider the environmental impact when making purchases and lifestyle choices apparently. But despite this high percentage of the public saying they are environmentally conscious, a survey from wine preservation company Berman found that only 37% of the nation are conscious of making sustainable drink choices.

Some cities and regions, however, are happily well ahead of the UK average, with Walsall, being home to the most eco-conscious drinkers in the UK, where 78% of those surveyed said they select beverages they believe are better for the environment

Top 10 most eco-conscious drinking cities:

1. Walsall 78%
2. Leicester 50% and York 50%
3. Newcastle 48%
4. Coventry 47%
5. London 47%
6. Wrexham 46%
7. Cambridge 46%
8. Blackpool 45%
9. Northampton 45%
10. Birmingham 44%



The survey says this demonstrates that Brits prefer to spend in venues that are conscious of their carbon footprint. More than four in 10 (41%) of the UK public said they would be positively influenced if a drinks menu outlined how a venue is reducing their

environmental impact. Over a third (38%) said they would choose a bar that was more environmentally conscious and three in 10 (31%) would be inclined to spend more at a "greener" venue.

Tom Berresford, Managing Director at Berman, advises consumers seeking a greener service to take a look at menus. Do they highlight venues' policies, or draw attention to information regarding what they are doing to deliver a more sustainable service? Consumers should not be afraid to ask a venue how they look after their wine, he says. For example, what do they do to prevent wastage?

"With a carbon footprint of around 1.2kg per bottle [of wine], it is evident we really need to consider and analyse not just the product, but the way it is served and cared for. If a sustainable service is requested by the masses, and the public vote with their feet, venues will need to think carefully about how to deliver this," he said.

Berman has over 50,000 clients in 90 countries. Clients include companies such as Greene King, Mitchell's & Butlers and Hawksmoor.

• <https://berman.co.uk>

Businesses could do more on ESG efforts

Research commissioned by integrated risk and compliance management software company NAVEX Global, reveals that businesses could do significantly more to improve their sustainability and ethical impact, or ESG (Environmental, Social and Governance).

Confidence and trust, says the report, are lacking in ethical and sustainable practices, for both business and consumer audiences

The research amongst 2,000 consumers and over 500 UK consumer business decision makers indicates that:

- 74% of consumers and 85% of consumer businesses agree that most businesses could do significantly more on their efforts to be ethical and sustainable.

- Less than half of consumers (49%) trust brands that say they're sustainably and ethically driven in their marketing and branding.
- 47% of consumers trust that brands are aiming to achieve net zero by a certain date.
- Only a quarter (25%) of consumers believe businesses are primarily motivated to undertake environmental, social and governance initiatives to make a positive difference to the world.

The current perceptions on business and the reality that consumers are willing to ditch a brand because of ethical and sustainable practice is a concern, says the report. A third (34%) of consumers say they don't think any industry is tackling climate change

well. Similarly, only 17% of all business surveyed were completely confident that the businesses they partner with or outsource to operate ethically and sustainably, despite 45% saying they personally research companies they work with. So not only do consumers lack trust in the brands they buy from, but businesses themselves do too, concludes the report.

In addition, only a quarter of consumers think making a positive difference in the world is one of businesses' top two motivations for ESG efforts. Just 27% of businesses say ESG investment is a top three priority for the next financial year, despite the fact that over half (55%) of consumers think it should be.

• www.navexglobal.com

New campaign to tackle drink driving

Diageo, maker of Guinness, Johnnie Walker, Smirnoff and Baileys, has partnered with THINK!, the government's official road safety campaign, to launch a new digital programme aimed at tackling drink driving over the festive period. The initiative is running on Guinness and Captain Morgan social channels and calls on people to stop friends getting behind the wheel after they have had a drink.

The latest data shows that 78% of drink-drive accidents involve male drivers or riders over the legal alcohol limit, and younger male drivers are historically over-represented in drink drive related road casualties. The partnership will see THINK! relaunch its successful #PintBlock campaign which is aimed at this demographic.

The series of short films will be redistributed across social media and on digital display in clubs, pubs and bars across the UK to remind young people that 'a mate doesn't let a mate drink drive'.

Viewers will be directed to a landing page on the THINK! website, featuring 'Wrong Side of the Road' – Diageo's new virtual learning experience which allows individuals to have a conversation with a real drink driver to help understand the consequences of drink driving.

