

CONSERVATIVE CLUBS MAGAZINE



December 2024 75p



Happy Christmas To All Our Readers



CONTENTS

Club Law and Management	3, 4, 5, 6
Halloween Updates	7
Industry Insights	8, 9, 10
Salisbury Club Christmas Light Switch On	11
Club Updates	12
Remembrance Sunday	13
Benfleet Charity Update	15
ACC 2025 Order Form	16

Message From The Chief Executive

A very Happy Christmas to all our readers. Whilst December undoubtedly provides a boost in takings for Clubs, I only wish the rest of the news affecting Clubs and the wider hospitality industry was nearly as positive.

The budget has been and gone and has given no help to our Industry – a paltry 1p tax cut on a pint is dwarfed by huge National Insurance changes and an increase in business rates from next April. This is not a political point, the whole industry has reacted with shock and surprise at the changes introduced in the budget which shows utter disrespect to an Industry which has still not recovered from the Covid induced closures. There is a feeling that the hospitality industry did its bit for the Country during Covid but there has been scant recognition of the challenges being faced.

Business rates are a long running sore and an illogical tax. Unlike Corporation Tax, VAT and, arguably, Employers

National Insurance contributions, business rates are paid without any connection to revenue or profit. They are simply a tax on anyone with the temerity to attempt to run and invest in a physical business on our ailing high streets. If Government policy forces retailers to flee to business parks or to go online and, in the case of pubs and clubs simply forcing them to close, then there will be nothing left holding our high streets together. Yet, despite constant pleas there is next to no support provided to struggling pubs and clubs by this Government.

I do hope 2025 brings with it more positive news but I am concerned. Despite not being of the same political persuasion, no one would be happier than me to see any Government deliver a booming economy and a resurgent hospitality scene. But so far the overriding impression is that when it comes to business, they 'just don't get it'.

CONSERVATIVE CLUBS MAGAZINE

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

Chairman:
Rt Hon Alistair Burt
Chief Executive:
Lord Smith of Hindhead CBE
Printed by: Snell Print Ltd,
Brympton Way, Yeovil,
Somerset BA20 2HP

All editorial and advertising enquiries should be addressed to the ACC. When replying to advertisers please mention Conservative Clubs Magazine

Every effort is made to ensure accuracy but neither the publishers, nor their agents, can accept responsibility for any error or omission.

Contract Furniture Specialists



The Sole ACC Recommended Interior Refurbishment Contractor & Furniture Supplier

FREE Design Consultation
FREE Printed or Digital Furniture Brochure

01454 299844 / 07718782749

info@kandmclubrefurbishment.co.uk www.kandmclubrefurbishment.co.uk

KandM
CLUB REFURBISHMENT LTD

CLUB LAW AND MANAGEMENT

Budget Headlines affecting clubs include:

- Significantly increased costs for employers from April 2025 through increases to the national minimum wage.
- Increased costs for larger clubs from April 2025 through significant reforms to employers' national insurance contributions although smaller clubs with less than 8 to 10 staff will benefit from the higher Employment Allowance. Further details below.
- Extended business rates relief for the hospitality and retail sectors with 40 per cent business rates relief from April 2025. In Wales changes to business rates, as a devolved tax, will be announced by the Welsh Assembly Government.
- Tax on non-draught alcoholic drinks to increase by the higher RPI measure of inflation, but tax on draught drinks will be cut by 1.7%, equivalent to 1p per pint.
- For clubs there are no further increases in corporation tax rates for trading profits and capital gains.
- No change to VAT rates or registration limits affecting clubs.

Employer National Insurance Additional Details:

- An increase in the employers' NICs rate, from 13.8% to 15%.
- A decrease to the threshold at which an employer starts to pay NICs on each employee's salary from £9,100 to £5,000 (ages 21 and over).
- A widening of availability and an increase in the amount of the 'employment allowance', which eligible employers can offset against their employers' Class 1 NICs liability, from £5,000 to £10,500.



