

# *CONSERVATIVE CLUBS MAGAZINE*



August 2022 75p



## **Platinum Jubilee Celebrations Roundup**

**Questions and Answers**

**Industry Insights**

**Club Fundraising Updates**



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# Message From The Chief Executive

I am delighted to announce that our long-time property Solicitor Josephine Willoughby has officially joined the ACC team as in house counsel, completing a move from Thomson Snell and Passmore. Josephine has been the ACC's legal adviser on property matters since the late 1990s and is of course already known to many Clubs.

Whilst in these early days we are focused on completing our current projects which this year have involved a massive influx of Clubs transferring trusteeships to the ACC due to upcoming Trust Registration Service (coming into effect 1st September) and progressing a number of agreed Sale and Leasebacks, we hope that in time having Josephine as in house counsel will allow the ACC to expand the help and assistance that we can provide our Member Clubs.

For Clubs with ongoing projects with us there may be a small delay whilst we work through the backlog of cases but you should be receiving a substantive update on your case in the next couple of weeks.

Some housekeeping: Clubs wishing to contact Josephine can use her new ACC email address – josephine@toryclubs.co.uk Her phone number will be 0204 512 3475.

We are very excited about this next stage of help and assistance the ACC can now offer our Member Clubs which will all be included in the standard ACC yearly subscription fee but please do bear with us for the next few weeks as Josephine gets up to speed and we finalise the backlog of Trusteeship transfer and agreed Sale and Leasebacks.

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# CLUB LAW AND MANAGEMENT

## Confidentiality of Committee Meetings

The confidentiality of committee meetings is paramount to the effective management of a club. Discussion in committee should remain confidential between committee members.

The Minutes of committee meetings should merely record the motions and amendments and decisions which are agreed and, again, remain confidential. This does not mean that there are never circumstances in which the membership ought to be informed of what takes place during committee meetings.

In all clubs there are issues which are of immediate concern to all the membership. The committee may have discussed some matter referred to it by a general meeting for consideration. In such cases, the Secretary should arrange for a suitable notice to be posted on the club notice board.

The general membership does not have a right to inspect the committee's Minutes.

However, a club's auditors will have a right to inspect the committee's Minutes in order to confirm that certain transactions have been authorised.

No member of the committee is entitled to inform anyone of the proceedings and deliberations of the committee. If a club is to be served well, then it is essential that the committee should be free to conduct their affairs in a frank and open way. Surely, few people would serve on committees if they knew that their views were

repeated outside the confines of the committee room and, as is so often the case, misinterpreted by being taken out of context and made to appear contrary to the original intentions.

Committees are therefore entitled to insist on the confidentiality of their proceedings and the right of quasi privilege in the conduct of the affairs of the club while, at the same time, keeping the members informed of matters that affect them generally, but not in respect to individual members.

Proceedings in committee are not privileged, but qualified privilege may apply where the person who makes the communication has an interest or duty, legal or moral or social, to make it to a person, or persons, having a corresponding interest or duty to receive such a communication. On the whole, the spirit of this principle has been upheld by the courts. It appears that the courts will not usually intervene in respect of domestic decisions, and cannot demand explanations. If reasons are given, however, the courts reserve the right to consider their sufficiency. It may be said that normally decisions of a committee made in accordance with the rules, and made fairly, cannot be overturned. In conclusion, therefore, what is said in committee should not be repeated outside the confines of a committee meeting, and committee Minutes should remain confidential.

## Children's Parties and Criminal Records Bureau (CRB) Checks

The Criminal Records Bureau (CRB) is an Executive Agency of the Home Office and was set up to help organisations make safer recruitment decisions. The necessity for adults supervising a children's Christmas party in a club to be CRB checked will vary depending upon who the supervisors are and what their role is. Organisations that wish to use CRB checks must comply with the CRB's code of practice and must register with the CRB.

If the supervisors are merely parents of the children in question then no checks will be required for a 'one off' event such as this. This will also be the case if volunteers are used and it will ultimately be up to the organiser of the event to be satisfied that they are all suitable to work with children. A lack of prescribed legislation emphasises that it will

be at the organiser's discretion; if they feel further checks against an individual are necessary then they should not hesitate in requiring them.

If supervisors are hired and they host this type of event for a living then they will have already had to disclose any convictions when applying for a job that involves working with children. All organisations that provide these services will require a CRB of all employees before they are allowed to work. Needless to say, it is always be a good idea to request confirmation that this is the case.

Other points to be wary of will include ensuring that the building itself is suitable for the type of activity, that the numbers do not exceed the club's capacity and that there are suitable protocols in place for first aid emergencies etc.

## Disability Discrimination

Disability discrimination legislation is a matter that all businesses have to recognise and understand. Under the Disability Discrimination Act 2005, Private Members' Clubs are required to make their facilities accessible to both disabled members and any disabled guests. However, clubs should not be panicked by companies offering 'expert advice' on this subject. Much of the work carried out by these clubs has been both expensive, and on the whole, unnecessary.

