

Club Review

VOLUME 24 - Issue 6, 2011

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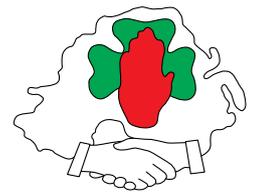
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Minutes of the executive meeting

Held in the H&W Welders F.S.C., Belfast on Saturday 10th September 2011



The Chairman, John Davidson, opened the meeting, following which the Secretary, Bob McGlone, read the minutes of the meeting held before the summer recess at St Paul's G.A.A. Club in Craigavon which was kindly arranged by our executive area delegate Philip Mallon. The minutes were duly passed as a true record by Tommy McMinn and seconded by North West area delegate, Gerry Gallagher.

The Secretary continued to provide the details of correspondence received during which the Chairman interceded to cover the survey we are presently conducting on the registered club sector. In regard to this he had been contacted by a club accountant, which he welcomed as it would assure accurate information was being provided, however he continued that, while appreciated, there is no need for clubs to go to those lengths in order to provide the information required.

Gerry Gallagher kindly provided two completed surveys from his area, confirming that he had also provided advice on completing the survey.

The Treasurer read a financial report for June, July and August 2011 which was subsequently passed as a true record.

A debate took place on the financial demands placed upon the Federation in securing future legislation and trade support which allows the Federation membership fee to remain at the level established since its formation.

The view was expressed that the Federation should be represented on bodies and/or committees at council or assembly level, such as Derry City Centre Initiative on which Executive Committee member Gerry Gallagher plays an important role.

The Chairman underlined the importance and value of the Club Review magazine to the Federation stating that it was the cornerstone of the organisation and its members, continuing to underline the importance of having the office facility it provides for the day-to-day running of Federation business. The Federation has for some considerable time been recognised throughout

the industry as being the most focused representative body of its kind which is due, in no small part, to the infrastructure which has been established by the executive committee.

Following a discussion with DSD Policy Department official, Liam Quinn, the Federation have prepared correspondence requesting a meeting with the Minister Nelson McCausland M.L.A. in order to revisit some of the issues contained in the new Licensing Act. The detail of the survey presently underway will be of immense help in this

regard, particularly the area of sports tourism, highlighted by Dr. Adrian Devine of the University of Ulster, who was of the opinion that this has been overlooked.

In conclusion, a discussion took place on funding schemes through the Big Lottery for such things as green energy projects and other funding opportunities available via Sport NI.

Bob McGlone,
Secretary
N.I. Federation of Clubs

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N.I. Federation of Clubs survey

The survey forwarded to all clubs recently is providing the expected positive response.

As highlighted in the correspondence which accompanied the survey form, the statistics extracted will provide us with the information required to establish the importance of the club sector in respect of sports tourism, which has, for some considerable time, been overlooked.

In our meeting with Dr Adrian Devine, of the University of Ulster, he outlined the important role that sports clubs play and the necessity to highlight this role.

Our meeting was also attended by Danny Murphy, Secretary of the GAA Ulster branch. The Gaelic Athletic Association has already been involved in this area of research which is well documented.

It is anticipated that the outcome of this recent survey will be completed before the end of the year, at which time further meetings with respective interested parties will be arranged.

We urgently request those clubs which have completed the survey to play their part in taking the registered club sector forward.

Money Laundering Regulations Review

As part of its review of the Money Laundering Regulations and in order to ensure its effective and proportionate implementation by businesses in the UK, the Treasury has reviewed the risk of money laundering and terrorist finance with HMRC and the Institute of Licensed Trade Stock Auditors.

As a result the Treasury has announced that stocktakers who do not carry out bookkeeping or other accountancy services will be exempt from the Money Laundering Regulations (MLR)

2007 from Saturday 1 October 2011. This means that they will no longer need to register with HMRC. This decision also supports the Government's policy of reducing regulatory burdens on businesses.

We continue to encourage stocktakers to be diligent and report suspicious activity to the Serious Organised Crime Agency (SOCA). More information can be found at www.soca.gov.uk.

Stocktakers who offer bookkeeping or other accountancy services will stay on HMRC's register.



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Clubs win latest machine tax case

Information at hand indicates another boost with the news that mainland gaming machine supplier Dransfields has won its latest battle with the Revenue & Customs (HMRC).

The latest Tribunal looked at tax on lottery machines over four periods – because the law changed three times – and ruled against HMRC in three of them.

Dransfields has been in a long running dispute with HMRC over automated lottery machines, known as Category B3A gaming machines. This stretches back over four years and has involved two separate Tax Tribunals.

The first Tribunal confirmed that HMRC were wrong and that Dransfields were correct in stating that the income from the said machines is exempt from VAT as the proceeds of a lottery.

The second Tribunal was over Licence Duty on the machines and was complicated by the fact that the law changed three times in three years.

The Tribunal ruled on the four different periods as follows:

Period 1: 10/07/03 to 18/07/06 – No AMLD required

Period 2: 19/07/06 to 31/10/06 No AMLD required

Period 3: 01/11/06 to 20/07/09 AMLD required

Period 4: 21/07/09 onwards No AMLD required.

In a written judgement the judge criticised HMRC and clearly wanted to decide in the tax payer's favour on period 3 as well. He found with HMRC with, it is reported, ... 'considerable reluctance, as it seems...to be an unfair and capricious interpretation' and said he considered it to be a drafting error in law that he was unable to correct. What this means in practice is that any club that did not have a licence between 01/11/2006 and 20/07/2009 may be required to purchase a Default License, however, as there is a three year gap after which HMRC cannot issue a Default Licence, Dransfields' understanding is that a club can only be assessed from August 2008 to July 2009.

