

Review Club

Review

VOLUME 25 - Issue 4, 2012



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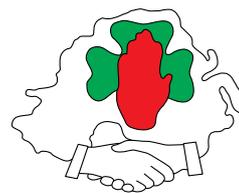
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Minutes of the executive meeting

Held in the Shimna Valley Centre,
on Wednesday 23rd May 2012



The Chairman, John Davidson, opened the meeting, following which the Secretary, Bob McGlone, read the minutes of the previous meeting. The Minutes were passed, proposed, and seconded as a true record by Raymond Connor and Joe Patterson.

The Secretary read out some details received. The Chairman continued to read out details of questions and help requested via the helplines.

Copies of the financial report were distributed to all present. The Treasurer, Davy Larmour, went through it in detail, giving

explanations where necessary. It was proposed as a true record of our financial standing to date, proposed and seconded by Jim McCaul and Bob McGlone.

The Chairman proceeded to describe the benefits of solar panels being fitted by HIS Group. He advised clubs to apply for them on a rental basis, rather than buy them outright. This keeps maintenance costs with the installing company.

A club was in touch regarding the renewal of membership to members who do not attend regularly. They were informed



The executive committee, pictured with Dawn Weir and Patricia Kidd, at the N.I. Cancer Fund for Children's Shimna Valley Centre in Newcastle.

that this was unlawful as it discriminates against members, who may have justifiable reasons for being unable to attend regularly.

Another club requested advice on the installation of a defibrillator. This will require ensuring that appropriate training is provided on the equipment.

A further query referred to the barring of members, which is not as straight forward as one might think.

We are informed of major local alarm company 'Scan Alarms', who are already established in the club sector but who wish to develop the service to include

an extremely cost effective package for member clubs.

The P.R.O. provided an update on the success of the dinner and dance which was a resounding success.

A meeting took place with Kieran Devine of BSKYB who confirmed that a new tariff system is being considered which will hopefully lead to better terms for member clubs.

The matter of rates relief was raised. It should be remembered that at least 20% of a club needs to be used for a prescribed recreation under the rating act to qualify for the reduction which equates to 80% reduction on the percentage used for sport.

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We engaged with the PSNI in respect to settling some other club issues, which were subsequently resolved satisfactorily.

Quite a few club issues were raised this month including one on seeking advice on how to suspend or bar a member. Again appropriate advice was provided.

An update on the 'Voluntary Code of Practice' was provided. The code aims to provide control over particular type of drinks promotion in the drive to resolve the many issues not least of which is alcohol abuse.

The meeting was concluded with the Chairman thanking the staff of Shimna Valley for hosting the meeting and providing hospitalities.

Bob McGlone,
Secretary

Minutes of the executive meeting

Hosted by Belfast Indoor Bowling Club,
on Wednesday 13th June 2012

The Chairman, John Davidson, opened the meeting, following which the Secretary, Bob McGlone, read the minutes of the previous meeting held in the Northern Ireland Cancer Fund for Children's (NICFC) Shimna Valley Respite Centre in Newcastle County Down, a respite facility for children with cancer and their families. The minutes were passed, proposed and seconded as a true record by Jim Hanna and Joe Patterson.

The Secretary read a letter of thanks received from the NICFC in appreciation for our support and for affording time to visit the charity's respite centre at Shimna Valley in Newcastle County Down.

The Chairman then provided details of assistance provided to member clubs since the last Executive Committee meeting. A few clubs have asked advice on holding functions on areas outside their actual club premises. Guidance on this matter is being sourced via our legal advisor. He did say that we should advise clubs when renewing their registration to include the whole property and not just the clubhouse.

In order to form a constitution there were enquiries about the winding up of a club and how to deal with disposal of club assets as the club's rule book should cover such an event, for example regarding

the financial disbursements. The financial assets should be totalled and divided to members on the length of time of holding membership, eg. a member of one year would receive a quarter of that available to a member who has four years membership.

Some discussion took place regarding the developments at the Shimna Valley Centre of the NICFC, which is importantly a Northern Ireland charity providing an outstanding service to children and their family members.

