

CONSERVATIVE CLUBS MAGAZINE



January 2025 75p



A Happy New Year To All Our Readers



Message From The Chief Executive

Happy New Year to all ACC Affiliated Clubs and readers of the Magazine

By tradition our January Magazine includes an annual round up and reminder of dates for Club Committees to be aware of, including reminders of ever present issues such as PRS-PPL and MPRC licencing requirements. I do suggest all Committees take a look at Club Law and Management this month to be aware of the dates in question and the reminders included.

2024 was a year of challenges and I fear 2025 will be similar. Inflation is creeping up again and still facing us are the onslaught of business rate rises and employment costs increase which are being imposed in April by the Labour Government. Pleas from all business sectors which are contingent on physical locations and who employ local people

seem to have fallen on deaf ears and we seem to be ploughing straight into a situation where the only profitable way to run a business is through a warehouse based out of Coventry, importing items from China to be dispatched by couriers to people's homes. It is simply not sustainable for established local businesses to cope with these changes on top of all the other difficulties of hospitality and retail trading.

That said, I do hope the outlook does improve and the ACC will be working as hard as ever to assist Clubs over these difficulty times. As ever, we encourage any club in need of financial assistance or advice to reach out to the ACC and, in spite of the difficulties ahead, I have my fingers crossed that 2025 will prove to be a prosperous year for all our clubs.

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CLUB LAW AND MANAGEMENT

DATES FOR YOUR 2025 DIARY AND GENERAL REMINDERS

Club Secretaries will have in their minds – and hopefully in their diaries – the dates by which certain returns and

applications have to be made. I hope the following check list will assist Clubs in carrying out this useful exercise.

Club Premises Certificate

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

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

Fees for a CPC

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

Performing Rights Society & Phonographic Performances Ltd

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

Previously Clubs may have had to purchase two separate music licences, one for PRS and one for PPL whereas

now invoices for both will be combined.

Typically, in January, fees are payable to the PRS and PPL. These payments are fixed under an Agreement with the PRS PPL and the appropriate fee for a Club

is calculated according to the type of music used. It is important to check the invoice

and ensure the Club is only paying for music it actually uses.

Audits

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

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

Unincorporated Members' Clubs are not required to submit annual returns or to file Accounts with any outside body.

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

Temporary Event Notices

Clubs are able to apply for up to 15 Temporary Event Notices per calendar year. A Temporary Event Notice allows Clubs to hold events which are open to the public such as Open Days and Beer

Festivals or simply private events which are not held by Members. A Member holding a private event and inviting their guests will not normally require a TEN to be obtained.

Motion Picture Licensing Company (MPLC) Licence

Clubs may receive a letter from this Company which indicates that they are required to pay for an 'Umbrella Licence'. This is an annual licence from MPLC which allows commercial premises to broadcast copyrighted material such as film DVD's to the public.

MPLC itself represents licence holders such as film studios and television production companies which produce content such as dramas or comedies. If a Club showed any of this content then an MPLC licence may need to be obtained.

However, Clubs which only show channels such as Sky Sports, BBC News or a music

channel are unlikely to be required to obtain an MPLC licence.

If you are unsure of what licence you require please let us know and we will try to assist.

Examples of programmes that do and do not require a licence are below:

Six Nations – No licence

Match of the Day – No licence

Euros – No licence

World Cup – No licence

Sky Sports – No licence

Channel 4 7pm News – MPLC Licence

Eastenders – MPLC Licence

TNT Sports – No licence

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Trade Management Services

New Year Business Health Check–

Make sure you are maximising the Club's revenue

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

Rules governing the admission of Inter-Affiliated Members to Clubs

- No holder of an IA Ticket shall be admitted into an Inter-Affiliated club until he has produced his own club ticket for the inspection of a club official, showing that he has paid his subscription at his own club for the whole time during which he is admitted to the club he visits.
- On every day upon which he visits the club, he must also sign his name, enter the name of his own club and the number of his IA Ticket in the ACC Inter-Affiliated Members' Book kept for that purpose in each Inter-Affiliated Club. In doing so, he is declaring that he has paid his subscription to his own club for the current period, is eligible for the privileges of Inter-Affiliation, and pledges himself to abide by rules and regulations of the club he is visiting.
- The signature of the Inter-Affiliated member in the above-mentioned book shall in every case be compared by the doorkeeper, or some other official, with the signature on the IA Ticket, before the holder shall be admitted.
- The club steward shall on no account serve an Inter-Affiliated member until he is satisfied that the above formalities have been complied with.
- Inter-Affiliated members visiting a club shall have the same privileges and rights, and be subject to the same rules and regulations as an ordinary member (except when special regulations have been made under Section 8), but shall not be supplied with excisable articles for consumption off the club premises, take books from the club, or attend or vote at meetings
- 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.
- Any club knowingly admitting a suspended or expelled member, whose IA Ticket is cancelled, shall be liable to immediate expulsion from the Association.
- The committee of every Inter-Affiliated club reserves to itself the right to make special regulations (subject to permission of the ACC Council) as to the admission of Inter-Affiliated members, in which case a copy of the same shall be exhibited on the club notice board. Such permission shall not be required for the exclusion of IA Ticket holders whose permanent habitation is within a radius of ten miles of the club premises. The holder of an IA Ticket is reminded that admission to an Inter-Affiliated club is an act of courtesy which can be withheld, in the interests of the club, on any occasion or in respect of any individual at the discretion of the club committee of any Inter-Affiliated club.
- A notice shall be posted in a conspicuous position in every Inter-Affiliated club prohibiting the sale of any excisable article to any person not being an ordinary or Inter-Affiliated member. Any infringement of this rule will render the club liable to immediate expulsion from the Association.
- All questions concerning the rights and obligations of Inter-Affiliation shall be referred to the Council of the Association, whose decision shall be final.
- The Association may make such further, or other, regulations as to Inter-Affiliation as they may consider in the interest of Inter-Affiliated clubs, and can decline to supply tickets to, or can cancel the Inter-Affiliation of, any club at any time, without assigning any reasons.

Questions and Answers

Please forgive us for focusing on Trusteeships which we understand only affect around half of ACC Clubs with the remaining half typically being registered with the FCA and therefore not requiring Trustees. It is an issue which is often missed and can cause problems if not kept up to date.

Q Our Club have Trustees but I am not sure if the current Trustees are correctly registered?

A Club Trustees are usually elected by the Club's Members at a Special General Meeting and then remain in office until they resign or are removed by the Club's Members. When the Trustees are elected please ensure you ask the Club's Solicitor to update the Club's Trust Deed and ensure that the Club's current Trustees are properly named on the Club's Land Registry listing. If in doubt, ask your Solicitor to double check that your current Trustees have been properly registered.

Q We have recently elected a new Trustee who states that he wishes to vote at Committee Meetings. Are the Trustees eligible to vote?

A This will depend on the club's rules. If the Trustees are listed as Officers of the club then the rules go on to define the "Committee" as consisting of the Officers and Committee members referred to in the rules. Therefore, Trustees are members of the Committee and, as such, have a right to attend and vote at Committee Meetings.

The question you have raised is not unusual and stems, I believe, from the fact that it is quite common for Trustees not to attend Committee Meetings. Over

time, it becomes so unusual for Trustees to vote that there is a general belief that they do not have voting rights. In all cases, the answer will be found in the rules which take precedence over custom and practice.

Q We understand that Club Trustees now have to be registered with HMRC. Could you elaborate?

A Yes, HMRC have launched the Trust Registration Service and so all Trustees should now personally register with this service by using the following link: <http://www.gov.uk/guidance/register-a-trust-as-a-trustee>.

If the Club has elected the ACC to act as your Trustees then we will automatically register and there is no need for the Committee to take any action.

Q The club has three new Trustees who are taking a much more active part in the club's management than the previous Trustees had done. In fact, they want to change everything so far as the management procedures are concerned and continuously remind the committee that they 'own the club'. What are the club trustees' duties?

A You will find the main reference to the club trustees' duties within the club's rules. The trustees are officers of the club and as such may attend and vote at committee meetings. However, the club is managed by the elective committee acting as a whole and each member's vote has the same value.