Diageo brand Captain Morgan has partnered with presenter and reality TV star, Sam Thompson, creating short videos in which he ensures his friend doesn't drink drive. Guinness, also involved in the campaign, launched social assets featuring alcohol-free Guinness 0.0.

Baroness Vere, Roads Minister, Department for Transport, said: "Thirty two percent of young men said they would feel uncomfortable asking a friend not to drink and drive and it's vital that we



continue to take action to change that. We are proud to be working in partnership with Diageo to change behaviour and attitudes around drink driving together."

Dayalan Nayager, Managing Director at Diageo GB, said: "Investing in programmes such as Wrong Side of The Road is vital in combatting drink driving. If you are a true mate, you cannot let your friends drink drive. Our partnership with THINK! will hopefully remind people of this powerful message."

The initiative is part of Diageo's pledge to change attitudes towards drink driving by 2030, as announced last year in the company's 10-year sustainability action plan *Society 2030: Spirit of Progress*.

• www.diageo.com

BBG UK&I and J D Wetherspoons announce 20 Year Deal

In November, Budweiser Brewing Group (BBG UK&I) and pub chain JD Wetherspoon announced a 20-year partnership, with BBG becoming the largest beer supplier across the pub co estate.

This follows a 41-year association with international brewer Heineken and its predecessors (for example, Scottish and Newcastle Brewers).

Changes to the Wetherspoon line up include Budweiser, Stella Artois, Corona, Leffe Blonde and Bud Light, Bathub Gin, Bud Light Seltzer and Mike's Hard Seltzer, featuring prominently on draught and in packaged formats.

Strongbow and Strongbow Dark Fruits will be replaced by Stowford Press Apple and Stowford Press Mixed Berries, made by Westons Cider.

John Smiths bitter is being replaced by Worthington's bitter, supplied by Molson Coors. Wetherspoon has also agreed long-term deals with current suppliers BrewDog, Carlsberg Marston's Brewing Company and Molson Coors.

Tim Martin, Chairman, JD Wetherspoon, said: "Budweiser Brewing Group UK&I will now become our biggest supplier, with new beers Budweiser, Corona and Leffe Blonde, in addition to their existing products, Stella Artois and Bud Light -



as well as a range of bottled beers. We are also pleased to have agreed long-term supply deals with BrewDog, Westons Cider, Carlsberg [Carlsberg Marston's Brewing Company] and Molson Coors. Wetherspoon will continue to sell a wide range of traditional ales and craft beers from regional and micro brewers at competitive prices. We're very pleased to have such a brilliant group of brewers supporting our efforts."

• www.ab-inbev.com

New guidance issued for hard seltzers and CBD products

New guidance has been issued for hard seltzers and Cannabidiol by the Portman Group, the self-regulator and social responsibility body for alcohol marketing in the UK, after a 10% rise in producers requesting advice. This is their advice.

The growing trend for alcoholic products aimed at health-conscious consumers is a challenge for producers to ensure that they are not making health claims about alcohol. This is particularly true of newer categories that include hard seltzers and Cannabidiol (CBD) products.

The report, *25 Years of Responsible Alcohol Regulation; a Spotlight on 2021*, highlights how the Portman Group has developed new guidance specifically for hard seltzers - ready-to-drink alcohol products based on flavoured mineral water - and alcoholic drinks containing CBD.

Currently celebrating its 25th year, the Portman Group's Code outlines key rules that must be followed in relation to the naming, packaging, and promotion of alcoholic drinks and works in tandem with the rules set out by other regulatory bodies such as the Advertising Standards Authority and Ofcom. The new guidance, included within the Naming and Packaging Code, states that alcohol products must not suggest that they have therapeutic qualities, can enhance physical or mental capabilities or change mood or behaviour.

Of particular relevance to hard seltzers, it is a fundamental requirement of the Code that a product's alcoholic nature is communicated with absolute clarity and it's therefore recommended that alcohol by volume (ABV) and references to 'alcohol' or the word 'alcoholic' is included on the front of the packaging as best practice and to reduce the risk of consumer confusion.

