

# Club Review

VOLUME 23 - Issue 4, 2010

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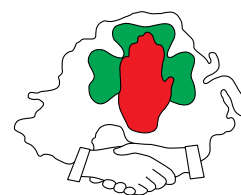
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## Minutes of the executive meeting

Held in the West Belfast Sports & Social Club  
on Saturday 8th June 2010



The Chairman, John Davidson, opened the meeting with an apology received from Philip Mallon. The Minutes of the previous meeting were read and passed without amendment and proposed and seconded by Raymond Connor and Brian McCartney.

The Secretary then read correspondence received with explanations provided where required.

Correspondence from the Minister, Margaret Ritchie MLA provided details of the proposed Licensing Bill.

While we welcome the additional late nights and the relaxing of the very strict accountancy regulations we remain concerned about aspects of the penalty points system, so much so that we have discussed the detail with our legal representative. As they say, 'the devil is in the detail' and while things may look positive other aspects of the Bill overshadow the benefits.



*The executive committee with officers of West Belfast Sports & Social Club*

The Chairman elucidated on correspondence received from various bodies, an increasing number of which are now being received via email with a big increase in the use of the Federation helplines.

The proof of age scheme remains a contentious area, and while important, it remains difficult to police. Indeed we are reminded of the scheme organised and financed by the Portman Group which was shelved.

It is planned to meet Margaret Ritchie's successor Alex Attwood MLA and of course the DSD committee at the earliest opportunity. As a forerunner we have continued to engage with various sporting bodies.

We were disappointed to be made aware that the FRLT (now Pubs of Ulster) are lobbying against the additional late nights available to clubs. They would do well to remember

that it is not private member sports, social and recreational clubs which pose a threat but rather the availability of low cost alcohol which is feeding the stay at home culture to the detriment of us all. Clubs are aligned with sport and recreational activity with the social club aspect being an important and indeed an essential part of that structure. In fact, where would Government find the finance to replace that provided by the social aspect of a sports club, particularly in the present economic climate.

The question of door supervisors was raised, with clarification that the requirement does not apply to private member clubs unless they engage the services of an outside agency to provide door supervisors.

Details of the ongoing work to establish a voluntary code of practice were discussed

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however things seem to have slowed down on this matter. We of course do not have the problems faced by other sectors in the leisure industry, nevertheless it is an important issue and we remained focused on seeing a satisfactory outcome in the interests of everyone.

Details of the recent C.O.R.C.A. meeting hosted in Belfast was discussed. It was agreed that the meeting was most informative with particular reference made to the correspondence forwarded to Tesco's by C.O.R.C.A. Chairman Philip Smith.

Rates relief was also discussed with interest expressed on the relief afforded to sports clubs in Northern Ireland. It would appear that many clubs on the mainland have sports facilities

but have not explored utilising this channel to secure rates relief.

The Treasurer presented a financial report which was proposed and seconded by Gerry Gallagher and Jim Hanna.

The Chairman made a suggestion that we consider holding monthly meetings on a day or evening other than Saturday particularly in the summer months.

As there was no further business the Chairman thanked the West Belfast Sports & Social Club for hosting the meeting and for the kind hospitality which preceded and followed the meeting.

*Bob McGlone, Secretary*

## Club law and management

### VAT on pool and snooker tables update

It would appear that a number of clubs may not be benefiting from the reclaim of VAT available on income from snooker and pool.

It has been confirmed that any amount paid by members of a Member's Club for use of either pool or snooker facilities (whether this is paid directly into the machine or via a light meter) is exempt from VAT. Any clubs which have been paying VAT on these amounts should contact HMRC in order to obtain a refund, which we understand could go back six years.

An officer of HMRC confirmed that 'any additional amounts that members pay

to use snooker/pool tables in addition to their standard rated yearly membership is exempt from VAT - VAT notice 701/45 Paragraph 3.5.7'.

The relevant extract from that notice is as follows: "You should exempt any additional amounts the members pay to use the sports facilities such as pool or snooker tables." - Public Notice 701/45, s 3.5.7 Paragraph 2.

Therefore any such sporting facilities should be exempt from VAT, if you have paid VAT on such items in the past four years then you are advised to contact HMRC and apply for a refund.

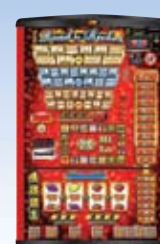
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## The devil is in the detail



John Davidson  
Chairman, N.I.F.C.

The Federation has been actively engaged in preparing a submission to the Department of Social Development (DSD) in response to the Minister's licensing bill. On first glance the new bill would appear to relieve much of the onerous administrative burden on the club sector, however the

devil is in the detail with the potential in other aspects of the bill to create greater powers than those which already exist. We do not share the view that we are in competition with other sectors of the licensed trade – far from it – we share the same problems, which are those linked to the growing stay at home culture, fuelled by low cost alcohol available in supermarkets and off-sales.

It is of the utmost importance to acknowledge that private member sports, social and recreational clubs are the driving force behind sport, recreational and social activity in the province, providing the essential financial underpinning supported by a substantial voluntary input.

As one would expect it was natural for us to engage with the representatives of respective sporting bodies with which we are closely associated. With sport relying on their associated social clubs to financially underpin their sporting base it is incumbent upon us to remain focused on the detail of the Minister's new bill.

With my fellow Federation officers and in common with sporting representatives, we are determined to move club legislation forward.

In her statement the then Minister, Margaret Ritchie, acknowledged the valuable role played by sports, social and recreational clubs, something

we appreciate, however it would appear that department officials do not share that view and are determined to keep things very much as they were, simply moving things around to provide the perception that improvements have been provided.

