

Clubs get to grips with curfew and table service restrictions

CIU clubs have been forced to comply with a new set of COVID-19 safety measures which were introduced by the Government on September 24.

All clubs and other hospitality venues in England are now legally obliged to shut at 10pm with the CIU recommending that last orders take place no later than 9.30pm.

In Wales, clubs must shut at 10.20pm with the sale of alcohol stopping at 10pm.

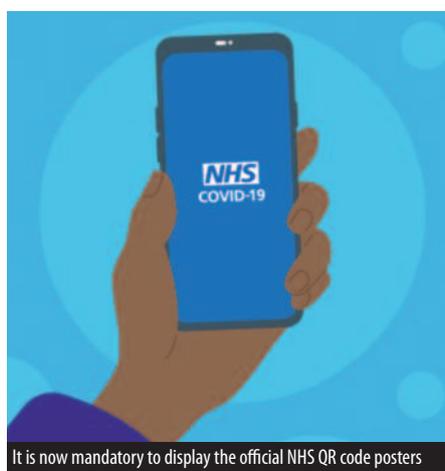
In addition, all licensed venues have been restricted by law to offer table service only, except for takeaways.

They can be fined up to £10,000 if they do not do this or if they do not enforce the 'rule of six' at tables or fail to ensure that members adhere to social distancing rules.

Staff in hospitality venues must now wear masks, as must customers when not seated at their table to eat or drink.

The penalty for not wearing a mask, or breaking the 'rule of six' has doubled to £200 for a first offence.

Clubs are also now legally required to take customers' contact details, so they can be traced if there is an outbreak of COVID-19.



It is now mandatory to display the official NHS QR code posters

Businesses need to display the official NHS QR code posters which enable members and guests to 'check-in' via their smartphones.

If individuals choose to check-in using the QR code poster they do not need to log in via any other route.

The regulations will be enforced by local authorities, who will have the power to issue fines of up to £1,000 for venues that are failing to comply.

Fines will rise to up to £4,000 for repeat offenders.

• For more information see: [GOV.UK](https://www.gov.uk)

High Court ruling made on COVID-19 insurance claims

Insurers could have to pay out claims on business interruption insurance policies amounting to hundreds of millions of pounds after a High Court ruling on September 15.

The Financial Conduct Authority (FCA) had brought the case, which argued for policyholders that the 'disease' and/or 'denial of access' clauses in a representative sample of policy wordings did provide cover in the circumstances of the COVID-19 pandemic.

Peter Wilkinson, Head of Claims, Aon UK, said: "Aon will proceed to consider the judgment ruling and what this could mean for your business interruption claim.

"It is however important to note that it is widely expected that the ruling will be appealed in the Supreme Court. It is also important to note that insurers and all other interested parties are also now commencing their reviews of the judgment, and we do not therefore expect any immediate developments on specific claims.

"We will be contacting you to discuss your claim once our review of the judgment has been completed. We remain committed to working with you through this process."

CIU National Charity Raceday at Wetherby cancelled

Due to the increasing cases of COVID-19 and uncertainty surrounding outdoor sporting events, the National Executive has voted to cancel this year's racing event at Wetherby which was due to take place on November 14.

This decision was not taken lightly - arrangements for UK horse racing continue to remain unclear at this time.



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Welcome to the October issue of *Club Journal*.

Well, as we move into Autumn the year continues to throw up ever more challenges for our clubs with the introduction in late September of a number of new COVID-19 safety measures for all licensed premises in the UK.

That our clubs were once again able to rise to those challenges and adapt to the new restrictions – despite being given just 48 hours notice by the Government to do so – speaks volumes of the hard work and dedication of CIU members as well as club staff.

As we were going to press on this issue, the new laws had only been in force for a matter of days. However, we did manage to garner the opinions of a number of clubs as they were in the process of re-engineering their bar operations to deal with the new imperatives, most notably the table service-only rule which most clubs have found problematic.

See pages 10-11 for the full article.

As you'll see from the front page, COVID-19 has claimed another CIU event with the cancellation of the Dransfields CIU National Charity Raceday which was due to take place on Saturday, November 14 at Wetherby.

This is a huge disappointment but

Welcome

we hope the event returns bigger and better in 2021!

Talking of next year, planning is already underway for Blackpool 2021 which will see the Union's Annual Meeting convened on Saturday, April 10 with the 29th CIU Beer & Trades Exhibition taking place a day earlier, on the afternoon of Friday, April 9.

A good number of club suppliers have already confirmed their presence at the Trade Show as you will see from the article on pages 14-15.

Meanwhile, our 'Club of the Month' for October focuses on Baddesley Ensor Social Club in North Warwickshire.

The club's commitment to community is absolutely without question and that has ensured that members have returned in great numbers to support their local club.

Turn to page 18-21 to read the full profile of this great club.

This issue also contains some top business-building tips from Preferred Supplier Heineken UK – see pages 22-25.

I hope you enjoy the issue and continue to stay safe.

Stephen Goulding, Editor

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The views expressed in this journal are not necessarily those of the publisher

CLUB JOURNAL

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Main Line SC issues call for Committee Members



The Main Line Social Club in Leeds has launched an initiative to recruit new Committee Members

The Main Line Social Club in Leeds has launched a campaign to recruit new members to its club Committee.

In an animated video posted on their Facebook site, the club put out the following statement to its members:

“This is a call-out to all our members! As we all know the committee of any club is the subject of Music Hall jokes – in some cases warranted, in others not so.

“We, at the Main Line Social, have proved that we can run a club as well as anywhere else, given the constraints of the individual committee members’ time and availability.

“We are currently experiencing a shortage of availability of Committee personnel, therefore we are asking the members if there is anyone interested in joining the Committee to assist in the management of the club.

“Please contact any member of the current Committee to register your interest.”

Meanwhile, in August, members of the club’s football team took part in a charity match to raise funds for a local child who was recently diagnosed with a brain tumour.

The squad of players, which ranged in age from 13 to 58, took on an HT Sports IX and helping to raise a magnificent total of £1,800 on the day.



The football section of Main Line Social Club took part in a charity match on August 28



FOR SERVICE

50-Year Distinguished Service Award

Dave Birch CMD, Kingsley Park WMC
(South East Midlands Branch)

40-Year Distinguished Service Award

Graham Robson, Armthorpe Intake Social Club (Doncaster Branch)
Dudley James, Dewsbury Socialist Club (Doncaster Branch)
Ivor Westwood, Dewsbury Socialist Club (Doncaster Branch)

Long Service Award

Rodney Aston, Dewsbury Socialist Club (Heavy Woollen Branch)
John Jamieson, Newcastle RAOB Social Club (Northumberland Branch)

Certificate of Merit

Gordon Perry, Dewsbury Socialist Club (Heavy Woollen Branch)
Anne Piper, Ponteland Club & Institute (Northumberland Branch)
Irene Young, Ponteland Club & Institute (Northumberland Branch)
Audrey Hood, Ponteland Club & Institute (Northumberland Branch)
Steve Liddell, Wallsend Coronation Social Club (Northumberland Branch)
Anthony McConville, West Moor & District Social Club (Northumberland Branch)
Amanda Turpin, Carlton Social Club (Wakefield Branch)

31-Year Branch Award

Mick Challinor (Leicestershire Branch)

100-Year Award

Dewsbury Socialist Club (Heavy Woollen Branch)
New Eltham Club (Kent Branch)
Hamsterley and District Social Club (Durham Branch)

News in brief



Premier League drinks promotion a big winner for Eastleigh Loco Club

The Locomotive Engineers Club in Eastleigh, Hampshire ran a special drinks promotion to mark the start of the new Premier League season in September.

For the whole of September, the club offered discounts on a range of drinks for every live televised game featuring local side Southampton.

For 30 minutes before kick-off until the first goal was scored a pint of Carlsberg, Thatchers, Greene King IPA or House vodka & Gin with a selected mixer was available for £2.50, while a pint of San Miguel cost £2.75.



New Eltham Social Club second quiz night raises £600 for local hospital

The New Eltham Social Club held the latest in their regular monthly Charity Quiz Nights at the beginning of September, with the Tiger Ward at Queen Elizabeth Hospital the beneficiary.

The quiz itself raised £405 with the club upping the donation to £600 for the ward, which specialises in paediatric oncology.

Prior to the event, the club teamed up with Automatic Machine Services Ltd to donate and install a jukebox in the ward.

King Street Social Club to feature in ITV drama



The exterior of King Street Social Club in North Shields was recently used as a filming location for ITV detective show *Vera*

The iconic King Street Social Club in North Shields, with its very distinctive 1960s abstract exterior, is set to feature in a future episode of the popular ITV crime drama *Vera*.

The programme stars Oscar-nominated actress Brenda Blethyn as a detective for the fictional Northumberland & City Police and makes full use of its North East locations.

Filming at the club took place in September and the episode is set to air in the first half of 2021.

Jan bows out after 35 years at New Parks SC

This summer marked the end of an era at the New Parks Social Club in Leicester as a long-serving member of staff retired after more than three decades working at the club.

Jan Harris joined the staff of the club back in 1985 and decided to bow out in August.

“We are very sorry to see Jan go as she has been a fantastic person to have around at the club over the past 35 years,” said Club President Anthony O’Brien.