And while the Code recognises that CBD is not the same as cannabis, words and images associated with recreational cannabis need to be avoided to prevent an association with illicit drugs. It's also noted that the law on the use of CBD in food and drink products is complex and producers are advised to seek legal advice before launching to market.

Portman Group CEO, Matt Lambert, said: "These products represent a growing category and are often promoted as a health-conscious choice in other countries, but under UK law and the Portman Group's Code of Practise, this descriptor can create problems. The guidance aims to help producers navigate the responsible marketing standards in the UK and ensure new products are launched and marketed responsibly.

"This is why The Code is, and continues to be, so important. It has helped create an industry that works effectively within the context of a self-regulatory model, while encouraging design, innovation and creativity. We are extremely proud that this has been done in an effective, responsive, and cost-effective way."

In addition to the new guidelines and trends, the report details how the self-regulatory framework has proven to consistently deliver efficient regulation and protect under-18s and vulnerable consumers from irresponsible alcohol marketing.

• www.portmangroup.org.uk

Demand for a fresh approach, says Bidfresh

Hospitality businesses will need to adapt to significant changes in consumer behaviour when planning 2022 menus, according to new research.

Industry specialists CGA were commissioned to carry out the survey* which builds on the recent launch of Bidfresh's *A Fresh Approach* campaign.

The results showed that expectations of dishes which deliver on concerns such as provenance, innovation, sustainability and health have been strengthened by the pandemic. More than half of consumers are now actively counting calories or sugar content, and a similar number base their eating out decisions on whether the venue supports British producers.

Key findings of the survey include:

- 53% of consumers are now counting calories or checking sugar content.
- 60% prefer venues that offer new and interesting cuisines and dishes.
- 53% are likely to try a new cuisine when they see it on a menu.
- 20% would choose a specific eating out venue over another if it had a focus on sustainability.
- 44% make eating-out decisions based on ethical considerations.
- 56% make decisions based on British products.



Jane Aukim, marketing manager of Bidfresh, said: "People had more time to think about food during lockdown. Many of them took up cooking from scratch and took more care over the quality and source of the ingredients. It's clear that more consumers are paying the same attention to food when they eat out. When planning their menus for 2022, operators will have to demonstrate that consumers' concerns are being factored in, and the

A Fresh Approach programme has been developed to support that."

The campaign is being rolled out across the three core Bidfresh businesses to encourage operators to use the best fresh, seasonal and responsibly sourced produce on post-lockdown menus.

• www.bidfresh.co.uk

*Bespoke consumer survey, CGA, 1,502 UK consumers, October 2021

Heineken announces launch of draught 0.0

HEINEKEN has announced the launch of alcohol-free beer Heineken® 0.0 on draught after a successful 12-week summer trial across the Midlands and the North of England. The brew will be rolled out to the on-trade next year and will be the first alcohol-free draught beer that can use the existing cellar set-up and sit alongside regular beer taps, says the company.

The no and low alcohol sector is currently worth £94m in the UK and £8m in Scotland. This is expected to increase alongside increased interest in moderation of drinking, abstaining – temporarily or for the

long-term – and drinking more mindfully.

James Crampton, Corporate Affairs Director for Heineken UK, said: "This move aligns with our 'Always a Choice' promise. It's all about providing a choice at the point of purchase and normalising the experience."

Crampton believes that Heineken® 0.0 draught brings No and Low alcohol beer from the periphery



into the mainstream and that in the future, it won't be unusual for people to pop down to their local for an alcohol-free pint or two.

"That might sound strange now, but we're confident in the very near future it'll become the norm," he said.

• <https://direct.heineken.co.uk>

Hospitality sector needs extra investment to engage candidates

New data from online talent sourcing company Talent.com, shows that recruiters in the hospitality sector are having to invest more to find the best talent amidst a skills crisis.

The company found that the hospitality arena has seen one of the greatest spikes in the investment being channelled into finding the right candidates, seeing a significant spike from March to September 2021, up a staggering 1,060%. This is indicative of the struggles facing the recruitment sector in a post-Brexit and Covid-hit environment, with staff switching industries during the uncertainty of the last year and non-UK talent returning home, following the UK's exit from the EU.

This data is in line with a report from UKHospitality, who found that 51% of business leaders felt that staff shortages have been more challenging than expected.