The following is an extract from an article published by the Minister for Disabled People addressing how the Disability Discrimination Act affects Private Members' Clubs—

*'... Many clubs have found that all they need to do is make small changes to open up their goods and services to a whole new clientele. In fact, if you are a small club with a limited budget, you won't be expected to finance unaffordable building works.*

*You will be expected to keep the needs of your disabled customers in mind and you need to be clear*

*that you cannot wait until a disabled person wants to use your club before making any necessary adjustments. "Nobody ever asked us" is not an acceptable excuse.*

*For some clubs, making 'reasonable adjustments' could include providing members of staff with disability awareness training, which would help them recognise the different needs of disabled customers.*

*Did you know that by standing still a partially sighted customer can make eye contact? Or that it is helpful to people with hearing impairments if background noise and music is kept to a minimum? Other adjustments could include keeping walkways clutter-free, which would make a difference to a whole range of customers including elderly people.*

*Many of these are based on common sense. For instance, if the bar is too high for someone in a wheelchair you could offer to serve them at their table. Or, it may not be necessary to build a ramp to your premises; perhaps*

To page 4 ►

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## ◀ From page 3

buying a portable one, at a much cheaper cost, will be all that is required.

I know that many of you are probably already offering this kind of helpful service, but perhaps now is the time to stand back and take a look at other areas of your club where you could make further

adjustments to further benefit disabled customers.

There are no hard and fast rules. What is reasonable for one club may not be reasonable for another. It will depend on the circumstances of each case, such as the facilities on offer, the cost of the adjustment and the resources available.

You should also be aware that if you employ staff, you already have a responsibility to make adjustments for disabled employees and for any disabled person applying for a job.

You might want to ask disabled customers or local disability organisations for suggestions on how to improve accessibility for

disabled people. I know they will be eager to help.

In many instances, the smallest changes can make all the difference. So if you're interested in opening up your doors to disabled people and boosting your bottom line, you don't automatically need a refit, just a rethink.'

## Questions and Answers

**Q** Due to the upcoming Trust Registration Service, we are considering switching our Trustees to the ACC Trusteeship Service. That said, there has been disagreement about this at Committee level. What do you tell Clubs like ourselves that are unsure about the ACC Trusteeship Service?

**A** It is certainly a fair question to ask. I would usually point Clubs towards our record as Club Trustees. We now represent around 250 ACC Clubs and I think that nearly all of those Clubs are very happy with the decision they made. It removed the need to constantly keep updated the Club's Trust Deed whenever the local Trustees changed and therefore was a considerable cost saving for Clubs. As previously mentioned in these pages, we do not interfere with Club decision and simply comply with Committee instructions. Clubs often ask to speak to another ACC Club in their area who use our service and we are always happy to facilitate such a request.

Ultimately, the clue is in the

name of the service – trust. If the Committee trust the ACC to act in the best interests of the Club I would have no hesitation about recommending our free service. If the Committee do not trust the ACC to act in the best interests then I would suggest that the Club retain local Trustees. Certainly, I think our track record of assistance to Clubs speaks for itself but it is for the Committee and Members to make the final decision.

**Q** We are holding hybrid Committee Meetings where some Committee Members attend in person and others join us remotely. Can the Committee Members joining us remotely still vote?

**A** There is no reason that these Committee Members should not be able to vote but we suggest that the Committee considers the situation and makes a final decision. I would therefore suggest this question is placed on the agenda of the next Committee Meeting and the rules regarding hybrid meetings be discussed and established.

**Q** Our Committee has considered an open door policy to raise revenue. Is this compatible with our Club Premises Certificate? We are also thinking about allowing non-members to join us for entertainment evenings but making them pay a door entry fee.

**A** We can confirm that an open door policy would not be compatible with a Club Premises Certificate. In theory a Premises Licence could be applied for although I am not certain that an open door policy would have the support of the Club's Members as it essentially removes the point of a 'members club'.

Charging for entertainment is more straight forward. You can apply for Temporary Event Notices (up to 20 per year) to cover specific events or apply for a Premises Licence but only use it to allow non-members to pay for entertainment evenings and retain your usual Club only rules the rest of the time.

**Q** Can you let us know if the Club's Trustees are counted towards the Committee numbers?

**A** Usually the Trustees are part of the Committee but do not form part of the Committee's numbers.

Therefore, if you have 12 Committee Members and 3 Trustees then you will have 15 Committee Members plus any Officers that the Club may have.

For Clubs using the ACC Trusteeship Service we can confirm that we do not attend or vote at Club Committee Meetings and simply follow all

lawful Committee instructions provided to us.

**Q** Our Treasurer has resigned midway through their tenure. Can the Committee fill the position or does this have to go to the Members?

**A** This would be considered to be a casual vacancy so the Committee can co-opt a person to this position.

Therefore, once the Committee has decided who to co-opt please simply put a notice up informing the Members of the identity of the new Club Treasurer. The position will once again be elected by the Members at the next AGM.

**Q** At our last Committee Meeting there was a query as to the accuracy of the Minutes. Can you explain the correct procedure for confirming the Committee Minutes?

**A** At every Committee Meeting the Chairman should call upon the Secretary to read the Minutes of the previous meeting. After they have been read and before any question or discussion is allowed, the Chairman must ask for the motion: That the Minutes are confirmed as a true record of the previous meeting. Once this has been duly moved, seconded and agreed, the Chairman signs the Minutes close to the last line, thereby preventing subsequent additions. No one should be allowed to discuss the business recorded in the previous Minutes; the only matter on which discussion can take place is whether they are an accurate report of the previous meeting.

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# CLUB LAW AND MANAGEMENT

Questions can now be asked to ascertain whether the resolutions recorded in the minutes have been carried out and any motion not hostile to, or varying such resolutions, may be accepted by the Chairman. If anyone desires to amend or rescind any of the resolutions, due notice must be given for inclusion in the agenda for the next meeting.