“The whole club will miss Jan but we wish here a very long and happy retirement and thank her for her tremendous service to the club and its members over the years.”



Pictured, left to right: Jan Harris and Anthony O'Brien (President of New Parks Social Club, Leicester)

David Marshall steps down at Woolley Bridge

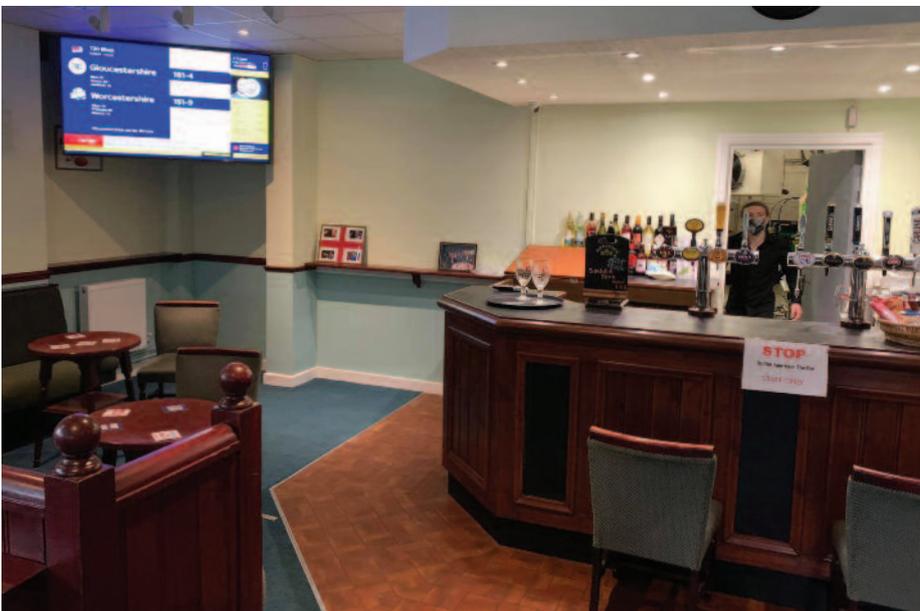


David Marshall stepped down as Treasurer of Woolley Bridge Working Men's Club after 27 years

Woolley Bridge Working Men's Club in Glossop paid tribute to club legend David Marshall in September after he stepped down as Treasurer after 27 years in the role.

A presentation was held at the club to enable members to thank David for his hard work over the years.

Hawthorns Social Club unveils new bar



The newly refurbished bar at the Hawthorns Social Club in Birmingham

Members at the Hawthorns Social Club in Rednal, Birmingham will be able to watch live sport in even more style than usual during this football season after the club's bar was recently given a major refurbishment.

The major addition to the room is a 65-inch Ultra High-Definition screen which is ideally positioned to give a great view from all angles.

At the same time, the club undertook a major upgrade of its snooker facilities with its two tables professionally re-covered and varnished.

News in brief

Ewloe Social Club in Flintshire unveils ambitious new redevelopment plans

Ewloe Social Club has unveiled a new redevelopment plan which would see the club working with a developer to build a brand-new club premises alongside a housing development on the current site.

Club Chairman Stuart Fox said: "For the last four years I have been trying to get different developers interested in building a new club for us in exchange for taking the old one and some of the car park.

"To get someone to do it has been quite a task - but now we've had one agree."

Members of the club will be given the chance to have their say with a vote on the new redevelopment plan.

CLUB NOTICES

Club Admitted

Upton United Services Club (Wakefield Branch)

Club Name Changes

From: Swardcliffe WMC to: Swardcliffe WMC Limited (Leeds Branch)

From: Lindley Liberal Club to: Lindley Liberal Club Limited (Heavy Woollen Branch)

Clubs Closed

Millbridge WMC (Heavy Woollen Branch)

Park and Dare Ex-Servicemen's Club (South Wales Branch)

Club Withdrawn

Unsworth South Social Working Men's Club (Manchester Branch)

Clubs Expelled

Twerton Liberal Club (Western Counties Branch)

Selby & District Trades Hall Working Men's Club (York City Branch)

Rogerstone & Bassaleg Social Club (Monmouthshire Branch)

Pontlottyn Empire Club (South Wales Branch)

News in brief

Disciplinary action taken against Branch/Club Auditor Peter Sperling

The Institute of Chartered Accountants in England and Wales (ICAEW) periodically publishes a list detailing disciplinary action it has taken against its own members.

Mr Peter Sperling was the subject of a disciplinary tribunal hearing in September 2019.

They key summary points are:

- The ICAEW determined that “the underlying allegation was essentially one of ‘forgery’”.
- The ICAEW noted that, in fact, this was now the third such serious case regarding Mr Sperling that had been brought to their attention.
- The latest incidents were committed against five CIU clubs.
- The penalties imposed, several thousands of pounds, reflected the seriousness of the situation.

These findings are in the public domain and are being circulated as the CIU currently engage Mr Sperling to work on the financial interests of three Branches and, presumably, a number of its clubs.

With reference to the above and in accordance with its current policies and procedures, the CIU is no longer able to include Mr Sperling on its register of National Approved Suppliers and we ask Branches and other bodies to please note this position for future reference on the subject of affiliate liability.

Union’s arbitration scheme to be suspended due to COVID-19 pandemic

Due to the COVID-19 pandemic and the resulting restrictions on public gatherings/meetings, it has been decided to suspend the Union’s arbitration scheme until further notice.

All those with cases pending will be notified and receive a refund.

Head Office staff announcement – Di Mobley

Di Mobley has resigned her position as Head Office receptionist. She will be moving back to Burnley to be with her family.

Di joined the CIU eight years ago and in addition to her receptionist role and admin duties has assisted the CIU team at Blackpool.

Her final day at Head Office will be October 23, 2020.

We thank her for her service and wish her the best for the future.

FCA issues updates on club procedures



The Financial Conduct Authority (FCA) has released the following information regarding AGMs, Elections, Rules Updates and Annual Returns:

Annual General Meetings

Taking into account Government guidance, clubs must reach their own decision as to whether to go ahead with any planned meetings.

Clubs may make alternate arrangements, such as making use of video conferencing or to delay any meetings until a further date.

If meetings are to be held by video conferencing, all votes may be cast by electronic means.

Meetings need not be held at any particular place. If an Annual General Meeting is to be held by video conferencing all club members should be informed and have the opportunity to engage in such meetings.

The transmission of the proceedings of the Annual General Meeting could be placed on the website for the members who cannot attend virtually, and give members the opportunity to raise questions prior to the Annual General Meeting. The answers to questions are then to be provided before voting is to take place.

The situation will be kept under close review with regard to this matter.

Elections

Elections would normally take place at the Annual General Meeting or following an Annual General Meeting. The officers and committee would remain in place until such time as meetings as above can proceed.

Rules Update

Rules updates would be governed by the procedure for the Annual General Meetings. In these current times all rules have been dealt with electronically when submitted to the FCA rather than through the postal system. The FCA will still continue to register electronically, but the postal system is returning to the usual procedure of postal documentation. The CIU will continue to keep in contact with the FCA.

Annual Returns

The FCA request clubs to submit their annual returns as soon as reasonably practicable but the FCA will take no action against clubs if the annual returns are not submitted by their due date. But the FCA hope clubs will be in a position for these to be submitted by October 31, 2020.

For more information, visit the FCA website: www.fca.org.uk

Get your club involved in the Club Mirror Awards

The Club Mirror Awards celebrate the achievements of members' clubs across the UK and many of our fantastic Union clubs have led the way in a number of categories during recent years... why not join them?

If you haven't entered the Club Awards before, we'd love to hear from you this time around.

We want to hear about all the hard work that is going on in your club and what you are doing for your members, the local community as well as any charity initiatives your club has taken part in.

We know that clubs contribute mightily to society as places where people can come together to enjoy themselves, whether that be for a quiet drink, to witness fantastic live entertainment, take part in sports and games or play bingo.

WHY ENTER?

Clubs use their success to:

- Raise the club's profile.
- Gain coverage in the local press and media.
- Encourage new members.
- Thank your existing members



Grangemoor WMC in Burntwood were jointly awarded the 'Committee of the Year' award at the 2019 Club Mirror Awards

- Show that the club is spending members' money for their benefit.
- Celebrate the club sector.

HOW TO ENTER

To enter, fill in the form below and return to us via email or post. You can also request a self-entry form from info@clubmirror.com and we'll take it from there.

It really is as simple as that to enter. We look forward to your entry – good luck!

IT COULD BE YOU

So, do you think you could be a finalist? Do you have what it takes to beat the best and stand out from the rest? Time to find out.