In the current economic climate the club sector has an increasingly important role to play and unless the DSD officials have an enormous pot of money with which to financially support Northern Ireland's sporting base they would do well to stop pussyfooting around and move us all into the 21st century both for the benefit of sport and suppliers alike.

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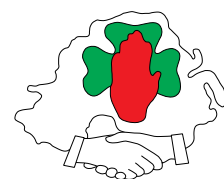


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## 2010 N.I. Federation of Clubs Annual Dinner & Dance



We are delighted to complete our coverage of the 2010 Dinner and Dance of the N.I. Federation of Clubs held at the Members' Rooms, King's Hall, Belfast.

We wish to thank members for the many positive comments we have received following the evening.

At this stage the date for the 2011 Dinner and Dance has not been confirmed. Confirmation of the final date will be published in due course.

We look forward to seeing you all again next year.

*Pictures courtesy of 'The Party Press'.*



*(L-R) Federation Vice-Chairman Brian McCartney and Chairman John Davidson with NIFC guests.*



*Representatives of the Ulster Maple Leaf Club.*



*The NIFC's Philip Mallon and wife Pat (far left) with their friends.*



*Representatives from Brantwood Football Club.*



*As usual Big 'O' was in good form.*



# Annual Dinner & Dance



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1. The Miami Showband lived up their reputation and were outstanding.
2. Executive member Dessie Member and his sister enjoyed a fabulous night.
3. Ulster Sports Club Secretary Stephen Watson with father Tommy and their wives.
4. It was good to see Hilltown being well represented.
5. Mr Hugh Lewis (centre) pictured with NI Federation of Clubs executive committee members, Jim Wilson (left) and Gerry Gallagher.
6. Margaret McCullough (left) with not one but two Mrs Dinns.
7. Tom McNaught of the RAOB HQ club with his wife and guests.





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8. Frank McKee with Mrs Martha Gough.

9. Hugh Stockman of West Belfast HPS in good company.

10. Sam and Martin Dinnsmore of the Computer Accounting Bureau.

11. It was good to see Mr & Mrs John Brown again.

12. H&W Welders FSC members in good spirits.

13. Mr & Mrs Tommy Scott from Greenisland.

14. Chris Asbury, Secretary of Dundela F.C in good company.



14

## Has your club completed a fire risk assessment?

In Great Britain the Regulatory Reform Order 2005 (Fire Safety) came into force in 2006 and replaced 70 previous pieces of legislation.

Although there has been a delay in the introduction of this in Northern Ireland clubs should be aware that they are still required to fulfil the requirements of the legislation as a matter of good practice.

It is required to nominate a responsible person to check that the order is complied with and to ensure the safety of employees, members and visitors.

A fire safety risk assessment is, in the majority of cases reasonably straightforward provided it is

given adequate and thoughtful attention.

The risks are probably well known to the majority already and it should be noted that the necessary control measures are not difficult to apply.

### THERE ARE 5 KEY STEPS

1. Identify the fire hazards.  
How could a fire start and what could burn?
2. Identify people at risk.  
Everyone is at risk but some more than others. Consider the elderly, children or the disabled.
3. Evaluate and act.  
Consider what you have found in steps 1 & 2. What are the risks of a fire starting and what are the risks to members in

the building nearby? Remove and reduce risk; take action to protect your premises and people from fire.

4. Record.  
Keep a record of any fire hazards and what you have done to reduce or remove them: plan how to prevent fire and how you will keep people safe in case of fire: train staff so they know what to do in case of fire.
5. Review.  
Keep your risk assessment under regular review because over time the risks may change. The website [www.communities.gov.uk/fire](http://www.communities.gov.uk/fire) explains all.

A local Fire & Rescue Service representative confirmed the details above and that they will be enforcing the new

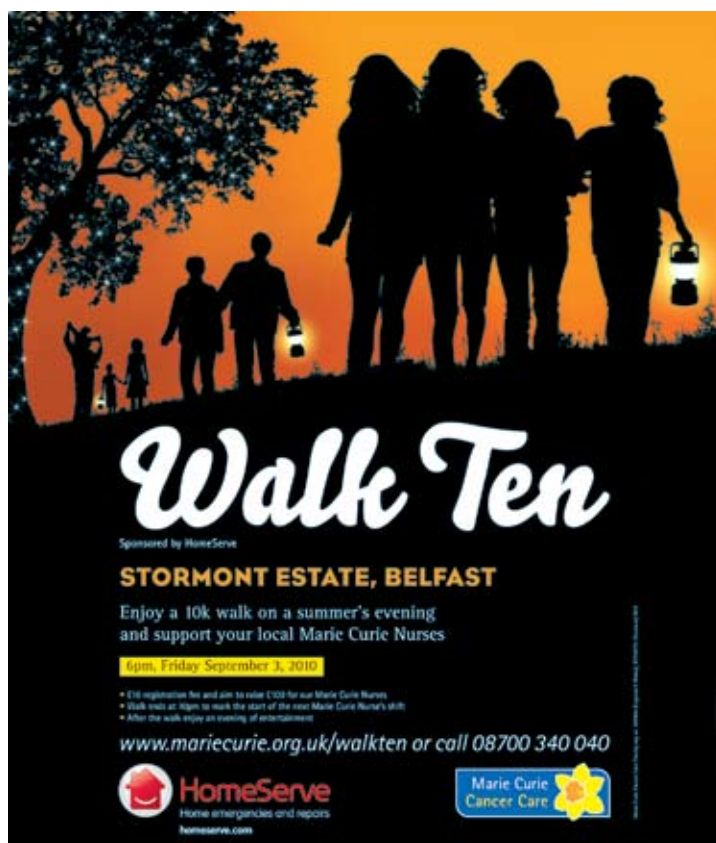
requirements, having the power to inspect premises to check that the Order is being complied with.