Dransfields Managing Director, Chris Haley, said, "This a good result for clubs and shows that the company were correct in their interpretation of the VAT Act and the Betting and Gaming Duties Act and that HMRC just got it wrong. The complexity

of the law and the fact that the definitions of machines were changed three times made it extremely difficult for any taxpayer to keep abreast of legislation and stay on the right side of the law. Dransfields underlined their determination to protect clubs from threatened retrospective taxation on these machines and it is an enormous relief for clubs to know that this threat has now been lifted".

Clubs supplied by Dransfields with B3A machines were licensed from 01/09/2007 with customers being assisted with any liability prior to that. Those clubs which had a B3A machine between 01/11/2006 and 20/07/2009 and did not pay licence duty may be required to do so but it is thought that

they will only have to do so from August 2008.

After four years of battling with HMRC the end result is that they are back where they started which is with the B3A machine being exempt from VAT and with no licence duty payable.

Any club which has not yet reclaimed the VAT paid on their B3A machine income should do so as soon as possible. We understand that HMRC are drawing up a new Business Brief on the matter and that this will be published soon.

As advised by the N.I. Federation of Clubs, members are advised to contact the Federation accountant Lawrence Shearer of O'Hara Shearer to obtain guidance.

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Take advice before your club has to be wound up

If your club is wound up the committee will certainly face condemnation and criticism but they also risk legal action and even losing their own money. It's vital to have proper legal, accounting and taxation advice as soon as possible from a licensed insolvency practitioner to make sure the committee, and sometimes the members, avoid pitfalls and protect themselves.

A decision to close the club will involve the committee in following the complex legal requirements for "winding-up" or liquidation. Ultimately the club will cease to trade and the assets will be sold to pay creditors. The decision to wind up the club is not made by the committee and it will be necessary to arrange for a

meeting of the members to resolve that the club should be wound up. The committee should always be aware that their duty is to safeguard the assets of the club for the benefit of the members.

As part of the process of winding up there will be detailed consideration of several matters including:

- staff redundancies;
- steward's accommodation issues;
- club premises security,
- insurances;
- dealing with loan creditors;
- informing and arranging to pay suppliers,
- placing the club up for sale;
- selling and collecting the club's other assets;
- encashing investments;

- dealing with corporation tax matters (including the potential capital gains on the subsequent sale of the club premises);
- dealing with VAT and PAYE liabilities;
- retention of the club's books and accounting records. It will also be important to make sure that the club has up-to-date accounts and has

full listings of its assets and its liabilities. All of these require considerable legal skills and expert knowledge which is not usually possessed within the committee.

INSOLVENCY

The Insolvency Act 1986 defines insolvency as the "inability to pay debts". This arises when the value of the club's assets is



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less than its liabilities. If a club finds itself in this situation then the committee have to make important decisions with possible serious consequences.

The first decision is whether to continue in business with the aim of becoming solvent again if cash flow improves. This question cannot be answered by wishful thinking and calculations on a piece of scrap paper. There should be a careful assessment by professionals of the prospects of leading to a defensible conclusion in the event that the club decide to carry on trading. If it is not reasonable to continue then liquidation is required or some other re-structuring idea developed.

The decision whether to continue needs the following questions considered:

- Is the club a registered Industrial & Provident Society or a Friendly Society? An Industrial & Provident Society club will have the word "Limited" after its name indicating that the members have limited their personal liability to be sued to the value of their individual share in the club. The Friendly Society club has no such word at the end of its name and the members therefore have unlimited liability (jointly and severally) for the debts of the club. As we know, most

clubs on the mainland who are members of the CIU, are registered with one or other of the aforesaid bodies. There are a small number of clubs in Northern Ireland who are also registered, but the overwhelming majority of clubs are not and are classed as unincorporated bodies. Because unincorporated bodies are not limited it is recommended that clubs should have legal indemnity insurance in place through their club policy to protect the trustees and management committee of the club.

- Is there a detailed cash flow and balance sheet forecast prepared which demonstrates the club can establish a surplus of assets over liabilities? Lenders might ask for security and for trading agreements - be aware that trading agreements might hamper the club's ability to create positive cash flows. Lenders might also ask the committee or members for personal security or for personal guarantees. Security on members' personal assets and personal guarantees should be avoided. This is putting members' assets at risk. Members might be willing to lend their personal money to the club - do not borrow from them more money than they can afford to lose.
- Can the club sell assets which are surplus to requirements? These will generate cash flow

but if the asset in question is property be aware of potential tax on capital gains.

- Do the members want the club to continue? If they do they must be fully informed of the current financial position and risks.

SOLVENCY

If the end value of the assets exceeds the value of the liabilities and as a result there is "money in the bank" at the end it is right to consider whether these excess funds could and should be distributed to the members.

This begs the question: who are the members? Are they the ones who have paid their subscriptions up to date? Is there a proper register of members? Has there been a recent increase in members because of a rumour that the club is going to close and members will receive a "pay-out" (distribution)? What happens to life and honorary members?

There is a legal format for the distribution of surplus assets but these matters require detailed legal knowledge and you are advised to consult your legal representatives.

THE FINAL ACT

"Winding Up" or liquidation is the death of the club. The club ceases to trade and the assets are sold to pay creditors. Members can put the club into liquidation. If insolvent, the creditors can appoint the liquidator (creditors' voluntary liquidation). Any creditor or a group of creditors can ask the court to wind-up a club (compulsory winding-up). A creditor with a floating charge over all the assets can sometimes appoint an "administrative receiver".

To protect the club, the members, secretary and the committee, always get advice at an early stage. This is advice you cannot afford to ignore.

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Questions & Answers

Q. We were reading with interest about the Ireland case where a barman was put on trial for manslaughter after a customer died of alcohol poisoning. Would our employees be liable if they served someone who later died of alcohol poisoning?

A. It is important to note that in this case the barman was found not guilty as it was held that the customer's decision

to drink the alcohol supplied was an intervening act that broke the chain of causation. However, it is important to remember that the club does have a duty of care under the 1996 Clubs Order to all members and guests and this duty extends to not serving members or guests who are intoxicated. We suggest that all employees are reminded not to serve members or guests who are already intoxicated and that they should seek medical assistance for any customer who appears in need of it.