HOW TO ENTER

Please email me a self-entry form. Email: _____

My name is: _____ My club is: _____

Name: _____

Club role: _____

Club: _____

Address: _____

Postcode: _____

Tel: _____

Email: _____

CONTACT THE CLUB AWARDS TEAM:

ONLINE: www.clubmirror.com/Awards

BY EMAIL: Email your details to info@clubmirror.com

BY PHONE: Call in your details to 01753 272022

BY POST: Alchemy Contract Publishing, Gainsborough House, 59-60 Thames Street, Windsor SL4 1TX

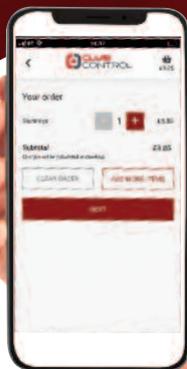


- The 2019 CIU winners**
- Baddesley Ensor Social Club
 - Blackpool RBL Club
 - Crookes Social Club
 - Grangemoor WMC
 - Hawthorn Recreational & Social Club
 - Hoo Village Institute
 - Lindley Liberal Club
 - Richmond Place Club
 - New Eltham Social Club
 - Newton Aycliffe WMC
 - Willaston Sports & Social Club

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2



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SERVING CLUBS NATIONALLY

The CIU Racing Club



With spectators currently not allowed to attend live sporting events due to the ongoing Coronavirus pandemic, a situation which has seen this year's Dransfields CIU National Charity Raceday at Wetherby cancelled, the CIU Racing Club is currently suspended but will be brought back as soon as is possible



The CIU Racing Club is currently suspended but will return as soon as is possible

With the Government recently stating that spectators may not be able to return to watch live sporting events in the UK for several months, the CIU Racing Club is currently in hiatus.

A number of UK sports governing bodies, including the British Horseracing Authority (BHA) were told at a meeting conducted by the Department for Culture, Media and Sport (DCMS) in September that the ban on fans at live events will continue for the time being but will be kept under review by the Government.

This move comes in the wake of the announcement by Prime Minister Boris Johnson on September 22 where he outlined a range of new restrictions for the country, including confirmation that

plans to allow fans to return to sport from October 1 would not go ahead.

The plans had been placed under review in September after a rise in coronavirus cases.

The UK's COVID-19 alert level has moved to 4, meaning transmission is "high or rising exponentially".

The Prime Minister also said restrictions are likely to remain in place for the next six months.

"We have to acknowledge the spread of the virus is now affecting our ability to reopen large sporting events," he said.

This means that the Dransfields CIU National Charity Raceday, which was due to be held at Wetherby Racecourse on Saturday, November 14, has had to be cancelled.

Racing will therefore continue behind closed doors but ITV will be continuing its live coverage of the key racedays, including this month's QIPCO British Champions Day which takes place at Ascot on Saturday, October 17.

This is the 10th anniversary of the event and will be the richest raceday of the year in Great Britain, with a prize fund of £2.5million.

Potential runners on the day include the current Longines World's Best Racehorse Ghaiyyath, who has an entry in the QIPCO Champion Stakes, and Palace Pier, who recently preserved his unbeaten record at Deauville.

Look out for further announcements in *Club Journal* regarding the resumption of the CIU Racing Club.

How are clubs coping with curfew and table service-only rules?

Club Journal finds out how three CIU clubs are dealing with the new safety measures which were introduced by the Government towards the end of September, including the 10pm curfew and compulsory table service

On September 22, clubs – along with other licensed premises – learned from the Prime Minister that they would have to implement a number of new safety measures just two days later.

The measures imposed included the 10pm curfew and the introduction of a table service-only rule, both changes which understandably caused huge concern amongst clubs already coming to terms with the existing COVID-secure guidelines.

So, how are they coping with the new measures?

“In Leicester, we had an extended lockdown so having spent a lot of time gearing up for a July opening, along with the other English clubs, we didn’t end up opening until August,” says Anthony O’Brien, President of **New Parks Social Club** in Leicester.

“We did end up using the lockdown period positively by refurbishing our Games Room but that work was completed by the start of July ready for when we thought we would be welcoming back our members.

“But we opened up when we were allowed and followed all the original regulations to the letter in order to keep our members safe, including full compliance through the Track and Trace system as all our members have to swipe their card to enter the premises which is then recorded on the computer in the office.

“Then came the latest set of restrictions in September which were brought in at 48 hours notice with the Government announcing the new measures on a Tuesday for us to put in place by the Thursday.

“We immediately had to move our tables to a minimum of two-metres apart from each other which means we’ve now lost a third of the capacity in our main room.

“They’ve also brought in the table service rule so we had to work out the logistics of that, including getting an app up and running in two days.

“And, of course, every time they



Rubery Social Club in Birmingham

bring in new regulations, it costs the club more time and money with extra equipment needed and the effect of the table-service rule on staffing levels.

“But there’s no option as you have to do it to keep your heads above water as a club.

“It has been quite hard to get the message over to some members that it’s not the club imposing these rules, it’s the Government and Local Authority who are enforcing it and we have to comply.

“We spent a large amount of money on putting perspex shields up on all four bars and a month later we’re told our members can’t now go up to the bars but have to be served at their tables.

“We haven’t had live entertainment yet and I can’t see that happening for a while and we’ve also lost the crucial

income from private functions which brought in a lot of money for the club.

“The 10pm curfew will also make a big difference given that last orders will actually be around 9.20pm instead of 11pm – it makes a massive difference.

“When I look back on our EPOS data over the weeks, our busiest time for trade on a Sunday night, for example, is 10pm-11pm.

“I’ve talked to other clubs in the area and we’re all in the same boat but we all just have to carry on as best we can and hope our members continue to come out and support us.”

Alan Cooper, Vice-President of **Rubery Social Club** in Birmingham, explains how the new laws have affected trade at the club:

“We have been just about ticking over since we reopened,” he says.

“The money we received from the

Government during lockdown definitely helped so we're in a position where we're simply trying to cover our costs.

"Before the pandemic hit, we were in the process of selling off some land to a developer as we have a 500-capacity Concert Room at the rear of the club which exceeds our current needs.

"That's going through the appropriate channels at the moment, so that will obviously help the club finances when it comes to fruition.

"But in terms of the here and now, it's a case of coming to terms with the new licensing regulations which were imposed in September.

"It was certainly a steep learning curve over the first weekend of the new laws as clubs were given precious little time to get themselves ready.

"There was a huge amount of activity going on in the club as soon as the announcement was made and we've put updated signs up all over the club to ensure that members are absolutely clear about the legal requirements.

"Communication is really important so we have put up a large A3 poster spelling out exactly our new bar procedures as well as posting information on Facebook.

"We're hoping that the earlier closing time will mean that our members settle into a different pattern to before and come in earlier in anticipation of the 10pm closing time.

"Then, of course, you have the added cost of having table service which requires extra staff.

"We had already shortened our hours during midweek because of lack of custom – opening at 3pm Monday to Thursday instead of 1pm – so the 10pm closing time means we're losing a crucial evening trading period when the club would actually be busy."

At **Maidstone WMC** in Kent, the new laws introduced in September have also had a major impact on the way the club is run.

"I honestly don't think the people who have set these rules have any idea what it's going to do to clubs," says Secretary Brian Hickmott.

"Until the latest change to the regulations came in, we were doing really well and were actually at the same level trade-wise as before lockdown.

"During the shutdown, we carried out major improvements to our garden area and that really helped us after reopening with members able to sit outside and enjoy the excellent weather we experienced for most of the summer.

"We have also attracted a number of new members since reopening and we are making up for those 15 weeks when we were shut.

"But the new rules which have been brought in are very problematic. For instance, a lot of the time we would have just one staff member on duty.

"But now with the table service rule you can't do that. That one member of staff can't leave the bar as they can't leave a cash machine unattended as that runs foul of the insurance conditions.

"So you're looking at a minimum of two staff members at all times – even when it's quiet – and you're not bringing in the money to cover the extra costs.

"When you do get really busy like we are on a Sunday between midday and 3pm – traditionally our club's busiest period – you could have 70 members in the bar at one time, all having to wait for table service.

"And if they don't get their drinks pretty swiftly they won't bother

hanging about and you'll lose their custom on the day and they'll probably think twice about coming back again.

"At peak times, most clubs can't afford the level of staffing needed to offer table service to everyone in the club.

"Following the announcement in September, we held two emergency meetings at the club and we've taken the stance that Committee Members now have to become 'working' Committee Members in order to help give table service to our members.

"It's the only way we can cope as we cannot afford to have the extra staff that would be required at the busiest times to fulfill the requirements of full table service.

"It is going to be very, very difficult given that this period could last for six months but that's what we're going to try and do.

"It's a real shame as this year is the club's 150th anniversary and we had planned some major celebrations to mark this milestone that now won't be able to go ahead.

"Instead, we're going to postpone it all until next September and have a big '150 + 1' celebration when hopefully everything has returned to normal!"



New Parks Social Club in Leicester

Latest information on Coronavirus support schemes for clubs

Chancellor Rishi Sunak announced additional Government support for businesses and employees impacted by COVID-19 in September and these are listed below. Any subsequent announcements by the Government which are pertinent to CIU clubs will be published on the Union's official website: www.wmciu.org.uk

Additional government support was announced in September for businesses and employees impacted by COVID-19 across the UK.

This includes a new Job Support Scheme for people returning to work, extending the Self-Employment Income Support Scheme, extending the VAT cut (from 20% to 5%) for the hospitality and tourism sectors, and help for businesses in repaying government-backed loans.

Job Support Scheme

A new Job Support Scheme will be introduced from November 1 to protect jobs where businesses are facing lower demand over the winter months due to COVID-19.