It is important to note that even if a club is not inspected there may be very serious insurance related issues should a fire occur and a risk assessment is absent.

Members will be aware that a number of companies/ organisations will claim to offer their services. Some will be genuine and some may use scare tactics to sell unnecessary reports at possibly inflated price. Past experience has shown that you should be very wary as to who you commit to, making it important to call the NI Federation of Clubs helplines should you be in any doubt.



**BE PROACTIVE**  
*Have you carried out a risk assessment?*  
*Avail of a cost effective professional service*  
*Your club insurance expert can make arrangements for you*  
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# Questions & Answers

**Q.** We have recently expelled a member from our club for poor behaviour on the premises. However, we have heard that some of his friends are organising a petition to have his ban overturned at the AGM; is this possible? Also, this member continues to write to the committee of the club; do we have to reply to his letters?

**A.** Disciplinary actions cannot be overturned at either an Annual General Meeting or Special General Meeting. The rules of the club explicitly place these decisions in the hands of the committee and it would take a rule change to allow the members to overturn individual committee

decisions on this subject. The expelled member is no longer a member and the committee have no need to correspond with him further. We advise you not to reply to, or enter into, any further correspondence with him over this matter and to inform any current members who query it that disciplinary action cannot be overturned at either an SGM or an AGM.

The general answer which you may wish to point out to any member who queries this is that if a majority of the members feel strongly that a miscarriage of justice has occurred they will elect a future committee who will reassess the situation, having viewed all the evidence. We

suspect though that the vast majority of your members are in agreement with the committee's decision on this matter and fully support it.

**Q.** Does an outgoing president chair the whole AGM or does he chair the meeting until the new president is ratified at the meeting?

**A.** It would be highly unusual for an incoming president not to be allowed to address members if they so desired.

On many occasions it would be appropriate for an outgoing president to open the meeting and discuss any issues arising and give the overview of the previous year before handing over to the new president to close the meeting and address the members. We suggest that the two presidents discuss how they would like to hold the meeting and decide on an appropriate format.

## N.I.F.C. HELPLINES

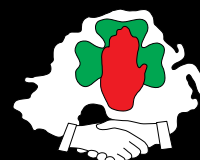
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## An enormous success



The recent karaoke competition at Harland & Wolff Welders Club proved an enormous success and proves that being proactive can enable a club to combat the economic recession.

Unfortunately there has to be winners and losers but overall this was enjoyable and importantly very successful for the club and provides one of a number of ways in which finance can be generated to maintain it's soccer team which in the season past was promoted to the Irish League Championship. In similar fashion Donegal Celtic have gained promotion to the Irish League Premiership making the role of their associated social

club ever more important.

It is more important than ever to focus on ways via which to encourage members to come out for the evening. While low cost alcohol continues to be problematic we do not believe this alone is contributing to the problem and that good entertainment and a pleasant environment can go a long way to encouraging members to support their respective clubs.

The well trodden statement, "those who prepare best suffer less" is more relevant now than ever before and we applaud clubs such as Grosvenor HPS, the Shamrock and others for their efforts in this direction.

## Raven Club help heart research

The members of the Raven Social Club in East Belfast have raised nearly £2,000 to combat heart disease, in memory of its former President, David Ervine MLA.

The money brings to £5,000 the total donated by the club in the last three years to NI Chest Heart & Stroke (NICHHS).



Andrew Dougal, Chief Executive of NICHHS (left), receives a cheque from Mrs Jeanette Ervine and members of the Raven Club.

Stephen Beattie, Chairman of the club said, "I want to thank the club members for their generosity in ensuring that the battle against heart disease is continuing. We are delighted that these funds will be used in research to combat high blood pressure, which was a problem

David Ervine had encountered over a number of years."

Andrew Dougal, Chief Executive of NICHHS, who received the cheque from Mrs Jeanette Ervine, Dawn Purvis MLA and members of the Club.

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# Action heats up at Celtic Park

## thanks to firmus energy

There's no danger Celtic Park will run out of fuel after making the switch from Liquid Petroleum Gas (LPG) to the more cost effective and environmentally friendly natural gas. The move will not only offer cost and environmental savings but will also enable Celtic Park to monitor its energy usage more closely than ever before.

firmus energy supplies natural gas and electricity to Industrial and Commercial customers across the province. According to Head of Sales and Marketing Neil Holland, many customers are choosing natural gas from firmus energy because of the cost benefits, transparent billing system and high quality

customer service offered by the company.

"Celtic Park, Derry GAA's main County grounds, wanted a reliable, clean and value for money energy solution," explained Neil. "Previously they were using LPG, which meant that they had to cope with the worry of running out of fuel. Now they can be assured of a consistent supply, and with a meter they can keep a close eye on how much energy they are using, when they are using it, and see exactly what it is costing."

Seamus Mullan, Chairman of the GAA Derry City Oversight Group and Vice Chairman of the Celtic Park Management

Committee, commented, "For us it was common sense to switch to natural gas from firmus energy due to the benefits it offers, particularly in terms of

cost. With a piped supply of fuel and a constant supply of hot water, we now have complete piece of mind that we won't run out of hot water when we need it most. We also recognise that we are doing our bit in terms of reducing our carbon emissions,

which is another step in the right direction. We are very happy with the high level of customer service demonstrated by firmus throughout the installation process, and look forward to reaping the benefits of natural gas."



Seamus Mullan is pictured with head of sales and marketing of firmus energy Neil Holland.