On club issues, the Federation has prepared a letter of recommendation for a club to
continued on pg4



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The executive committee pictured with Ken Armstrong, Hon. Secretary, Belfast Indoor Bowling Club.

underline our support of the club and its administration procedures.

Copies of the financial report were distributed to all present with the Treasurer, Davy Larmour, going through it in detail providing explanations where necessary. The report was proposed and seconded as a true record of our financial standing

to date by Brian McCartney and Raymond Connor.

As there was no further business the meeting was closed with thanks extended to Mr Ken Armstrong, Hon. Secretary, Belfast Indoor Bowling Club for hosting the meeting and providing hospitalities.

Bob McGlone, Secretary

Machine games duty begins in February 2013

Machine Games Duty (MGD) is a new tax on gaming machines which, subject to the relevant provisions in the Finance Bill 2012 receiving Royal Assent, (expected July 2012) will start on 1st February 2013. MGD will tax the net takings from "machine games" - games played on a machine for a cash prize where any prize the machine offers is greater than the cost to play.

For clubs this means that machines of present Category B4 (maximum stake/prize £1/£250) and Category C (maximum stake/prize £1/£70) will be liable to MGD; and so will skill machines if they offer any prize higher than the cost to play. Category B3A and pull tab lottery machines will be exempt from MGD and VAT.

RATES: MGD is charged on net takings. This means the amount players pay to play less what is paid out as winnings. The Standard Rate is 20% and applies to the vast majority of club machines; (there is a lower rate of 5% but this only applies to machines with a maximum stake/prize level of 10 pence/£8 (present AMLD Category "D").

TRANSITION: Amusement Machine Licence Duty (AMLDD) will continue until 31st January 2013. Current VAT arrangements on machines will also continue to that date after which machine takings liable to MGD will become exempt from VAT. As clubs' licences become due for renewal in the remaining period to 31st January 2013, HMRC will advise licensees of the arrangements for licensing their machines up to that date.

REGISTRATION FOR MGD: Clubs with a club gaming or club machine permit intending to continue operating liable machines after the 1st February 2013 will be required to register with HMRC, starting late 2012, and so will become responsible for accounting for and paying MGD.

Standard accounting periods will be for three calendar months and MGD returns and payment will have to be made within 30 days after the end of each accounting period. Clubs will have to keep records to substantiate their MGD returns and the amounts declared for payment.



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VAT: As stated above VAT will not be payable on machines liable to MGD from 1st February 2013. The overwhelming majority of clubs will already be partially exempt because they make both Vatable supplies (eg alcohol) and exempt supplies (eg sale of bingo and lottery tickets). The switch from taxable to the exempt status of machine takings will need to be taken into account.

A basic principle of VAT is that input tax relating to exempt outputs (eg VAT on lottery tickets and (from 1st February 2013) VAT on machine-hire charges is not normally recoverable. However, many clubs are nevertheless able to recover all of their input VAT because their total input tax is what is known as "de minimis".

Your financial advisors will be familiar with the partial

exemption and de minimis rules.

The NIFC is hopeful that the great majority of clubs will continue to benefit from de minimis rules, and the abolition of AMLD will be beneficial in that clubs will avoid having to pay large AMLD licence fees up front and will only pay MGD commensurate with the profitability of their machines.

HMRC/TRADE WORKING GROUP: The NIFC continues as a member of this working group convened by HMRC to work with machine suppliers and users to facilitate the transition from AMLD to MGD.

The above is a brief explanation only for general guidance. The full rules, procedures and tests to be satisfied for full recovery of input VAT are set out in VAT Notice 706 (Partial Exemption).

A lasting legacy



Former MLA, David Ervine, has left a lasting legacy to people suffering from cardiovascular disease, five years after his death. Members of the Raven Social Club in east Belfast, of which he was President, have raised £2,500 in the past year for N.I. Chest Heart & Stroke. The Chief Executive of NICHHS, Andrew Dougal, pictured with David Ervine's widow Jeanette and former MLA Dawn Purvis, said, "The members of the Raven Social Club have been more than generous in the past five years, and this is their finest effort yet. What a great legacy David Ervine left, helping us to continue saving and improving lives".