Under the scheme, which will run for six months, the Government will contribute towards the wages of employees who are working fewer than normal hours due to decreased demand.

You will continue to pay the wages for the hours your staff work. For the hours not worked, you and the Government will each pay one third of their usual wages (capped at £697.92 per month).

You will need to meet your share of the pay for unworked hours and all your National Insurance contributions and statutory pension contributions, from your own funds.

This means that employees will receive at least two thirds of their usual wages for the hours not worked.

To be eligible, employees must:

- Be registered on your PAYE payroll on or before September 23, 2020.

This means a Real Time Information (RTI) submission notifying payment in respect of that Employee must have been made to HMRC on or before September 23, 2020.



Chancellor Rishi Sunak announced additional support measures for businesses in September

- Work at least 33% of their usual hours. The Government will consider whether to increase this minimum hours threshold after the first three months of the scheme.

The Job Support Scheme will be open to employers across the UK even if you have not previously applied under the Coronavirus Job Retention Scheme (CJRS) which closes on October 31.

The Job Support Scheme will start from November 1 and you will be able to claim in December. Grants will be paid on a monthly basis.

The scheme will operate in addition to the Job Retention Bonus. You and your employees can benefit from both schemes in order to help protect viable jobs.

For further information on what is covered by the grant, which employers and employees are eligible, and how to claim, search 'Job Support Scheme factsheet' on GOV.UK.

Extension to the reduced rate of VAT for Hospitality and Tourism
The Government has extended the

temporary reduced rate of VAT (5%) to tourist attractions and goods and services supplied by the hospitality sector. This relief came into effect on July 15, 2020 and will now end on March 31, 2021 across the UK.

VAT Deferral New Payment Scheme

If you deferred payments that were due between March 20 and June 30, 2020, then these payments need to be made to HMRC by March 31, 2021.

You can use the New Payment Scheme to spread these payments over equal instalments up to March 31, 2022. Alternatively, you can make payments as normal by March 31, 2021 or make Time To Pay arrangements with HMRC if you need more tailored support.

New Self Assessment Self-Serve Time To Pay Scheme

If you deferred paying your July 2020 Payment on Account, you will need to pay the deferred amount, in addition to any balancing payment and first 2020/21 Payment on Account, by January 31, 2021. This may be a larger payment than you usually pay in January.

If you're unable to pay your Self-Assessment (SA) bill in full by January 31, 2021, you can set up a Time to Pay payment plan of up to 12 months online without speaking to HMRC.

If you have SA tax debts of up to £30,000, you'll be able to access this Time to Pay facility through GOV.UK and will get automatic and immediate approval.

If your SA debts are over £30,000, or you need longer than 12 months to repay your debt in full, you will still be able to use the Time to Pay arrangement by calling HMRC.

Other business support schemes:

Changes to CJRS (Furlough Scheme) – what you need to do from October 1

From October 1, HMRC will pay 60% of usual wages up to a cap of

£1,875 per month for the hours furloughed employees do not work.

You will continue to pay your furloughed employees at least 80% of their usual wages for the hours they do not work, up to a cap of £2,500 per month. You will need to fund the difference between this and the CJRS grant yourself.

The caps are proportional to the hours not worked. For example, if your employee is furloughed for half their usual hours in October, you are entitled to claim 60% of their usual wages for the hours they do not work, up to £937.50 (half of £1,875 cap).

You must still pay your employee at least 80% of their usual wages for the hours they don't work, so for someone only working half their usual hours you'd need to pay them up to £1,250 (half of £2,500 cap), funding the remaining portion yourself.

For help with calculations, search

'Calculate how much you can claim using the Coronavirus Job Retention Scheme' on GOV.UK.

You'll also continue to pay your furloughed employees' National Insurance and pension contributions from your own funds.

Further information on these new schemes is available at: GOV.UK.

Protect yourself from scams

Individuals and businesses should be vigilant about scams which may mimic Government messages as a way of appearing authentic and unthreatening. Search 'scams' on GOV.UK for information on how to recognise genuine HMRC contact. You can also forward suspicious emails claiming to be from HMRC to phishing@hmrc.gov.uk and texts to 60599.

NHS TEST AND TRACE – CLUBS' RESPONSIBILITIES

NHS Test and Trace effort now requires clubs to have a system in place to record contact details of their customers, visitors and staff.

Since September 18, clubs are required by law to record these contact details, and store them for 21 days, on behalf of NHS Test and Trace.

Key Requirements

- Ask at least one member of every party of customers or visitors (up to 6 people) to provide their name and contact details.
- Keep a record of all staff working on their premises and shift times on a given day and their contact details.
- Keep these records of customers, visitors and staff for 21 days and provide data to NHS Test and Trace if requested.
- Display an official NHS QR code poster so that customers and visitors can 'check in' using this option as an alternative to providing their contact details.
- Adhere to General Data Protection Regulations.

Hospitality venues must also refuse entry to those who refuse to participate. Failure to do any of these requirements will result in fixed penalty fines. Full guidance on clubs' responsibilities regarding NHS Test and Trace can be found at: [GOV.UK](https://www.gov.uk).

Venues must ask every customer and visitor for the following details (unless they have 'checked in' using the NHS COVID-19 app):

- The name of the customer or visitor. If there is more than one person, then you can record the name of the 'lead member' of the group (of up to 6 people) and the number of people in the group.
- A contact phone number for each customer or visitor, or for the lead member of a group of people. If a phone number is not available, you should ask for their email address instead, or if neither are available, then postal address.
- Date of visit, arrival time and, where possible, departure time the name of the assigned staff member, if a customer or visitor will interact with only one member of staff. This should be recorded alongside the name of the customer or visitor.
- Recording both arrival and departure times (or estimated departure times) will help reduce the number of customers or staff needing to be contacted by NHS Test and Trace. We recognise, however, that recording departure times will not always be practicable and this is not required by law.
- All designated venues must also keep a record of all staff working on the premises on a given day, the time of their shift, and their contact details. This covers anyone providing a service or activity including volunteers.

Exhibitors confirmed for 2021 CIU Beer & Trades Show

Blackpool 2021 is taking shape with a number of club suppliers confirming their presence at the 29th Beer & Trades Exhibition which takes place on the afternoon of Friday, April 9



The 2021 CIU Beer & Trades Exhibition will be taking place at the Norbreck Castle Hotel, Blackpool on the afternoon of Friday, April 9

Planning is already well underway for the 29th CIU Beer & Trades Exhibition which is scheduled to take place on the afternoon of Friday, April 9, 2021.

The Coronavirus pandemic meant that the 2020 edition of the annual show was cancelled, along with this year's Union's Annual Meeting.

But it is hoped that this year's event will be able to go ahead, pandemic permitting, at its usual destination, the Norcalympia at the Norbreck Castle Hotel in Blackpool.

This event is unquestionably the UK's biggest trade show for members' clubs with an array of products and services on display at the many stalls.

In addition, there will be plenty of chances to win some great prizes with bingo sessions and raffles running throughout the afternoon.

Already, several key club suppliers have confirmed their presence at the 2021 show.



A delegate takes part in the pool competition at the 2019 Trade Show



CIU members pose along the Premier League trophy



Dransfields will be showcasing their gaming machines at the 2021 Trade Show

The Exhibitors so far...

We hear from the suppliers who are looking forward to meeting CIU members at next year's show



"We're very excited about the prospect of Blackpool next year. We've been a keen supporter of the Trade Show for many years now and our calendar seemed that much poorer without it this year. We're delighted it's back and look forward to catching up with our club customers."

Ed Cracknell, Head of Marketing, BT Sport



"We are delighted to be attending our sixth consecutive CIU Trade Show, showcasing our innovative range of products, specifically designed and bespoke for the club sector.

"We look forward to seeing you on our stand as always. We will be demonstrating our EPOS Control System, which is now helping over 1300 clubs, together with our new mobile serving solutions which are tailored to ensure Covid safety for your staff and members.

"Stay safe, take care and see you in Blackpool."

Chris McNally, Director, Club Control



"There's no doubt it's been a tough time for us all but it is great to see so many clubs have successfully adapted to the situation and have re-opened their doors to their members and guests.

"Dransfields will continue to work with customers to assist them during these difficult times and I am therefore delighted to support the CIU Trade Show once again. The positives of being able to get together once again and meet in a fun, safe and controlled manner are immense and will be a highlight of the 2021 calendar for many of us."

Chris Haley, Managing Director, Dransfields



"Mr Scratchings are delighted to be attending the 29th CIU Trade Show and to share with you our comprehensive range of products.

"In addition to our famous range of Mr Scratchings Pork Snacks, we supply a wide choice of bar snacks, including crisps, snacks, nuts, bar sundries alongside our

Cleaning materials and paper products.

"We are happy to support all clubs with competitive pricing, regular promotions, and on the day trade show special offers."

Roger Gladman, Managing Director, Mr Scratchings



"Nationwide Energy are delighted to again be supporting the CIU Trade Show in its 29th year and look forward to meeting all our club customers.

The 'new normal' continues to change and Nationwide Energy can assist clubs in reducing their energy spend without impacting on the service to members.

"We don't make savings by selling you equipment that may reduce your consumption.

"These savings are made by making sure you are on a competitive rate for your energy and helping you make sure you only use equipment when needed."

