

Club Journal

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The magazine for all CIU members

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The Royal Society for Public Health has called for the smoking ban to be extended to outside areas



Alarm in clubland as experts call for smoking ban to be extended to outdoor spaces

The Royal Society for Public Health's (RSPH's) recent call for the smoking ban to be extended to some outdoor spaces – including areas immediately outside clubs and pubs – caused alarm in clubs up and down the country, many of which are still coming to terms with the drop in trade caused by the indoor smoking ban introduced in 2007.

According to the RSPH, reducing the 'convenience' of smoking by introducing exclusion zones would encourage more people to give up the habit and help to ensure smoking is seen as 'abnormal'.

Smokers' lobby group Forest welcomed the RSPH's simultaneous announcement that "nicotine is no more harmful to health than caffeine" but opposed any extension of the existing smoking ban.

Forest Director Simon Clark said: "Public health campaigns should be based on education, not coercion and prohibition. Banning smoking outside licensed premises would discriminate against adults who enjoy smoking."

Union President George Dawson CMD

believes that a further extension of the smoking ban to include outdoor areas would be disastrous for clubs.

"The licensed trade was hit hard when the previous smoking ban was introduced in 2007 with an estimated 29,000 clubs and pubs closing as a result of that legislation.

"Many clubs have really worked hard to counter the effects on their trade by investing significant sums in outside smoking areas to cater for the smokers amongst their membership, so the introduction of these so-called 'exclusion zones' outside clubs would put many of them out of business.

"I'm very glad the Government has gone on record as saying they have no plans to take up the recommendations put forward by the RSPH in terms of expanding the smoking ban but we must be on our guard.

"As a Union, we'll continue to make our voice heard on this issue through our representation on the All-Party Parliamentary Group for Clubs as well as through our membership of the Committee of Registered Clubs Associations (CORCA)."

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Sheffield set for big racenight

Sheffield's Owlerton Greyhound Stadium will be the venue for the Dransfields CIU Racenight on Tuesday, September 22.

Admission is free and includes a free drink, a free bet and portion of Nachos.

The doors open at 6pm with the first race of the night going off at 6.39pm.

ANY QUESTIONS?



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

Q My members have expressed an interest in our bar serving some of the lesser-known ales from around the UK – can you give me some advice?
Mike Benner, Managing Director of the Society of Independent Brewers (SIBA), which represents more than 820 independent brewers, responds:

It is estimated that there are over 18,000 different beers brewed each year in Britain and there seems to be no end to the growing consumer thirst for quality beer from independent brewers. Last year, production by SIBA brewers grew by an estimated 15.8% per cent to 2.99 million hectolitres or 526 million pints.

With so much choice available, deciding what range of beer you are going to stock in your club can be a challenge. Where do you start? Firstly, I would suggest you engage with your members to see what they are interested in. Perhaps you can offer a suggestion form that they can complete and put into a suggestion box for you to consider.

You will need to get an understanding of what your market is. Are your members experienced beer drinkers or are they new to the exciting British craft brewing scene? Do they want you to support the breweries local to the club by stocking their beers?

Are they interested in cask ale or craft keg products? Or you may find your customers would like a selection of flavoursome beers in bottles or cans. What styles and ABV beers do they prefer? There are a lot of questions to ask, but your job of creating a successful beer range will become a lot easier once you have these answers.

It is also important to factor in your club's set-up. Do you have a cellar and the experience to stock cask ale? If space is tight, offering a range of bottles and cans would work better for you. In recent times, many beer drinkers have stressed a desire to drink something that is locally produced. By

visiting siba.co.uk/directory/brewery-finder you will be able to find which brewers are located close to your club.

Give them a call and I am sure they would be delighted to talk you through their range and what could work for your membership, or even stage a beer tasting at your club, which will enable you to make the right beer selection – as well as being a great event for your members to attend, of course!

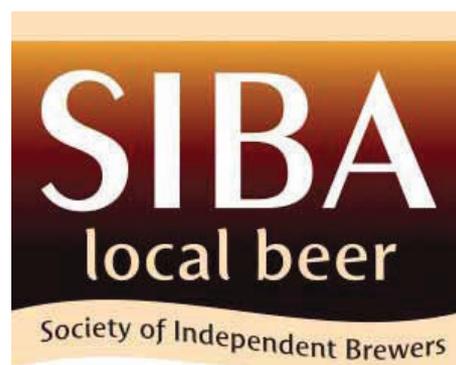
The British craft brewing scene has never been so exciting. Independent breweries all across Britain are brewing many different styles of beer, from blonde, spicy wheat beers to dark, chocolately porters, and everything in between. Last year, golden ale was the most popular style among SIBA brewers, produced by 92% of them, followed by traditional bitter (81%).

Strong bitters and IPAs were brewed by 72% of SIBA members and mild, a style that had almost disappeared, is now brewed by around a third of SIBA brewers. Less common styles such as barley wines and green hop beers, are also being produced by a growing number of SIBA members.

When choosing your beers, make sure you reflect the diversity of styles rather than stocking two or three golden ales or bitters of similar ABV. Serving different styles will appeal to different customers and keep even the most adventurous drinkers happy.

One way of refreshing your beer offer is to devote one handpull to a rotating selection of ales, changing every month or even more frequently. Seasonality is one of the great delights of British beer, and your beer drinkers will thank you if you're able to offer a light, refreshing ale in summer and a warming, fruity porter around Christmas.

I recommend sourcing beers from SIBA members, as all our members have pledged to brew according to our Manual of Good Brewing Practice. We have more than 820 members, ranging from small businesses supplying their beers very locally, to larger



SIBA has more than 820 members, ranging from small businesses to large family brewers

family brewers with regional or even national distribution.

SIBA runs a number of competitions for our brewers, awarding medals to the best beers across a number of cask, keg and bottled categories, at both regional and national levels. Given the hundreds of brewers who enter our competitions, any bar manager looking for a guide to the best British beers could certainly use our list of winners, published on the SIBA website:

www.siba.co.uk/events/

For multi-site operators, SIBA offers Beerflex (previously known as Direct Delivery Service). This service allows individual bars to source the beers they want and have them delivered direct from the brewer, while the pricing and invoicing are handled centrally between SIBA and the group's head office.

Currently, around 4,000 cask and keg beers are available through Beerflex, and we provide beer to 2,500 bars and pubs belonging to groups. For more information email: rachel.harriott@siba.co.uk or visit: www.siba.co.uk/dds_site

To find out about Cask and Craft Ales from the Union's Preferred Suppliers:
Carlsberg UK: 08453 710 199
Heineken UK: 0845 878 7075