If the trustees are required to sign any document on behalf of the club then they can only do so on the instruction of

the committee. Whilst the property of the club is vested in the names of the trustees, this does not in any way mean that they 'own' the club. They simply hold it on behalf of the club.

You will appreciate that the club is an unincorporated association and as such has no legal identity. The club cannot hold property in the name of the club but must do so in the names of trustees acting on behalf of the club. Ultimately, the club is managed by the club's management committee, which is elected by the members. No single officer, or officers, has the authority under the rules to overturn decisions of the committee, or to amend club policy without the committee's agreement.

Q We have recently had two Trustees advise us that they wish to stand down as they no longer have the time to commit to their duties as Club Trustees. We visited our Solicitors to remove the two Trustees and to appoint two new Trustees who had been elected by the Members. However, apparently our Trust document had not been kept up to date and there were many missing Trustees over the years. Our Solicitors say this can be overcome but it is costly. To minimise this cost, our Solicitor recommended that we incorporate as a Limited Company and register with Companies House. Is this something that you would also recommend?

A In short, no. My first suggestion is to simply adopt the ACC Trusteeship Service. This means that the ACC would become the Club's Trustees. The ACC has designated funds available for our Trusteeship Service and it means that we will

pay for all the legal costs involved, including any legal costs required to sort out the 'missing' Trustees. It is also a much simpler procedure than the one I am about to suggest. My other suggestion is not to become a Company but to incorporate as a Co-operative and Community Benefit Society (what use to be known as Industrial and Provident Societies). It is a very good incorporation method for Clubs and around 50% of ACC Clubs are incorporated as a Co-operative and Community Benefit Society. The other 50% of ACC Clubs are Clubs such as yours that use Trustees. The benefit of being a Co-operative and Community Benefit Society, instead of a Company, is that you do not need to have a Company Secretary and Company Directors and can continue to operate as you do now with an elected Committee. Each year you will file an Annual Return with the Financial Conduct Authority which is similar to the Annual Return which Companies House would require.

It is not a simple procedure, in addition to some initial and ongoing costs, for a Trustee Club to convert to a Co-operative and Community Benefit Society so any Clubs wishing to find out more should contact the ACC for specific assistance.

Finally, you may ultimately wish to retain your local Trustees and simply pay for the legal work required to sort out the problems with the Club's Trust Deed. If this is the case then you are welcome to obtain a quote from our Solicitors to see if the work which is required to be done can be undertaken at a cheaper price than your local Solicitors have quoted. Whilst this type of work will place an additional cost than a simple change of Trustee, it should not be prohibitively expensive.

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Benfleet's Christmas Grotto

The Benfleet Conservative Club have been kind enough to share pictures of their Christmas Grotto which they created within the Club. It proved to be a huge hit with

the families of the Members and created some very special memories for children and grandchildren of the Club's Members.



Brislington & St Anne's Year of Fundraising

Kieron, Steward of the Brislington & St. Anne's Conservative Club, and his stepdaughter Faith, bravely jumped out of a plane on 25th September 2024, in a 10,000ft Tandem Sky Dive.

Faith wanted to commemorate her late father's (Justin) 50th birthday with a daring sky dive,

but didn't want to do it alone, so her Step-Dad Kieron volunteered to jump with her.

Faith said "We wanted to raise funds for a cancer related cause and the Friends of Bristol Haematology & Oncology Centre was the perfect choice. We've both lost parents to cancer."

"Raising funds for a charity dedicated in supporting the hospital, colleagues and patients would be great. So many people are affected by cancer, either as patients or as loved ones."

During 2024, the Club held fundraisers including quizzes, family race nights, Skittles & Darts roll-up, raffles and sweepstakes.

These funds, alongside Kieron & Faith's skydive sponsorship money, and two cake sales held at Bristol Haematology & Oncology Centre, raised a total of £3334.49 for the Friends of Bristol Haematology & Oncology Centre.

The ACC would like to commend the Club on such a successful fundraising drive.



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.

Buckle up for a bumpy winter warns Lynx Purchasing

Hospitality businesses need to be ready to weather a challenging winter as higher operating costs and volatile food pricing have an impact, warns hospitality buying specialist Lynx Purchasing.