Gerry O'Hara, Operations Director, Nationwide Energy

Union Conference Weekend set for Saturday, April 10, 2021

Don't forget to put the date of Saturday, April 10 in your diary as that's the day when the 2021 Annual Meeting will take place in Blackpool as clubs come together to make their voices heard

Having been forced to forego the 2020 Conference Weekend after the COVID-19 pandemic caused its cancellation earlier this year, the Union's NEC has scheduled the 2021 AGM for the morning of Saturday, April 10 in Blackpool.

At the time of going to press, the venue for the AGM has not been confirmed but will be announced in due course.

The Annual Meeting will draw representatives from CIU member clubs from all over the country, giving them the opportunity to debate and vote on changes to the Union's Constitution, as well as listen to addresses by the President, George Smith, and the General Secretary of the Union, Kenneth D Green CMD ACM.



This 2021 Annual Meeting will take place on Saturday, April 10 in Blackpool



Clubs from all over the country will assemble in Blackpool for the 2021 Annual Meeting



Having missed out on the 2020 AGM, delegates will be able to take part in debate and vote on several key issues at the 2021 event



Union President George Smith will chair the 2021 Annual Meeting on Saturday, April 10



Union Secretary Kenneth D Green CMD ACM delivers his address in 2019



NEC Member Jack Haughey CMD ACM at the 2019 AGM

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Baddesley Ensor Social Club

Community is king at Baddesley Ensor Social Club in North Warwickshire with the club enjoying great support from local people as it continues to adapt to some tough trading conditions

Baddesley Ensor Social Club has long been at the heart of its community and is an integral part of the social life of the North Warwickshire village where it is situated.

Despite the restrictions placed on clubs by the continuing Coronavirus pandemic, the imposing redbrick Victorian building which houses the club remains busy throughout the week with activities for all ages and interests taking place.

Even during the recent shutdown, the club continued to operate as the hub for the local food bank with its members distributing supplies to vulnerable residents throughout the surrounding area.

And since reopening, the club has transformed its day-to-day operations in order to provide a COVID-safe environment for its members.

A major recent success has been the return of bingo which takes place three times a week – on Tuesdays, Fridays and Sundays.

These sessions were very popular before the pandemic struck with a crowd of mostly retired lady members from the village greatly enjoying the fellowship provided by the sessions.

By going above and beyond the COVID-secure regulations, the club has managed to entice back virtually all their regular players, many of whom found themselves socially isolated

during the club's four-month shutdown.

Club Manager Julia Gilbert is delighted that the club has managed to hit the ground running during such a worrying time for the club sector.

“We did a huge amount of work in the immediate build-up to reopening to ensure that our members would feel safe enough to come back into the club,” she says.

“Obviously the members had to get used to the new regulations but they were all very happy to be back in the club again after the shutdown.

“All the new protocols we put in place in July – extra cleaning, sanitising stations and signage – are working well

and we've had a very good consistent level of trade since the reopening."

Of course, the goalposts have shifted somewhat since July, with a new raft of restrictions being imposed by the Government in September.

"The period since reopening has been really hard for us and the whole club sector but we had settled into the new way of doing things," says Julia.

"It was quite a blow to then have further restrictions, including the new 10pm closing time, brought in as that really does make a significant dent into a club's trading time, especially when you factor in the drinking-up time.

"The table service rule also makes life very difficult for clubs when it seemed that having effective social distancing at the bar as was originally introduced in July was very safe anyway.

"We also haven't been able to put on any live entertainment or discos because of the restrictions and that's something which would really help to bring members through the doors ordinarily."

Tough times then, but as the club battles on, they will undoubtedly have the support of the local people behind them.

"Community is everything to this club," says Julia. "We have a fantastic community-orientated Committee headed by Chairman Rob Jakes and Secretary Anne Taylor and that's why the club continues to be such an important part of the social fabric of the village."

Indeed, since the shutdown ended, the club has managed to put on a number of community events, including a hugely successful Scarecrow Day, an annual celebration which sees villagers making their own scarecrows and taking part in other traditional rural crafts.

"Scarecrow Day is normally one of the biggest family days for the club but we had to scale it down a bit this year due to social distancing.

"We would normally publicise it for many weeks beforehand on social media and in the local press but this

year we kept it fairly low-key but still attracted over 200 people in total throughout the event.

"We had craft stalls set up in our Function Room with activities for children, including drawing their own scarecrow."

Family events are held regularly at the club although the upcoming Halloween party for local children has been cancelled due to concerns over being able to keep the event COVID-secure.

"It's very disappointing that we missed out on holding a Easter party and now Halloween but we're hoping that by Christmas we might be able to put on a big event for children."

Also suffering is the club's private function business which has been a major contributor to the club coffers in recent years.

In 2019, the club hosted 12 wedding receptions in its Function Room and that number was due to be surpassed in 2020 before the pandemic struck.

The club actually has an in-house wedding shop on its first floor, run by



A 1940s-themed event held in 2019

CLUB OF THE MONTH

Julia, which helps to arrange everything for a couple's big day, including providing the bride's dress.

"The club is now renowned as one of the most popular wedding reception venues in the area and we work really hard to make it a fantastic occasion for the couples.

"All the receptions which we were this year due to host but had to be cancelled have been rebooked for 2021 so it's great to have those events to look forward to," says Julia.

"We have actually hosted two socially distanced wedding receptions since the shutdown, each with the maximum of 30 guests, and both couples were absolutely delighted."

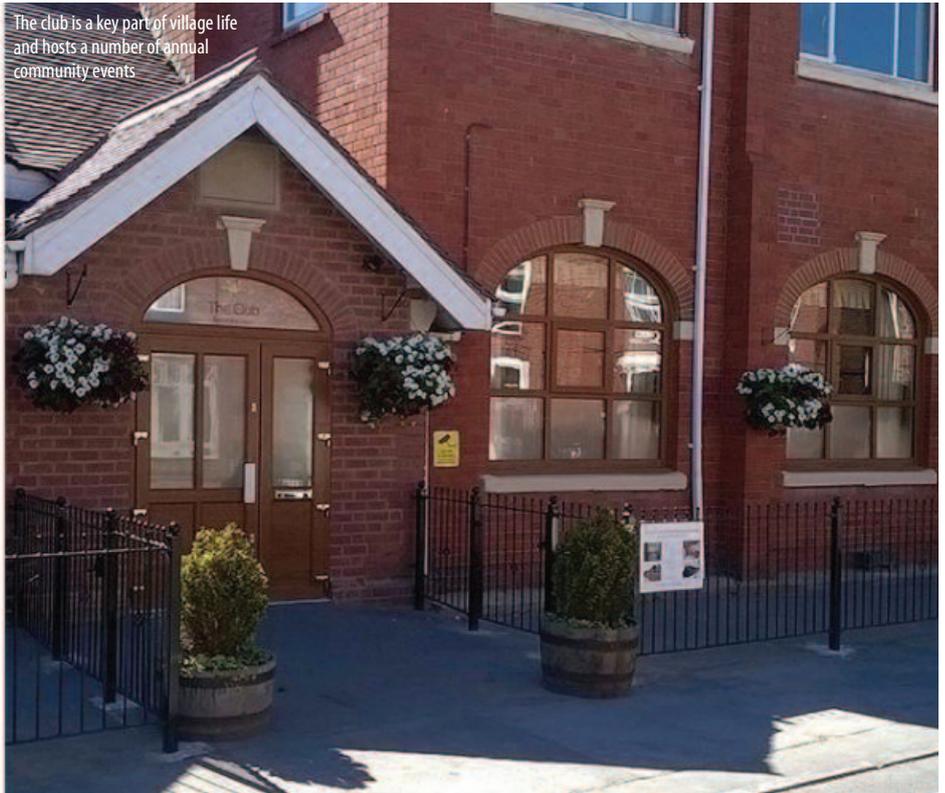
The club has also recently started hosting a weekly Wellbeing Club which gives health advice to those struggling physically or mentally.

"It's a really nice initiative and couldn't have come at a better time given that many people are having a hard time at the moment and may need a bit of extra help," says Julia.

"It just goes to show how important this club is to the community.