## join the club that gives you cheaper fuel bills

firmus energy provides natural gas to businesses in Greater Belfast, and to both homes and businesses in 12 towns and cities across Northern Ireland: Antrim, Armagh, Ballymena, Ballymoney, Banbridge, Coleraine, Craigavon, Limavady, Londonderry, Lurgan, Newry and Portadown.

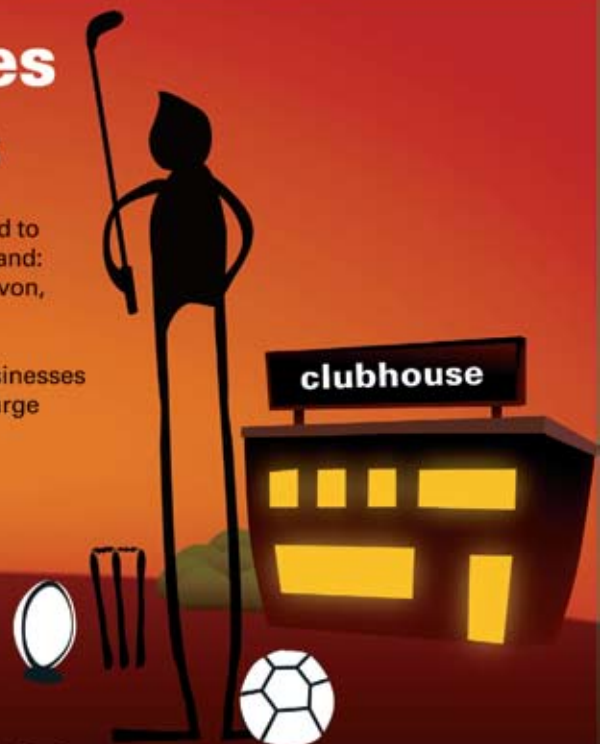
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\* When we review our tariff in Sept 2010, we will ensure our price for natural gas will be cheaper than oil (based on the average oil price between Oct 2009 and Sept 2010). † Large businesses are those using more than 732,000kWh of natural gas per annum.



# TENNENT'S LAGER

IS CELEBRATING ITS 125<sup>TH</sup> ANNIVERSARY WITH ONE OF ITS BIGGEST EVER BRAND CAMPAIGNS, WITH ONE CLEAR AIM: TO MOVE FROM NO.2† AND BECOME

NORTHERN IRELAND'S **NO.1** LAGER BRAND ONCE AGAIN.



## A MADMAN'S DREAM

Exactly 125 years ago, Hugh Tennent returned home to Glasgow to brew the first pint of a refreshing new lager he discovered in the breweries of Bavaria.

Everyone thought he was insane ... but this 'madman's dream' soon took Scotland, then the rest of the nation, by storm.

Today, we are celebrating this indomitable spirit of adventure with a series of exciting media launches, trade events and customer activities that will put The Fabulous Brew Conceived By Hugh, right back on the map.

An exciting and imaginative themed launch for trade and media will take place in June to mark the launch of the new Madman's Dream campaign, which airs for the first time on 20<sup>th</sup> June, with an extensive and innovative TV, cinema, outdoor and digital advertising campaign.

## QUALITY

We'll help you pour the perfect pint with the Tennent's NI Quality Partnership and the Quality Dispense Team.

Across the company, we are investing significantly to upgrade all bar equipment to the latest eye-catching Tennent's chrome condensing counter mounts, all tap badges to new innovative illuminated fish-eye badges, and a full on-trade marketing support programme to ensure that from keg to glass, a quality pint is at the heart of everything we do.

With our Tennent's On-Trade Support Toolkit we offer you the best in market selection of Point of Sale, Merchandise, Visibility and Rate of Sale Kits tailored by account type to help us drive your business forward together.

## FOOTBALL

Football and a pint of Tennent's after the game – it's a natural combination. We are supporting the beautiful game in Northern Ireland with some league-topping activities that will score, in the pub or on the pitch, with players, punters and publicans.

In Scotland, Tennent's Lager will be sponsoring the Old Firm, and in Northern Ireland we will be following up with activities that will please the fans and boost the amateur league.

We have a full suite of football promotions and point of sale for the on-trade which are designed to help the publican use the big games to drive footfall and ROS.

## AND SWEET MUSIC

The Tennent's brand has a greater association with music in Northern Ireland than any other alcohol brand\* and in 2010 music is right at the heart of our plans.

We will engage with 150,000 music fans aged 18-24 through a range of events and venues - outdoor and indoor, big and small, urban and regional – at key live music events, such as Belsonic, Glasgowbury, Take It To The Bridge and City of Song.

We will also partner with top live music venues like Queen's Students' Union, Stiff Kitten and Bound for Boston.

In the medium to longer-term, we will build towards supporting new local music acts and creating a unique outdoor Tennent's event, as only Tennent's can!

† Nielsen April 2010 \* Milward Brown 2009  
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for the facts

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## The fabulous brew conceived by...who?

Belfast celebrates the story of Tennent's Lager in Victorian style

Tennent's lager recently celebrated 125 years since the lager was first brewed, with a surprise night of Victorian revelry for the drinks industry in Northern Ireland and a preview screening of a much anticipated new advertising campaign. The event has been heralded as a firm sign of Tennent's NI's commitment to putting major investment into the local drinks industry and to putting Tennent's at the top of the local lager market.

At the 1885-style event in Belfast's Ulster Reform Club, guests from across the local drinks industry arrived by horse & carriage to see the first screening of the new campaign.

