

Club Review

VOLUME 23 - Issue 2, 2010

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Minutes of the Annual General Meeting

Held in the R.A.O.B. Headquarters, Belfast
on Saturday 13th March 2010



(L-R) Harry Beckinsale, Bob McGlone, Hugh Taggart, RAOB President, Tom McNaught, RAOB HQ Manager, John Davidson and Davy Larmour.

The Chairman, John Davidson, opened the meeting by welcoming those present following which he requested a minute's silence to be observed in honour of past members.

At this point the Secretary, Bob McGlone, read the minutes of the 2009 A.G.M. Which were subsequently passed as a true record and proposed and seconded by the Ulster Maple Leaf Club delegate and Robert York representing the Mountainview Social Club.

The Federation Treasurer, David Larmour, presented a financial report, copies of which were provided to each club representative. Following a detailed presentation the report was proposed and seconded by Tony Moore of Goodyear Sports and Social Club and seconded by the delegate representing Lurgan Mechanics Institute, as a true record.

It is anticipated that the Minister, Margaret Ritchie

MLA, may be looking favourably at granting the late night extensions we seek. Other aspects such as the accounts regulations are also anticipated to be amended to those applicable to other business sectors.

The club package available from SKY was the focus of some discussion. The PRO confirmed that although it reflects an excellent price structure, members should be aware that it only provides one box and not the two some clubs require. However it is common knowledge that there are other suppliers who can provide additional services, but clubs are advised to ensure they are legal. We are aware that such a supplier exists but they will only install where SKY is already installed.

The area of clubs being categorised as sports clubs was discussed in that this permits children on club premises up

continued on page 4

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Delegates from the INF Club, Hilltown and Lurgan Mechanics Institute with Tom McMinn and Harry Beckinsale.

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to 9.00pm without the need for a children's certificate. We feel that 10.00pm would be appropriate particularly when sporting events are taking place. Indeed we feel that children, in the company of a parent or guardian should be permitted on club premises until one hour after the end of a sporting event.

There is a range of other changes included in our submission, eg. abolishment of the penalty points system and such things as additional time in which to notify the authorities of changes to the club rules etc.

A question was raised on the subject of licensed doormen and if it is required for doormen

in a private member club to be licensed. The Chairman confirmed that private member clubs are not required to have licensed doormen except where and if they were to utilise the services of a private security company.

The Chairman went on to provide details of our submission to the consultation on the gambling review which focuses on amending current legislation to take account of recent changes such as online and televised gaming with no restriction. We discussed at some length the benefit clubs would derive from being permitted to have networked bingo across the network of clubs in the province. Other matters included the number of

machines being afforded in line with the size of a club.

The question of rates relief on areas mainly used for sports in clubs was discussed. Firstly clubs must have at least 20% of their premises already allocated to sport. If this requirement is met then it is possible to obtain 80% relief on the percentage used for sport. In other words, if 40% of your club premises is used for sport you can apply for relief of 80% on that 40%.

Club accountant Lawrence Shearer has provided an update on the reclaim of VAT on certain gaming machines, details of which are provided in this issue of Club Review.

Briefly it means that those

clubs who applied in the time permitted will receive reclaims.

Neil Holland of Firmus Energy, a supplier of natural gas, provided an excellent presentation highlighting the benefits provided by Firmus Energy to include lower tariffs, of particular interest in these difficult economic times. Neil went on to explain the Firmus Energy expansion program into greater Belfast and estimated costs for replacing old systems.

Fire Risk Assessments are shortly to become a legal requirement. Although they should have been introduced around November 2009 it is advised to be pro-active as we are informed they will be required when applying for an



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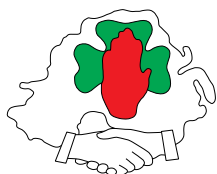
entertainment license. Michael Flowers of AVIVA provided an excellent overview of the Fire Risk Assessment available from AVIVA at a very competitive price.

The importance of clubs having appropriate cover for legal expenses for labour relations issues continually raises its head.

Federation delegate, and experienced union official/consultant, Joe Patterson provided a presentation on the complex area of labour relations. The main item he stressed was that in the event of disciplinary procedures clubs should seek advice from their insurance company immediately before taking any action. The insurance package provided by Rollins Club Insurance has such cover, so if your insurance is via another broker it would be best to check your policy to ensure it is included.

As there was no further business the meeting was closed. The Chairman, John Davidson, thanked Tom McNaught of the R.A.O.B. for hosting the meeting and for the welcome and excellent hospitality provided prior to and following the meeting.

Bob McGlone
Secretary



Neil Holland, Firmus Energy (2nd from left) with Federation executive committee members.



Representatives from Galgorm Group and the Ulster Maple Leaf Club.



Federation Treasurer with a representative from the West Belfast Social Club.



(Centre) Michael Flowers and Julie Foy from Aviva with Brian McCartney and Harry Beckinsale.