The challenge following Christmas trading will be to estimate the level of consumer demand in the first few months of 2025, and to plan accordingly, according to MD Rachel Dobson.

"Our advice is to buckle up for a bumpy ride in the new year. We know the Budget has heaped extra costs on the sector in terms of higher wage and National Insurance costs," she said. "At the same time, while inflation is down overall, the supply chain remains fragile. There are still many staple products where price increases are running well ahead of the official inflation rate."

The warning comes as Lynx Purchasing publishes the Winter 2024 edition of its regular Market Forecast, using exclusive insight supplied by the range of suppliers that Lynx Purchasing works with, as well as official inflation data, to look at food and drink pricing across the start of 2025.

Product areas flagged up by the Market Forecast include:

• Beef

Lower cattle numbers and higher production costs have continued to drive up beef prices. With strong demand for the available supplies from both retail and hospitality, prices are likely to remain at high levels across the winter.

• Lamb

UK lamb prices have risen sharply this year, due to the impact on production of bad weather, as well as higher global demand. Spring lamb will start to become available in the new year, but operators planning Mother's Day and Easter menu should expect prices to remain strong.

• Potatoes

The impact of flooding in the UK and Europe at the start of 2024 has continued to keep potato prices high, with record levels recorded at the end of the summer. Operators using frozen products such as chips and roast potatoes should budget for higher



costs, at least through to the 2025 harvest.

• Salads

Spain produces significant quantities of salad and vegetables imported into the UK, and the disastrous floods at the end of October have caused significant damage to both crops and production capacity. Suppliers will look for alternative sources, but some shortages and higher prices are very likely.

"The new year is always quiet for the hospitality sector, and the first three months of 2025 will undoubtedly be make or break for many businesses

if consumer confidence doesn't keep up with higher operating costs," said Dobson. "It's also the time of year when the weather can be at its most unpredictable – we're still feeling the impact of the flooding in January 2024, which hit many farms badly.

"With Easter falling in late April in 2025, operators will need to make the most of opportunities in the first quarter such as Valentine's Day and Mother's Day. Working with suppliers to offer produce when it's at its best in terms of quality, value and availability is one way to mitigate any consumer reluctance to spend."

• lynxpurchasing.co.uk

How to grow no and low in Dry January and beyond

With Dry January approaching, CGA by NIQ's research in Ireland reveals what suppliers and venues can do to generate more sales of no and low alcohol drinks.

CGA's global REACH data has highlighted the growing appeal of moderation around the world in 2024—and Ireland has been no exception.

Well over a third (37%) of consumers surveyed in the Republic and Northern Ireland are drinking less alcohol than a year ago—more than triple the number (12%) who are drinking more. A third (33%) of those drinking less are doing so for health reasons, while a similar number (34%) say it is because they are trying to save money.

After a surge in sales over festive celebrations, Dry January is likely to bring another wave of interest in moderation. According to CGA's Consumer Pulse, a fifth (19%) of Ireland's consumers took part in the pledge to cut out alcohol in January 2024, and another 23% moderated their consumption. This saw the no and low (NAB/LAB) category grow 16.8% volume in January 2024 vs the previous year and gain a 0.5pp (percentage point) share of long alcoholic drinks (LADs).

This health movement impacts opportunities for suppliers and operators in alcoholic categories. However, cutting alcohol doesn't mean that people want to reduce their visits to hospitality outlets, with

half of consumers still going out in the On Premise at least once a week. Instead, they are moving towards no and low alcohol alternatives to spirits, beer and wine, or switching to the soft drinks category.

CGA's REACH research delivers deep insights into the habits of moderating consumers. It shows nearly a third (31%) of them try to only drink alcohol at weekends, while a quarter (25%) save it for special occasions. Providing compelling alternatives to alcoholic drinks on casual mid-week occasions is essential if venues and suppliers are to keep guests engaged on quieter days, before tapping into treat and trade-up mentalities on Fridays and Saturdays.