As Noura Dadzie - VP Sales UK & International

Markets at Talent.com – explains, while investment is needed to find and encourage individuals to join the hospitality sector, where these budgets are channelled will be a key driver of success:

"At a time when skills shortages have reached a critical point across the UK, many hiring managers in the hospitality sector are pumping investment into recruitment activity in the hope that this will be enough to give them an edge over the competition. However, as the war for talent intensifies, recruitment budgets must be strategically directed if businesses are to benefit from any tangible return on this investment. When talent is so thin on the ground, only the most tactical approaches will assist in attracting

the top candidates."

"We are increasingly having conversations with hospitality hirers who are moving funds into sophisticated tech tools to help them look outside of the usual channels to find talent, which is perhaps the reason why financial spend has increased. The rise of job aggregators and programmatic platforms, for example, is one area that more businesses are budgeting additional finances for to streamline their hiring. For those that are facing an increase in recruitment budgets, looking at where else this investment can be channelled strategically rather than throwing more money at the same problem should certainly be a priority."

• www.talent.com

Beavertown Brewery – its first ever scarily good Hard Seltzer, Ghost

Post Halloween, Beavertown Brewery has gone on to launch Ghost, its first range of eight hard seltzers, “so good they’ll give you goosebumps”.

Naturally fruity, bubbly, low-cal, vegan and gluten free, Ghost is described as:

“An alternative to your prosecco, as you see in the New Year” as well as “the perfect



option for those looking to cut back without compromising on flavour”.

Beavertown’s new offering comes in four flavours, with 0g of sugar.

- 2.5% ABV - 46kCal – Available in lemon & raspberry.
- 4% ABV - 73kCal – Available in peach and tropical flavours.
- 5.5% ABV - 101kCal – Available in peach and lemon.
- 8% ABV - 149kCal – Available in tropical and raspberry.

• <https://shop.beavertownbrewery.co.uk>

Big wins for Mainbrace Rum in 2021

Mainbrace Rum, launched in 2019, has been on a winning streak, picking up several gold and silver awards for its Navy Strength Rum and gold and bronze awards for its Premium Golden range.

The 2021 international spirits successes include:

- A double gold award (Navy Strength) and a gold (Premium Golden) at the San Francisco Wine & Spirits Competition 2021.
- A gold for both Navy Strength and Premium Golden rums at the Rum & Cachaça Masters 2021 competition.
- A gold for the Navy Strength Rum at the World Rum Awards.
- A silver (Navy Strength) and bronze (Premium Golden) at the London Spirits Competition 2021.

Mainbrace stood out amongst the judges of the Rum & Cachaça Masters competition, who commented on the notes of “sponge cake and dark chocolate” and complimented the sweetness and slight dryness of the Mainbrace Premium Golden Rum’s blend. In the case of Mainbrace Navy Strength Rum, the judges commended its distinctive “elegant nose”, “bold and silky palate” and “nice vanilla sweetness with some dryness from the wood”.

At the World Rum Awards, judges commended



Mainbrace Navy Strength Rum for being “softer than expected on the palate with notes of pear followed by strong tropical fruits of mango and melon” and for its “well-integrated flavours and fitting ABV”. They went on to comment on Mainbrace Premium Golden Rum, noting its “rounded palate with pronounced honeycomb and melon alongside a spicy undercurrent” and “overall complex flavour with grassier notes coming through”.

Richard Haigh, Co-Founder of Mainbrace Rum, said: “We’re pleased to see our hard work paying off at this year’s competitions and have been overwhelmed by the judges’ positive feedback.”

• www.mainbracerum.com/shop

Hospitality v. supermarkets

According to a report by TWC Trends, four months after full lockdown ended in July 2021, 83% of the nation had visited a hospitality establishment, compared with 80% visiting a supermarket.

The research, “(Re)-Emerging Behaviours - Attitudes, to socialising both within and outside of the home”, is the first in a series of new mini reports from the company and is based on the views and sentiments of over 1,000 consumers across the UK. The research was conducted between 5-8 November.

The younger generation have been the most active

with 91% of consumers (18 to 25 year olds) going out to drink or eat. Overall, the biggest driver for going out was a desire to socialise with friends and family.