The new ad campaign tells the remarkable but true story of Tennent's lager's creator, 22-year old Hugh Tennent and the epic adventure that inspired his unique lager.

The eccentric but determined great-grandson of a long family line of stout and ale brewers, Hugh headed off to Bavaria to research rumours of a new kind of sparkling light beer: lager. The story goes that he brought the idea back to Glasgow, where the first batch of Tennent's lager rolled off the production line in 1885. At the time, the cynical Glasgow press declared Hugh's plan a "madman's dream" but his maverick spirit saw the idea through and Tennent's



Lee Rush (left) and Laura Norris raise a glass to Hugh with Federation delegates (l-r) Jim McCaul, Harry Beckinsale and David Larmour.

lager went on to become the international success it is today.

Aisling Duffy, Marketing Manager for Tennent's Lager said, "It is wonderful to see this story take centre stage in our new advertising campaign. With Hugh Tennent we have an ambitious young entrepreneur, an international adventure and a quest to turn dreams into reality with the cynics looking on saying he couldn't do it - all the elements of a timeless epic that is as relevant now as it was 125 years ago."

Tom McCusker, Managing

Director of Tennent's NI said, "This launch event is about celebrating 125 years of Tennent's lager, but it is also about demonstrating our commitment to the Northern Ireland drinks industry. 2010 is a momentous year for the Tennent's brand, and our trade partners can look forward to seeing Tennent's come back with a bang to the Northern Irish market. As we roll out our new campaign, we look forward to a busy year for the brand as we plan and announce further consumer and trade activity in 2010 and beyond."

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# Molson Coors CEO opens Belfast office

The CEO of Molson Coors UK and Ireland, Mark Hunter, flew into Belfast recently to officially open the global family brewer's Northern Ireland office at Adelaide Business Park on the Boucher Road.

In a multi-million pound investment which has created 14 jobs to date, the company, whose portfolio includes popular beer brands Carling, Coors Light and Grolsch, now handles the sales and distribution of all own brands in Northern Ireland directly.

The opening of the Belfast office comes just six months after the opening of a dedicated office in Dublin as Molson Coors expands its operations on the island of Ireland.

"This is a very exciting new era for Molson Coors in Northern Ireland," said Mark Hunter.

"We're looking forward to becoming part of the community in Northern Ireland, and working closely with politicians, local businesses and the wider community at large," he continued.

"As a global family brewer we strongly believe in giving back to the local community and we look forward to building a relationship with Irish consumers and our trade customers and to promoting sensible drinking and consumption of alcohol in Northern Ireland."

Niall McMullan, Head of Sales (NI) for Molson Coors, who was also at the official launch said, "The past year has been hugely successful for

our flagship brands Coors Light, with sales growing by 26% in the NI on trade and Carling which has exceeded all initial sales targets, supported by major sponsorships such as the Carling Premiership with the Irish Football Association.

"Since beginning our direct sales and marketing operations in Northern Ireland three months ago, our brands continue to perform ahead of last year. We will also be launching exciting new products into the market from our diverse portfolio of beers 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 our promises is at the heart of our business, making us easy to do business with and ensuring that we add real value to our customers' businesses in 2010."



The CEO of Molson Coors UK and Ireland, Mark Hunter, officially opened the global family brewer's Northern Ireland office at Adelaide Business Park on the Boucher Road. Pictured with Mark at the opening is Head of Sales (NI) Niall McMullan and (back L-R) Sales Director, UK and Ireland, John Heynen, Country Manager, Niall Phelan and the new Molson Coors NI sales team.

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## Arthur's Day is back!

### Guinness wants NI music acts to join celebrations

After much public anticipation, Guinness & Co. have confirmed that Arthur's Day is back this year with events taking place in Dublin, Cork and Galway as well as other festivities happening throughout the country on Thursday 23rd September.

Arthur's Day honours the remarkable legacy of Arthur Guinness, the pioneering brewer and philanthropist who signed the 9,000 year lease on the St James's Gate Brewery in 1759 and introduced Guinness to the world.

Last year's Arthur's Day celebrations captured the imagination of the entire nation

with thousands of people across Northern Ireland joining artists and celebrities to celebrate the peak of the Guinness 250th Celebrations at St James's Gate Brewery and in venues in Dublin and around the world.

The worldwide celebration will begin at 17:59 (GMT) in Ireland, when Arthur's Day will once again see the nation witness some of the world's most established music artists play in venues, while raising a glass to Arthur Guinness and his lasting legacy. Guinness fans around the world will join in on the celebrations at 17.59 local time in the Caribbean, Africa, USA, Asia and throughout Europe.



Multi-platinum artist Paolo Nutini pictured with (front from left) Gary Lightbody, Nathan Connolly and Jonny Quinn of Snow Patrol.

This year's celebrations will see one-off performances in unique locations from some of the world's most established recording artists, including home grown global phenomenon Snow Patrol, multi-platinum artist Paolo Nutini, the internationally acclaimed José González, crowd favourites The Magic Numbers and Sharon Shannon as well as some of the best emerging stars of today. Over the summer months there will be over 40 more amazing acts announced.

Not content with Arthur's Day expanding to other Irish cities, Guinness & Co is also looking for 100 up and coming Irish acts to be part of the Arthur's Day line up on 23rd September.