**Q** Life Membership and the criteria which may allow such an honour are varied. Are there any guidelines, benchmarks or precedents which you can advise?

I appreciate that there will be various opinions on what should be required for this facility to be given to a member and I am also wary of allowing the “floodgates” to open so that every “Tom, Dick, and Harry” can be put forward for this desirable position.

**A** The problem which you have raised is not uncommon. In most clubs the qualification for life membership

was set probably before the First World War and in a great number of clubs the rules for this type of membership have not been changed since the late 1800s.

It is not that long ago when a man who reached sixty five was considered to be elderly and to have done quite well. Therefore it is not uncommon to see a life membership qualification of, perhaps, twenty years continuous membership and to have attained the age of sixty. Whilst I am not saying this is not an achievement many clubs no longer regard this as a qualification to warrant Life Membership.

Many clubs are now changing their rules in order to either raise the bar for Life Membership or to convert this class of membership to be determined by the Committee for some recognised service to the Club. Ultimately, it is up to each individual club to determine whether to continue with Life Membership, to alter the qualification for Life Membership or to leave the qualification as it is.

Importantly, if the Rules are amended then all existing Life

Members and future candidates for Life Membership are bound by the new terms. You will appreciate that a person who has enjoyed free subscription for a length of time may not be particularly pleased about any change which involves becoming liable for subscription again. As such, some clubs have altered the qualification for Life Membership but have only applied this to future candidates.

**Q** Can you confirm if a candidate who was unsuccessful for Club Members can use an IA Ticket to visit the Club?

**A** Such a person would not be able to enter the Club with an IA Ticket. The applicable rules of the IA ticket scheme are as follows:

- IA Tickets shall not give the right of entering or using a club to—
  - Any person who has been an unsuccessful candidate for admission to the said club.

- Any member of any club who is under suspension or expulsion from the said club. A suspended member shall deliver up his IA Ticket to the secretary of the issuing club, who shall retain it until the period of suspension has expired, when the ticket shall be returned to him. Should the holder fail to deliver up the ticket to the Secretary within three days of demand, it shall forthwith be cancelled, and the number of the ticket reported to the Secretary of the ACC.
- The holder of any IA Ticket which has been cancelled by the committee of the club issuing it, or to a suspended or expelled member.
- The holder of an IA Ticket issued by any club which has ceased to exist or is no longer affiliated to the ACC or of which he is no longer a member.

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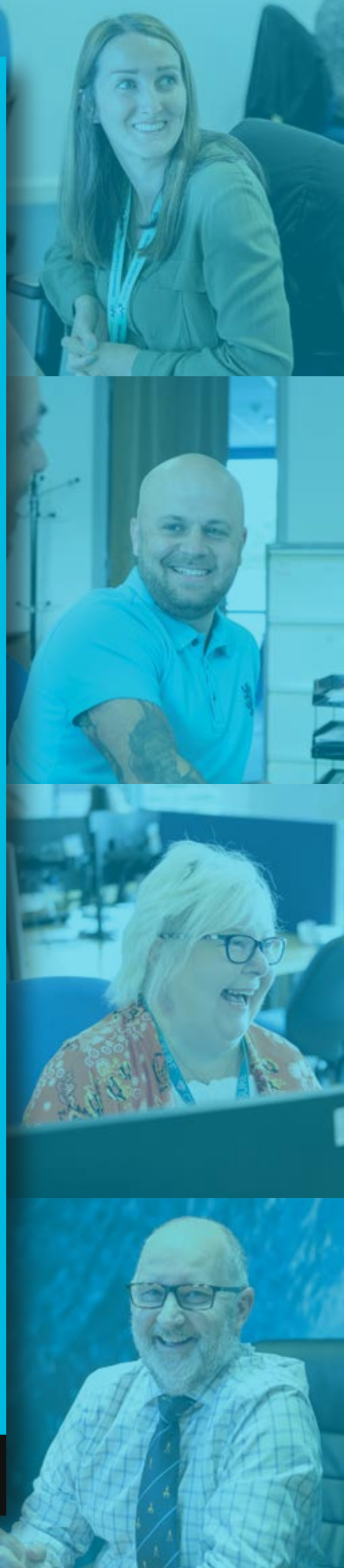
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# Tintwistle Conservative Club Hosts Jubilee Celebration

The Tintwistle Conservative Club held a fabulous event to celebrate the Jubilee. The Club held a BBQ where all Members were invited to and hosted games throughout the day for the Club's younger guests.

The event was a great success and showcase for the Club which has recently undertaken a large

number of efforts and projects to modernise the Club and attract new Members.

The Committee of the Club all hold full time jobs but still work tirelessly to support the Club and we congratulate them on holding such a wonderful event to mark the Jubilee.



## Popeye, the Easter Bunny and Father Christmas visit the Tiverton Constitutional Club

Popeye, visited The Tiverton Constitutional Club, to catch up with The Easter Bunny and Father Christmas, about the Naughty & Nice List.

Richard Jones, Club Chairman

and Phil Gibbs, Club Marketing & Media member confirmed they had thanked Brian Steele for his £700.00 donation for "The Children's Party Fund" raised by a dry month.



