

## CLUB WORLD

### NEWS IN BRIEF

#### New chair for APPG

Burton MP, Andrew Griffiths, has been appointed vice chairman of the All Party Parliamentary Group (APPG) for Beer.

Mr Griffiths aims to give Burton brewers a stronger voice in Parliament. He succeeds Nigel Evans MP who stood down to take up his role as Deputy Speaker of the House of Commons.

Ralph Findlay, chief executive of Marston's, said that good communication between the brewing industry and Parliament was essential. "It will be hugely helpful to have Andrew in such an influential position, particularly given his close working relationship with the brewers in Burton," he said.

#### Poppleston Allen co-founder dies



Jeremy Allen, a founder partner of the legal firm Poppleston Allen, has died aged 66.

Mr Allen played an important role in lobbying and advising on legal and licensing matters, and was part of the advisory committee for the 2003 Licensing Act.

*Club Mirror*, its readers and many club trade associations have benefited from his expertise. He will be sadly missed.

## Code introduced for sporting organisations

A voluntary code of practice has been launched by UK sports organisations with the aim of offering 'sport specific' guidance to governing bodies and other experts in the field.

The Voluntary Code of Good Governance for the Sport and Recreation Sector, authored by governing bodies and other experts in the field, seeks to improve the processes and policies underpinning their decision-making.

The Sport and Recreation Alliance will be working with its members to encourage take up.

Lisa Wainwright, a member of the expert working group, which drew up the Code, believes it can make a genuine contribution to the performance of the sector. She claims that words such as 'good governance' turn people off, but that putting the right processes and policies in place increases the chances of making good decisions.



#### It's a treasure

Faversham-based Shepherd Neame has won an award for its visitor centre, which has been named Best Little Treasure of Britain in the Group Travel Awards.

The Kent brewer of Master Brew was chosen by industry experts as the overall winner in the category and commended for its enthusiasm, effort and careful presentation to create something special and unique.

## More closures in Labour-held constituencies

The greatest levels of pub closures have been in Labour-held constituencies, according to research conducted by CR Consulting.

When compared with constituencies held by the Liberals and Conservatives, those held by Labour saw an average of almost 11 pub closures, compared to 9.9 pubs and 7.6 pubs respectively in Liberal and Conservative constituencies.

While the hardest-hit constituency (Cities of London and

Westminster) was Conservative, seven of the other nine were Labour-held and two were Liberal-Democrat.

With the exception of Argyll and Bute, the rest were inner city constituencies with one each in London, Birmingham, Glasgow, Manchester, Liverpool, Bristol, Leeds, Edinburgh and Nottingham.

In Wales every constituency lost at least one pub. In Scotland only one constituency escaped without a single pub closure.

## Heineken UK launches Cask Orders

Cask Orders, a monthly selection of popular regional and seasonal cask-conditioned ales sourced from over 20 local and national UK brewers, has been launched by Heineken UK.

Between June and August, licensees can choose from a total of 42 cask ale brands. The scheme's monthly changing offering will be underpinned by 17 classic national and regional cask ales that will be permanently available throughout the year.

According to Lawson Mountstevens, managing director (sales) of Heineken UK, the company is already one of the biggest and most active players in the cask sector, supporting the sale, distribution and dispense of over 375,000 barrels of cask ale per year.

"The decision to launch this new, improved scheme and our ongoing commitment to promoting and maintaining draught beer quality will grow the sector and help thousands of our customers to tap into the profit opportunity that Britain's thirst for cask ales offers," said Mr Mountstevens. He said that well-kept, well-presented cask condi-

tioned beer provides the on-trade with a unique sales proposition.

"Cask Orders will showcase a varied and exciting range of ales that will appeal to new and existing audiences alike," said Mr Mountstevens.

At Cask Marque, Paul Nunny welcomed the news. "Heineken is an important player in the cask beer market and has been a keen supporter of Cask Marque accredited clubs and pubs," he said. "We have more recently been actively involved in its new training programmes, Glass Act."

Cask Marque trainers are also delivering many of the courses.

"With Molson Coors acquiring Sharp's Brewery and Carlsberg promoting Tetley, the cask ale market is extremely vibrant," said Mr Nunny.

Cask Marque plays an integral role in the Heineken UK beer quality programme while Heineken UK companies, such as S&T Pub Company and Caledonian Brewery, champion Cask Marque accreditation within their own customer networks.

• For further information, see Brands News in this issue.

## Club Awards update



Sky has renewed its support of the Club Awards for the fourth year running.

Entries are coming in thick and fast and with so much interest from so many clubs this year we are extending the deadline to August 14. "Many clubs have been caught out by the holiday season and have asked whether we can extend their deadline. To make sure that we're fair to everyone, we are therefore extending it across the board," said Leigh-Anne Ogilvie, events co-ordinator.

• For more information, turn to page 26.