Every Thursday from mid July through to early August, Guinness & Co. will be running music events, called 'Our Thursdays', in outlets across the Republic of Ireland and Northern Ireland, giving emerging Irish music acts the opportunity to showcase their

talents. From the 100 emerging acts, three will be chosen to play on Arthur's Day alongside headlining international artists. Bands that want to be part of 'Our Thursdays' should log onto [www.guinness.com/ourthursdays](http://www.guinness.com/ourthursdays)

Speaking at the launch of Arthur's Day 2010, Tanya Clarke, Head of Guinness Marketing, said, "Arthur's Day was designed to recognise a remarkable man with a remarkable legacy but we never imagined that so many people would embrace it in the way they did. Across Ireland, people made a huge effort to mark the day in their own special way. The day is a celebration with substance. One million people helped to create the Arthur Guinness Fund in Ireland, which has already assigned one million euros to support social entrepreneurs who are helping to drive sustainable social impact around the country. A further €1.5 million will be used to support future projects in the coming years."

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# A WKD summer ahead

Beverage Brands, owner of Northern Ireland's no.1 ready-to-drink (RTD), WKD, believes that with a particularly harsh winter behind them, people will be more than ready to make the most of the warmer weather ahead. "I wouldn't be so foolish as to try to predict what the weather will be like in Northern Ireland this summer," says Debs Carter, Marketing Director for Beverage Brands, "but what I can say with some certainty is that when the sun does shine, WKD consumers will be the ones who will act quickly to organise friends and make the most of impromptu get-togethers. Their spontaneous approach to life means they jump at the chance to make the most of sunny social occasions. When the sun shows its face, WKD consumers will hastily rally their mates for summer gatherings."

To support the brand's continued volume share growth to 57% of the RTD category, WKD is back on TV with a mammoth media campaign running through until the end of the year. This level of support is unprecedented amongst RTDs and the campaign will reinforce WKD's no.1 position. With the brand experiencing volume share growth across all three flavour variants, the extended advertising activity will build consumer awareness throughout 2010 and help generate even further sales for stockists.

In addition to the year-long TV support, a football-themed outdoor campaign is featuring prominently in Northern Ireland during the World Cup. Using its trademark witty

approach, WKD's striking 48-sheet billboards will raise smiles amongst passers-by and football fans alike. The campaign offers important hints and observations on the world of football. One execution advises 'THE OFFSIDE RULE FOR GIRLS: if the flag's up, it's offside', another, commenting on orange-coloured WKD Iron Brew, jokes 'IT'S THE SAME COLOUR AS A FOOTBALLER'S WIFE. Only a bit tastier'.

"The high level of media support follows on from our sponsorship involvement with DJ legend Fatboy Slim's landmark, open-air show at Giant's Park, Belfast, and our third successful season of sponsorship of the WKD Intermediate Cup," comments Carter.

Beverage Brands believes that its cider, WKD Core, brings a new dimension to the cider category. Launched last year, the 4.5% ABV apple cider appeals to consumers not motivated by the traditional, rustic imagery of orchards and apple presses, and expectations for its first full summer in the market are high. "Insight from research highlighted a gap in the market for a brand with a more contemporary feel," explains Carter, "and the reaction has

been that consumers are ready for cider with a WKD side!

We predict that WKD Core will be a big success this year. Summer is a key period for the

cider category and consumers' keenness to enjoy outdoor socialising and barbecues during the warm spring weather supports the expectation of a good year."

**THE OFFSIDE RULE FOR GIRLS:**

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## A sporting challenge from the Ulster Cancer Foundation



The Ulster Cancer Foundation's (UCF) charity challenges aim to inspire people to get active, meet new people and generate funds to help provide vital services for cancer patients and their families in Northern Ireland.

Their challenges cater for all levels of adventure at home and abroad and include treks, canoeing, swimming, cycling and much more. These exciting fundraising events will introduce you to new

places, experiences and create memories that will last a lifetime.

If you have a lifelong ambition we can help you make it a reality. If there is a challenge which is not listed we may still be able to arrange it for you.

For further information or to register please contact Sarah at UCF on 028 9068 0765, sarahatcheson@ulstercancer.org, Neill at UCF on 028 9068 0758 neillgrainger@ulstercancer.org

2010	2011
Annalong Valley Challenge Trek 26th June	Rainforest Run, Costa Rica 29th Jan - 5th Feb 2011
Kilimanjaro Trek 29th June - 10th July	London Marathon 17th April 2011
Ben Nevis Challenge 30th July - 1st August 10th - 12th September	Kilimanjaro Trek July 2011 and November 2011
Sea Swim, NI Coastline June / August	Mt Toubkal Trek, Morocco September 2011
New York ½ Marathon August 2010	Zambezi Canoe and Trek Challenge 2nd - 15th September 2011
North West Cycle Challenge 8th - 12th September	Everest Base Camp Date to be confirmed
Great North Run 19th September	
Celtic Mountain Challenge 1st - 3rd October	
Wow Factor Scottish Cycle Challenge 9th - 10th October	
New York Marathon November	
Midnight Bunny Walks At NI venues during 2010	

## Happy 70th birthday to a rugby legend



Rugby legend Willie John McBride celebrating his 70th birthday at a special Wooden Spoon Rugby Charity lunch at the Culloden Hotel sponsored by BDO. Pictured with him enjoying the day is former Irish and British Lion Jack Kyle.

Photo John Harrison

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# Budweiser winner jets off to South Africa

## 7th QUB Boat Race

Amy Moore (right) is pictured with Budweiser Brand Manager, Niki MacCorquodale as she gets set to jet off to South Africa for the two World Cup semi-final matches.



Amy Moore from L/Derry is set to experience the trip of a lifetime to South Africa after being named overall winner of a recent on trade Budweiser 2010 FIFA World Cup competition.

Budweiser, the official beer sponsor of the 2010 FIFA World Cup, ran the promotion in outlets throughout Northern Ireland which resulted in thirty-two finalists being chosen to go through to a Grand Final Draw.