Q. Is it a legal requirement for guests under 16 years of age to be permanently accompanied by an adult even if they are playing in our club's children's play area?

A. Persons aged under 16 years of age must always be accompanied by an adult in areas which are primarily used for the supply of alcohol such as the bar area. However, for areas such as play areas and beer gardens, it will not normally be expected that persons under 16 years of age must be permanently accompanied/supervised in these areas. However, in our opinion it is important that persons under this age that are admitted to the club are not permitted to run around causing difficulties and inconvenience for other members. If members wish to bring persons within this age category into the club then they must be responsible for their behaviour. Clubs often successfully provide a welcome environment for young guests but should never become a creche.

Q. We have an employee who was injured at work and has now been off work for five weeks. There has been no mention of liability but we are concerned regarding a possible claim.

A. It is important whenever an employee has an injury that results in their being incapacitated that this is notified immediately under the Health and Safety at Work Act. This involves informing your local health and safety department and is a legal requirement. We would also suggest that the club insurers are notified as soon as possible and that a risk assessment is undertaken to establish the cause of the injury and prevent it from happening again. As with all injuries it should have been recorded in the accident

book. I would suggest that good communication should be kept with the employee involved to facilitate their safe return to work as soon as possible.

Q. As a private members' club do we have a legal obligation to display a drinks price list?

A. Under the 1996 Clubs Order there is an obligation to display a drinks price list. There is no doubt that a price list helps both club employees and club members to avoid arguments over prices being charged.

Q. Please can you clarify a point regarding membership. Once someone applies to be a member and their name is displayed within the club, is it correct that if just one member objects they cannot become a member?

A. It is not correct. Whilst members may object to a membership candidate, it is the committee who makes the final decision. The committee may wish to consider the views of members when making their decision but ultimately the authority to elect or reject a candidate's application for membership is vested solely in the committee under the terms of your clubs rules. Therefore, a club could have a situation where no members object to the nomination but it is rejected by the committee or where 100 members object but the committee accept the nomination. Ultimately, however, whilst the committee has the final say they will usually be guided by any objections which may be expressed by Members. That is the purpose of displaying a candidate's name on a notice board.



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Q. We wish to change some minor terms and conditions of employment for our bar staff. I understand that with 28 days notice we can impose any changes that we wish, is this correct?

A. Any notice to change the terms and conditions of employment must be agreed by the employee. If unilateral changes to a contract of employment are made without an employee's consent then an employee would be capable of claiming that he or she had been unfairly dismissed. Alternatively, an employee could argue that such changes created a situation of constructive dismissal. I suggest that any change of contract is discussed in the first instance with the employee and that in event of the proposed change being agreed that a signed acknowledgement of the change of their terms and

conditions of employment is added to contract of employment. If an employee refuses to give consent for their contract to be altered then whilst a Club's Committee could unilaterally impose the change, such a change may be treated as a breach of contract. The employee will then have to decide whether to accept the change of contract or file for unfair/constructive dismissal. In almost all cases such a situation should be avoided.

Q. The Chairman states that as our maximum capacity in the club limits us to 220 people at any one time, this means we cannot recruit more members than this amount. However, our accountants have told us that there is no limit on how many Members we can have. Can you clarify?

A. We are surprised that this question is still asked since it is definitely one which is

established from nothing more than a myth. Sometimes we have clubs that believe the membership is restricted to the maximum number that a fire officer may have put on a single room in the club years previously.

There are no limits on the amount of members the club can have. Whilst there may be a limit on how many of the members can be in the club at one time for health and safety reasons, this does not affect the total level of the membership.

We have some clubs which have over 1000 members in premises which can only hold 300 members at any one time. However, this is not a problem since it is highly unlikely that more members than the club has capacity for will be wishing to attend at the same time and if this is the case then once

the club has reached capacity then excess members would simply be turned away. This would not be against their membership rights and does not mean the club cannot have more members than the capacity of the club's premises allows.

Q. Can you clarify if it is a requirement that any notices displayed on the club's notice board should identify who the author is?

A. Only official committee correspondence can be displayed on a club's notice board unless the committee specifically wishes to allow members to place personal notices.

We would suggest that all notices placed on the board include details of who the author is, whether this is the committee or, if allowed, individual members.



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More people are disabled than you think

Disability can prove a legal minefield for clubs and the 2010 Equality Act has added new categories to the list of those who can be considered as disabled.

The new Act says:

A person is disabled if they have a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

The previous legislation included a list of “normal day-to-day activities” and the employee had to show their condition impacted on the ability to carry out something on that list. The definition is now applied more widely and vaguely - leaving more scope for problems.

Long-term means any condition lasting or likely to last for more than 12 months - or terminal. Anyone with cancer, multiple sclerosis or HIV/AIDS is defined as disabled from the date of diagnosis regardless of how it affects them. With mental illness, however, the emphasis is on the impact of the symptoms, and the illness does not have to be well recognised.

Discrimination on the grounds of disability was introduced by the Disability Discrimination Act 1995. The new Act adds new forms of discrimination:

as well as being direct, discrimination can be indirect, associative and perceptive. These all outlaw discrimination on the usual grounds of a “protected characteristic” such as race, gender and sexual orientation, as well as disability.

Direct discrimination is treating someone less favourably than another person because of a protected characteristic. For example, not recruiting an individual because they are disabled.

Indirect discrimination occurs when a group with a protected characteristic is put at a disadvantage and the club cannot show it to be a proportionate means of achieving a legitimate aim. For example, if the club required all employees to work on the second floor of a building without a lift then someone who is disabled is unable to access the second floor and hence not allowed to work in that club.