(Centre) Representatives from Galgorm Group pictured with Brian McCartney and Tom McMinn.

Update claims for overpaid VAT on gaming machines

First Claim for the Period 2003 to 2005

Background

On 17th February 2005 the European Court of Justice published its decision in the Edith Linneweber case. This case concerned the treatment of slot machines located in casinos (exempt) as opposed to similar slot machines located in non – casino environments (taxable).

The European Court found that it was unlawful for similar activities to be discriminated against in this way. Following the long established EC principle of fiscal neutrality the European Court found that where there are two

activities operating in a similar way, both must be treated equally and as such decided that the income received from slot machines outside of casinos should also be treated as exempt for VAT.

As a result, clubs in Northern Ireland had an opportunity to submit voluntary disclosure forms to HM Revenue & Customs claiming that output VAT on gaming machine income had been overpaid for the period 1st June 2003 to 5th December 2005. The voluntary disclosures were submitted during the 2006 year.

Upon receipt of the claim, HM Revenue & Customs requested additional detailed information to further supplement the claim.

The N.I. Federation of Clubs developed a standard template letter to be used in submitting a response to HMRC. In 2007 HMRC issued a reply rejecting the claims.

If a club felt it still had a valid claim HMRC advised that they must hear from the said club/claimant before 31st January



2007 stating that they still wished to pursue the claim.

At this stage, to protect the club's claim it was evident that a formal Notice of appeal should be sent to the VAT and Duties service in London. Letters of

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appeal needed to be submitted within 30 days of a claim being rejected ie: prior to 31st January 2007.

The Tribunal service then stated the following: 'The Tribunal proposes that for the present no further action be taken regarding your appeal since you have requested that it be stood over pending appeal of "The Rank Group (Lon2006/875)".

'Your appeal is one of a number of appeals that the tribunal has received relating to the same issue and in an effort to save costs for all parties this letter can be taken as confirmation that your application for standover has been allowed'.

HMRC in March 2007 replied with reference to "Fiscal Neutrality" as follows: Our position on the fiscal neutrality as applied to gaming machines was contrary to EC Law, claims will only be considered if they are supported by evidence that:

- A. Your machines are identical or substantially the same as those that you are comparing them with.
- B. these machines are treated differently for VAT purposes.
- C. this has caused distortion

of competition for your business.

During October 2009 the Rank Group Plc Case was heard at First Tier Tribunal (Tax Chamber) Decision Number TC00310 case Ref: LON/2006/875.

The Tribunal decided in favour of the Rank Group Plc relating to the first claim covering the 3 year period 2003 to 2005.

Please note that there is no opportunity to make new claims.

VAT claims covering this 3 year period have therefore been successful however HMRC intends to appeal this tribunal decision at an appeal hearing listed for April 2010.

It is possible that VAT refunds may be released prior to this appeal, however it is anticipated that any VAT refund would only be released if claimants sign an undertaking to repay refund monies in the event of the HMRC appeal being successful.

To date HMRC have not provided any information regarding the release of funds.

All Our Saturdays at the Grove Library



All Our Saturdays was launched at Grove Library on 2nd February 2010 in the company of Lord Coe and a celebratory grouping of some of Northern Ireland's greatest sporting heroes - Olympians Dame Mary Peters and John McNally were present as was World Disabled Champion Janet Gray together with boxer and Federation Treasurer Davy Larmour an Olympian and Commonwealth Games medalist. All Our Saturdays is designed to encourage young people to engage in sport.

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VAT returns go online next month



From April 1 any business with an annual turnover of more than £100,000 (excluding VAT) will be required to submit VAT returns and pay any VAT due online using the Revenue & Customs (HMRC) website.

If you are already registered for HMRC's online PAYE submission then you can add this service to your existing account, otherwise you will need to register online which is quick and easy. As April will shortly be upon us we recommend that if you have any uncertainties you should discuss the changes with your accountant as soon as possible.

HMRC is in the process of

sending all businesses a "Notice to file VAT Returns online and pay VAT electronically" where previous turnover exceeds the £100,000. This applies to businesses where turnover exceeds £100,000 and will obviously apply to most clubs.

The £100,000 limit refers to the annual turnover in any 12-month period that ends on or after December 31st 2009. This is continuously calculated with reference to the "Box 6" figure (sales net of VAT) taken from your last 12 months' worth of VAT returns. If a club is under the limit at present but exceeds the limit at any time there will be a requirement to file online thereafter.

Businesses with less than £100,000 annual turnover can also take advantage of the online system if they wish. It may be advantageous to do this in the short term as HMRC plan eventually to phase out paper returns altogether.

With the online system you get an extra seven days to submit the return and pay any VAT due. If paying by Direct Debit, an additional three days' grace is added to the payment, meaning that you can now get up to an extra ten days to make a payment in comparison to the paper returns system. The extra days do not apply to anyone accounting for VAT on the Annual Accounting Scheme.