Discover an easier way to manage your club with YDP
Bookkeeping, Accounts and Payroll

- Supplier Payments, Banking and Cash Flow Management
- HMRC Returns and Detailed Financial Reporting
- Annual Accounts, FCA Returns and AGM
- Hospitality and Club Management Support

The help you need to **manage your club effectively** for the benefit of your members

For more information:

call **01933 358 080** or email **info@ydp.co.uk**



Trade Management Services

Bird and Howes

Several Clubs have contacted Supplier. We can confirm the ACC to ask if this firm that this firm is not an ACC is an ACC Recommended Recommended Supplier.

The importance of due diligence when choosing your insurance broker

In recent weeks and months, we have seen a dramatic rise in unscrupulous brokers behaving unethically to try and win the business of clubs across the UK. Insurance can be complex, and clubs understandably put their trust in their broker in the belief that they have the club's best interests at heart.

Frustratingly, we have seen brokers taking advantage of this trust, and offering inadequate insurance policies to clubs, to artificially reduce renewal premiums. Often the affected clubs don't realise they're in trouble until it's too late, and they're stung when it comes to making a claim.

From overly onerous policy conditions, to consciously underinsuring your club, these brokers are taking premiums and leaving clubs at risk of closure should a claim strike.

What's more, some brokers have even gone to the extent of outright lying about their competition to try and lure unsuspecting clubs.

As the old adage goes, if it looks too good to be true, it probably is.

It's for this reason that it's essential to do your due diligence on your broker. Understand their experience, their specialisms and their track record before taking the plunge.

What should I look out for when talking to a broker?

Face to Face Service

It's important to remember that without seeing your club, a broker can't fully understand your unique risks. This lack of understanding, can lead to underinsurance, or total gaps in cover.

It's also easier for a broker who hasn't seen your club to underinsure you in order to artificially reduce your premium. This approach gives them a 'get out clause' should you need to make a claim, as they may say that the underinsurance is your fault for not correctly reporting your sums insured.

The only way to eliminate this risk, is to work with a broker which guarantees in-person service. Club Insure has been trusted by the Association of Conservative Clubs for over 10 years, thanks to their commitment to visit every club they work with.

What is different about Club Insure's policies?

Their understanding of Clubs means they know what risks you face, and how to best protect you from them.

They have worked with insurers to devise policies that are tailored around what clubs need, to ensure you're not left exposed.

To page 4 ►

CLUB LAW AND MANAGEMENT

◀ From page 3

Here are some common differences you should look out for:

Cover	Other Brokers	Club Insure
Unoccupied Property	Cover usually ceases from the day the premises becomes unoccupied	Full cover for 30 days. Cover for fire, lightning, explosion & aircraft property damage thereafter.
Gardens	Limited to £5,000 per claim	Landscaped gardens up to £25,000 per claim
Cash Carrying	Limited to one person up to £2,500	Up to £4,999 for one person
Cups & Trophies	Limited to £5,000 for any one loss	Cover for up to £10,000 for any one loss
Floodlights	Limited to £15,000 for any one loss & in the aggregate	Full cover up to your sums insured (exc. Weather related perils)
Car Park Liability	Limited to £10,000 any one incident	Full cover up to your Public Liability Limit in any one incident

Cover does vary from broker to broker, but these are common limits and restrictions they see regularly and represent an average of the limits imposed on clubs, in comparison to the enhanced cover available from Club Insure.

In summary

It's essential that whatever broker you use, you undertake due diligence to ensure that the broker you work with is reputable, has a good track record and is well thought of by its clients.

Testimonials and word of mouth are a great way to learn more about the actual service a broker delivers, and not just its promises, to ensure you get the protection you need.