No and low alcohol brands are set for more sales growth in 2025, and REACH data emphasises the importance of brand recognition in consumers' choices, with a third (33%) of them trialling no and low drinks in the On Premise.

While beer is consumers' most popular no and low alcohol option, it is closely followed by mocktails. A quarter (26%) of consumers are willing to try these, and the incorporation of fruit juices and low-sugar mixers can appeal to those who are heavily motivated by health in Dry January. Mocktails can attract a particularly desirable consumer group, as 25 to 34 year-olds, females and regular food-led visitors all over-index for them.

• [cgastrategy.com](#)

Simon Hunt to become CEO at Campari Group

The Campari Group's Board of Directors has called an ad hoc General Meeting on 15 January, 2025 to appoint Simon Hunt as Executive Director of Davide Campari-Milano N.V.

With over 30 years in the premium and luxury spirits industry, Simon has a strong track record in driving step-change performance and global brand building. He has developed extensive experience in international markets, particularly in the key strategic US, as well as emerging markets, with strong strategic, management and leadership skills gained through growing responsibilities across markets and spirits categories, as well as across leading industry players, both publicly listed and private.

Notably, he spent 14 years at William Grant & Sons, owner of the world's best-selling single malt Scotch whisky portfolio as well as other relevant brands in the gin and tequila categories.

As Chief Executive Officer Simon will succeed the *ad interim* co-CEOs Paolo Marchesini, Chief Financial and Operating Officer and Fabio Di Fede, Chief Legal and M&A Officer.

Simon said: "During my more than three decades of experience within the spirits industry, I have always held Campari Group in the highest regard for



its unique history, strong portfolio of iconic brands, company culture, and continuous outperformance and stellar growth story. I am honoured and excited to take on this extraordinary opportunity and I look forward to working with Campari Group's talented leadership team and organization to continue to build on the company's heritage and success built over the past decades, and to take Campari Group's potential and growth ambition to its next level."

• [campari.com](#)



Andy Morris-Jinks MD SHS Drinks (middle) with Shandy Shack Co-Founders Tom Stevens (left) and Ed Stapleton (right).

SHS Drinks expands portfolio with acquisition of Shandy Shack

SHS Drinks has announced the acquisition of Shandy Shack, a pioneering brand in the mid-strength ABV beer space. This new partnership is expected to be a step-change for Shandy Shack's already strong current growth, helping it to better reach the 40% of adults seeking to moderate their alcohol consumption with balanced, enjoyable options.

Prior to the acquisition, SHS Drinks and Shandy Shack collaborated to create the popular Raspberry Lager using bottlegreen's Raspberry Cordial. The product launched in June 2024 and featured integrated bottlegreen branding on Shandy Shack's packaging, along with joint promotional efforts across social media.

Andy Morris-Jinks, Managing Director of SHS Drinks, said: "We are excited to welcome Shandy Shack into our brand family. The mid-strength ABV market is seeing rapid growth as consumers seek options for low-tempo, relaxed socialising. Shandy Shack's innovative and award-winning product range aligns perfectly with our vision for broadening our consumer base and tapping into emerging market trends."

• [shs-drinks](#)

Record sales for no and low beer sales in 2024

No and low alcohol beers are soaring in popularity, according to new figures from the BBPA (British Beer and Pub Association).

In 2023 more than 120 million pints of no and low alcoholic beers were drunk across the UK, with BBPA statistics estimating that sales could have risen by a further 20 million by the end of last year.

BBPA data shows that pubs' sales of no and low beer in December 2023 amounted to 12% of all no and low beer sales for that year alone, up from 11% in 2022. More than 425,000 bulk barrels of no and low alcoholic beer, were sold in 2023. This is up 14% on 2022, when more than 370,000 bulk barrels were sold.

• [beerandpub.com](#)



MEET THE COMMITTEE

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Chef
 Jade
Glass Collector
 Rubi-Mae
Glass Collector
 Sian
Cleaner
 Mo
Cleaner

Christchurch Conservative Club wins Committee of the Year

Christchurch Conservative Club in Dorset has been recognised at November's Club Awards, winning Committee of the Year. The club also became a finalist in Family Club of the Year and Bar Manager of the Year, Tracey Mulholland.