It is also discriminatory to treat someone less favourably because of something connected with their disability. For example, this could be someone making spelling mistakes owing to their dyslexia. It is justifiable only if the club can show that it is a proportionate means of achieving a legitimate aim. It would be justifiable, for



instance, to employ only a cellarman who is physically fit or a journalist who can spell.

Associative discrimination is treating someone less favourably because they associate with an individual who has a protected characteristic. Someone whose child has a disability would sometimes have to leave work to deal with a problem.

Perceptive discrimination is treating someone less favourably because it is perceived that they have a protected characteristic, whether or not they do, for example refusing to appoint someone because it is thought that they are disabled when they are not.

The Act also covers victimisation of someone who has raised a grievance, made a complaint, or is thought to have made a complaint. It can also be classed as victimisation to refuse to give a reference to someone who had made a complaint.

Harassment is “unwanted conduct related to a relevant

protected characteristic, which has the purpose or effect of violating an individual’s dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for that individual.” The club is also liable for harassment that comes from a third party (for example a member) if that harassment has occurred on at least two occasions, the club knew about it and did nothing to prevent it from re-occurring.

The 1995 Act required clubs to make “reasonable adjustments” to accommodate disabled employees and to discuss these with them. “Reasonable” could include: allocating some duties to another employee; altering hours of work, allowing time off for treatment; altering procedures and making physical adjustments to the workplace.

Only a small percentage of people with disabilities are in wheelchairs and not all disabilities are obvious. Clubs need to train all employees to behave responsibly and treat people with respect and dignity.

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Pub landlady wins latest stage of Sky TV case

The well documented case taken to the European Court by a Portsmouth pub landlady has seen her win the latest stage of her fight to air Premier League games using a foreign TV decoder.

The ECJ now says national laws which prohibit the import, sale or use of foreign decoder cards are contrary to the freedom to provide services.

This could trigger a major shake-up for the Premier League and its current exclusive agreements with Sky Sports and ESPN. However, whereas this opens up opportunities for individuals to watch overseas broadcasts at home, it remains unclear whether in future games can be shown in pubs

using foreign decoders and broadcasts, as the ruling also threw up a number of copyright issues.

It is reported that the ECJ said national legislation, which banned the use of overseas decoders, could not “be justified either in light of the objective of protecting intellectual property rights or by the objective of encouraging the public to attend football stadiums”.

The ECJ findings will now go to the High Court in London, which has sent the matter to the ECJ for a final ruling. It is however unusual for a member state High Court to pass a different judgement from one provided by the ECJ.

The judges said the Premier League could not claim copyright over Premier League matches however, they did add that while live matches were not protected by copyright, any surrounding media, such as opening video sequences, the Premier League anthem, films showing highlights and various graphics, were protected by copyright.

It goes on to say that it remains to be seen if match action could be viewed without using any of these copyright “extras”,

By ensuring that its branding was on screen all the time, or including in-match graphics, the league may be able to claim pubs were in breach of this ECJ ruling on copyright.

In a discussion on this important development with Finlay Communications they advise caution at this early stage. They went on to say that it is entirely possible that Sky will reduce costs or may even decide to show 3pm football. They went on to say that clubs will no doubt be approached by satellite installers but they wished to underline their advice to observe caution until the dust settles. For instance, our understanding is that this case only refers to broadcasts from another European member state.

Robert Paden and Tim Mallon of Finlay Communications invite clubs to contact them to answer queries and allay fears they may have on this important development.

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Arthur's Day hits the right note for Guinness fans around the world

Guinness fans raise a toast 'To Arthur' at 17:59

On Thursday 22nd September, millions of people from all around the globe came together to celebrate the life and legacy of Arthur Guinness by raising a toast 'To Arthur' in honour of the man who gave Guinness to the world.

Guinness fans across the island of Ireland, welcomed a host of top international acts including Kelis, The Stereophonics, Scissor Sisters, Calvin Harris, The Saturdays and Paolo Nutini as well as home-grown talent Ash and Cashier No.9, who took to the stage in music hubs in Belfast, Dublin, Cork and Limerick followed by a surprise intimate gig by each of the acts.

Just off the stage in The Ulster Hall DJ Fresh said, "Wow - the atmosphere in Belfast was amazing and everyone here is helping to raise money for a great cause - the Arthur Guinness Fund...which is a real feel good factor too."

Horslips, who played in the Ulster Hall added, "This was a very special night for us as it's the first time that the original line up has performed together since 1980. It was great to make our return in front of a home-crowd and as part of the Arthur's Day celebrations."

Now in its third year, the day was marked by a series of high profile events and celebrations in over 2,000 outlets across the island of Ireland and in



DJ Pete Snoddin leads Guinness fans in a toast "To Arthur" for the 2011 Arthur's Day Celebration held at the Ulster Hall in Belfast.

40 countries around the world including Italy, Germany, Spain, Malaysia and Australia to honour the remarkable life and legacy of Arthur Guinness – the legendary philanthropist and founder of Guinness.

Speaking about Arthur's Day today, Orla Flanagan, Senior Brand Manager, Guinness said, "The excitement around the country today was palpable.

Guinness fans were being treated to some of their favourite bands in the

surrounds of their local which really is something special." In a major new philanthropic development, Guinness fans with smart phones were invited to 'Check-In' via Facebook whilst in their venue on Arthur's Day.

Orla continued, "Arthur Guinness was the original philanthropist and to continue his legacy, for every 'Check-In' to a venue via Facebook places, we are donating £5 to the Arthur Guinness Fund up to a maximum of €500,000".

As well as this new Check-In initiative, all ticket proceeds from Arthur's Day directly benefits the Arthur Guinness Fund, which identifies and supports social entrepreneurs aiming to make positive changes in their communities.