The final event, held in Belfast at the end of May, saw Budweiser customers and their guests, as well as representatives from the media, enjoy a football themed evening which, after an initial draw, saw eight finalists going head-to-head to win the overall prize trip.

Lucky winner Amy won two tickets for her and a guest to attend each of the World Cup semi-final matches set to take place at the Green Point Stadium in Cape Town on 6 July and the Durban Stadium on 7 July, all courtesy of Budweiser.

Speaking about her win, Amy said, "I am absolutely thrilled to have won this amazing prize, all thanks to Budweiser. The trip to South Africa is going to be out-of-this-world and undoubtedly the highlight will be attending both of the 2010 FIFA World Cup semi-final matches.

"We can't thank the team at Budweiser enough for giving us this amazing opportunity to experience the World Cup tournament in all its glory and to also see the sights of South Africa."

Niki MacCorquodale, Budweiser Brand Manager said: "This is a once-in-a-lifetime opportunity for Amy. She will get a unique experience to fly out, VIP style to the premier international football tournament, the 2010 FIFA World Cup all thanks to Budweiser. I am delighted to offer this exclusive prize on behalf of Budweiser, Northern Ireland's number one packaged lager brand.



First Minister Peter Robinson and deputy First Minister Martin McGuinness wished good luck to Queen's University rowers Charles Cunningham and Zoe Patterson as they prepared to take on Trinity College Dublin in the 7th Annual Boat Race which was held on the River Lagan on Saturday 5th June 2010. Pictured with them is (centre) sponsor Rajesh Rana from Ramada Shaw's Bridge Hotel.

Photo John Harrison.

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## Rathmore Golf Club says, **"Well done Graeme"**

Graeme McDowell has become Europe's first US Open champion for 40 years after clinching his maiden major title in impressive fashion at Pebble Beach.

He won by one shot from France's Gregory Havret with Ernie Els two behind in third and Phil Mickelson and Tiger Woods tied fourth.

McDowell, 30, came from three shots behind overnight as third-round leader Dustin Johnson imploded early on.

England's Tony Jacklin was the last European winner at Hazeltine in 1970.

"It's an absolute dream come true, I've dreamed about this all my life," said McDowell, who won his fifth European Tour title in Wales two weeks ago.

The Portrush native, who went to college in America, becomes the first Northern Irishman to win a major since Fred Daly clinched the Open at Hoylake in 1947 and he is the first player from the United Kingdom to win a major since Paul Lawrie triumphed in the Open at Carnoustie in 1999.

In the final round McDowell dropped four shots from the ninth, including a bogey at the short 17th, but took a one-



*A thrilled Graeme McDowell holds the US Open trophy aloft.*

stroke lead down the par-five last and when Havret missed his birdie putt up ahead, the Florida resident played conservatively to give himself two putts to win the title.

"It's so difficult to win a golf tournament, let alone a major. I'm just so thrilled to get over the line," he said, hugging the silver trophy on the 18th green.

## North of Ireland Golf Championship **tees off with Magners!**

Darren Clarke flew into the province recently to launch this year's Magners North of Ireland Amateur Open Golf Championships, which will once again take place at Royal Portrush Golf Club.

Chairman of the Golfing Union of Ireland (GUI) Ulster Branch Mr Ivor McCandless said, "The Ulster Branch is delighted to be at the home of the 2010 Championship namely; Royal Portrush and to have one of Northern Ireland's most successful golfers Darren Clarke with us today for the launch. Darren has been a role model for all golfers in the province for a number of years having first come to prominence as a professional in the early 1990's

and is admired throughout the world for his playing ability and personal attributes."

He added that the 2010 Championship would tee off at Royal Portrush Golf Club on Monday 12th July culminating with the final at 2.30pm on Friday 16th July 2010.

James Simpson Magners Marketing Manager said, "This is the eighth year that Magners Irish Cider has supported the Championships. Over the years, we have formed a very successful partnership with the GUI Ulster Branch and members of Royal Portrush Golf Club. It is a great privilege to have with us today former winner of the North of



*Darren Clarke (centre) with James Simpson (left) Magners Marketing Manager and Ivor McCandless Chairman of the GUI Ulster Branch.*

Ireland and one of the world's most popular golfers Darren Clarke to launch this year's tournament."

Mr Ivor McCandless went on to

thank the sponsors Magners for their continued support of what has become the largest amateur golf championship on the island of Ireland with 300 competitors teeing off on the first day.

## Hat-trick for Henry at annual Ulster Rugby Awards

At the annual Ulster Rugby Awards sponsored by Magners held recently in Belfast, guests gathered to celebrate the achievements and development of rugby at all levels, with the ceremony bringing together the cream of the crop in Ulster, and recognising the role that school, youth, club and professional players, as well as their representative teams and clubs, play in the development of the game in the province.

The big winner of the night was Ulster No 8 Chris Henry, who scooped three awards; the top accolade of Magners Personality of the Year, the Magners League Rugby Writers' Player of the Year award and the Ulster Rugby Supporters Club Outstanding Player of the Season award.

Rugby legend Dr Jack Kyle was also honoured on the night, becoming the first inductee into the IRFU Ulster Branch Hall of Fame.

### The night's award winners were as follows:

Magners Personality of the Year: Chris Henry

Magners League Rugby Writers' Player of the Year: Chris Henry

Ulster Rugby Supporters Club Outstanding Player of the Season: Chris Henry

A big, ball-carrying back row, Chris Henry has stepped up to captain Ulster this season in-place of an injured Rory Best, and also captained the Ireland Wolfhounds when they faced Scotland A at Ravenhill this season. He came through the Ulster Academy to make his senior debut, in the 2008 - 2009 season for Ulster. Chris has gone from strength to strength,

representing his province 31 times to date and has become a cornerstone of the Ulster defence. He has represented Ireland at U21 and Sevens levels, as well as Ireland A, where he was key to the team's Churchill Cup success last summer. He gained a call-up to the Ireland senior squad ahead of the autumn Tests, and this week was also named in the 33 man Irish squad to tour Australia and New Zealand this summer.