"Whether it's attending the Wellbeing Club, playing bingo, holding your wedding reception here, watching a live band, coming to one of our family

The club is a key part of village life and hosts a number of annual community events

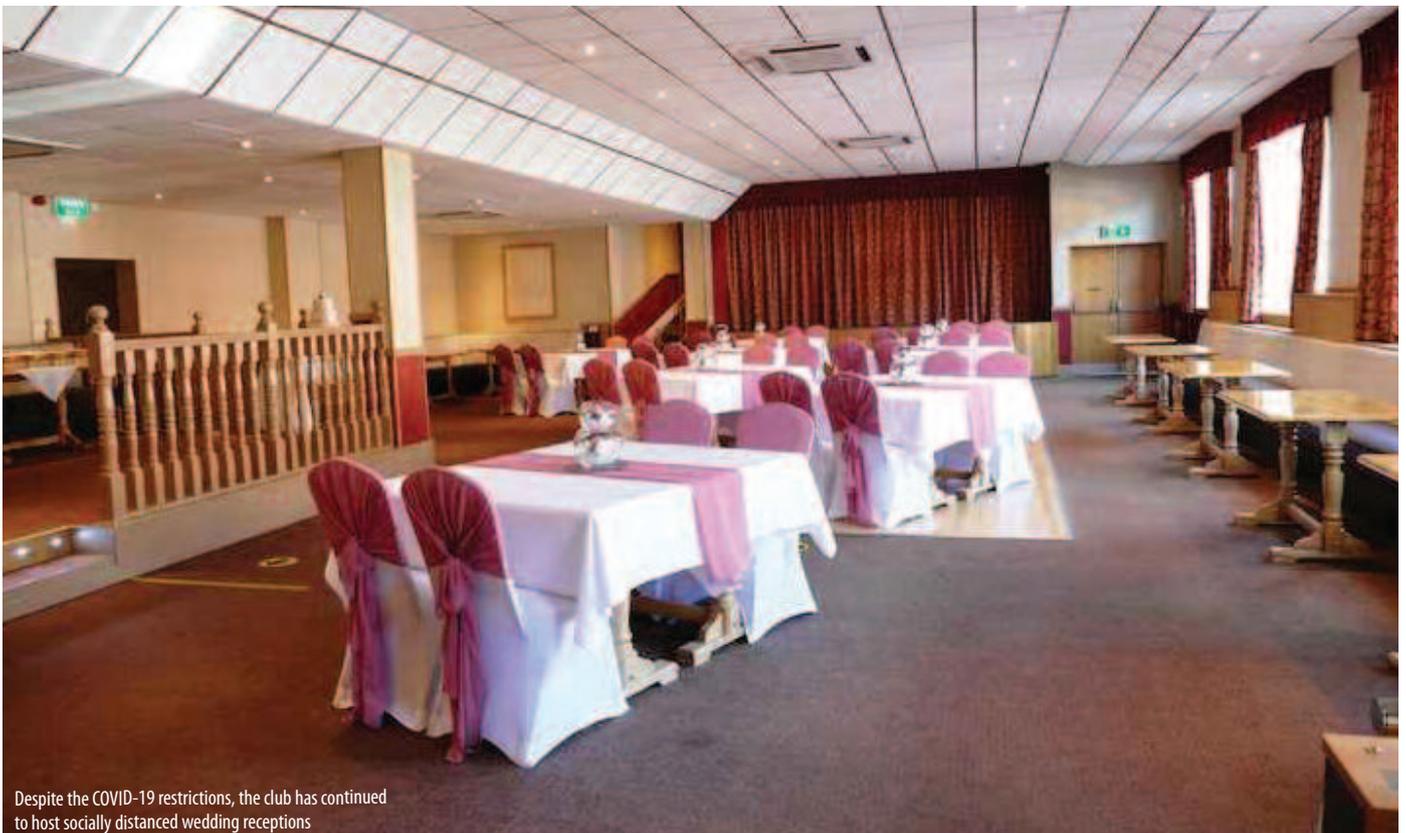


events or just popping in for a couple of drinks and a chat with your friends, the club is a crucial and irreplaceable part of the village.

"It's tough at the moment for everyone but, together as a club, we will keep adapting to whatever challenges we have to face!"

CONTACT DETAILS

Baddesley Ensor Social Club
50 New Street, Baddesley Ensor,
Atherstone CV9 2DN
Tel: 01827 337598
Branch: Warwickshire



Despite the COVID-19 restrictions, the club has continued to host socially distanced wedding receptions

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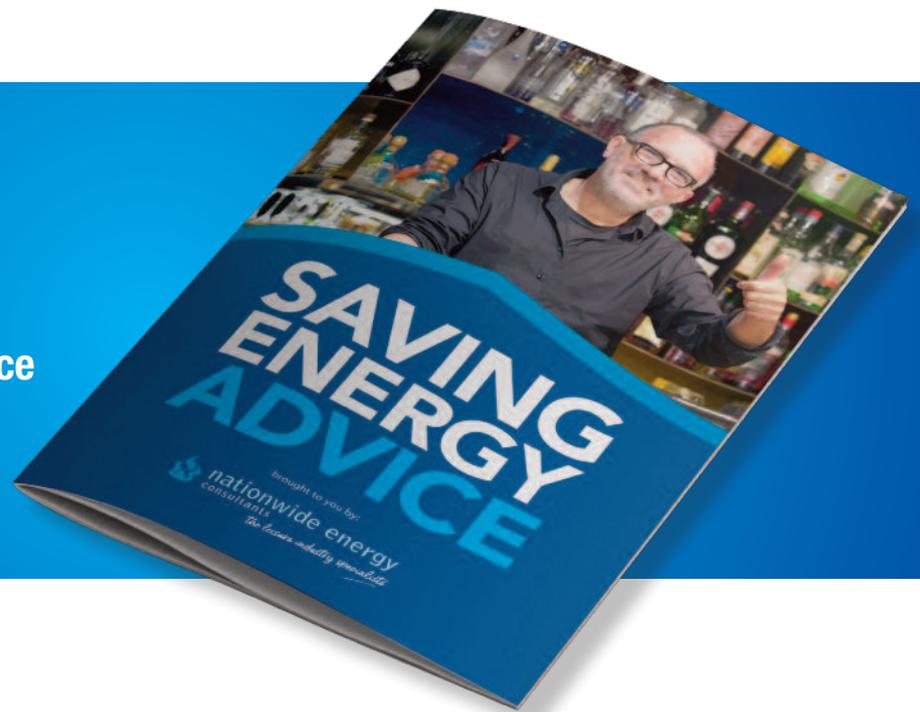
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Heineken UK points the way to boosting trade in tough times

Andy Wingate, Senior Category Manager, On-Trade at Heineken UK, examines the three trends which will help clubs to maximise their trade during what is undoubtedly an extremely challenging time for the entire sector



Heineken UK has pinpointed a number of trends which will help clubs to boost their bottom line during the post-lockdown period

Since lockdown and subsequently reopening were first announced, here at Heineken we've conducted a number of pieces of research to best predict and help you prepare for the changes we expect to see in the on-trade over the next few months.

Using the latest insights and data from our Star Pubs & Bars estate, we are in a unique position as a supplier and an operator to provide a broader understanding and perspective of the current situation.

The outbreak of COVID-19 has resulted in the world talking consistently about the 'new normal'. Naturally the big group occasions that we are used to seeing in the on-trade are, have been reduced and now limited to groups of six, but other trends we anticipate will be an acceleration of previous behaviours.

Here are three trends to expect in the

post-lockdown on trade and our recommendation on how best to prepare and adapt accordingly:

The highs and lows in football

Consumers have settled into lockdown life and living with COVID-19 in the midterm. But, as we move into a new phase, new anxieties are emerging. Firstly, the fear of a second wave is increasing as the resumption of normal activities increase.

The on-trade is at a point where over half of its customers have now returned (55 per cent). As we expect this percentage to steadily rise, there are still things you can be doing to reassure and encourage more customers into your outlet.

The latest data shows older customers remain the most concerned demographic and are more reluctant to visit the on-trade.

However, this is changing as the research shows that the percentage of over 55s who have been out to the on-trade continues to rise.

The most comfortable group are young men, who appear to feel less at risk and so have been quicker to return to previous behaviours.

The difference between these demographics, in terms of intention to visit, is in fact increasing. Therefore, it's crucial that clubs can meet the needs of those who are visiting while at the same time reassuring those less comfortable to venture out.

Your offering

The current demographic split will have greater impact on products such as traditional Keg and Cask Ale, while venues such as Working Men's Clubs and Community Pubs are likely to be more affected.

Heineken UK adds voice to campaign to cut beer duty

Heineken UK is supporting the campaign to cut beer duty in the UK.

Long Live The Local is a campaign which launched in July 2018 and since then over 430,000 people have signed the petition asking for a cut in beer duty.

The campaign was launched to highlight the fact that UK Beer Duty is one of the highest in the world, and is three times the EU average.

Some 50 per cent of a brewer's turnover is paid in Beer Duty and 40 per cent of a bar's turnover is beer sales.

Beer Duty has been frozen at the last two budgets, however, an increase is planned for this Autumn, and at every Budget afterwards.

To sign the petition to cut the tax on beer, visit: www.longlivethelocal.pub



Look at appealing to different customer groups during different days or parts of the week to help footfall.

For example, consider running drinks promotions during quieter periods to encourage those members not yet comfortable visiting during the evenings or weekends.

If you do food in your club, it's worth noting that recent data has demonstrated weekday food occasions are down as much as 44 per cent versus the same time last year. So, it's worth considering changing your menus and prices to attract more customers at this time.

For more information on this, check out the Keg Talks podcast – Navigating the new normal.

Heineken customers can also make use of POS Direct to professionally print both safe social distancing signage and footfall-driving materials.

Your cleaning regime

When asked “What would make you more likely to visit the on-trade?” respondents' most popular answers were: enforced social distancing; regular viral cleaning and staff wearing PPE.

In addition to displaying social distancing signage in your club, consider sharing these measures on social media, alongside images of people having a good time while following guidelines.

Show that cleaning is being done regularly by having visible timesheets. Tick lists are commonplace in bathrooms but consider having these in

other parts of your club.