If your accountant prepares and files your VAT return for you then they are required to seek your authorisation to do this online. They become authorised by requesting an authorisation code be sent to you from HMRC.

You can learn more at: www.hmrc.gov.uk/vat/vat-online/index/htm

You will not get a paper return to act as a reminder that your VAT return is due so you should supply an email address and HMRC will send you an email to remind you when you need to file a return.

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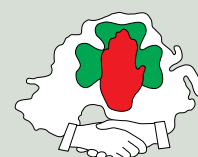
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Questions & Answers



Q. Can an employer take disciplinary action against several employees when they cannot prove which employee committed the conduct in question?

A. Where two or more employees are suspected of misconduct and the employer, despite investigation, cannot discover who is to blame, it may be fair to dismiss several employees in relation to the same incident without the dismissal being unfair. The employees would be dismissed on a reasonable suspicion.

The Employment Appeal Tribunal has set out six principles as a guide for

employers faced with this prospect.

Would the conduct, if committed by an individual, justify dismissal?

Was it reasonable to identify this particular group of employees as having been capable of committing the conduct complained of?

Could each individual, in isolation, have committed the act?

Has the employer conducted a thorough investigation?

As a result of the investigation is it reasonable to believe that more than one person was involved?

Given the evidence, can the employer identify the culprit?

NI Federation of Clubs

Helping you to stay within the law

Did you know that it is a legal requirement for every employer or person responsible for the common areas of buildings in multiple occupation to carry out a Fire Risk Assessment and if there are 5 or more employees the significant findings of that Risk Assessment must be recorded?

Is this new legislation?

The Fire Precautions (Workplace) Regulations (NI) 2001 places a legal requirement on employers to assess the risk to employees and visitors in the event of a fire at the premises.

Further legislation, namely the Fire and Rescue Services (Northern Ireland) Regulations 2006, which reinforces this duty, is expected to come into effect around March 2010.

Our new fire risk assessment service has been designed to help businesses to fulfil this legal obligation without breaking the bank!

Why have we introduced our fire risk assessment service?

Businesses may be failing to comply because they are unaware of the requirements or perhaps lack the expertise in their organisation to carry out this important task. Our qualified team can help customers in this position achieve legal compliance for their business at a reasonable cost.

What is our fire risk assessment service?

We will arrange a convenient time for a member of our

team to conduct the fire risk assessment.

Following their site visit, we will produce formal documentation outlining the findings of these fire risk assessments.

If shortfalls are identified, we will also provide advice about how they can be put right. This will include details of relevant preferred supplier solutions and the discounts they make available to our customers.

How much does it cost?

As the UK'S number one insurer we are keen to help

those businesses whose current circumstances mean they are not complying with the law to address this. Our fire risk assessment service has therefore been very competitively priced and introductory rates will also be applied to bookings received before 30 June 2010. The discounts available are significant with the starting price for this service being £350+VAT including expenses.

If you would benefit from this service, we would be happy to produce a proposal for you. This would provide more information about the service

and a price that reflects your specific situation.

How to find out more:

Your first point of contact should be your Regional Risk Solutions Manager or Regional Risk Adviser, who will be happy to assist you. Here are their contact details:

Michael Flowers
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Julie Foy
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Whiskey Master issues global challenge

Can you make it at bushmills?

This year the Bushmills Master Distiller, Colum Egan, has taken the unprecedented step of offering to share his unique life in Bushmills for 30 days. This global opportunity will see one person gain hands-on experience working alongside Colum at one of the world's oldest working whiskey distilleries and become part of the area and community that was granted a licence to distil in 1608.

If, at the end of the 30 days, the winner proves to Colum that they have what it takes to 'Make it at Bushmills', they will become the first ever person outside of the distillery to create their own special blend of Bushmills Irish Whiskey.

Colum Egan said recently, "We are really excited about the opportunities 'Make it at Bushmills' will offer both trade and consumers. The global popularity of Irish whiskey today is unmistakable – in fact figures show that it is the fastest growing international spirits category and it has also been named Northern Ireland's best export.

'Make it at Bushmills' offers people the chance to engage directly with this global Irish whiskey phenomenon. By getting behind this Bushmills campaign, trade outlets have multiple opportunities to drive footfall and conversations with consumers – enabling them to tap into the growing popularity of Irish whiskey to drive sales.

"Of course, 'Make it at Bushmills' is the chance of a lifetime for bartenders, retailers



Bushmills Master Distiller, Colum Egan.

and distributors who also think they are up to the challenge! We're looking for someone who captures the spirit of Bushmills. It's a fantastic opportunity for someone in the trade to have an unparalleled experience that they can take back into the industry. I expect to see lots of entries from bartenders worldwide vying for my job!"