Tracey, who entered the club into the Awards, said: "I would like to nominate us all for pulling together and moving our club forward and being ambitious. We are the A team!"

The club marked its centenary in May 2024, and the whole club came together to celebrate this impressive milestone.

"Our oldest member Doris was 101 at that time," said Tracey. "We got her to cut the ribbon and her face said it all. We even got her a crown to wear.



Everybody loved it.

"All ages attended. They drank, laughed and danced the night away with two bands and a disco which covered the eras. That will stay with us for a long-time happy time."

• christchurchconservativeclub.com



Club Awards announce CAMRA Super Regional Round finalists

The four clubs going through as Super Regional Round finalists in 2024's CAMRA Club of the Year have been announced.

The top four clubs are:

- Haydock Reading Room, St Helens
- Kettering Midland Band Social Club, Kettering
- Marden Village Club, Kent
- Firs Club, Codsall

The competition, which has been run in conjunction with *Club Mirror* and the Club Awards since 2014, saw all Regional Finalists invited to the Awards where these four Super Regional Finalists were announced. These four clubs will now be mystery judged for the ultimate accolade – the CAMRA Club of the Year.

• camra.org.uk

Two new Beer Sommeliers join Guild's ranks

The Guild of Beer Sommeliers has welcomed Sam Lyne from Sharps Brewery and Jared Ward-Brickett from Tring Brewery to the ranks of Beer Sommelier.

Their appointment follows a rigorous exam designed to assess knowledge in various categories, including beer styles, ingredients, brewing techniques, and food pairings, among other key areas of expertise.

The Guild of Beer Sommeliers offers a comprehensive pathway for individuals looking to deepen their knowledge and skills in the world of beer. All applicants are required to complete mandatory qualifications prior to assessment, including WSET Level 2 in Beer, the Award in Beer and Cellar Quality, and the newly launched Guild of Beer Sommelier courses 'How to Judge Beer' and 'Beer and Food Pairing'.

"We are thrilled to congratulate Sam and Jared for their hard work and dedication," said Alex Barlow, Chief Assessor at The Guild of Beer Sommeliers. "Passing the Beer Sommelier assessment is a significant achievement, and these individuals have proven themselves to be true beer connoisseurs."

The Beer Sommelier programme, previously facilitated by the Beer and Cider Academy (BACA), was relaunched in October 2024 thanks to a grant from the Brewing Research and Education Fund (BREF).

The Guild of Beer Sommeliers was set up by an advisory group of industry experts and is supported by the British Beer and Pub Association, the Campaign for Real Ale, Wines and Spirits Education Trust, the Society of Independent Brewers and the Guild of British Beer Writers.

Facilitation and administration of the Guild will be run by Cask Marque.

• beer-sommelier.org.uk



Sam Lyne from Sharps Brewery



Jared Ward-Brickett from Tring Brewery

Small-but-mighty utensil washer packs a punch

With staff shortages still hitting the kitchen brigade, utensil washers are becoming ever more popular, says Winterhalter. Not only do they take over one of the worst and most time-consuming kitchen cleaning jobs – getting baked-on soiling off the pans – they are also more hygienic and faster than washing by hand.

One problem though is the size of a utensil washer – is there room for one in today's space-squeezed kitchens? Winterhalter says yes, with the world's smallest utensil washer, the GS630.

Measuring just 870mm wide by 623.5mm deep and 835mm high, the GS630 can fit into the tightest of spaces and under a worktop while still handling the big jobs with high water pressure and advanced filtration system keeping washwater clean.

It handles up to 38 racks per hour, depending on the level of soiling, with a choice of three wash cycles.

Simple to use, the Winterhalter GS630 has a one-button operation and a display that changes colour, depending on the status of the machine, showing



operating temperatures and detergent and rinse aid levels.

The GS630 has a list price of £13,160

• winterhalter.com

Asian Parsnip Turbo joins gin lineup

James Gin – gin by James May – has released a limited-edition Asian Parsnip Turbo.

The extra spicy London Dry gin is a 'turbo' version of his original Asian Parsnip, with added horseradish. Other botanicals include ginger, caraway seed, cubeb pepper, fenugreek, cardamom, grains of paradise, liquorice root, sweet orange, juniper, angelica root and coriander seed.