Finally, although we appreciate the fine balance of managing costs versus revenue, ensure you have enough staff to maintain this regular cleaning process.

Your customers will notice this and feel more at ease witnessing it first-hand.

Adopt barriers

The desire for a safe amount of space is reflected in the types of outlets customers are most comfortable in visiting. Overwhelmingly venues with garden seating areas are preferred (69per cent), with small bars on the other end of the scale (22per cent).

When indoors, place screens in areas where there may be sub 2-metre interaction, e.g. the bar or between tables, as this is a great way to encourage physical distancing indoors.

Sanitiser and free masks available for patrons demonstrates your customers' health is a key priority to you as a club.

Use a simple contactless and at-table payment software solution such as Swifty, to reduce unnecessary human contact, encourage reservation of tables and manage capacity.

Tone of voice

Using humour and positivity in signage or online implies optimism and reminds consumers of the good times they've had in your venue.

Community-minded

Being vocal and visible within your

local community will help keep your club front of mind and therefore one of the first choices people consider when going out.

Embrace digital – including a great website and social media presence – to communicate your opening times, food and drink offering, facilities such as Wi-Fi and measures being taken to maximise customer safety.

Think of ways to engage with and encourage interaction with your members on social media that are in keeping with your venue type. For example, if you show live sport, talk about iconic sporting moments that people may have watched in your venue.

Marketing to younger consumers - As mentioned, this demographic is far more comfortable visiting the on-trade and have been the bulk of early adopters since reopening. Therefore, it's crucial you market your club to them in the right way.

In the UK there are now 45 million social media users, equating to 67 per cent of the entire population. Of these, 39 million are mobile social media users, therefore, your online presence is vital.

Facebook has been proven to be the most effective means of reaching an audience. 40 million people – or 71 per cent of UK adults – can be reached via Facebook adverts.

However, Instagram is typically the preferred platform among younger consumers. We would recommend focussing on three platforms –

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Facebook, Instagram and Twitter – to communicate with new or existing customers.

Make sure you devote enough time to your online presence, including advertising your venue, sharing photos or responding to questions or reviews. Check out our social media advice on The Pub Collective or the recent Building your brand online and through social media Keg Talks podcast for more information and support.

Remote working

Working from home has become the norm for many people. The tech now in place for remote working has created a new normal for meetings. Remote workers will likely be tired of the same surroundings, so make your club a destination for them to work in.

Offering free WIFI, coffee and power points at table for customers to charge their computers and phones.

Can the layout of your club be adapted to provide quiet areas and single-seat tables? Naturally most on-trade venues are designed to encourage socialising, however during the daytime and other typically quieter trading occasions this is a great way to improve your income by creating a space for remote workers.

The importance of the experience

Although there will be challenges over the next few months, the on-trade is a core element of society, often seen as a pillar ensuring good mental well-being through encouraging socialising.

The challenge will be whether this period has taught consumers that they can have an enjoyable night out without the associated costs of being in the on-trade.

It is imperative that clubs market themselves effectively and deliver the unique selling-point, the experience.

Whether it's something as simple as a knowledgeable member of staff explaining a freshly pulled pint of ale, the on-trade experience is one of a kind and not something that can be replicated at home.

Here are some top tips on how to ensure you're offering members an unbelievable experience:



According to Heineken, a mainstream brand can deliver twice the volume of a premium offering at the bar

● A perfect serve, every time

Perhaps most importantly following reopening, it's crucial that you provide customers with a great serve every time they order.

Whatever the drink, it has to be better than what they usually have at home to remind them why they come out to the club.

A fresh, cold, perfectly poured pint is something that consumers simply cannot get at home and have sorely missed!

Consider providing your staff with free mobile training, such as Hello BEER, to upskill and upscale their knowledge of beer and cider.

● Exceed expectations

At the very least, members expect friendly, knowledgeable bar staff, a good atmosphere, clean toilets and the use of technology to make a payment.

They respond well to an extensive range of alcoholic drinks and soft drinks mixers.

To deliver beyond expectation, consider offering new or different drinks choices or locally-sourced products.

● Deliver a unique experience

Outlets are shying away from traditional activations in favour of more memorable, bespoke activities.

However, thanks to Zoom calls and lockdown events, quizzes are thriving! Quizzes can be either free to enter with a drinks voucher given to the winner, or subject to an entry fee with the money collected used as the prize fund.

● The usual order?

We believe over time behaviours will continue to revert to 'normal' and the role of beer and cider will remain unchanged.

Occasions drive the choice of drink and while big occasions are not possible at this time, reasons to visit the on-trade are largely the same meaning the drinks chosen will be the same too.

Draught accounts for 90 per cent of on-trade sales volume, so remains vitally important within your offering. Packaged beer and cider may play a slightly more important role initially – especially amongst older drinkers – due to perceptions of safety but following best practice glass care and pouring techniques will not only deliver great

quality pints but also help reassure your members.

One of the biggest challenges that outlets will be experiencing is how to manage their draught offering.

Footfall is currently lower than during a normal week. The average bar has nine keg lines, plus some cask ale on the bar.

With total beer sales currently down almost 30 per cent, these volume levels will not sustain that number of lines. To get consumers coming back time and time again, pouring great quality beer is going to be even more important.

If weekly throughputs are not assured, freshness and quality can be compromised, impacting the consumer experience.

● **Bring your range back in stages**

Start with a few lines, say half or two thirds of your usual line-up, then build up as you get more confident with the amount of custom that you are going to expect.

While we acknowledge many clubs will now be open, we encourage all to continuously monitor sales and react accordingly.

For example, if throughput is compromised then consider your mix of draught versus packaged and offer only your best sellers on tap until volumes increase

● **Add premium offerings**

Once you have a core range in place, you can look to add some more premium offerings to your bar.

We still expect premiumisation to be a trend in the post-lockdown on-trade. The brands that have seen biggest uplifts have generally been those on the more premium end of the scale and the long term trend of ‘drinking less, but better’ is very much alive.

Across both beer and cider, premiumisation delivers a price advantage but at the cost of lower volumes. A mainstream brand can deliver twice the volume of your premium offering, so ensuring strong

throughput and therefore quality should be the primary consideration.

Consider initially using your packaged range to offer more premium choices, before losing classic lager or mainstream cider from your range.

We certainly see most premium brands holding a bigger share in 2020 than 2019, but this is a trend to be followed once you have established a strong core offering that appeals to as many consumers as possible.

Brands like Foster’s and Carling, John Smith’s and Strongbow remain vital to the future of clubs.

Three in every five pints poured is one of the big six brands: Carling, Foster’s, Carlsberg, Guinness, John Smith’s and Stella Artois.

Strongbow is the same for the cider category. Offering a classic lager, mainstream apple cider, a stout and a keg ale on your bar will give you a solid, good quality foundation before starting to premiumise your draught offering as volumes increase.

It’s important to remember that the occasion determines the drink choice.

Where customers selected no and low-alcohol options previously will remain unchanged, such as a lunchtime catch-up with a friend or as a designated driver.

Pre-lockdown consumers were blurring the lines between health and enjoyment so they could indulge in a balanced way, whilst still enjoying the community feel of a bar.

Moderate drinking or going out without drinking alcohol will remain popular, so having a good range of no and low-alcohol options is key for all your customers to feel part of the occasion.

Finally, with 90 per cent of consumers preferring draught to bottled beer consider stocking alcohol-free beer on draught.

In summary

At Heineken we have absolutely no doubt that clubs will bounce back. It won’t be without challenges, but clubs hold a special place in communities.

Through continued support, sharing of advice, new tools and services, we will give the hospitality sector the best chance of bouncing back and returning to the place we all know and love.



John Smith’s remains a key brand for CIU clubs

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Live cash is an intelligent count by weight drawer that counts how much cash a drawer contains at all times. Live Cash's live real time data and transaction by transaction reporting eliminates the need for manual counting when you have staff/session changes and at the end of day Z reading. This improves efficiency, decreases errors and reduces stress on your staff, but more importantly ensures 100% accuracy on your cash count.

Because it highlights discrepancies and point of sale, Live Cash can flag up cash handling errors (or theft) instantly. This virtually eliminates loss and gives a full audit trail of your cash, including the cashier, the exact transaction, time and amount missing! This helps protect honest staff from the actions of others.

DOES YOUR CLUB DO AND EXPERIENCE ANY OF THE FOLLOWING?

- Check that the total cash in each till drawer balances the end of Day Z report?
- Check the balances when you have a change of staff, shift or X report?
- Suffer the frustration of cash losses by theft or error?
- Struggle to identify which member of staff could have committed that theft or error?

THEN WE HAVE THE SOLUTION WITH LIVE CASH SYSTEM

- Our cash drawers have 'Count By Weight' technology that reports "live in real time" exactly how much money is in each cash drawer.
- This report is by cash denomination (ie how many £20s, £10s etc) & then overall total.
- We capture all cash activity and end of day totals. If there is any discrepancy it reports live to your back office. Instant alerts can also be sent to you.

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FAST DELIVERY - UK STOCKIST - CONTRACT QUALITY

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FAST DELIVERY - UK STOCKIST- CONTRACT QUALITY

Every month we give £10 prizes to five lucky correct entrants.