**Left to Right: Chairman Richard Jones, Easter Bunny, Popeye [Bryan Steele] Father Christmas. Phil Gibbs] Marketing and Media and Richard Buckingham Club Member.**

## Buxton Conservative Club Thanks Outgoing Steward and Stewardess



The Steward and Stewardess of Buxton Conservative Club, Steve & Katherine Williams, have left the Club after sixteen years.

At a farewell party the couple received various gifts from the club and members. The club

would like to wish them every success in their new venture.

Steve and Katherine are pictured with club chairman Paul Bayman and Jill Jones and Julie Bayman from the ladies section.



# 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.**

## Are you ready for the action? World Cup bookings kick off

Booking platform DesignMyNight has reported exceptional interest in the men's FIFA World Cup, with over 10,000 searches already for hospitality venues hosting World Cup screenings. Is *your* club in the mix?

**T**he football World Cup takes place every four years, and the 2022 competition kicks off in Qatar in November. DesignMyNight has to date taken a record number of bookings to watch the tournament in licensed premises five months before the first match, with World Cup searches up 30% in June compared to May.

London takes the lead in registered ticketed events with Birmingham proving the second most popular city in the UK when it comes to World Cup searches. Meanwhile in Manchester World Cup queries spike on Fridays and Saturdays.

The timing of this year's World Cup means that more people will be looking for an indoor venue, so demand is certain to grow as the tournament gets nearer, according to DesignMyNight Booking Partner Tom Saunders.

**Saunders said:** "We are seeing incredibly high



levels of engagement on DesignMyNight and The Bedford in Balham, London has already sold nearly a fifth (18%) of its capacity through the site for the men's World Cup, which starts on 21 November.

"The tournament scheduling has changed this year with matches played in our winter and, with reports of fewer fans than normal travelling to the Middle East host, more supporters will want to secure the best seat in the house to cheer on their teams in venues across England and Wales."

A survey by the company showed that over three quarters of respondents (76%) would be booking to watch the World Cup this year. Over half (51%) said the atmosphere was the most important factor for selecting a venue to book and 57% said that they would continue watching World Cup matches even if their team was knocked out.

"Operators have a fantastic opportunity to increase footfall, spend and profit from this year's World Cup," said Saunders, pointing out that the average size of a table booking for the Euro's in 2021 was 7.8 people.

A new search engine is set to go live on DesignMyNight before the World Cup takes place to enable users to find available tables at hospitality venues by time, date and location. It will host table availability for over 5,000 venues.

• [theaccessgroup.com](https://theaccessgroup.com)

## Stalwart steak is in the pink

**M**edium rare has been named the UK's most popular way of cooking steak, as over a quarter of Brits (28%) opt for their steak a little pink. However, despite being one of the most likely generations to opt for a vegetarian or vegan diet, nearly a third (27%) of Gen Z prefer their steak cooked rare, while a fifth (20%) enjoy blue steak.

The study, conducted by Greene King Pub & Grill, investigated the UK's preferred choices when it comes to a classic steak.

The study also discovered that the UK's favourite steak condiment is peppercorn (20%), with garlic butter and ketchup (both at 9%) coming in at a remote joint second, and chunky chips coming out on top ahead of fries (36% v 32%).

For older generations, well cooked meat is still the order of the day for 25% of those aged between 55 and 64-years-old, while for 25 to 34-year-olds, a slightly less cooked steak was most popular.

The data also revealed that Manchester is the medium rare capital of Britain, with over half (59%) of Mancunians preferring steak cooked this way. Aberdeen has the highest percentage of blue steak lovers (54%) and Yorkshire is where people are most



likely to request their steak well done (25%), closely followed by Wales (23%).

When it comes to the favourite cut of meat in each region, Fillet came out top in the South East of England (31%), Ribeye was the favourite in the North West (31%), Sirloin in the North East (22%) and Rump in London (16%), while the T-bone steak was the top pick in the East Midlands (12%).

• [greeneking-pubs.co.uk](https://greeneking-pubs.co.uk)

## Monika celebrates 30 years

**M**onika has celebrated its 30th anniversary by recording its highest ever annual turnover.



The company, founded in 1992, revolutionised temperature monitoring equipment, to provide operators with a simple, accurate way to monitor and manage temperatures across both individual and multiple locations.

Tim Gamble, Executive Chairman, said: "We're delighted to be celebrating 30 years of achievements at Monika this year. Over the last three decades we've partnered with a range of brilliant clients to transform our original ground breaking wire free temperature monitoring system into today's cutting edge, precise, easy to use digital food safety solutions. We thank our customers, suppliers and partners who have contributed to the Monika journey since 1992. These relationships remain central to our ambitious plans as we focus on innovative technologies and unrivalled service and support."

• [monika.com](https://monika.com)



## Grants available for clubs making a difference to their neighbourhoods

Good news for social and community clubs came in a recent report from retailer SPAR, when it revealed that over 50% of the UK would like to make a difference to their neighbourhoods.

SPAR says that its stores are at the heart of the communities they serve, and the retailer is now offering grants to help fund social clubs, charities and programmes that give back to their communities.

**Suzanne Dover, SPAR UK Brand and Marketing Director, said:** "It is great that the Community Cashback scheme can provide deserving local organisations with some extra financial help at this time."

The report drilled down key elements that make a great neighbourhood, with a sense of belonging second (22%) only to good neighbours (28%).

The report went on to show that 61% of people would describe themselves as happy living in their community, jumping to 68% for communities in Wales. An impressive 31% also said they were involved in activities for local causes, including improving the area for others, with 18-24 year olds most likely to be involved with local community projects.