ACC Supports Club in Licensing Dispute

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

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

Dear [redacted]

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

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

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

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

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

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

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

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

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

Kind regards

[redacted]
Senior Licensing Officer



CLUB LAW AND MANAGEMENT

The ACC's response:

Dear [redacted]

We have been asked us to reply to you on the Club's behalf. The Club is a Member of this Association. Our position is that Clubs are, under the Licensing Act 2003 and with a valid Club Premises Certificate in place, able to supply alcohol to Members and guests of Members. There is no restriction on how many guests a Member can have at any one time and a guest can hold an event at the Club and all their guests can be supplied with alcohol. We base our interpretation on the following parts of the Act:

61 Qualifying clubs

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

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

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

Section 61 states the criteria for a Club to be a qualifying Club to enable the Club to supply alcohol to Members or guests of Members. This section directs us to Section 62 and 64. We believe that the Club is in compliance with all the conditions contained in S62 and S64. S70 provides us with the definition of the supply of alcohol to guests:

70 Other definitions relating to clubs

In this Part—

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

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

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

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

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

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

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

I am afraid we cannot agree with your view that selling alcohol to a guest of a Member falls outside of the Club's existing Club Premises Certificate. S70 of the Act specifically mention retail sales to guests of Members. Indeed, S70, subsection b is very clear in its intentions:

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

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

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

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

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

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

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

Royal Borough of Kensington and Chelsea: <https://www.rbkc>.

To page 6 ►

◀ From page 5

gov.uk/licensing-information/applicants-and-businesses/club-premises-certificates-licensing-act-2003 - "To authorise the supply of alcohol and regulated entertainment in a qualifying club you need a club premises certificate from the Licensing Authority. In a qualifying club there is technically no sale by retail of alcohol (except to guests)"

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

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

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

North West Leicester District Council: https://www.nwleics.gov.uk/pages/club_premises_certificate_application_online_form - "If you are a social, sporting or political members club (like a working men's club or British Legion) you will need to apply for a Club Premises Certificate with us to allow you to supply alcohol to members or guests (without the need for a member or employee to hold a Personal Licence or have a Designated Premises Supervisor - depending on what the certificate allows)."

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

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

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

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

Kind regards,
Charles Littlewood
Assistant Chief Executive

Staying legal when showing live sport in your club

What you need to know

- The showing of Sky programming in licensed premises without a commercial viewing agreement is illegal and those who do so could face criminal or civil action.
- Criminal actions can result in a substantial fine and costs and those involved can also risk losing their license.
- Civil action can also be taken for breach of contract, infringement of copyright and recovery of Skys property.
- Licensees who screen Premier League matches via unauthorised foreign channels to the public risk having legal action taken against them for infringing the Premier League's copyright.

How do you know if a venue is a legitimate subscriber?

Legitimate commercial subscribers will see a pint glass icon appear on their TV screen from time to time. The lack of this icon may reveal who is showing content illegally.



If you suspect a venue is screening Sky Sports illegally, you can report this confidentially at pubpiracy.com/report.

What action does Sky take against businesses showing Sky Sports illegally?

Sky is dedicated to taking action to protect the investment of its customers and ensuring that licensees aren't unfairly losing business due to those that are illegally showing Sky Sports in their venue.

Last season thousands of pubs in the UK & Ireland were visited to check for any misuse of Sky exclusive content. This illegal activity can result in licensees being fined, having to pay legal costs and/or losing their personal licence.

If you have questions regarding the correct commercial subscription for your premises or if you think a venue may be screening Sky Sports illegally, then please call Sky Business on 0333 759 5555.

Recent cases

These successful cases form a key part of Sky's commitment to protecting pubs who invest in legitimate sports subscriptions.

Licensees hit with £32K Sky piracy fines

Two licensees in London and Essex, Haringay Snooker Club and the Carpenters Arms, were ordered to pay a total of £32,133.28 in damages for showing Sky Sports programming illegally in their premises

Livingston pub fined £10k for Sky Sports infringements

Following successful legal action a Designated Premises Manager (DPM) of The Stirrup Stane in Livingston was ordered to pay £10,000 in damages.

Halloween Updates

The Haughton Green Conservative Club, Denton, Greater Manchester held a spooktacular Halloween party for club members and their children on 27th October 2024.

The club opened its doors to host a children's party between 12pm-2pm. The event included fancy dress, decorating donuts, party games and music.

A fantastic time was had by all.

In addition, Waterloo and Taunton Conservative Club, Ashton-under-Lyne got into the

Halloween spirit by holding a Halloween themed party.

Club members dressed up, with Leanne Nuttall winning best dressed female, and Dylan Gillooly winning best dressed male. Entertainment was provided by the amazing Stephen Maycock.