Set against the stunning backdrop of Northern Ireland's north coast, the winner's 30 day experience will be filled with the best that the Bushmills area has to offer, from the secrets of whiskey-making to surfing on Ireland's best beaches and playing golf on world-renowned courses. The unique opportunity will allow them to discover and become part of the personality

and sense of adventure that are an integral part of the Bushmills community.

Colum added, "Over the past 400 years we've learned a lot about making great whiskey and a lot about enjoying it! That's something we want to share.

"If someone can prove to us that they have what it takes to 'Make it at Bushmills' then we'd be delighted to let them be the first person outside of the distillery to work alongside me to create their own special blend of Bushmills."

The global search for someone to 'Make it at Bushmills' will give millions of people the chance to apply online through the Bushmills Facebook

page. People in participating countries will compete to win a place at Bushcamp, where each of the country winners will try to prove that they have what it takes to be the global winner of the challenge.

For the winner of Bushcamp, there are the added attractions of a 30 day trip in Ireland for two, luxury penthouse accommodation and £5,000 spending money. Terms and conditions apply.

Do you have what it takes to 'Make it at Bushmills'? Then enter at facebook.com/bushmills1608.

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Molson Coors sets up NI operation

Molson Coors, the Global Family Brewer, has set up its own direct sales and marketing operations in Northern Ireland, creating up to 14 new jobs.

In a multi-million pound investment, the company whose portfolio includes popular beer brands Carling, Coors Light and Grolsch will operate from new offices at Adelaide Business Park on the Boucher Road.

The opening of the Belfast office comes just three months after the opening of a dedicated office in Dublin as Molson Coors, the fifth largest brewer in the world, expands its operations on the island of Ireland.

From March 15th, the sales and distribution of Molson Coors' key brands will be handled directly by the company.

"This is a very exciting new era for Molson Coors in Northern Ireland," said Niall McMullan, Head of Sales (NI) for Molson Coors.

"The past year has been hugely successful for our flagship brands Coors Light, which is Northern Ireland's fastest growing bottled beer, and Carling which has exceeded all initial sales targets, supported by major sponsorships such as the Carling Premiership with the Irish Football Association.

"The growth of these brands



Niall McMullan Head of Sales (NI) and Niall Phelan Country Manager for Molson Coors raise a glass as it is announced that the company is setting up its own direct sales and marketing operations in N. Ireland.

has now taken us to the stage where we feel a hands-on approach is required and we really look forward to working directly with the drinks trade in Northern Ireland and investing more to support our brands in what has become a very important market to us.

"Not only will we be focusing on key brands such as Carling and Coors Light, we will be looking at bringing new products into the market from our diverse portfolio of brands which embodies more than 350 years of pioneering spirit and brewing heritage," he added.

"Molson Coors is a global

family brewer with a strong family ethos and that is something that we aim to bring to the trade in Northern Ireland. Listening to our customers' needs, collaborating with them to develop value adding activity and delivering against our promises is at the heart of our business, making us easy to do business with and ensures we will add real value to our customers' businesses in 2010."

Any clubs wanting to enquire about Molson Coors brands can call the company's Customer Care Team on 0845 6000888.



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*Source: NITGI 2009 ABC Jan-Jun 09

Diageo Ireland announces test of Guinness Black Lager in NI

a new addition to the Guinness family



John Kennedy, Managing Director, Diageo Ireland pictured at the announcement of a test of Guinness Black Lager in Northern Ireland.

Pic Andres Poveda / CPR.

On Monday 22nd March 2010 the Federation P.R.O., Harry Beckinsale, attended the test launch for Guinness Black Lager in Northern Ireland.

Guinness Black Lager is innovative and not only refreshing to taste but importantly creates a new image for the latest product to carry the iconic Guinness name.

At first sight you could be forgiven for thinking it is just a gimmick, but be assured this is the real deal. Furthermore it is certain this will broaden the appeal of Guinness as a name brand due to the fact that, although a lager, the Master Brewer has assured it retains that distinctive Guinness taste.

Even for the most discerning/passionate Guinness drinker, this new lager will provide a refreshing drink which combines the refreshing taste of lager with the unique flavour of Guinness.

With Guinness Black Lager, the Master Brewers of Guinness have built upon 250 years of rich brewing heritage which takes lager enjoyment to a completely new level.

Available in 330ml bottles, the lager will shortly be available across selected on and off-trade outlets in Northern Ireland as a test market for Europe. The launch of this new and exciting lager will be supported by a heavyweight media campaign together with visibility and

promotions in respective outlets.

Michael McCann, Head of Diageo Northern Ireland said, "I am delighted that Northern Ireland consumers will be able to experience Guinness Black Lager. Guinness Black Lager, like all lagers, is characterised by its refreshing taste and is cold filtered at sub-zero degrees. The addition of Guinness expertise, imparts a taste that is unique among lagers".

The lager is bottled in a dark amber bespoke Guinness bottle to lock in the freshest possible lager taste. The premium, contemporary, silver and blue-labelled bottle is chilled and ready to satisfy straight from the bottle.