Since the advent of COVID-19, 28% of

respondents said the community had grown closer and nearly half (42%) felt they had got to know people in their neighbourhood more.

Nurturing a neighbourhood and helping it thrive was something that over half (57%) found important, saying they wanted to make a difference and help other people feel like they matter.

The most community-driven locations in the UK according to the research are:

1. Neath Port Talbot
2. Norwich
3. Dunfermline
4. Swansea
5. Barnsley
6. Hackney
7. Derry - Londonderry
8. Plymouth
9. Chelmsford
10. Preston

**John Drury, a social psychologist at the University of Sussex, said:**

"These important findings underline the role that local community plays in people's lives, finding a strong association between the number of groups that people were involved in and their increased happiness in living more locally."

• [spar.co.uk](http://spar.co.uk)

## BT Sport retains major UEFA rights until 2027

BT Sport has secured the rights to the majority of the UEFA Champions League games (533 of 550 games) until 2027, as well as all the UEFA Europa League and the UEFA Europa Conference League exclusively live, for a further three seasons.

The broadcaster will show the new format of the three European competitions from 2024, with 12 more teams and the introduction of an additional "knockout-playoff" round.

In each competition, 36 teams will play in a single league format, with those finishing 1-8 progressing to

the Round of 16, teams placed 9-24 contesting the additional knockout round, and the bottom 12 teams exiting the competition and no longer dropping down into the UEL and UECL respectively, introducing more jeopardy and must-win knock out matches.

The expanded qualification system opens up the possibility of a fifth English team in the UCL and guarantees Scottish participation in the UCL and UEL.

**Guy-Laurent Epstein, UEFA Marketing Director, said:** "We are delighted to be extending our partnership with BT until 2027. BT has been a long-standing UEFA club competition partner since 2015, where it has applied industry leading broadcast expertise to European club football. Throughout 2024-27 BT will broadcast more live matches than ever before, which will be supplemented by its exceptional array of original programming."

• [btsport.co.uk](http://btsport.co.uk)



## Portman Group upholds complaint

A complaint against premium spirits brand Jatt Life has been upheld by the alcohol industry's Independent Complaints Panel after the brand sponsored luxury driving event The Cannon Run.

Jatt Life's sponsorship of The Cannon Run, was considered to breach six Code rules. These included linking alcohol consumption with social success and enhancement of athletic performance, as well as using under-25s in promotional activity.

The Panel noted videos of The Cannon Run were present on the company's social media channels and that there was no evidence of promotion of responsible drinking during the event, or appropriate due diligence to ensure responsible and age-appropriate drinking. The Panel found this particularly concerning for a sponsorship that was linked to driving.

The Chair of the Independent Complaints Panel, **Nicola Williams, said:** "Alcohol producers must take care when conducting sponsorships, and in this case it was clear from the promotional material that the sponsorship activity contravened the Sponsorship Code on several counts."

• [portmangroup.org.uk](http://portmangroup.org.uk)

## Smirnoff launches Berry Burst flavoured vodka

Smirnoff is adding 'Berry Burst' (37.5% ABV) to its flavoured vodka portfolio, available to the on-trade from September 2022.



Diageo believes that the natural flavours of blueberries and blackberries combined with Smirnoff No. 21 vodka, a striking bottle design and bold coloured liquid will prove popular, and is supporting this launch with marketing investment worth over £2m in the first launch year.

• [gb.diageo-one.com](http://gb.diageo-one.com)

## New Tropical Fruits Gin



Greenall's original London Dry Gin recipe has been infused with mango, passionfruit, pineapple and orange to create Tropical Fruits Gin, described as 'a refreshing modern take on classical fruit flavours perfectly balanced to transport the consumer to the tropics'.

• [greenallsgin.com](http://greenallsgin.com)

## Carlsberg announces largest trial of fully recyclable bottles

**C**arlsberg Group is putting its bio-based and fully recyclable beer bottle into the hands of consumers for the first time.

The pilot will see 8,000 Fibre Bottles being sampled in eight Western European markets - Denmark, Sweden, Norway, Finland, United Kingdom, Poland, Germany and France. The bottle also contains beer brewed with organic and regenerative barley.

Testing at this scale is expected to give Carlsberg the opportunity to gather feedback on people's experiences of the product and to inform the next generation of design.

The plant-based PEF polymer lining has been developed by Carlsberg's partner Avantium, a leading expert in renewable chemistry, made entirely



from natural raw materials.

Beyond its sustainable packaging benefits, PEF functions as a highly effective barrier between the

beer and the fibre outer shell, protecting the taste and fizziness of the beer better than conventional fossil-fuel-based PET plastic, says the company.

The outer shell of the bottle consists of sustainably-sourced wood fibre and is also bio-based. This shell has the added benefit of insulative properties which can help keep beer colder for longer, compared to cans or glass bottles.

**Stephane Munch, VP Group Development at Carlsberg, said:** "We are delighted to bring our new Fibre Bottle into the hands of consumers, allowing them to experience it for themselves. This pilot will serve a greater purpose in testing the production, performance and recycling of this product at scale."

• [carlsberggroup.com](http://carlsberggroup.com)

## Sanpellegrino create new visual identity

**A** permissible treat – thanks to its selection of Italian ingredients and real fruit juice – the Sanpellegrino Tastefully Light & Classic Taste sparkling fruit ranges, have long been a favourite with consumers looking for a truly thirst quenching and delicious citrus drink, according to the company.