Club Chairman Leon Tamcken said "Thank you to everyone who made the effort to dress up and come along to the party".

A selection from both events accompany this article.



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.

Drinks sales growth elusive as Christmas run-in begins

On Premise drinks sales continue to struggle for year-on-year growth ahead of the crucial Christmas season, but there's everything to play for, according to the latest figures from CGA by NIQ's Daily Drinks Tracker



CGA by NIQ's Daily Drinks Tracker shows that average sales in the seven days to Saturday 19 October (specifically in managed venues) marginally surpassed the same week in 2023, with a fractional total growth of 0.1%. They slipped back, however, finishing 5% down in the week to Saturday 26 October, meaning that drinks sales have now been down in four of the last five reported weeks.

Trading has suffered by comparison to last October, when England's progress in the Rugby World Cup brought millions of consumers out to watch games in clubs, pubs and bars.

It has also fluctuated in line with the weather, with growth of between 4% and 9% from Wednesday 16 to Friday 18 October, when much of Britain enjoyed temperatures that were well above 2023's October levels. But with gloomy weather

then moving in, sales were down year-on-year by between 5% and 7% on every day from Monday 21 to Saturday 26 October.

Some categories have fared better than others in recent weeks, with Long Alcoholic Drinks (LADs) doing best. Beer (up 2% and 0.1% in the weeks to 19 and 26 October respectively) and cider (up 0.2% and down 3%) had a reasonable fortnight, while soft drinks (down 0.3% and down 0.3%) and wine (up 3% and down 6%) were largely behind year-on-year.

Worst hit of all in the extended period of soft trading has been the spirits category, with sales down by 8% in the week to 19 October and by 15% in the week to 26 October. It prolongs a long-term downward trend as some consumers migrate from spirits to longer serves, though some segments of the category have been more resilient.

Rachel Weller, CGA by NIQ's Commercial Leader UK & Ireland, said: "The decent weather and Rugby World Cup of October 2023 have made for some tough comparisons over the last month.

"Despite some positive economic indicators lately, trading conditions are clearly still difficult in many categories and channels, though a few bright spots raise hopes that consumers' spending confidence could start to pick up. As run-up to Christmas gets underway, there is all to play for in the On Premise."

The Daily Drinks Tracker provides analysis of sales at managed licensed premises across Britain and is part of CGA by NIQ's suite of research services delivering in-depth data on category, supplier and brand rate of sale performance.

• cgastrategy.com

Festive cheer with Christmas cask beer

Greene King Brewery is hoping to spread more cheer this Christmas as it launches its seasonal cask beers, including the return of the festive ale Rocking Rudolph.

The seasonal 4.2% cask ale has been the UK's number one Christmas ale in the on-trade for the last decade and is filled with fruity esters and a malted toffee taste, as well as a crisp finish, providing the flavours of Christmas all in a pint.

For each pint sold, Greene King will give 5p (plus VAT) to Macmillan Cancer Support with the money raised going towards helping the charity to continue to provide vital care and support for people living with cancer.

Clubs will also be able to receive bespoke decorations this year to bring even more cheer and also reference the support for Macmillan through the sales of the beer. Since partnering in 2012, Greene King has raised over £20 million for Macmillan as the charity's top employee fundraising corporate partner.

Fireside, the 4.5% ruby winter ale will also be available for clubs to stock, and for clubs with members who love a pint of Abbot Ale, Abbot Reserve will be available to order from the seasonal calendar. The 6.5% premium ale is described as 'bursting with fruit cake and toffee flavours'.

Jack Palmer, Head Brewer at Greene King Brewery, said: "You can't find a more festive beer than Rocking Rudolph and it's always the brightest and boldest beer on the bar at Christmas. We are proud to continue our fundraising for Macmillan



Cancer Support through the sales of Rocking Rudolph and to also raise awareness for such an important cause at this time of the year. Last year we gave over £36,000 to the charity from Rocking Rudolph and this year we hope to raise even more.

