

Club Journal

August 2015

The magazine for all CIU members

75p



BT Sport will have live exclusive coverage of the UEFA Champions League and UEFA Europa League for the next three seasons

Union negotiates special rate for BT Sport club subscriptions

The Union has negotiated a special rate for all of its clubs which subscribe to BT Sport in the coming season.

This deal comes as BT Sport expands its live sport offering with a new package called BT Sport Total which incorporates the new channel BT Sport Europe alongside BT Sport 1, BT Sport 2 and BT Sport ESPN.

BT Sport Europe includes all of the live UEFA Champions League and Europa League games, a total of 223 games this season.

This expanded content means that BT Sport Total will cost more but its live European games will kick off on Tuesdays, Wednesdays and Thursdays and will not be

available on terrestrial TV, meaning they have the potential to drive footfall into the clubs which take up the subscription during the traditionally quieter midweek periods.

The CIU has also negotiated a loyalty discount for those clubs which signed up to BT Sport in their first two seasons.

There is also a BT Sport 1 package available to clubs which still includes BT Sport's live coverage of the Barclays Premier League (38 games), Scottish Premiership (30 games) and Aviva Premiership Rugby (69 games).

The price of this package will see a reduction on current pricing – for full details see the table below.

BT Sport: CIU club rates

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Clubs		Price per month excluding VAT effective 1st September 2015			
Band	Rateable Value	BT Sport 1	BT Sport Total	Discounted rate after loyalty discount on BT Sport Total for customers who joined BT Sport from launch to 30.06.14	Discounted rate after loyalty discount on BT Sport Total for customers who joined BT Sport between 01.07.14 and 30.06.15
A	1-7000	£71.61	£144.14	£121.99	£127.35
B	7001-10000	£109.74	£220.90	£186.95	£195.17
C	10001-13000	£147.87	£297.65	£251.90	£262.97
D	13001-15000	£179.49	£361.30	£305.77	£319.21
E	15001+	£210.18	£423.07	£358.04	£373.78

INSIDE...

Editor's Letter 2

Club News 3

Club of the Month . . . 10

Business Q&A 12

HQ 14

Club Outings 18

Crossword 21

Sport on TV 22

CIU Sport 23



Guide Post Club inspires museum exhibition

Artworks created and inspired by members of the Guide Post Social Club in Northumberland are currently featuring in a major exhibition at Woodhorn Museum in Ashington. For more information on the exhibition, see page 5.

ANY QUESTIONS?



Club Journal's panel of experts is ready to answer any of your queries regarding running your club

Q The Rugby World Cup is taking place next month in the UK so what can we as a club do to make the most of the event?

Andrew Turner, Category & Trade Marketing Director On-Trade, Heineken UK, responds: Rugby World Cup 2015 is a tremendous opportunity to increase footfall and boost sales in your club.

Kicking off on September 18 and finishing on October 31, Rugby World Cup 2015 will see a total of 48 games played at venues in Birmingham, Brighton, Exeter, Cardiff, Gloucester, Milton Keynes, Leicester, Leeds, Newcastle, Manchester and London.

As the Worldwide Partner and Official Beer of Rugby World Cup 2015, Heineken will be ready to give clubs plenty of support during the tournament, helping them to make the most of the business-building opportunity that the event offers.

To drive visibility and awareness special point-of-sale and limited edition Heineken 330ml bottles are available in the on-trade.

In the lead-up to the tournament, The Webb Ellis Cup Rugby World Cup 2015 Trophy Tour is taking place across the UK, supported by on-trade activity in select locations.

As part of the tour, the 'Heineken Coin Toss Experience' competition offers one lucky winner a prize including a behind the scenes stadium tour, a full hospitality ticket experience during the match and the rare chance to stand alongside the referee and team captains to open the match.

During the tournament, Heineken will offer fans around the world the chance to take part in the ultimate 2nd screen experience – the Heineken Rugby Studio; a digital preview/review show, hosted by Will Carling, that take place across social media.

Heineken is also producing dedicated 'Hints and Tips' (see infographic above) to help operators to make the most of their premium beer offering and drive



incremental sales during Rugby World Cup

So, how do you make the most of Rugby World Cup 2015?

HINTS AND TIPS FROM HEINEKEN

1. Shout out about the games you are showing

Make sure you put up a list of fixtures you're intending to show. Obviously, certain games will be of more interest than others. Key matches involving the 'home' nations include England v Wales on September 26 and England v Australia on October 3.

2. Highlight promotions to maximise awareness and encourage sales

As mentioned previously, Heineken will be providing plenty of support to clubs with promotions and competitions to win some great RWC-related prizes.

3. Book extra staff and order extra stock to meet higher demand

Ensure you're prepared on those really busy match days when there are multiple matches being shown.

4. Offer table service or pre-order options to enhance speed of service

Depending on your venue, this could be a great way of increasing sales during busy times.

5. Develop match day menus to engage customers with your food offering

If your club does food, handheld offerings such as rolls, burgers and hot dogs can be a real winner on match days.

6. Utilise multiple screens, free WiFi and VIP areas to deliver the best customer experience

Try and ensure that everyone has the best possible view of the action on your screens, wherever they are in the club so that they come back for the next match... and the next after that!