The entire range has now switched to a new premium 33cL sleek can design and multipacks, which feature updated visuals to reinforce Sanpellegrino's values of natural ingredients and Italian origin.

The new visual identity also sees the drinks manufacturer reducing plastic packaging by replacing the can's plastic shrink wrap with cardboard cartons.

The Sanpellegrino Tastefully Light sparkling fruit range includes Limonata (lemon), Aranciata (orange), Aranciata Rossa (blood orange), Melograno & Arancia (pomegranate & orange), Limone & Menta (lemon & mint) and Pompelmo (grapefruit).

Each can includes at least 16% real fruit juice sourced from Italy and the Mediterranean and stevia from natural sources. The Tastefully Light range of beverages are non HFSS\* and compliant with the incoming HFSS promotional regulations. The whole range is also not liable for the Soft Drinks Industry Levy.

The range, says the company, 'provides customers with the superior taste Sanpellegrino is renowned for, thanks to the provenance of its ingredients and Italian flair. Since 1932, Sanpellegrino has crafted Italian sparkling drinks with selected and refined ingredients, masterfully mixed by Italians to create authentic, refreshing premium drinks with a distinctive citrus flavour'.

**Michela Tasso, Sanpellegrino UK Brand Manager said:** "We are delighted to unveil a completely new and refreshing visual identity for both our Classic Taste & Tastefully Light sparkling fruit ranges, aiming to delight consumers by offering a more premium drinking experience, without compromising on Sanpellegrino's iconic taste and naturalness.

"In addition to the new, sleek can and updated visuals, we are reducing the amount of plastic packaging we use by switching from classic plastic



wrapped cans to carton."

The range is available to purchase in most major wholesalers including Booker, Bestway, Costco, Dhamecha, Brakes, Bidfood, Parfett's & Hyperama.

**Catherine Goswell, OOH Category Manager said:** "The number of outlets stocking the Sanpellegrino range continues to increase as retailers recognise the importance of having a more premium soft drinks offer. Wholesalers should replicate this within their portfolio, ensuring the range is readily available to secure returning trade from retailers."

Sanpellegrino has seen particularly strong growth within the Convenience channel, where sales are up 11.6% and growing faster than the total Carbonates category.

It's two top sellers are Sanpellegrino Limonata and Aranciata 33cl, with 'exceptional growth' witnessed within Aranciata Rossa 33cl (Blood Orange), up 39.4% in value.

The new look will be supported by a new 360 degree summer campaign covering ATL, digital, social media led by the tagline 'Life sparkles under the sun.' The Mediterranean sun – at the core of the campaign – is what brings to life the fruits used to craft Sanpellegrino Drinks allowing people to enjoy the taste of life at its best.

• [sanpellegrinofruitbeverages.com](http://sanpellegrinofruitbeverages.com)

\* **HFSS - Acronym for High (saturated) Fat, Sugar and Salt foods.**

## National Kebab Day study shows Doner meat remains UK's King of Kebabs

**A** study conducted to celebrate National Kebab Day (July 8) found that almost one in five of the UK public (17%) voted doner meat as the number one kebab filler, with chicken tikka in at 11% and chicken shawarma at 9%.

Pitta is apparently the best kebab bread (42%), with flatbread in as second favourite (27%), and wraps (18%) coming in at third.

The top five favourite ingredients needed to make the perfect kebab include onion (51%), lettuce (49%), tomato (46%), cucumber (41%) and peppers (31%).

Garlic mayo (17%) is the number one kebab sauce, followed by yoghurt and mint (13%), hot sauce (12%), ketchup (11%) and ordinary mayo.



When it comes to kebab love in the regions, doner meat was crowned the King of Kebabs in East Anglia (20%), East Midlands (21%), London (16%), Northern Ireland (20%), Scotland (20%), South East (16%), South West (22%), Wales (20%) and Yorkshire and the Humber (18%).

Elsewhere, the North East (17%) and West Midlands (16%) elected chicken tikka as the ultimate kebab meat, whereas the North West named chicken shawarma as their go-to filling of choice.

The classic takeaway kebab has long been a favourite for post-sunset snacking, and almost two thirds of the UK (64%) say the best time to eat a kebab is late at night. Meanwhile, over one in 10 kebab fans admit to eating one every day, with 15% of Brits claiming they eat kebabs several times a week.

• [foodhub.co.uk](http://foodhub.co.uk)



## Elixir Distillers to buy Tormore Distillery

**I**ndependent whisky specialist, Elixir Distillers has signed an agreement to buy the Tormore distillery and brand from Pernod Ricard.

The acquisition is the latest move from co-founders and owners Rajbir and Sukhinder Singh to develop Elixir Distillers into a world-leading brand owner, distiller and independent bottler.

Tormore distillery has been owned by Pernod Ricard since 2005. It is among one of the larger distilleries in Scotland with a capacity of just under 5m litres of alcohol per year, providing the potential for long term growth. The deal with Elixir Distillers includes inventory of aged stock.

**Sukhinder Singh said:** "Tormore is one of the most visually stunning distilleries in Speyside. It produces a beautiful spirit and fits in perfectly with the Elixir Distillers flavour-first philosophy to bottle only the very highest quality whiskies. We are hoping to build on the work that's been done by Pernod Ricard to bring to life the magic of Tormore and show consumers around the world just what a hidden gem it is. We are humbled to be the new custodians of Tormore; we couldn't have asked for a better distillery to welcome to the Elixir family alongside our new Islay distillery, Portintruan."