Guinness Black Lager will be test-marketed in Northern Ireland and will be available in the on-trade and off-trade at a price comparable to premium lagers.

Enjoy GUINNESS® responsibly

New appointment

Niall will manage the Molson Coors Northern Ireland business and have complete responsibility for sales in the region. In his role, Niall will drive the continued growth of Carling and Coors Light while developing the Molson Coors portfolio of brands.

Niall has 18 years experience in the fast-moving consumer goods sector (FMCG) sector in a range of senior sales and marketing positions for a number of companies including C&C Ltd., Coca-



Niall McMullan,
Head of Sales (NI)

Cola Bottlers Ltd., and most recently Diageo.

WKD encourages clubs to pour the CORE

WKD Core, the 4.5% ABV apple cider launched last year by Beverage Brands, is offering free glassware to on-trade outlets across Northern Ireland. The promotional activity is designed to encourage staff to serve the new bottled cider in branded glasses and further demonstrates Beverage Brands' on-going support for trade customers.

To obtain a free box of glasses, all customers have to do is order two cases of 12 x 500ml bottles of WKD Core. The offer is available through key stockists while stocks last.

The pint glasses hold a full bottle of WKD Core and proudly display the brand's logo. The brand

has experienced a positive reception by trade stockists and consumers alike since its launch last May, and the glass promotion forms part of a comprehensive 2010 support programme which will include consumer advertising, rate-of-sale promotions, trade promotions and on-going POS support for stockists.

Debs Carter, marketing director at Beverage Brands, said, "Serving WKD Core in branded glasses will help build awareness in clubs that the new product is being stocked and will also enhance the drinking experience for consumers. We're very encouraged by the brand's performance in the on-trade so far and this activity will build further on our success."



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If you want to add atmosphere to your club, there's nothing quite like music:

- **84%** of customers would visit a club playing good music more often†
- **82%** of customers say that good music encourages them to buy another drink and stay longer†

Don't forget that if you play music in your club, or even if you just show TV programmes, you may need a licence from *PRS for Music**.

We have a dedicated licence for members' clubs, designed to suit your needs. Nearly **90%** of your licence fee goes to music creators, so they can keep on making music.

For more information, or to buy a Music Licence call us today on **0800 068 4828** quoting 'Club Review'

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www.prsformusic.com

PRS for Music supports Northern Ireland's up and coming musical talent as well as more established artists such as Snow Patrol and Neil Hannon.

PRS for Music is proud of its long-standing relationship with the NIFC and would like to thank them for their continued support of music in Northern Ireland's clubs.

†Music Works survey of 2,000 people, conducted in March 2009. Visit www.musicworksforyou.com for more details. *The Copyright, Designs and Patents Act 1988 requires you gain the permission of the copyright owner if you play music in public. Our Music Licence provides you with this permission for the rights administered by *PRS for Music*, for musical works controlled by *PRS for Music* in the UK. A separate sound recording licence may also be needed. Visit www.ppluk.com for more details. A Music Licence gives you the right to play our copyright music. You also need a TV licence.

Let music help you bring your club to life

A members' club needs regular visitors to maintain a great atmosphere, so it's only natural that a club would want to do as much as possible to keep members coming through the door.

Many clubs have found that playing music can be a great way of doing just that. Recent studies† have shown that 91% of customers like to hear some background music played in a club or bar, and 82% of those would buy more drinks and stay longer if music they enjoyed was being played. 82% also feel that hearing good music makes them more sociable.

Playing music for your customers and staff does come with an upfront fee, as all businesses using copyright music require a licence from *PRS for Music*. However, this can be balanced out nicely by the benefits that playing music for customers can bring, such as increased bar sales.

Music Licences are tailored according to the size of your business and the way in which music is played or performed there, such as on a CD player,

radio or a TV (even if you just have the TV on for sport or other programmes, you will require a Music Licence as well as a TV licence).

Where the money goes

PRS for Music plays a vital role in ensuring that music creators are rewarded for the use of their work. We're a not-for-profit organisation. Nearly 90% of our income is re-distributed amongst our songwriter and composer members who write the music you listen to, including artists from Northern Ireland.

For more information or to buy a Music Licence, call us on 0800 068 4828 quoting Club Review or visit www.prsformusic.com

†Music Works survey of 2,000 people, conducted in March 2009. Visit www.musicworksforyou.com for more details.

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Wang fine day...

Magners Light springs into summer

Designer to the stars, Vera Wang, headlined at this year's Magners Light Spring into Summer, the fashion show which annually launches the style season in Northern Ireland.

The two day fiesta of fashion took place in the historic and atmospheric setting of St George's Market in March and Ms Wang's Wedding Collection was a major attraction in the eclectic mix of designer, High Street and vintage looks.