James May said: "This is a limited edition gin of 500 bottles, unless you really like it, in which case we may 'unlimit' it. The turbocharging of regular Asian Parsnip is achieved

through the addition of horseradish, an idea that formed in the mind of master ginsmith Hugh Anderson as he contemplated another grim winter in his freezing distillery. Ideal with a beef sandwich."

The foodie gin entrepreneur has also published his own cocktail book, in collaboration with the Royal Oak pub in Swallowcliffe, Wiltshire which he co-owns. *Your complete guide to the world's greatest cocktail recipes* was created by the Royal Oak's mixologist Jamie Maudsley and diligently tasted and approved by James May.

• jamesgin.com



January Low and Alcohol-Free programme announced

January 13 and 14 have been announced as the dates for Club Soda's latest Low and Alcohol-Free Specialist Drinks Academy.

The two-day programme is tailored for a wide range of hospitality and retail professionals, including bartenders, bar managers and front-of-house teams.

"This is a golden opportunity for industry professionals to stay ahead of the curve, refine their offerings, and deepen their expertise in the rapidly growing low and no-alcohol sector," said Laura Willoughby from Club Soda. "Whether you're an individual looking to expand your skills or a team member keen to contribute to your establishment's success, the Club Soda Academy is an unmissable experience."

Attendees will receive expert guidance from industry leaders and gain insights into the alcohol-free drinks landscape with access to leading alcohol-free brands and hands-on experience in crafting non-alcoholic cocktails, as well as learning more about alcohol-free beer and wine.

The programme costs £350+VAT, with bursaries available for individuals and small businesses. Visit the website for full details.

• clubsoda.me/academy

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Northern Area 20th Annual Dinner Dance



The 20th Northern Area 20th Annual Dinner Dance took place at The Little Haven Hotel in Sough Shields in November last year and we are pleased to publish details of this occasion which was enjoyed by all those who attended.

Guests were once again treated to a fun evening which included an excellent four course dinner and entertainment from Jason King, an established and popular local singer. This black tie event was organised by Area Treasurer Mr Keith Bibby and Chairman, Mr Jim Prescott. The Loyal Toast and a toast to 'Our Guests' were

proposed by Mr Prescott and the response was made by Lord Smith of Hindhead. The toastmaster for the evening was Mr Bibby, who in characteristic style keep the evening running smoothly.

A number of Clubs from the Northern Area attended and any Club which would like to attend next year's Dinner Dance, arrangements for which are already in hand, are encouraged to contact Keith Bibby at the West End Sunderland Conservative club, or Ms Sharon Williams, the new Area Secretary at the Darlington Junior Unionist Club.



Lord Smith of Hindhead with guest David Thomas, Chairman of the Wales Conservative Clubs.



Left to right: Sharon Williams, Area Secretary, Jim Prescott, Area Chairman and Mrs Prescott, John Dinsdale.



Weybridge Christmas Raffle

The Weybridge Conservative Club held a Christmas Raffle Draw during the festive period.

The Committee were delighted with the attendance and support

from Club Members and the raffle raised over £2,300. The Committee would like to thank all who attended the event and made it such a success.



Mandy Mison, Committee Member, Sandra Fairhead, Chair of the Club, Dawn McSorley, Vice Chair of the Club.

Annual Harvest Competition between Heavitree Conservative Club & Tiverton Constitutional Club

The Heavitree and Tiverton Clubs joined forces to create a competition between the two Clubs for an Annual Harvest Competition.

The competition took place at Heavitree, and was for the tallest red sunflower, with George Williams officiating. Richard Jones, Chairman of Tiverton Constitutional Club, won with his 7ft red sunflower. The runner up was Julie from Heavitree Conservative Club, who was

awarded the Gary Hooper Challenge Cup for her 11ft yellow sunflower. Two children entered this year's competition Alex aged 7 years from the Forest of Dean and Ivy aged 7 years from cullompton. The event was well supported with forty-six entries.

The Committee would like to thank everyone who attended for their support which made the occasion so enjoyable.