"Winter is also the perfect time to introduce those deeper and bolder cask beer styles and Fireside and Abbot Reserve are the perfect beers to offer during those chillier months. If you are looking for the ideal ale selection as we head into winter, then our seasonal ales have got you covered."

Rocking Rudolph, Fireside and Abbot Ale Reserve all form part of the wider Fresh Cask Releases calendar, a portfolio of 13 limited-edition cask beers available at specific times throughout the year.

• greeneking.co.uk



Adnams launches Time for Another Round

Adnams has launched its 'Time for Another Round' initiative, looking to spark conversations between friends, strangers, and all those in between.

"Whether it's making the time for a catch up, being able to focus on something that matters, or the thrill of engaging in memorable banter – it's all about bringing people together," says the company. "It's where stories are shared, ideas are sparked, and the strongest of friendships get stronger."

"With a quick game to play while you sip your Ghost Ship 4.5% Pale Ale, a conundrum to contemplate alongside a Southwold Bitter, or a refreshing pint of Ghost Ship 0.5% Pale Ale while you focus on some surprisingly challenging quiz questions, you can keep the conversation flowing."

• adnams.co.uk

Smirnoff appoints new 'Chief Vibes Officer'

Smirnoff has announced the appointment of GRAMMY®-nominated global star Troye Sivan as its new CVO – Chief Vibes Officer – marking the start of a new multi-year partnership between the singer and Smirnoff.

The Smirnoff WE DO WE campaign, first launched in 2023, aims to champion the power of the collective, 'celebrating the magic that's created when different people, ingredients and flavours come together'. Troye, says Diageo, is the true embodiment of this WE DO WE spirit with his dedication to creating safe and celebratory environments for his fans.

Troye has just completed the 'Sweat' tour and is embarking on the Australia and New Zealand leg of his global solo tour, following the release of his hit 2023 album, 'Something to Give Each Other'.

Troye steps into his tongue-in-cheek CVO role as global 'curator of immaculate vibes' for Smirnoff – showcasing the Go OFF spirit to fans all around the world. The movement is a call to arms to 'ditch to-do lists and dive into some fun' – getting together, going out and going OFF.



Troye said: "For me, Smirnoff has always been omnipresent – whether it's at house parties, backstage at shows, or nights out with friends. I see the brand all around the world, and whenever I do, it feels like something I want to be part of. "Go OFF" is all about getting people together and being ourselves, something I've really embraced in this part of my life and something I'm excited to continue to do with this partnership."

• diageo.com

Bacardi invests in future of premium Scotch whisky



As the trend for premium Single Malt and Blended Scotch whisky continues to gain momentum, family-owned Bacardi is investing in the future of the category with the completion of several improvement projects at its production sites across Scotland.

Most recently, the company added three new state-of-the-art ageing warehouses at its 200-acre blending and maturation centre, Poniel in southeast Glasgow.

The warehouses utilise a more efficient design which increases capacity by over 15%, and in turn, additional jobs have also been created at the site.

Meanwhile, at Aultmore Distillery in Speyside, a multi-million-pound expansion project has been completed to improve efficiency and safety and install new technology to help reduce energy and water consumption on site.

• bacardi.com

No shows in hospitality reach record high

A survey of more than 5,000 British adults, shows that whilst more than two thirds (68%) of consumers who make bookings say they turn up, 18% cancel in advance and one in seven (14%) admit to failing to turn up without telling their venue.

The findings uncovered a direct link between the current financial landscape and the rise in no-shows, with 57% saying that they are severely or moderately affected by the cost-of-living crisis, and over a quarter (29%) of those who didn't follow through on a booking, citing that they decided it would be too expensive, as their number one reason for not showing up.

When asked what would make guests less likely to miss a booking, the following came out on top:

1. Simple cancellation process (30%)
2. Rewards and incentives (28%)
3. Reservation reminders (25%)
4. Deposits (21%)
5. Loyalty/Loyalty schemes (17%)

Tim Chapman, Chief Commercial Officer at Zonal, said: "No-shows are a £17.59bn problem for the hospitality sector and the issue does not seem to be going away – in fact, this research suggests it has been exacerbated recently by the cost-of-living crisis.