Amongst older generations in particular, penetration has returned to the hospitality sector, with a third of adults saying they were going out to a hospitality venue once a week or more.

The Omicron variant is leading to fears of a return to restrictions of some kind, says the report.

• www.twcgroup.net

Tradition triumphs over trends: the perfect British Trifle

Last Christmas, Del Monte® revealed that trifle is the UK’s all-time favourite Christmas dessert, with 41% of people favouring it over Christmas pudding (33%). This year, the company commissioned a YouGov poll, conducted in October 2021, with 2,240 British adults asked what their idea of a perfect trifle would be.



So what does the perfect British trifle actually look like? Apparently it’s composed of 21% jelly, 21% custard, 19% sponge, 16% fruit, 16% cream and around 6% liqueur – and ‘just like Granny’s’!

• www.delmonteurope.com

Jestic plays Santa for children’s charity

The team at Jestic Foodservice Solutions played Santa pre-Christmas, collecting presents around a ‘Giving Christmas’ tree based in the centre of the Jestic office at Paddock Wood.

The gifts went to the Kids Out charity which aims to bring fun and happiness to disadvantaged children across the UK who have had to flee domestic abuse to seek sanctuary and refuge.

Ben Dale, Managing Director of Jestic Foodservice Solutions said: “The team at Jestic, as well as suppliers and customers, have once again been extremely generous with their donations and we are thrilled to be able to do our own little bit to help support disadvantaged children this Christmas.”

The company has also raised over £2,000 through festive charity raffles and donations for ‘Hospice in the Weald’, which provides care for patients with terminal illness across West Kent and Northern East Sussex. The charity is particularly close to the hearts of the Jestic team after they helped to support the family of a Jestic employee in recent times.

• www.kidsout.org.uk





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Spalding Constitutional Club Relaunches After Refurbishment

The Spalding Constitutional Club has recently undergone a makeover and last month new chairman Sam Roberts was elected. Sam, who is a member of the Wombles of Spalding Common, is hoping to encourage new members to join the well-known club.

He said: "It's been a different twelve or so months and through lockdown the club was closed - it's been open for around three or four months out of the past year due to lockdowns - so we really want to use our new committee to take the club further."

It's a very social club which anyone can join and we welcome everyone. We really want to broaden our membership. We have around 300 members now

but we would love to double that. We are in a great location right in the town centre so it's very convenient and our beer garden is amazing. We can accommodate around 200 people outside and plan to hold our outside band days in the summer too - we usually hold six of the live band days a year. As a Womble myself, the plan is to throw a Womble party in the future which should be great."

The Club offers Members well-kept snooker tables and has also purchased new televisions which show both Sky Sports and BT Sport. The Club has also set up a bowls rink with five lanes and has refurbished its meeting rooms which the Club allows its Members to use for free.



Tyldesley Conservative Club Presents Badge of Honour to Mr Philip Ernest Kayley

The ACC's Badge of Honour is awarded to Members and Committee Members who have provided excellent and loyal service to their Club over many years. The Tyldesley Conservative Club in Blackpool has just awarded one of its long standing members Mr Ernie Kayley a Badge of Honour for his remarkable service to the club and its members.

Ernie, first joined the club at the tender age of 17 years and 9 months of age on the 1st of January 1958 which means that in January he will have been a member of the club for 64 years. Records do not go back far enough to tell us when he first became a member of the committee, but differing opinions tell us it is somewhere between 40 and 50 years of service on the committee that he has given to the Tyldesley Conservative Club and its members.

Ernie still continues to serve on the committee and he has

always maintained an exemplary attendance record at committee meetings. Moreover, he is still active in the running of his long-standing Thursday night quiz which provides entertainment for the members and a very welcome financial return for the club in these challenging times. In terms of his service the record speaks for itself, in terms of his loyalty and dedication for the club there can be no doubt.

On making the presentation the Chairman Mr. John Kyle said, "Ernie you can be rightly proud of what you have done for this club and on behalf of the committee and the members we sincerely thank you and indeed your family for the many years of dedicated service and support that you have given".

The ACC thanks Ernie for his life long service to his Club and he is very much a deserving recipient of the ACC's Badge of Honour.





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Waterloo and Taunton Holds First Ever Christmas Fayre

Waterloo and Taunton Conservative Club, Ashton-under-Lyne organised its first ever Christmas Fayre with a view to encourage footfall against an ever difficult backdrop due to coronavirus.