James Simpson, Marketing Manager for Magners Light, said, "This is the big 'show

off' event of Spring and as expected we saw as much trendsetting fashion in the audience as there was on the catwalk. There's no doubt about it: if you're aspiring to be amongst Northern Ireland's beautiful people - part of the in-crowd - then you just have to be part of Magners Light Spring into Summer 2010. The show comes at a time when everyone is eager to get rid of the winter woollies and the dodgy headgear that we've been wrapped up in for so long. When the catwalk was revealed at St George's Market it really was the sign that Spring had finally sprung!

This is a great event for us and is particularly appropriate for Magners Light, given its popularity with the fashion and image-conscious. Magners Light provides all the crisp, refreshing flavour and natural character you would expect from Magners Cider but with only 92 calories."



Magners Light Marketing Manager, James Simpson, is pictured with models Claire Murray and Andrea Cairns.

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2010 World Class Bartender of the Year competition



Gareth Lambe, winner of the Ketel One Vodka Heat for Diageo's 2010 World Class Bartender of the Year Competition.

Reserve Brands, the luxury spirits portfolio from Diageo, continues its search for the 2010 World Class Bartender of the Year and is delighted to

announce that Gareth Lambe from Venu Brasserie has won the Ketel One Vodka Heat with his Ketel One cocktail called "The Dirty Wizard".

The hotly contested heat also saw finalists from across Ireland battling it out to win the prestigious title in the Ketel One Classic Cocktails Challenge.

The esteemed judging panel for the heat included renowned food and wine writer Tom Doorley, restaurant proprietor Nick Munier and International Ketel One Vodka Brand Ambassador Justin Smyth.

Following the success of last year's inaugural competition, World Class is now ranked as one of the most prestigious international bartending competitions, with entrants from across the globe competing for the accolade

"World's Best Bartender". The programme was developed by Diageo Reserve Brands to educate and inspire bartending talent to create exceptional cocktails, service and experiences.

World Class 2010 features a new layered structure, whereby each category heat – Whisk(e)y, Vodka and Gin – has two rounds. During the first round the bartender creates a bespoke cocktail to sell and trial in their bar and to be judged at the category final. The three chosen finalists will then compete in the second round, which is a Classic Cocktails Challenge, in order to further test the expertise of the individual bartenders.


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Ballygowan 250ml and 750ml glass bottles will soon be sporting pink labels for a great reason. Every Ballygowan Pink bottle sold will help the **Marie Keating Foundation** to raise funds for breast cancer awareness. And we want you to join with us to support this great Irish charity.*

This major initiative will engage with people all over the country, encouraging them to be part of it. The campaign will be supported with a **€1.2 million** investment across TV, Outdoor, Press and Radio, as well as PR activity and fundraising events.

Talk to your local Britvic sales representative about how you can be part of Ballygowan Pink today.

*Thanks to Marie Keating Foundation partnerships with Northern Ireland cancer charities, all money raised locally will be spent locally.

Ballygowan bottles go pink in support of Breast Cancer Awareness

Ballygowan has today officially unveiled a major new campaign to raise much needed funds for breast cancer awareness on the island of Ireland. Supporting the Marie Keating Foundation and its campaign partner in Northern Ireland, Action Cancer, the Ballygowan 'Be Part of It' campaign also hopes to promote the importance of early detection in saving lives.

The first phase of the Ballygowan 'Be Part of It' campaign is the launch of its Ballygowan Pink Bottle. Ballygowan Pink contains the same pure, Irish still water, which Ballygowan is known for, presented in a stylish pink bottle.

Every bottle of Ballygowan Pink sold will help the 'Be Part of It' campaign, to raise much needed funds for breast cancer awareness. Every bottle sold in the province will support Action Cancer's life saving early detection and education services.

The Ballygowan 'Be Part of It' campaign will also be supported by a marketing campaign featuring Ronan Keating. As well as buying Ballygowan Pink, consumers will be able to 'be part of it' by visiting the Ballygowan Pink website and dedicated facebook page. Over the next six months, in the lead up to Breast Cancer Awareness Month in October, Ballygowan will also be running a series of events to involve consumers in raising funds for the Marie Keating Foundation and Action Cancer.

Speaking at the launch Ronan

Keating said, "The Marie Keating Foundation is very close to my heart and I am delighted that a brand like Ballygowan has come together with the Foundation, and our Be Part of It partner in Northern Ireland, Action Cancer, to help raise much needed funds. What's really exciting for all of us is that this campaign is not only about fundraising, but also raising awareness and education. I am thrilled to 'be part of it'."

Also speaking at the launch, Leonie Doyle, Head of Stills Marketing at Britvic Ireland said, "We are delighted to introduce our Ballygowan Pink bottle, as the first part of our 'Be Part of It' campaign. Every day in Northern Ireland, another woman is diagnosed with breast cancer. We hope that our campaign can play a key role in raising much needed funds for the Marie Keating Foundation and Action Cancer as well as educating woman on the importance of early detection in beating this disease. There will be lots of ways for consumers to get involved throughout the year and raise more money for this great cause."