"The report also reveals that those most likely to no-show are high-spenders and frequent visitors, which makes them very valuable customers to the sector. It is imperative that we get to grips with the problem, putting in measures to help customers keep in touch and working together to educate consumers about the damage not showing up can do to their much-loved [locals]."

• zonal.co.uk

Everleaf – the Taste of Nature

Everleaf has launched into the club sector with its non-alcoholic option, available through major stockists including Brakes Foodservice.

Founded by bar owner and conservation biologist Paul Mathew, Everleaf's core principle is rooted in preserving and protecting the natural world. Launched in 2019, Everleaf is a non-alcoholic aperitif on a quest to provide bars and consumers with the best-tasting non-alcoholic cocktails.

In 2023, Everleaf achieved B Corp status, joining a community of like-minded brands committed to balancing purpose with profit.

• everleafdrinks.com



Winterhalter's PT sets the gold standard in green cleaning

Winterhalter's Pass through Workhorse dishwashers feature upgrades and innovations that reduce energy and water consumption, as well as enhancing usability and reliability.

The latest PT Workhorse (known as the PT Series) was developed following a process of talking to customers, dealers, consultants and business partners.

The result includes a range of features designed to reduce energy and water without compromising wash quality. The PT's EnergyLight heat recovery system, for example, is fitted as standard. This recycles heat from the wash water to help heat incoming cold water, reducing energy consumption by up to 10%. Insulation, with double walled construction, meanwhile, keeps heat (and energy) in the machine, helping to keep costs down.

Further energy savings can be made through optional features such as the EnergyPlus air heat recovery system, which recycles the steam generated during washing to heat incoming water. As well as improving working conditions, by stopping steam



being released when the hood is opened after the wash cycle, it can reduce energy costs by up to 15%.

These savings can be further increased with the driven rinse system, which cuts water use by up to 15% per wash cycle, lowering the overall operating running costs by 12%. Combining all the savings these systems produce can reduce running costs by up to 32%.

• winterhalter.com

Brakes wins Foodservice Operator of the Year

Brakes has won the prestigious Foodservice Operator of the Year at the Quality Food Awards (Q Awards).

The company also picked up 10 product awards including two for its Birchstead range of meats, six for Sysco own label products and a Gold award for its Shredded Mushroom Meat, which was also Highly Commended in the Foodservice Product of the Year category.

Paul Nieduszynski, CEO at Sysco GB, said: "Once again, our investment in product development has paid dividends. We won awards in eight different categories, showcasing the breadth of our NPDP. What's particularly pleasing is that we won two awards for our newly expanded Birchstead range.

"As a business, we've made it clear that we will continue to innovate to lead our sector in delivering the



products that customers want, and that help them create menus that stand out from the competition."

The complete list of award-winning products:

- **Cakes and Desserts** – Sysco Premium Burnt Basque Cheesecake
- **Meat** - Birchstead Reserve 28 Day Dry Aged Beef Ribeye Steak
- **Meat** – Birchstead 28 Day Aged Beef T-Bone Steak

- **Meat** – Sysco Classic Cooked Chicken Teriyaki
- **Vegan Products and Alternatives** – Sysco Premium Fishless Fishcake
- **Beverages** – Sysco Premium Freshly Squeezed Orange Juice with Bits
- **Condiments and Dressings** – Sysco Tomato Ketchup
- **Cooking Sauces, Dry Goods and Pre-Prepped Ingredients** – Sysco Classic Spiced Garlic & Herb Seasoning
- **Pizza, Pies and Pastries** – La Boulangerie Doughball with Sourdough
- **Fresh Produce** – Gold Award and Highly Commended Foodservice Product of the Year – Shredded Mushroom Meat

• brake.co.uk

Salisbury Club Christmas Light Switch On

The Salisbury Conservative Club, Droylsden, has hosted its first ever Christmas light switch on which proved to be a massive success.

Over 300 Members and Guests gathered for the big switch on and everyone who attended absolutely loved it with the Club's Facebook page being flooded with compliments.

The Committee would like to thank new Club Stewards Chris Brooks and Adele McCluskey who have transformed the Club since starting their roles 12 months ago.