Stall holders from the local area were invited, free of charge, to set up their wares and sell their goods.

Stall holders included 'Baked by Robyn', 'My Silly Little Cards', 'Khrystina's Natural Beauty' and 'Jayne's Home Made Gifts', plus many others.

Leon Tamcken, Club Chairman said "We wanted to try something different in the club, whilst at the same time supporting local, independent traders. Its been a tough year for businesses, so it was great to see so many people turnout to support the event".

Club members also donated food items at the event to support local charity 'Friends of Waterloo' to make up food hampers for those residents in need over the Christmas period and the event proved to be a great success.



Financial Conduct Authority Issues Reminder

The Financial Conduct Authority has issued Clubs registered as either Co-Operative Societies, Friendly Societies or Industry and Provident Societies the following reminder. Clubs with elected Trustees are unaffected. Statement from FCA follows:

FCA Statement:

Annual Returns

In April 2021 we explained that for annual returns due by 31 October 2021, we will not act to follow-up on delayed submission where that delay is 3 months or less. This remains the case. Though we are not extending this general forbearance further, we are mindful that some societies will still be experiencing delays in producing accounts and intend to engage supportively to bring about submission.

General Meetings

Societies can hold meetings virtually where this is not prevented by legislation or their rules. We welcome that we have seen lots of societies taking the opportunity to update their rules over the last year to better facilitate virtual meetings where possible. It remains the case that societies are expected to comply with any legislative requirement, or requirements under their own rules, for holding meetings. It may be in the public interest for us to act if we see non-compliance. This will be assessed on a case by case basis.

Statutory declarations

From 13 December 2021, we will no longer offer forbearance for statutory declarations required by either mutuals legislation or our application forms. They will need to be fully completed on submission to us.

Electronic submission

We continue to accept and encourage electronic submission of applications and annual returns, including the use of electronic signatures where that is possible.

Mutuals Society Portal

The Mutuals Society Portal remains an easy way to submit annual returns and some applications electronically: <https://societyportal.fca.org.uk/>

ACC comment: Any Clubs which have questions or concerns over the above information please contact us for assistance.



Pages From The Past

As we pondered how to write a 'Covid Secure' New Year message on Page 2 and it not be immediately out of date we thought we would look back 100 hundred years ago to January 1922 for some inspiration.

The ACC's then Chairman, Sir Herbert Nield, wrote interestingly about Conservative Trade Unionists, the danger of the Local Veto Bills and the overall political mission of Conservative

Clubs. Sir Herbert wrote with passion, conviction and enthusiasm about all of the subjects he covered in his New Year message and it was a pleasure to read. But did it ultimately assist us in trying to write our own New Year message at a moment in time when we were fundamentally uncertain over whether Clubs would be legally able to serve a pint on New Year's Eve? No, not really.

THE CONSERVATIVE CLUBS GAZETTE.

The Official Organ of the Association of Conservative Clubs, to which there are affiliated 1,501 Conservative and Unionist Clubs, with a total estimated membership of over half a million.

Vol. XXVI. No. 322.

JANUARY, 1922.

PRICE 2d.

NEW YEAR'S MESSAGE TO CONSERVATIVE CLUBMEN

From Sir HERBERT NIELD, K.C., M.P., Chairman of the A.C.C.

I extend to the Members of all Clubs affiliated to the A.C.C. every good wish for the coming year.

In view of the grave menace to the Empire in more than one direction, I appeal to them to put forward their full strength to increase the membership and usefulness of our Clubs during 1922, and, at the same time, to give their whole-hearted support to the proved principles of the Conservative Party, to which alone can be safely entrusted our future destinies. Radicalism, the ally of Socialism, is the enemy of the people, however camouflaged.

My first year of office as Chairman of the A.C.C. has been a strenuous and, in some respects, an anxious one, but I feel we have made substantial progress in many directions, and particularly in the matter of bringing our Clubs into closer touch with Headquarters, thereby laying the foundation of what, I hope, will prove greater political utility.

The Conferences of Clubmen I was privileged to address in Leeds, Cardiff, Birmingham, London, Manchester and Newport revealed to me the tremendous possibilities of the Conservative Club movement. Everywhere I found the desire existent to make our Clubs what they should be—useful Party adjuncts.