The Ballygowan Pink bottles are now on shelves in local convenience stores and supermarkets in 500ml and 2 litre bottles. A special glass bottle is available in outlets nationwide in 250ml and 750ml bottles.

For more details log onto www.ballygowan.ie and become a fan on www.facebook.com, by searching for B part of it.



Ronan Keating and Miss Ireland, Laura Patterson call on people of N. Ireland to 'Be Part of It' and raise much needed funds for breast cancer awareness by picking up their bottle of Ballygowan Pink. Every bottle of Ballygowan Pink sold will help the Marie Keating Foundation, and its 'Be Part of It' campaign partner in Northern Ireland, Action Cancer.

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Win a fourball at the 2010 Causeway Coast Amateur Golf Tournament

All stockists of Tullamore Dew Irish Whiskey in the club sector will have the chance to win a fourball at the 2010 Causeway Coast Amateur Golf Tournament. This prize, worth a staggering £1000, includes entry for four persons to the tournament proper. For your chance to secure this amazing offer, please speak to your McCabes sales representative or our sales office staff for terms and conditions.

Tullamore Dew, the world No. 2 Irish Whiskey, is proud to be title sponsor of The Causeway Coast Amateur Golf Tournament for the fourth year running. This is the largest amateur golf tournament in Europe, held every summer on four glorious courses of Northern Ireland.

The tournament is one of the top three highlights in the Northern Ireland sporting calendar and regularly attracts golfers from as far afield as South Africa, Canada, Australia, the USA as well as

Europe. Golfers appreciate the camaraderie, hospitality and above all the magnificent setting of the area, known as a 'golfer's paradise'.

The tournament takes place in the beautiful and awe-inspiring scenery of the Causeway Coast, a World Heritage site and Northern Ireland's premier tourist attraction. The Portrush Valley, Portstewart, Ballycastle and Castlerock clubs - which provide some of the best golfing anywhere in Europe will host the 2010 competition from 7th to 11th June 2010.

The four-day 72-hole Stableford competition, for teams of four, is perfect for amateur players at every level, and incentives of individual and daily prizes are on offer throughout the tournament.

Brian Greer, Marketing Coordinator for James E McCabes Ltd, distribution agents for Tullamore Dew in Northern Ireland, commented,

"We have been delighted to continue support for this prestigious sporting event. With its great international profile, huge popularity and fine reputation, the Causeway Coast Amateur Golf Tournament is the perfect platform for Tullamore Dew. As the market leader in many European markets, and as a truly international award-winning Irish whiskey,

Tullamore Dew is an ideal partner.

Tournament information, entry forms for 2010, photo gallery and a score tracker are available on the official tournament website www.tullamoredewgolf.com



Some of the competitors and the Tullamore Dew promotional girl before teeing off at the tournament last year.

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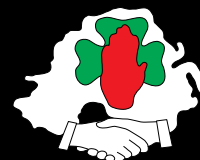
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Carling NI football writers' awards

Patt on the back

There's just no stopping goal-machine Rory Patterson. The Coleraine striker has been used to bagging hat-tricks this season and now he has scooped yet another one.

Fresh from making his international debut as a second-half substitute for Northern Ireland in Albania, the 25-year old has been named the Carling Northern Ireland Football Writers Player of the Month for February. It is Patterson's third NIFWA award in four months and after notching seven goals in as many matches, it was no surprise he got the call from Nigel Worthington.

"Winning individual awards are always fantastic and I am as happy about this one as I was with the first one this season," said the former FC United of Manchester striker.

"The most important thing is that Coleraine are doing well and I think the season can only get better for us. Obviously making my Northern Ireland debut was a major honour and although the result was poor, I'll never forget it."

Seventeenth heaven for Portadown's McFall

Winning trophies is something Ronnie McFall has mastered in his distinguished managerial career.

The Portadown boss has won every piece of silverware the game has to offer and after a fantastic run of displays in February, McFall has been named the Carling Northern Ireland Football Writers Association (NIFWA) Manager of the Month for the 17th time.

During the month, the Mid-Ulster giants saw off Cliftonville twice, Glentoran and derby rivals, Glenavon.

It was no mean feat for the Shamrock Park acers as Cliftonville and Glentoran were top of the Carling Premiership table when they put them to the sword.

"This is the second Manager of the Month award I've received this season which is a great honour as managers only ever seem to receive abuse," joked McFall.

"On a serious note however, it has been a great month, winning four games in a row, including some very big matches. Unfortunately we didn't win the Co-Operative Insurance semi-final but you can't have everything.

"I also want to thank the NIFWA for their support and, of course, Carling who have put time and money into our game when clubs are struggling to survive."

Veigh to go for DC

Until recently, it was a season to forget for Donegal Celtic talisman Paul McVeigh.