Tormore distillery was built in 1960, designed by architect and President of the Royal Academy, Sir Albert Richardson, whose style combined neoclassi-



cism with modernism. Historically known as 'the pearl of Speyside', the beauty and uniqueness of its architectural design were recognised in 1986 when the distillery was granted listed building status. It is one of the first distilleries to be encountered when travelling to Speyside, located close to Cragganmore, Ballindalloch and Glenfarclas distilleries.

**Alexandre Ricard, Chairman and CEO of Pernod Ricard, said:** "The sale of the Tormore brand and distillery follows the recent announcement of our investment behind the Aberlour and Milntown facilities, which will increase our Scotch production capacities by 14 million litres of alcohol per annum. We are delighted to be handing Tormore over to Sukhinder and Rajbir, two friends and truly creative entrepreneurs and look forward to finding new ways to collaborate in the future."

• [elixirdistillers.com](http://elixirdistillers.com)

## French love of rugby drop-kicks sales

**T**he French love of rugby has drop-kicked sales of Penderyn Welsh Single Malt whisky into a 32% per cent year-on-year market growth in terms of bottle sales in France. That's 10,000 additional bottles sold on previous years.

Penderyn's sporting link with Welsh Rugby and it's four Grand Slam celebrations since 2005 has helped fuel its popularity in France, something which



Chief Executive Stephen Davies plans to exploit.

Any country which doesn't play rugby hasn't heard of Wales, says Davies: "When I was at a whisky show in New York I was approached by one man who said: 'Gee I'd like to taste your Scotch'. I explained it was Welsh, and he said: 'Wales, that's an island off Scotland right? I don't care, it's great Scotch'."

Penderyn whisky is now available in 45 countries and 38 US states.

The Brecon Beacon-based whisky brand has already launched a second distillery in Llandudno last May, its first venture in North Wales, and a third city-centre distillery site in Swansea has been given the green light to open in March 2023.

• [penderyn.wales](http://penderyn.wales)

## Theakston Paradise Gold launches

**T**heakston Paradise Gold Dry Vintage cider is crafted with English apples for a richness of flavour, balanced by a crisp, dry, lightly carbonated finish.

Theakston Paradise Gold is a tribute to the original Theakston Vintage Cider that was developed almost half a century ago.

The inspiration and name for the cider comes from a small number of apple trees removed from Paradise Fields in the late 1960s to create the extension to the Brewery yard. The new cider is bursting with real bitter sweet apple flavour with a crisp, dry effervescent finish, says the company.

• [theakstons.co.uk](http://theakstons.co.uk)



## Pidy's canapes for Summer season

**B**elgian pastry specialist Pidy has everything clubs need for upcoming events, says the company, from charity functions to weddings and gala dinners.

All Pidy products have a nine month plus ambient shelf life and feature improved moisture resistance thanks to a plant-based coating. The casings are positioned as being perfect for caterers looking to get organised and fill in advance of events.

• [pidy.co.uk](http://pidy.co.uk)



## Merchant's Heart aims to bring out the best

**P**remium mixer brand Merchant's Heart is serving up a brand-new look for its bottles.

The new-look 200ML bottles retain their traditional shape but now feature coloured neck-labels that differ for each flavour. Kanji, the Japanese symbol for Joy, is embossed front-and-centre on the bottles, referencing the brand's Japanese beginnings, and around the foot of the bottles are the embossed words "The Spirit Enhancer".



POS materials, glassware and tailored activation are available, and the new bottles will also be promoted through a customer-facing social media campaign.

**Hitesh Valand, On-Trade Controller at Suntory Beverage & Food GB&I said:** "Our redesign draws together our brand's heritage with industry traditions to deliver a brand new, eye-catching look. With these influences from both past and present, the bottles have a fresh elegance to them that is sure to stand out to consumers."

The Merchant's Heart range comprises six bottled premium mixers, described by the company as: "Pink Peppercorn, ideal for floral gins and dark spir-its; Hibiscus, perfect with all gins and complex spir-its like tequila and rum; Ginger Ale, which pairs well with juniper-forward gins and aged spirits including bourbon, whisky and rum; Soda Water, great for bourbon and whisky; and Tonic Water and Light Tonic Water, the ideal partners for citrusy and light spir-its like gin, white rum and vodka".

• [merchantsheart.co.uk](http://merchantsheart.co.uk)





# Waterloo and Taunton Co

The Waterloo and Taunton Conservative Club, Ashton-under-Lyne, celebrated the Queen's Platinum Jubilee in style by holding 3 days of events including; bbq, bouncy castle, spring fayre, crown green bowls competition, ice cream van, DISCO, and live entertainment.

Something for all members and their families to enjoy over the special Bank Holiday Weekend. The Committee would like to give special thanks to all our club bar team, who went above and beyond over the weekend to provide excellent service.





# Celebrate Platinum Jubilee





## Corby Conservative Club Raises Funds for Lakeland Hospice



The Corby Conservative Club is well known for its generous and successful fundraising appeals but their latest effort certainly deserves a mention.

Club Member Pete Bucky used to play in a very youthful band in the 60s. The band split up around 1966 and its members slowly drifted away from Corby, one even went as far as Australia.

They, however, all kept in touch and recently the old band

members decided to get together after 56 years for a final gig at the Corby Conservative Club.