During the event a collection was taken for the Royal British Legion with over £2,000 being raised. This is in addition to the regular fundraising efforts the Club has undertaken during 2024 for various charities which have raised nearly £9,000 in total.



Proudly
partnered with



***Club Insure took away
all my worries & gave me
immense peace of mind...***

Totton Conservative Club

Do you feel this good about your insurance broker?

We're the UK's leading broker specialising in sports & social clubs, and it's our 25 years' of experience that mean we can offer service that our clients love.

So if you want to experience market-leading protection from our friendly team, get in touch on 0344 488 9204



CLUB INSURE
INSURANCE SPECIALISTS

**Access Award-Winning Service
at club-insure.co.uk**

Remembrance Sunday



Waterloo and Taunton Conservative Club, Ashton-under-Lyne, laid a wreath on behalf of club members at the Waterloo War Memorial on Remembrance Sunday.

The club would like to share a story from the first World War about its Steward and Stewardess.

Manchester Regiment 1914-1918.

1918 news report:

Mr and Mrs Thomas Potts, Steward and Stewardess of Waterloo and Taunton Conservative Club have received official confirmation that their son Private George Harry Potts has been Killed In Action with the Machine Gun Corps. A letter from the reverend H. Coulthurste, chaplain, states: 'Your son was Killed In Action in the course of battle that brought glory to the division'.

Private Potts was aged 20. He had joined the army at 16 just after the war started. He had previously worked with his brother, William, in the butchering business.

His brother, William, is serving in the Royal Dragoons. His older brother Tom is in Italy with the Manchester Regiment.

Private Potts was a member of Christ Church, Ashton-under-Lyne, and educated at the school. 'We will remember them'.



Staley Ward Remembrance Sunday

Members from Staley Ward No 2 Conservative Club, Stalybridge, Cheshire turned out in force to remember the fallen on Remembrance Sunday.

The club, established in 1892, once again opened its doors early to members and Veterans ready for the towns Remembrance Parade that saw a huge turn out.

Friends of Stalybridge War Memorial, the charity set up to erect and extend the towns original war memorial to omit the names of casualties missing, lead the towns parade, with piper Brian Hernon up front.

Members then returned to the club afterwards to share their stories and catch up with friends.



The WOW factor!

stunning machines, fantastic entertainment



Dransfields bring you the latest exciting, innovative products for your club

We have an extensive range of the latest state-of-the-art machines including Game Master 2, Cyclone and Hi Maxx cabinets, adding a touch of class to any venue.

As the home of the Lucky Dip Lottery and **SPOTLIGHT**, the ultimate entertainment system, we have everything you need to keep your venue thriving.

Dransfields is the UK's largest independent supplier of gaming and amusement machines to private members clubs, pubs and the licensed trade.

With over 75 years' club and pub industry experience, we have unrivalled expertise with the very highest levels of service and support to help you generate profits for your venue.



THE ULTIMATE ENTERTAINMENT SYSTEM



FANTASTIC INSTALLATION DEALS:

- Category B4 and C machines
- B3A lottery machines
- Pull tab products
 - Jukeboxes
 - Pool tables
 - Spotlight Entertainment System



Call 0345 644 9414
enquiries@dransfields.com



Recommended supplier to the Association of Conservative Clubs

Benfleet Conservative Club Wears It Pink

The Members of the Benfleet Conservative Club recently raised funds for the 'wear it pink' Breast Cancer fundraising drive. Club event such as Thursday Karaoke, Fish n Chip Friday with Afternoon Tea, Saturday's Quiz with Nigel and Open The Box on Sunday all participated in raising funds.

The total raised was an amazing £700 which was massively appreciated by all those connected with Family, Friends and Colleagues affected in many ways with Breast Cancer. The cakes were made by Pam and Margaret and were delicious and much appreciated.

The lucky winner of our cake was Eddie, guessing the weight of



the cake at 3lb 12oz – just a few ounces of the actual weight of 3lb 14oz.



YDP Card Terminal Offer

YDP Ltd works with clubs to find the best suppliers and reduce unnecessary expenditure.