To date, twenty social entrepreneurs from across the island of Ireland have received funding from the Arthur Guinness Fund with a total of €1.65 million distributed since 2010.

millions

Tim Wheeler and Ash lead Guinness fans in a toast "To Arthur" for the 2011 Arthur's Day Celebration held at the Ulster Hall in Belfast. Celebrations began at 17:59 in the famous St James's Gate brewery with the worldwide "To Arthur" toast followed by live music events in Dublin, Belfast, Limerick and Cork.



The Horlips toasted "Arthur" at the Ulster Hall in Belfast.



DJ Fresh featured in Belfast.



Fans at the Ulster Hall raise a glass "To Arthur".



Travel Solutions launch 2012 brochure

Group travel experts, Travel Solutions, has just launched its new 2012 brochure which offers a host of new destinations to add to its already extensive range of specialist tours and popular getaways. The multi-award winning Belfast-based company has also just unveiled a new-look website which makes finding your ideal break even easier and also for the first time offers a simple online booking service.



Proud recipients of Northern Ireland's Best Coach Tour Operator accolade for the past three years, Travel Solutions is one of Ireland's leading organisers of group travel providing a specialist all-encompassing service so that all you have to do is pick up the phone.

Working only with well established and professional transport and accommodation suppliers, Travel Solutions has many years of expertise and experience in organising group tours covering a wide range of interests, from sporting and social clubs through to Woman's Institute and school trips.

The team can package up air travel, hotels, coach hire,

excursions, entertainment, tour managers, along with a great selection of other benefits.

These include: tailored travel to meet your budget, a booking service to allow members to book individually, a payment plan, promotional material to advertise within your group, easy booking (by phone or by email), small deposit of £50 per person (£100 per person for flights), tour managers if required and financial protection.

The company will provide a **FREE** no obligation quotation, a **FREE** presentation to your group and a **FREE** place with group sizes of 20 plus people.

The new 2012 brochure is packed full of inspiration for

trips to specialist events across the UK, Ireland and Europe as well as popular tours, weekend getaways and new European destinations.

Bespoke tours to events and destinations of your choice can also be organised by the Travel Solutions' team.

You can download a brochure at www.travel-solutions.co.uk or call today on 028 9073 6517 or email groups@travel-solutions.co.uk or simply book online



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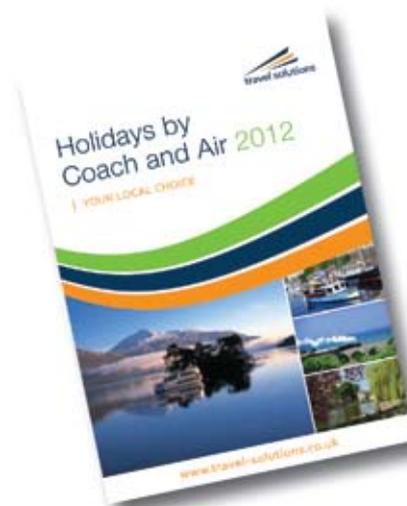
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Tennent's brought the party back

Tennent's promised to bring the party back to Northern Ireland and in August the brand did just that. Ward Park in Bangor was crammed to capacity with music fans thrilled to welcome Tennent's Vital back as the biggest music event of the year.

Tickets for Eminem, undoubtedly the world's biggest superstar, supported by the Kaiser Chiefs, Jimmy Eat World and OFWGTA, sold out within hours. Eminem played an unforgettable 2-hour set in Ward Park which closed the festival in spectacular style. Day one got the party off to a fantastic start, in glorious sunshine, with great acts including, The Wombats and culminating with headliners the Script.

Aisling Duffy, Head of marketing at Tennent's NI, said,

"The response from fans said it all. The sheer numbers of people who attended ... their reaction to the acts performing ... the amazing atmosphere across Northern Ireland and Ward Park across the two days it was everything we wanted and then some. We set out to bring Tennent's Vital back in style and create an amazing music experience for the people of Northern Ireland. We did that and the tens of thousands of fans who came along and joined in the party did the rest. Their energy and passion for great music combined to make this one of the best events Northern Ireland has ever seen, and we're already starting to make plans for how we top it in 2012!

"A big thank you to everyone who got this show on the road. Our customers from across Northern Ireland were out in strength with us at Tennent's Vital as, together, we all enjoyed bringing the party back!"



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Phil McGurran (left) from Belfast chats with Tom McCusker, Managing Director, Tennent's NI.

C&C launches new cider brand

Just when you thought you had seen everything that the cider market might have to offer, one of the world's foremost producers has introduced a new twist with an impressive opportunity for growth.

The C&C Group, which is recognised for its inspired innovation and worldwide success in the cider sector, has created an entirely new brand, St Aibel, which is being launched into the marketplace by its Northern Ireland business, Tennent's NI.

St Aibel is a totally new premium and lightly sparkling fruit cider with a chic image and a unique taste experience designed to satisfy consumer demand for new flavours.

James Simpson, Cider Marketing Manager at

Tennent's NI, said, "Cider has really come of age and is now drunk by more people on more occasions than ever before. As familiarity with cider has grown, so too has discernment - our target

market have told us they would welcome new flavours and drinking experiences within cider, and we are confident consumers will appreciate both the intrinsic quality and flavour that St Aibel delivers".



Carling launches 'Brilliantly Refreshing' new ad

Carling has launched a new ad which hit TV screens in Northern Ireland in September.

The 60 second spot is part of a £7.3 million investment into the brand by Molson Coors (UK & Ireland) aimed at reigniting the lager's image and turning Carling into a two billion pint brand.

The advert follows one man's journey to find the ultimate refreshment in a pint of Carling. Set to Wondrous Place by up-and-coming artist Alice Gold, the spot supports the brand's new, more sophisticated visual identity.

Chris McDonough, Marketing Director at Molson Coors (UK & Ireland) said, "The advert brilliantly encapsulates where we want to take Carling. Whilst Carling is performing really well in Northern Ireland and remains the UK's best selling beer, we know we can't afford to stand still in a changing and challenging market. This ad, and the entire strategic repositioning of Carling, aims to bring the brand back to being a confident and proud category leader."