I appeal to every affiliated Club to "*think politically*" to prepare for the day of battle, which cannot now be far distant. I would urge them again, as I did when I met their representatives in Conference, to elect enthusiastic Party men to control their destinies: to work cordially, and in close co-operation, with the Agent, the local Conservative and Unionist Association and other organisations concerned with the upholding of Constitutionalism, as opposed to Communism and Bolshevism. Given the will, there should not be much which half a million Conservative Clubmen cannot accomplish in the political field.

An Appeal to Conservative Trade Unionists.

To the many members of our Clubs who are Trade Unionists I appeal to attend regularly meetings of their branches, lodges, etc., and to make their views known and influence felt. That so many trade unions are at present controlled by Socialists—and worse—is in a large measure due to the apathy and indifference of those who, inwardly hating such control do nothing to end it. I say:

"Away with all such apathy! Wrest your Trade Unions from the hands of those who seek to use them to bring about a red revolution and who, caring nothing for their country, desire to see its institutions levelled to the dust. Purge your Unions of Bolshevism and Communism and refuse to allow your money to be used to propagate principles subversive to the State and its interests. Consign to oblivion those who would lead you to ruin. Away with cowardice: stand up fearlessly to the enemy within your gate; quit yourselves like men!"

As to the work accomplished last year by the A.C.C., I should like to take this opportunity of thanking the many Clubs which responded to the appeal addressed to them to become voluntary subscribers to its funds. Without their aid it would have been impossible for us to have held those pre-eminently successful Conferences in various parts of the country

which, I learn, have done much good, and which were so greatly appreciated by our Clubmen. Further, the donations permitted the A.C.C. to wage the campaign it did prior to the introduction of the Licensing Bill, and which resulted in the restoration to Clubs of some, at any rate, of their pre-war rights. The subscriptions also helped the A.C.C. to develop the internal work it undertakes gratuitously for all affiliated Clubs.

I appeal for a continuation of this support, and would ask every Club to become a voluntary subscriber to the A.C.C.

Alone of all Club organisations, the A.C.C. imposes no membership fee on its Clubs. What it does for them, it does freely for their good and the good of the Party. This year we want to hold still more Conferences, realising the useful purposes they serve; we want to carry the flag of Constitutionalism into further fields; to galvanise into political activity all our Clubs, and so make them real Party assets.

The Local Veto Danger.

From the legislative standpoint, Clubs, I am convinced, have yet the real fight to face. There are many war-time legacies still to be removed. The "Pussyfoots" and "Kill joys" are working unceasingly and insidiously to prepare the way for a series of Local Veto Bills which, if they reach the Statute Book, will jeopardise the existence of every Club in the Country.

People who, while claiming to be "liberal minded" in matters appertaining to themselves, are always ready to deny liberty to others in matters which do not concern them. Could any more flagrant example of this be provided than the recent action of teetotallers in many places who, either because they do not desire to partake of alcoholic refreshments themselves, or are afraid to do so lest they drink to excess, have sought to prevent their fellows obtaining them? Is not this the very negation of that "liberty of the subject" for which they unctuously yell from the housetops? It is the sinister moves of such hypocrites we have to combat and I therefore repeat my appeal to all Clubs to assist, as liberally as their funds permit, the A.C.C., which, in the future as in the past, will safeguard their interests.

The Political Mission of Conservative Clubs.

There is no need for me to refer to the dark clouds which, unhappily, still hang over the industrial horizon, with the twin dangers of Socialism and Communism. Let our Clubs, each and every one of them, send out shafts of light which will penetrate the encircling gloom; let their members stand forth boldly and fearlessly in support of Constitutional Government, whether applied to matters of State or Labour; let them one and all resolve to keep the Union Jack flying. The social side of our Clubs should be but auxiliary to the real object of their promotion, viz., to assist the *Conservative Party* and to spread *Conservative and Imperial Principles*. If this is realised then we can look forward with confidence.

Yours faithfully,

Herbert Nield,

NOTE NEW ADDRESS OF A.C.C.—PALACE CHAMBERS, BRIDGE STREET, WESTMINSTER, S.W.1.

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