Next year's competition will be growing leeks.



Pages From The Past

In this month's Pages From The Past we go back to February 1965 which was the first issue of the Conservatives Clubs Magazine published following the death of Rt Hon Sir Winston Spencer Churchill on the 24 January 1965 aged 90.

Winston Churchill was an inspirational statesman, writer, orator and leader who led Britain to victory in the Second World War. He served as Conservative Prime Minister twice - from 1940 to 1945 (before being defeated in the 1945 general election by the Labour leader Clement Attlee) and from 1951 to 1955.

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FEBRUARY, 1965

TRIBUTE TO THE RT. HON. SIR WINSTON SPENCER CHURCHILL

K.G., O.M., C.H., F.R.S.—FORMER M.P. FOR WOODFORD, ESSEX
AND PRIME MINISTER OF GREAT BRITAIN

WE pay our respectful and affectionate tribute on the passing of Sir Winston Churchill who died at his London home on 24th January, 1965.

We mourn the most illustrious member of the Churchill family since the victor of Blenheim, Britain's greatest Parliamentarian and Statesman, and the world's staunchest ally for freedom.

Sir Winston's career touched life at every vital point and in every vital sphere of world affairs, and in them his influence was always paramount. Soldier, artist, writer and statesman, in each role he achieved what few have achieved in any one of them.

His voice rallied Britain and Europe in their darkest hour. He gave hope to those crushed under the heel of the dictators, and inspired those whom he led to victory in the fight against the tyranny of dictatorship.

For we, the British people, he led us fearlessly through 1940 when Britain stood alone among the nations of the free world in the fight for their freedom as much as for our own. He supported President Roosevelt in the latter's struggle to bring America out of isolationism to a sense of that country's responsibility to share in the fight being so gallantly fought by Britain under Churchill's unerring leadership.

Even during the darkest days of the War, in concert with his Ministers, he planned for the Peace, and his rejection by the Electorate in 1945 was their crowning folly. Nevertheless, unembittered, he continued to serve Britain and the world at large. At Fulton he prophesied once again from whence tyranny was to come

yet again to assail the Peace to which he had so bravely and selflessly led us.

Now, he has gone to his own rest, fully deserving the rich reward of one who had served his God, his Sovereign and his country as down the centuries few have done.

It has been said of others, but of no one more truly, that there never will be seen his like again.

We shall be grateful for Sir Winston's noble example, his profound yet practical philosophy and for his noble oratory inspiring us to be better than we were.

We join his sorrowing family in mourning, for the loss to Lady Churchill of a husband, their children a father and a nation their greatest benefactor.

We shall all of us thank God we are able to say "We lived when Churchill lived, and through him, we lived gloriously."

The following telegram of sympathy was sent to Lady Churchill.

The Chairman, Council and Staff of the Association of Conservative Clubs offer you their most profound sympathy in your great loss. They thank God for the greatest man of our age and the most lovable leader of the British people in the hour he made their finest, and in which he showed to the world the most selfless and dedicated Statesman this world has ever known, and for which countless millions shall ever be grateful.

DONALD KABERRY

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Conservative clubs

INCORPORATING THE CONSERVATIVE CLUBS G

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WINSTON CHURCHILL

"AND HE DIED IN A GOOD OLD AGE, FULL OF DAYS, RICHES AND HONOUR."

THE OFFICIAL ORGAN OF THE ASSOCIATION OF CONSERVATIVE CLUBS LTD

Churchill's powerful oratory, unyielding resolve, and determination to resist Nazi Germany made him a symbol of courage and defiance. His speeches, including the famous "We shall fight on the beaches," galvanized Britain during its darkest hours. After the war, he continued to influence global politics, and his legacy as a defender of freedom and democracy remains enduring.

He passed away in his home at 28 Hyde Park Gate in London, following a stroke. Churchill had suffered a series of strokes in the years leading up to his death, and his health had been in decline. His death marked the end of an era, as he had been one of the most influential figures in both British and world politics throughout much of the 20th century. He was given a state funeral, a rare honor for a non-royal, reflecting the immense impact he had on Britain and the world.

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