The advert plays on the lager's new tagline, Brilliantly Refreshing, and has been directed by award-winning music video director Walter Stern.

Carling has made a huge impact on the local market through high profile football sponsorships such as the Carling Premiership and the Carling Northern Ireland Football Writers' Association,

as well as the inaugural Carling Nations Cup, an international tournament taking place at the Aviva Stadium in Dublin

featuring Northern Ireland, the Republic of Ireland, Scotland and Wales.

The new TV ad can be viewed on <http://www.youtube.com/carlinglageruk>



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Magners, the home of innovation

Magners, the company which famously revolutionised the cider sector, is about to do it again. This time the focus is on an intriguing new range of blended cider, Magners Specials.

Magners Specials feature the familiar tastes of both Magners Original cider and Magners Pear cider blended with unexpected yet intriguing flavours such as Rhubarb, Ginger and Honey to create a completely new and indulgent cider drinking experience - and remind you that 'there's method in the madness'. The trio of Pear and Ginger, Spiced Apple and Honey and Spiced Apple and Rhubarb has been crafted to deliver three highly distinctive characters, each with rewarding tastes, coupled with the heritage and refreshment which are at the traditional heart of Magners.

Brand Manager Niki MacCorquodale said, "The unusual combinations of flavours in the Magners Specials may sound quirky, but their rewarding tastes make this new range truly different



Pictured (L-R) sampling the new Magners Specials range at Victoria Square Ladies Day Race Day at Down Royal Racecourse are Dawn Beresford and Nadine Williamson.

from anything else around. Distinctive packaging and strong colour themes give it fabulous fridge appeal, taking the familiar 'look' of Magners and adding a stylish new dimension to bottles which have considerable handling appeal.

We know, from the response to an ambitious programme of samplings, that it is genuinely a product that gets people talking ... and coming back for more.

"We're looking forward to sharing those benefits with the

trade where 'coming back for more' is the ultimate measure of brand success."

For more information find us on [Facebook.com/magnersciderni](https://www.facebook.com/magnersciderni)



Sampling St Aubel, a new fruit flavoured Belgian cider, also from Tennent's NI, are (l-r) Fiona Gallagher, Jacqui Hanna and Melissa Magee.



WKD Purple is here to stay

The runaway success and popularity of WKD Purple – the first Limited Edition to be launched by the iconic, top-selling RTD brand in Northern Ireland - has resulted in Beverage Brands taking the decision to keep the innovative new line on as a permanent fourth variant in the WKD range from 1st October when it will be added to the Blue, Red and Iron Brew line-up.

Debs Carter, Marketing Director at Beverage Brands said, “WKD Purple’s launch was aimed at delivering something innovative, new and exciting for consumers and generating incremental volume sales for retailers, the WKD brand and the RTD category as a whole and it has succeeded in achieving all of these goals.

“Our original intention was to bring WKD Purple in as a Limited Edition for six months spanning the summer period. It’s the first time we’d launched a WKD Limited Edition and we were pretty confident it would become a big talking point

amongst consumers. WKD Purple has great standout on shelf and it created a lot of excitement and generated extremely high levels of interest in our research groups. But it really has exceeded expectations all round.

Carter said both the sales performance and the response from consumers have been extremely positive, “Keep WKD Purple’ fan pages/campaigns have sprung up on Facebook and we have received lots of requests via the WKD Facebook page asking us to keep the line on, and it’s the combination of sales performance and consumer demand which have driven our decision to make Purple part of the permanent WKD range.”

The WKD Purple launch was supported with a £3 million marketing campaign which forms part of the £30 million marketing spend for the WKD brand this year, and has included a sustained TV advertising and digital campaign throughout the year.

Alongside the ongoing WKD marketing campaign, support for WKD Purple will continue in the months ahead with activity being targeted at key touch-points for the WKD consumer audience - primarily via a digital and social media campaign, and also at point-of-purchase where Beverage Brands will continue to bring the campaign to life in outlets by providing point of sale kits via the WKD POS hotline.



World’s No. 1 vodka in search for the most original nightlife in the universe



Pictured at the launch of the Smirnoff Nightlife Exchange Project is Belfast girl, Debbie McCann, from dance troupe Razzle Dazzle.

The Smirnoff Co. launched the next Smirnoff Nightlife Exchange Project in Dublin recently with the audacious goal of getting 10 million people to discover, share and swap the most original nightlife experiences in 50 countries. The Project is an ambitious attempt to discover the world’s most unique and interesting nightlife, culminating in one-of-a-kind experiences on the same night all over the world.

This year, Madonna joins the Smirnoff Nightlife Exchange Project to find the best dancer to join her next tour. To celebrate this unique opportunity, the Smirnoff Ireland dance troupe, featuring N. Ireland’s, Debbie McCann, took to the streets of Dublin for impromptu performances to spread the word.

In May, over 2,000 people across Northern Ireland witnessed the best of Argentinean nightlife come alive in Portrush, as part of the region’s first Smirnoff

Nightlife Exchange experience. Revellers across the province, and the world, are being invited to co-create and participate in the latest Project by contributing ideas on what makes their local nightlife distinct in various categories, creating a nightlife cocktail of unique events. The most inspiring suggestions from each region will be captured online and then exchanged with another country in November.

Simon Burch, Global Brand Director for The Smirnoff Co., said, “Smirnoff mixes original nightlife from around the world and gives everyone the chance to be there through extraordinary, one-of-a-kind experiences. Who better to decide the best in the dance category than Madonna herself?”



Not many teenagers have packed away as many awards as Natalie McGuinness. The Antrim camogie star has collected more honours during her career, so far, than most players, in any code, have gained in their lifetime.

It seems the honours keep arriving for the talented 19-year-old Belfast girl who recently added yet another to her ever-growing list. Natalie was named the August winner of the Quinn Direct/UGAAWA Monthly Merit Award to add to her county and club list of honours already achieved.