ACROSS

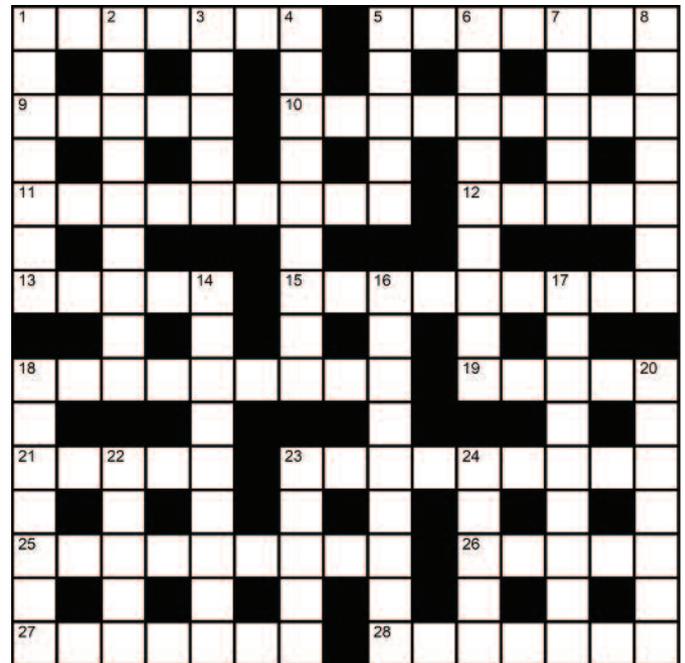
- 1 Fall back, as per ale's brew (7)
- 5 Test the tea for being willed (7)
- 9 "Tis I, beloved, in the papers, say"(5)
- 10 Note something could be mere vibes (9)
- 11 Does this fraudster make some tennis kit? (9)
- 12 Let it be written as deeds (5)
- 13 Run off with pen? That would be a girl! (5)
- 15 Impromptu effort to mop up mess in Exeter (9)
- 18 Punish wag for messing about in liquid (7-2)
- 19 Cook for, but react badly (5)
- 21 Fear to criticise when in charge (5)
- 23 This policeman is expected

- to be asleep on the job! (5,4)
- 25 Take by force (or make the engine too big!) (9)
- 26 Rob it of the chance to be a path that's heavenly! (5)
- 27 Struggled to control little street duels (7)
- 28 Appointed for life, once denture work has been carried out (7)

- 6 Mosaic, but oddly, very small indeed (3-6)
- 7 Skilful to change the date around quietly (5)
- 8 Teacher sounds like he was once a French hostel (7)
- 14 Pop a slice into a blender belonging to the bishop (9)
- 16 Spectre to haunt whatever is highly classified (3-6)
- 17 Having more soldiers, say, on a kind of turbo menu (9)
- 18 Wept over the IOU? What a disaster! (7)
- 20 Said to have erupted violently (7)
- 22 Wants the 'dense' treatment (5)
- 23 Sad, as we try to cut through (5)
- 24 Give sorrows the drink treatment? (5)

DOWN

- 1 Some err on the side of caution, in regret (7)
- 2 Incredulous types from the North East? Absurd! (9)
- 3 Location report on flat fish (5)
- 4 Get grease all over holiday chocolate (6,3)
- 5 Regulator, with a remit to take up (5)



Name _____
Club _____
Address _____

Send your entry to Club Journal Crossword, Alchemy Contract Publishing, 59/60 Thames St, Windsor, Berkshire, SL4 1TX. **Deadline October 25.**

CROSSWORD SOLUTION

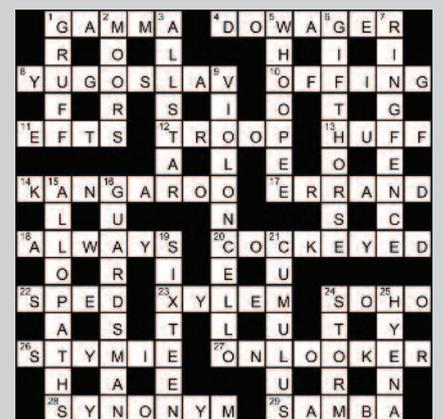
Congratulations to the five winners of our £10 Prize Crossword for September.

Joe Catterson of Spennymoor WMC
Gavin Chapman of Garforth Country Club

Mr Peter Lindley of Scissett Working Mens

Brian Thomas of Penydarren Social Club

Graham Jones of Milrow WMC



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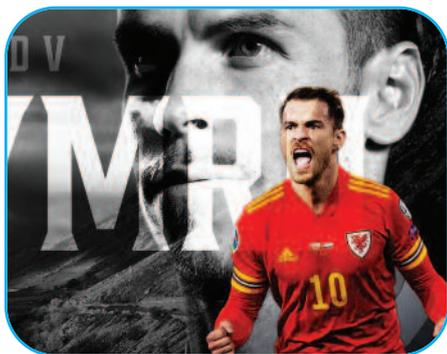
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Thursday, October 8, 8pm, ITV

International Football: England v Wales

The last meeting between these sides was during the European Championships in France back in 2016 and saw England come from behind to win 2-1. This match may be just a friendly encounter but expect plenty of passion on the pitch from both sets of players. Wales fans will be hoping that Gareth Bale will be ready to show his skills on the Wembley turf.



Saturday, October 17, 1pm, ITV

Horse Racing: Champions Cup Day

As the culmination of the QIPCO British Champions Series, this is the richest raceday in the UK and has been graced by countless heavyweights of the international Flat racing scene over the years. The key race is the Champions Stakes which was won in comprehensive fashion by Magical last year against an extremely high-quality field of competitors.



Saturday, October 24, TBC

Premier League: Manchester United v Chelsea

Frank Lampard's Chelsea side head to Old Trafford for a potentially tough fixture against a United side which finished one place above the Blues in last year's Premier League table. Having each dipped into the transfer market over the summer both teams have lofty ambitions this season, namely overhauling Liverpool and Manchester City.

SPORTING HIGHLIGHTS

There are some huge sporting fixtures throughout October, including the England v Wales football international at Wembley and the delayed climax to the 2020 Six Nations Rugby Championship

Thursday, October 8

8pm

ITV

International Football: England v Wales

Friday, October 9

7.45pm

Sky Sports Football

League One Football: Fleetwood Town v Hull City

Saturday, October 10

1pm

ITV

Tennis: French Open

Saturday, October 10

7pm

BT Sport 1

Boxing: British Middleweight Championship - Liam Williams v Andrew Robinson/British Flyweight Championship - Anthony Cacace v Leon Woodstock

Sunday, October 11

1pm

Sky Sports F1

F1: German Grand Prix

Sunday, October 11

5pm

ITV

International Football: England v Belgium

Monday, October 12

7.45pm

Sky Sports Football

League Two Football: Bradford v Harrogate Town

Wednesday, October 14

8pm

ITV

England v Denmark

Friday, October 16

7.45pm

Sky Sports Football

Championship Football: Derby v Watford

Saturday, October 17

12.30pm

Sky Sports Football

Scottish Premiership: Celtic v Rangers

Saturday, October 17

1pm

ITV

Horse Racing: Champions Cup Day

Saturday, October 17

TBC

Premier League: Manchester City v Arsenal

Saturday, October 17

TBC

Premier League: Newcastle United v Manchester United

Saturday, October 17

TBC

Premier League: Leeds United v Wolves

Saturday, October 17

4pm

BT Sport

Rugby Union: European Champions Cup Final - Exeter Chiefs v Racing 92

Sunday, October 18

12 noon

Sky Sports Football

Championship Football: Preston North End v Cardiff City

Sunday, October 18

TBC

Premier League: Everton v Liverpool



Premier League, Saturday, October 24,
12.30pm, BT Sport

Tuesday, October 20

7.45pm

Sky Sports Football

Championship Football: Norwich City v Birmingham City

Wednesday, October 21

7.45pm

Sky Sports Football

Championship Football: Sheffield Wednesday v Brentford

Saturday, October 24

TBC

Premier League: Burnley v Tottenham Hotspur

Saturday, October 24

TBC

Premier League: Manchester United v Chelsea

Saturday, October 24

TBC

Premier League: Liverpool v Sheffield United

Saturday, October 24

TBC

Sky Sports

Premier League: Liverpool v Sheffield United

Saturday, October 31

3.30pm

ITV

Six Nations Rugby: Ireland v Italy

Sunday, October 25

1pm

Sky Sports F1

F1: Portuguese Grand Prix

Tuesday, October 27

7.45pm

Sky Sports Football

Championship Football: Swansea City v Stoke City

Wednesday, October 28

7.45pm

Sky Sports Football

Championship Football: Luton Town v Nottingham Forest

Saturday, October 31

TBC

Premier League: Liverpool v West Ham

Saturday, October 31

TBC

Premier League: Sheffield United v Manchester City

Saturday, October 31

TBC

Premier League: Wolves v Crystal Palace

Saturday, October 31

2.15pm

BBC

Six Nations Rugby: Wales v Scotland

Saturday, October 31

4.45pm

ITV

Six Nations Rugby: Italy v England

Saturday, October 31

TBC

Premier League: Manchester United v Arsenal

Saturday, October 31

8pm

BBC

Six Nations Rugby: France v Ireland



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