Ulster Youth Player of the Year sponsored by Calor Gas: Jonathan Murphy

Northern Bank Ulster Schools' Player of the Year: Charlie Simpson

Phoenix Academy Player of the Year: Nevin Spence

Kukri Club of the Year: Ballymoney RFC

Dorrington B Faulkner Award for Services to Rugby: Hal Burnison

Ken Goodall Award for the Club Player of the Year, presented by City of Derry RFC: Mark Robinson, Queen's RFC

IRFU Ulster Branch Hall of Fame sponsored by The Belfast Telegraph: Dr Jack Kyle

Belfast born Jack Kyle, a legendary fly-half who inspired generations of players, is still widely regarded as Ireland's greatest ever rugby player. Jack Kyle was the inspirational genius behind Ireland's first Grand Slam triumph in 1948. In 1950 Jack also played in all six tests for the British and Irish Lions, on their tour to New Zealand and Australia.

Off the field, Jack built a career as a skilled surgeon. He



Chris Henry, Magners League Rugby Writer's Player of the Year, pictured with Nicola McCleery, Head of Marketing of Tennent's NI Ltd.



Dr Jack Kyle, the first inductee into the IRFU Ulster Branch Hall of Fame, pictured with Jim Gracey from the Belfast Telegraph.

worked for many years as a consultant surgeon in Chingola, Zambia, and also undertook humanitarian work in Sumatra and Indonesia. When he retired from International rugby in 1958, his total of 46 caps from 11 seasons, which yielded seven tries, was a world record. Jack Kyle remains the players' player and Ireland's legendary fly-half.

Other awards presented:

Bank of Ireland Ulster Player of the Year: Andrew Trimble

Vodafone Young Player: Jamie Smith

A special Merit Award was also presented to retiring IRFU Ulster Branch Honorary Secretary Mr Joe Eagleson, for his nine year's service to the branch.



# 1997

## Cantona's final curtain

Any chance Manchester United had of winning their fourth Premier League title in five years seemed to have evaporated in the autumn. In one amazing fortnight United were thumped 5-0 by Newcastle, similarly thrashed 6-3 by Southampton and then fell to Chelsea 2-1 at Old Trafford. Champions-elect? You must be kidding.



*Au revoir Cantona.*

Then, a fortnight after the Chelsea debacle, a David Seaman blunder allowed United to sneak a 1-0 win over Arsenal. It was the defining moment of the season. Fifteen undefeated League matches followed, eleven of them yielding three points. The pattern was set. Win the crucial games and see off the pursuing pack.

In February, Alex Ferguson's team virtually ended Arsenal's title aspirations with a 2-1 triumph at Highbury. Then, in April, they went to Anfield and beat Liverpool 3-1. "You've got to earn the right to be champions," Ferguson said afterwards, "and I think we came to the right place to do that."

United may have been all-conquering on the domestic front. Europe was a different kettle of fish. United did well to reach the semi-finals of the European Champions League, the first English club to do so, but, in all they lost five matches. Juventus and Borussia Dortmund, the eventual finalists, beating them home and away.

A week after United celebrated their championship, their mercurial superstar Eric Cantona dropped a bombshell. On the eve of his 31st birthday the Frenchman announced he was quitting football to pursue a career on the stage and the screen.

## Hendry freezes up

The writing was on the wall back in April when Stephen Hendry was thrashed 9-2 by Mark Williams in the British Open. Hendry, ahead 2-1, offered virtually no resistance as the 22-year-old Welshman simply reeled off eight consecutive frames. Suddenly Hendry was no longer invincible. Losing the British Open was one thing, but could Hendry be toppled at the Crucible where he had been unbeaten for

five years? As Hendry cruised to the final of the world championships, it seemed not. Ken Doherty, the world No 7 from the Republic of Ireland, had other ideas.



*Total concentration - Stephen Hendry.*

Despite having won only one ranking event in seven years, Doherty was unfazed by the status of his opponent and comfortably beat the world champion 18-12. Hendry's manager, Ian Doyle, was incensed with his protegee's lacklustre performance. "Perhaps he should take a year off," he said.

## Compton dies, 78

Denis Compton, England's finest all-rounder of the modern era died, aged 78.



*Compton - the ultimate all-rounder.*

He was a dashing batsman for Middlesex and England, scoring nearly 39,000 runs in his career at an average of over 50. He claimed his left-arm slow bowling was merely experimental, but it was good enough to take 622 wickets.

In autumn, Compton would swap his cricket pads for football boots - winning the League and FA Cup with Arsenal.

In between appearing in adverts the Brylcreem Boy, Compton loved nothing more than having fun. He typified the dashing cavalier.

## Also this year...

**Cricket** - Ireland, with the South African captain Hanse Cronje in their team, beat Middlesex by 46 runs in the B&H Cup.

**Football** - Kevin Keegan quit as Newcastle's manager because he would not agree to sign a two-year contract. The club needed an assurance that he would continue to be their manager because of an impending stock market flotation. He was replaced by Kenny Dalglish.

**Snooker** - Ronnie O'Sullivan completed the professional game's fastest ever maximum break with a 5min 20sec clearance at the World championships.

Peter Ebdon discovered that he was 80% colour blind.



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