“I can’t believe that this is true, that I have won this award,” she enthused. “I was really shocked when I got the call to tell me. I’ve been aware of this monthly award as Jane Adams, my club and county colleague, has won it a few times but I never thought that I would be in the running to win it.

This is Natalie’s second year in the Antrim senior team and, on the field, she has won five Antrim senior county honours with Rossa plus All-Ireland senior club championship and All-Ireland Sevens medals. Not bad at 19!

For her August Merit Award, Natalie, who is taking a year out from studies before beginning a Sports Studies degree at UUJ, pipped Donegal football stars Frank McGlynn and Kevin Cassidy for the honour.

As her award she receives, compliments of Belleek Pottery, an engraved Belleek Living Vase, specially designed silver jewellery from Omeath craftsman Garrett Mallon, training gear from O’Neill’s International Sports, an UGAAWA Sports Voucher plus two tickets and overnight accommodation for the GAA Writers’ 2011 banquet on 18th November.

UGAAWA Monthly Merit Award



Antrim camogie star Natalie McGuinness receiving her August Merit Award from Quinn Insurance Claims Manager John Reilly (right) and UGAAWA secretary John Martin. Picture by Michael Cullen

GAA Bursary Scheme

Ulster GAA, in support of the National Student Bursary Scheme, will once again award bursaries of up to £800 to students attending Higher Education colleges as part of its commitment to Player Welfare.

The scheme, which is now in its fifth year, will be open to members of the Association who are attending a full-time Higher Education course and who are active participants in their Higher Education club. However, students who hold other GAA-related or a college scholarship/bursary will not be eligible to apply. Full eligibility criteria is provided with the application form.

Ulster GAA welcomes applications from those students

in our province regardless of whether their attendance is at a college inside or outside of Ulster.

Each bursary granted will be for up to a maximum of £800. Further information and application forms for this year’s scheme are currently available to download from www.ulster.gaa.ie

All completed forms should be returned to:
Jimmy Darragh,
Ulster GAA Student
Bursary Scheme,
8-10 Market Street
Armagh BT61 7BX

The closing date for application will be October 14th 2011. Applications received after the closing date will not be eligible for consideration.

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National Hunt racings' legends on your doorstep

The Northern Ireland Festival of Racing 4th and 5th November at Down Royal Racecourse

Down Royal is proud to host the Northern Ireland Festival of Racing on 4th and 5th November. Its importance in the sporting calendar is sometimes forgotten, to put it in perspective, it's like a Formula 1 Grand Prix at Kirkistown or the Ryder Cup at Royal Co. Down. It's a wonderful opportunity for local sports fans to see the greats of the horse racing world up close and personal, right on their doorstep.

Last year in the feature race of the Festival, the Grade 1 JNwine.com Champion Chase, Kauto Star, undoubtedly the most famous steeplechaser in the world, reclaimed his 2008 crown in the Down Royal Showcase,

beating off Sizing Europe, who went on to win the Queen Mother Chase at Cheltenham and China Rock. The quality of racing is re-enforced with the Grade 2 Ladbrokes Chase also on Saturday 5th November. In 2010 it was a thrilling renewal with the Nightingale winning making it two years on the trot for trainer, Paul Nicholls. The hugely competitive Grade 2 WKD Hurdle, the feature race on Friday 4th November, was won last year by the Jessica Harrington trained, Gimli's Rock.

The festival will see the facilities operating at its maximum capacity with hospitality options to suit all budgets and demands,



starting from £60. Discounts are available for groups booking coach trips to the racecourse. On Friday 5th November, there will be a £22 Punters' Pack offer which includes; entrance to the racecourse, £5 bet with Sean Graham Bookmakers, access to a private Paddock marquee, hot

beef roll, racecard and a WKD. There will only be 500 Punters' Packs available over the festival, at a cost of £22 and they must be booked in advance. Admission on Saturday 5th November is £15. Discounts on admission are available for groups booking coach trips to the racecourse.



World Class Racing from a different perspective
**NORTHERN IRELAND
FESTIVAL OF RACING**
Friday 4th & Saturday 5th November 2011

PUNTERS' PACK £22 PER PERSON - Paddock Marquee Friday 4th November
There will only be 500 Punters' Packs available over the festival and they must be booked in advance.
A Punters' Pack includes; • Entrance to the racecourse • Access to a private marquee • Beef roll
• £5 bet supported by Sean Graham Bookmakers & Pat O'Hare Bookmakers • Racecard • WKD

GENERAL ADMISSION: Friday 4th, £12 • Saturday 5th, £15. Children under 16 go free, OAP & student rates are available on both days. First race on both days 1:00pm (approx.) and last race 4:00pm (approx.)
Offers available for coach parties – please contact 028 9262 1256 for further details.

For more information or to book tickets log onto www.downroyal.com,
tel: +44 (0) 28 9262 1256, email: info@downroyal.com or fax: +44 (0) 28 9262 1433



NIFWA Carling Manager & Players of the Month Awards



Mulgrew scores Carling Player of the Month

When Jamie Mulgrew's American dream failed to materialise during the summer, it would have been easy to feel sorry for himself.

But the Linfield midfielder instead returned to Windsor Park to pen a new deal and vowed to bring more success to the double winners.

In the first month of the Carling Premiership season, the hero of last season's Irish Cup final has already matched his goals tally from last season as the Blues surged to the top of the table and earned Mulgrew the Carling Northern Ireland Football Writers Player of the Month.

"I'm delighted to win this award, and my thanks go to sponsors Carling and the Football Writers," said Mulgrew. "We at Linfield have been fortunate enough to make a good start to the new league campaign and our aim is to make a successful defence of our title.