So often the go-to man for Packie McAllister Championship 1 title challengers, McVeigh has spent more time on the treatment table than terrorising defenders this season. But now he is back with a bang and hoping to give DC the edge over the teams around them.

McVeigh's four goals in four games have earned him the Carling Northern Ireland



Coleraine's Rory Patterson was awarded the Carling Northern Ireland Football Writers' Association Player of the Month award for February.



Portadown Manager Ronnie McFall receives the Carling Northern Ireland Football Writers' Association Manager of the Month award for February from NIFWA Chairman Stephen Looney and Carling girl Catherine Milligan.

Football Writers Championship Player of the Month for February but the modest west Belfast man insists he was lucky to get the nod.

"It has been a really difficult season for me after breaking my fifth metatarsal," said McVeigh.

"But I am back now and feel strong. Stephen O'Neill scored more goals than me last month

so I am surprised he didn't win this award but I accept it on behalf of everyone at Donegal Celtic.

"We've had a good month and any one of us could have won it."

McVeigh finished top of the pile ahead of Shane Jennings of Limavady United and Carrick Rangers' Darren McNamee.

1971

Leeds blow up as Arsenal steal the double

Leeds, acknowledged by everybody (including Bill Shankly!) as the greatest club side of the day, once again had their hopes dashed. And this time they could unequivocally point to the referee Ray Tinkler as the man who virtually extinguished those hopes.

As the championship race was coming to the boil on April 17 Tinkler overruled his linesman and allowed a West Brom goal that was the most controversial of the season. The ball cannoned off the West Brom forward Tony Brown, who started to chase it, but then stopped, as did all the other players, because the linesman was pointing at another West Brom forward, Colin Suggett, who was in an offside position and running in support of Brown.

Incredibly, Tinkler waved play on, and Brown, almost reluctantly, was able to pass to Jeff Astle, who also looked offside, to sidefoot the ball past the stranded Gary Sprake. Chaos ensued. Fans invaded the pitch and 23 were arrested. Leeds were fined £750 and ordered to play their first four home games of the next season away from Elland Road.

Arsenal had experienced their own hiccups three weeks earlier. In the FA Cup semi-final against Stoke they had been 2-0 down with half an hour gone and should have been three down minutes later when Jimmy Greenhoff, with only the keeper to beat, blasted high and wide.

Arsenal got one back but with time added on they were still in pursuit of an equaliser when they were awarded a hotly debated penalty. Peter Storey beat Gordon Banks and gained them a replay.

This was probably the turning point of the season. Arsenal still had 10 League matches to play and they had demonstrated a mettle that perhaps Leeds did not possess. Having won the League on Monday May 3, and celebrated until the Wednesday, Arsenal now had to beat Shankly's Liverpool in the Cup final on the Saturday if they were to emulate their neighbours Tottenham and achieve the Double.

Liverpool fully tested the new champions. The two best defences in



Charlie George holds the FA Cup aloft ably helped by George Graham.

the land had kept the first 90 minutes scoreless, then two minutes into extra time Steve Heighway beat Bob Wilson with a near-post shot. Eddie Kelly equalised for Arsenal, and with nine minutes remaining Charlie George, the darling of the North Bank, blasted a right-footed shot past Ray Clemence for the FA Cup, and the historic Double.

Mill Reef sprints to record-breaking career

It was almost too much to hope that, after Nijinsky's heroics the previous year, English racing could enjoy another spectacular season. But while Nijinsky was sweeping all before him three two-year-olds were also starting to make a name for themselves.



A young Ian Balding (trainer) with Mill Reef.

The long awaited showdown came in the 2,000 Guineas, with Mill Reef just the favourite even though he had been beaten by My Swallow the year before. The third contestant, Brigadier Gerard, was nowhere near as heavily fancied because he had not run so far this season and was rated behind My Swallow and Mill Reef in the Free Handicap.

My Swallow, as anticipated, set the pace but coming up the hill it was Mill Reef and Brigadier Gerard who fought out a stirring finish, with Brigadier Gerard pulling away by three lengths.

My Swallow's career went into decline but Mill Reef and Brigadier Gerard went from strength to strength, particularly Mill Reef, who never lost again. He had little trouble in winning the Derby and then over the course of the rest of the summer he proved he was undoubtedly the best middle-distance horse of the year as he ran away with the Eclipse in record time, the King George VI and then, just to round off the year, the Arc de Triomphe in a record time as well.

Also this year...

Cricket - Sunil Gavaskar made his debut in the 2nd Test in Trinidad, hitting the winning runs in India's first victory against the West Indies.

Football - Fourth Division Colchester provided one of the greatest shocks of the FA Cup when they knocked out Leeds 3-2 in the fifth round.

Rugby Union - The value of a try was increased from three points to four in an attempt to encourage attacking play.

Squash - The first court with a glass back wall opened near Sheffield.

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