The result was that the 'Rising Sun Reunion' gig raised over £700 for the Lakeland Hospice in Corby. Pictured are the band members in 1965 and in 2022, in exactly the same pose.

Pete and the rest of the band would like to thank all who contributed to the make this a splendid and successful charity fundraising event.



## Cheshunt and Waltham Cross Raise Money for Ukraine Appeal

The Cheshunt and Waltham Cross Conservative Club organised a cake sale to raise money for the Ukraine appeal. All the proceeds were spent on items such as a medical help, non-perishable groceries and toiletries.

Committee Member Jan Nelson was responsible for organising the event and arranged the purchase and delivery to the local Ukraine appeal collection centre. Club Members were delighted with the outcome and want to thank Jan for her efforts.



The items purchased for the Ukraine appeal.

## Obituary

### Leslie Smith



It is with great sadness that Darlington Junior Unionist Club lost their long-time member Leslie Smith on 1st April 2022 at the age of 79. Leslie had been a member of this Club since 10th October 1967, in his time he was Secretary for many years ending as President.

He loved spending his time with members and over the years made friends with many people both young and old. The Club would of been lost without such a great member.

## Pages From The Past

Knock knock. You can imagine the start to the joke which the July 1937 edition of the Conservative Clubs Gazette (as it was then known) chose to devote its front page. No one really knows what convinced the editor at the time to devote the front page to a fictional conversation with an IA Ticket, although a boozy lunch should certainly not be ruled out as the culprit. Regardless, we find ourselves regaled by the IA Ticket as the best way for Conservative Club Members to travel the Country during the summer. Perhaps the boast which may most concern the Advertising Standards

Authority should it be replicated today is the guarantee of having a good time in the company of fellow Club Members, privately of course, in any ACC Club.

That said, as we write this the Port of Dover has just declared a critical incident, you have got more chance of winning the lottery than boarding your booked Easyjet flight and wherever you go you never quite know if Russia will have annexed it by the time you arrive so perhaps it is for the best to dust off the trusty old IA Card and pop down to Bournemouth for some fish and chips at one of the many ACC Clubs located there.



**SERVICEMEN  
AS  
CLUBMEN**

(See page 103)

## The **Conservative Clubs Gazette**

The Official Organ of the Association of Conservative Clubs

**THE A.C.C.  
NATIONAL  
CONFERENCE**

(See Page 97)

VOL. XLI. No. 507.

JULY, 1937

PRICE 2d.

INTER-AFFILIATION TICKET, 1937.  
(NOT TRANSFERABLE.)  
AVAILABLE YEAR OF ISSUE ONLY.



No. ....

Signature of Holder .....

Name of Club .....

Countersigned .....

Date .....

Secretary .....

# WHAT AN I.A. TICKET

# SAID—

“Please take me with you on  
your Holiday.

I admit you, free, to 1,500 Conservative and Unionist Clubs in all parts  
of the Country.

I enable you to meet fellow Clubmen amid congenial surroundings and enjoy a  
good time, privately, in their company.

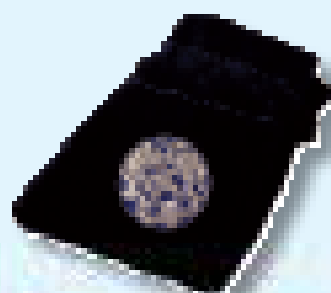
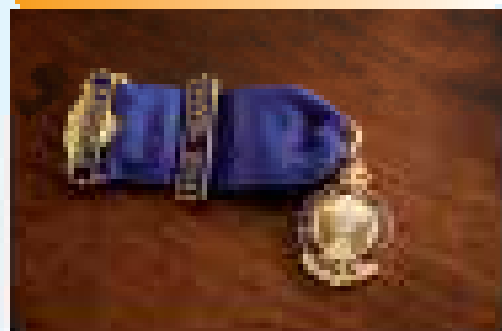
I am the means of keeping Club Money in the Club Movement.

I cost 1/—, and am obtainable from the Secretary of your Club, together with a  
booklet (2d.) giving the names and addresses of all the Clubs at which I can be used.

All told, you will find me an ideal holiday companion and a  
rattling good investment !”

# The Association of Conservative Clubs' Catalogue of Club Supplies

Distinguished Service Award - £25.00



Lapel Pin - £3.00



Range of Committee Badges - £3.00



Range of Stationery Books



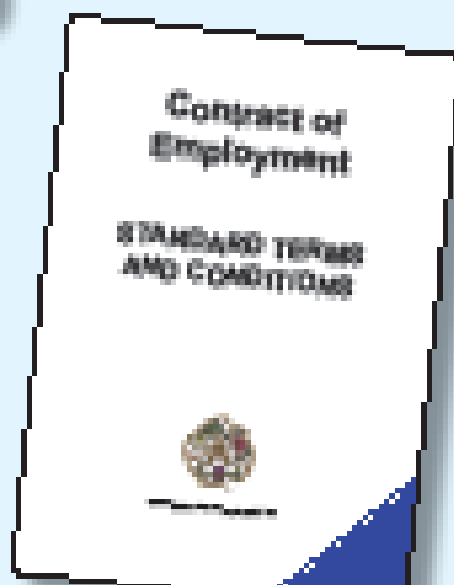
IA Token - £2.00



Badge of Honour - £25.00



Questions and Answers Book - £15.00



Range of Employment Contracts - From £15.00