

Club Journal

March 2015

The magazine for all CIU members

75p



Union President George Dawson and Linda Riordan MP get to grips with two key Heineken brands at a trade event in Halifax last year

Heineken UK appointed as Preferred Supplier to CIU

Heineken UK has extended its relationship with the CIU after being reappointed as joint Preferred Supplier of beers and ciders to the Union.

This new agreement with Heineken UK will run alongside the recently announced deal between the CIU and Carlsberg UK.

Union President George Dawson welcomed the new agreement: "We are delighted to have extended our relationship with Heineken UK as joint Preferred Supplier of beers and ciders to the Union and look forward to working with them to both parties' mutual business benefit," he said.

Andrew Turner, On-Trade Category & Trade Marketing Director at Heineken, said:

"We are proud to be putting John Smith's back at the heart of clubland and once again working with the CIU."

Union General Secretary Ken Green added: "The CIU and Heineken have built

up a long-standing relationship over a number of years and a great number of our clubs have benefited and will continue to benefit from the impressive business support offered to them by Heineken representatives, as well as from the company's knowledge of the club sector."

Heineken UK supplies some of the country's most high-profile drinks brands including John Smith's, Foster's, Kronenbourg 1664, Bulmers and Strongbow.

Many clubs have recently installed Heineken's new SmartDispense system which aims to save energy and reduce wastage while improving quality, margins and sales.

Heineken UK will be exhibiting the SmartDispense system as well as showcasing their range of brands at the 24th Beer & Trades Exhibition in Blackpool on Friday April 10 alongside many of the Union's other Preferred Suppliers.

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CIU Racing Club fixtures released

The initial list of CIU Racing Club fixtures for 2015 have been released with CIU member discounts available for raceday tickets at many of the country's leading racecourses including Doncaster, Kempton Park, Newcastle, Sandown Park and Thirsk.

The fixture list will be added to as the year progresses with special one-off offers also being made available at selected meetings.

• For more information see page 23

ANY QUESTIONS?



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

Q In his answer about the casting vote in the last issue, Nick Walton did not take into account that there were abstentions in the vote. Say at a vote on a disciplinary sentence there is a vote of 4 for and 4 against with 4 abstentions. The result of the vote is 4 for and 8 against as all abstentions are counted as against. In other words there is no tie. If the results are taken as advised in the *Journal* any ensuing arbitration would automatically go against the club. Would you be able to clarify the position?

Nick Walton, LL.M., Senior Solicitor at law firm Poppleston Allen, responds:

I am asked to clarify the position with respect to abstentions when committees vote on motions/proposals. There is a suggestion that an abstention is effectively a negative vote and should be counted as such in the event of a tie.

Leo Gross in his Essay on International Law and Organisation argues that an abstention is not to be regarded as a negative vote and consequently should not be considered to be incompatible with the principle of unanimity.

The reasoning is based upon the theory that members have the opportunity to vote in the negative but choose not to do so. In choosing to refrain from exercising the right to vote in the negative the member should not be obliged to have their abstention counted as a negative vote in any circumstances to suit the prevailing situation.

Where, for example, agreement of all the members represented at the meeting is a requirement, abstention should not be regarded as a negative vote and is therefore not incompatible with the principle of unanimity. This should be the case and abstentions should be disregarded unless expressly provided for within the rules of the club.

The platform for decision making within the club should be a democratic one. If members exercise their right to refrain from voting either for the motion or against it, the proposition that an abstention will be counted as negative vote in the event of a tie where abstentions equal negative votes is surely undemocratic and against the wishes of those who plainly abstained because they did not wish to vote either for or against the motion/proposal.

In matters of arbitration the automatic presumption that an abstention is equal to, or should be reclassified as, a negative vote should in my opinion go against the club as a presumption not supported by the [rule] which allows for an abstention to a motion/proposal. I can find no support for the reclassification of an abstention to a negative vote even in the event of a tie, particularly in matters of disciplinary procedures but in general where democratic decisions are the cornerstone of the operation of private members clubs.

Q We're looking at increasing the food that we offer at the club so just thought we'd write in for some general advice on where to start. It's basic bar snacks at the moment.

Booker Wholesale offers the following advice:

There are a number of factors and questions which will help you decide the type of food that best suits your club.

These include the following:

- How big is your kitchen?
- What equipment do you have?
- What storage do you have?
- Is take-away an option?
- Do you have any kitchen staff?
- What would your members like? This is the most important factor – find out from them what choices would they like to see, what do they consider acceptable prices, what serving

times would best suit them?

- Keep the menu simple to start, 4-6 starters, 8-10 main courses and 4-6 desserts (which can, of course, be bought as finished products).
- Ensure the menu contains healthy and vegetarian options.
- You will also need a mixture of red meat, white meat and fish.
- Keep your menu descriptions simple, but make the dishes sound as mouth watering as possible, with words such as prime, succulent, tender and fresh.
- Think of your 'margin mix'. There are some dishes that will make you a high percentage gross margin (such as soup), and others (such as a baked camembert) where that gross margin will be lower, but the cash margins higher.

So what else should you be doing in 2015?

• Meal Deals

Meal deals can be a great value offering for members, such as 'buy a main course, get a discounted side order or dessert'.

Also two meals for a set price works well. Use offers to bring members in on quiet nights; offer your meal deals on a Monday to Thursday.

• Theme Nights

Use special events such as this month's St Patrick's Day to drive interest and create a fantastic atmosphere. You can also hold your own events around local events or those that are important to your members and guests. Fundraising events are perennially popular in clubs.

• Maximise Your Offer

Members are increasingly time precious, so offer a meal deal to take away. And if you do lunches, have a look at local businesses close by. Either get them to join and come in for lunch, or offer a delivery service if possible.