"From a personal perspective, I'm very happy to have made a good start myself. I scored two



Linfield's Jamie Mulgrew receives the Carling NIFWA Player of the Month for August from Carling's Paula Nesbitt and Carling referee Laurina Kennedy.

goals in August and that is as many as I scored in total last season, so I hope I can build on that moving forward.

"The demands and expectations at Linfield are very high and we as players know that we have to deliver otherwise the manager has a choice of quality players to come in and do that job in your place."

Carling's Jordana Grimes said, "Jamie really stood out this month with his performance and the goals he's scored for Linfield have been fantastic. Carling is delighted to be at the heart of local football, supporting local talent, and bringing local people back to the game."

Mulgrew finished top of the pile ahead of Glentoran's veteran defender Colin Nixon and Portadown goal machine, Matthew Tipton.

Ports boss scoops 18th Carling Manager Award

Portadown boss Ronnie McFall has been there, seen it and done it when it comes to the local game.

But the internal wranglings in the Shamrock Park

boardroom should even have tested his nerve.

An early season defeat hardly lightened the mood but, as he often does, McFall built a siege-mentality and the Ports turned the corner in style.

The highlight of August was an early season derby defeat of lowly Glenavon - a victory which went a long way to McFall securing an 18th Carling Northern Ireland Football Writers Manager of the Month award.

McFall said, "I am delighted to accept this award from our Football Writers and sponsors Carling, who have been true supporters of the game here.

"We at Portadown had a difficult start to the new season with all the uncertainty at boardroom level, but I have to pay tribute to all of my players.



Portadown boss Ronnie McFall receives the Carling NIFWA Manager of the Month award for August.

"Their attitude throughout has been excellent and even when we lost our opening game against Donegal Celtic, I got the response I wanted from them and we won our next four games.

"There's a long way to go but I'll be happy if we can keep all our players fit, keep the same attitude and desire and of course keep winning games."

Carling's Jordana Grimes said, "Yet again Ronnie has demonstrated his ability to lead his team to success and really deserves this award. Carling is delighted to be at the heart of local football, supporting local talent, and bringing local people back to the game."



1981

Real Madrid stage a command performance

National Hunt racing is not known for its sentiment, but the world was visibly moved when both runner and rider overcame the most terrible of odds to win the Grand National on 4th April.



Champion and Aldaniti overcame illness, injury and Aintree.

Bob Champion was in his prime as a jockey in 1979 when doctors broke the terrible news that he had cancer and less than a year to live. But Champion refused to be beaten and embarked on a long and debilitating course of chemotherapy.

For 18 months Champion endured treatment that left him so weak that he could not even stand. Only one thing kept him going - a burning will to win the Grand National. Finally, early in 1980, the doctors announced that the cancer had gone into remission. Champion fought through the year to regain his strength and in August he was back in the saddle, celebrating his return with a winner in his first race.

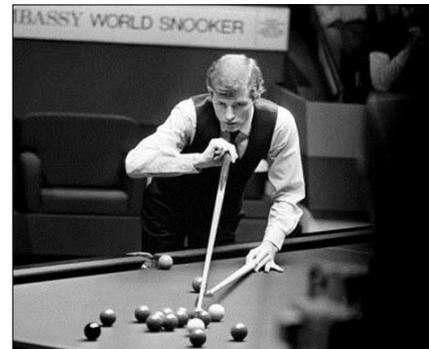
Throughout the long months in hospital, Josh Gifford had stood loyally by Champion. The trainer kept his stable jockey's spirits up with discussions about the progress of Aldaniti, who they both agreed was a Grand National prospect.

However, Aldaniti had problems of his own. His legs were so fragile that several times it was said that he would never race again. But while Champion was recuperating Aldaniti was also healing well, and the stage was set for the impossible dream to come true.

But it looked as if the dream would turn into a nightmare when Aldaniti hit the first fence so hard he barely recovered. Somehow, Champion kept his mount on his feet. By the eleventh fence they had taken the lead and they stayed in front throughout. For a brief moment on the run-in it looked as if Aldaniti might be overhauled by Spartan Missile, but with one flourish of the whip from Champion the fairytale came true.

Davis sets the agenda

Steve Davis's first world championship presaged his dominance of the 1980s with an immaculately tailored technique, relentless application and supreme consistency. Even his six world and six UK titles do not do full justice to the epitome of class and professionalism he became.



Steve Davis at his imperious best.

Davis had already won the English professional title and three other tournaments when he met Doug Mountjoy in the final at The Crucible, Sheffield, in April. Mountjoy was in good form, having made a 142 clearance in his semi-final against Ray Reardon, but he had no answer to Davis, who won £20,000 for his 18-12 victory.

Davis's manager, Barry Hearn, carried his off-table earnings into new realms for a snooker player and used him as the foundation of his own Matchroom snooker empire.

Match-point specialist excels

The inaugural London Marathon, conceived by the 1956 Olympic steeplechase gold medallist Chris Brasher after he had taken part in the established New York City Marathon, was staged from Greenwich Park, with 7,055 runners actually lining up from an entry of 7,700, and 6,418 finishing.



Joint winners of the men's race, Dick Bearsdley and Inge Simonsen.

The race was jointly won by Inge Simonsen of Norway and Dick Bearsdley of America, who crossed the finish line at Constitution Hill in a mutually agreed tie in 2:11.48. Joyce Smith, aged 43, won the women's event in 2:29.57, setting the fifth British marathon record of her career. Brasher, aged 52, clocked under three hours.

Also this year...

Football - England and Wales refused to play Northern Ireland in Belfast because of political unrest and so the Home championship was abandoned.

Bill Shankly died in a Liverpool hospital on 29th September, aged 67.

Motorcycling - Mike Hailwood was killed in a car crash in March.

Rugby Union - South Africa's tour of New Zealand was disrupted by political protests. Two matches were cancelled and the All Black Gary Knight was knocked down by a flour bomb thrown by a protester who buzzed the third Test in his light plane.

MIX IT UP

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