One key area where we have found we can make a big difference is with card machines. That's both for clubs that don't yet take card and for those who already have card machines.

Any clubs that don't currently take card payments over the bar should consider installing this immediately, as they will likely produce substantial improvements in bar takings. We know that making it easier for members and visitors to pay makes them more likely to do so, and visitors can often be turned off by cash only bars. Clubs that have card machines already, however, will be aware of the substantial costs involved in leasing machines compatible with their tills and of card transaction fees and additional charges.

YDP now offer a simple cost-effective solution using a single standalone device able to take card payments. There has recently been a major development in this area with the release of the Zettle Terminal. This device has the app built in and no longer needs a connected phone or tablet to work. The terminal includes a receipt printer and is 3G and WIFI enabled meaning you will never lose connectivity. It's simple to use and the funds are deposited straight into your bank account.

Using the brand new Zettle Terminal, clubs can take advantage of a 1.75% flat fee for all card types and no additional charges. The Zettle back-office application allows for instant access to all your sales records and working with YDP we can integrate this into your bookkeeping system to ensure your record keeping is seamless from end to end.

The price of a Zettle Terminal is £260.00 plus VAT, however YDP are able to provide 2 free Zettle Terminals to any club which signs up to our Bookkeeping Service. Working closely with us as your bookkeeper YDP are able to look at countless other ways to save costs and improve efficiency. To find out more about this, or to order a Zettle Terminal, please contact YDP today at info@ydp.co.uk or call 01933 358080.

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



Obituary

Graham Tait Reid 1935 – 2024

Graham died on 4 November 2024, peacefully in hospital after a fall.

He was a long serving officer of Shipley Conservative Club, served as Treasurer of Yorkshire Area of the ACC for a period and was a regular supporter of ACC events.

Although he lived and worked in Yorkshire, he was proud Scotsman, as well as being an accomplished athlete and a respected Bank Manager. He represented his country as a sprinter at the British Empire Games and played both rugby union and cricket. In later years he served as an official at local and county level for both sports. He



completed his National Service in the RAF.

Graham would have been 89 in December 2024 and will be missed by his family and friends.

All you need to do is complete the Order Form below and return it with your cheque. Or you can telephone/email your order, or shop online.

Please note all prices include 1st Class Postage and Packing

REFERENCE NO. AND DESCRIPTION	PRICE	QUANTITY	TOTAL PRICE
2025 I.A. Ticket	£2.00		
2025 ACC Diary	£5.00		
Club Law & Management Book: Revised Edition	£10.00		
Questions and Answers Book	£10.00		
ACC Silk Tie	£15.00		
Ladies ACC Scarf	£15.00		
ACC Lapel Pin	£3.50		
Signing In Book	£13.00		
Nomination for Membership Book	£12.00		
Register of Members with Index	£20.00		
Subscription Receipt Book	£10.00		
Minute Book	£20.00		
Secretary's Daily Takings Book	£15.00		
Steward's Daily Takings Book	£15.00		
Goods Received Book	£10.00		
Petty Cash Book	£10.00		
Wages Book PAYE	£13.00		
Terms & Conditions of Employment for Club Staff, Contract Pack, 2 Copies	£15.00		
Appointment of Steward(ess) Alone, Contract Pack, 2 Copies	£25.00		
Appointment of Steward and Stewardess, Contract Pack, 2 Copies	£25.00		
Bar Manager Contract Pack, 2 Copies	£20.00		
Club Secretary Contract Pack, 2 Copies	£20.00		
Badge of Honour	£75.00		
Distinguished Service Award	£30.00		
Three Year Bar	£10.00		
Five Year Bar	£10.00		
Range of Committee Badges - Please call for details or order online	£5.00		

Please supply the items indicated on this Order Form to:

Name of Club

Address

Delivery Address (if different from above)

A/C No.Date Signed

**Please return this form to: The Association of Conservative Clubs Ltd,
1 Norfolk Row, London, SE1 7JP
Sales Order Line: 0207 2220868 email: assistance@toryclubs.co.uk
Order and pay online: www.toryclubs.co.uk**