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fully comply with club insurance policies.

But what about cost? Fear not, the Northern Ireland Federation of Clubs has been offered a cost-effective tariff for both its member clubs and their respective members' domestic requirements. In the past, cost played a big part in the decision making, but thankfully, due to this new tariff, this is a thing of the past.

If you are in doubt regarding your compliance with regulations and your club insurance policy you are encouraged to utilise this Scan Alarms offer. **Remember it costs nothing to ask!**

Fire Risk Assessments **'a timely reminder!'**

Due to the disaster that has befallen Carrickfergus Sailing Club, it is incumbent upon the Federation to advise you to focus your attention on the legal requirement for every club to carry out a Fire Risk Assessment.

What is changing? The Fire and Rescue Services (NI) Order 2006 (The Order) which come into effect on 15 November 2010, replaced and simplified fire legislation at that time in non-domestic premises using a modern risk based approach to fire prevention. It meant that any person who has some level of control in premises must take reasonable steps to reduce risk from fire and make sure people

can safely escape if there is a fire.

What will happen to Fire Certificates? The introduction of The Fire & Rescue Services (NI) Order 2006 and The Fire Safety Regulations (NI) 2010 saw the repeal of The Fire Services (NI) Order 1984 and consequently the requirement for certification.

What will happen if you have carried out a fire risk assessment under the The Fire Precautions (Workplace) Regulations (N.Ireland) 2001? If a fire risk assessment for the premises has been carried out under the Fire Precautions (Workplace) Regulations

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(Northern Ireland) 2001 and this assessment has been regularly reviewed, then all that should be required is a revision of that assessment taking into account the wider scope of the new legislation as described in the guidance documents.

What are relevant premises?
The Order will apply to almost all premises including: registered clubs, pubs, night clubs and restaurants. It does not apply to people's private homes, including individual flats in a block or house.

What is a Fire Risk Assessment? A Fire Risk Assessment can be defined as an organised and methodical look at premises, the activities carried out there and the likelihood that a fire could start and cause harm to those in and around the premises. Whilst there are no fixed rules about how a fire risk assessment should be carried out, it is nonetheless important to adopt a structured approach that ensures all significant risks are addressed.

Do I need to get a Fire Risk Assessment? The answer is yes! Any premises used for business or by voluntary organisations come under The Order. It will mean significant changes to the ways in which employers and people in control of premises are required to manage fire safety. Responsibility for fire safety in the workplace now clearly rests with the employer and those with any degree of control of premises.

Who can carry out a Fire Risk Assessment? In many cases, those with the responsibility for premises are likely to be best placed to maintain fire safety precautions and understand and address the risk to lives and property that a fire could present. Under The Order, the duty to carry out and implement a fire risk assessment lies with the appropriate person. Achieving fire safety is often a matter of common sense, and in many cases there may be no need for specialist or formal knowledge or training, providing the appropriate person makes enough time available to go through all the necessary steps.

In carrying out a risk assessment, however, the appropriate person may decide that, given the nature of the premises or the people involved, they do not have the necessary competence to discharge their duties under The Order. In that case, they could choose to appoint one or more competent persons to assist him/her. The level of necessary competence is not prescribed in The Order, which recognises that the extent of competency will vary according to the nature and complexity of the premises involved.

How do I carry out a Fire Risk Assessment? It is generally considered that for fire risk assessment to be suitable and sufficient the person responsible should be competent and follow

the elements of the five step approach.

Who is a competent person?
A competent person is someone with sufficient training and experience or knowledge, and other qualities, to enable them to implement the appropriate fire safety measures. The level of competence is not prescribed in The Order/Regulations, which recognise that the extent of competency required will vary according to the nature and complexity of the premises involved. When complying with fire safety duties, under Regulation 17(7), an employer shall use a competent person in his employment to assist him, in preference to a competent person not in his employment.

How often should I do a risk assessment? You should keep your fire risk assessment under regular review as risks may change over time. If

you make changes to your premises, you should ensure that the assessment and risk management plan remains current.

Will the N.I. Fire and Rescue Service inspect my premises?
NIFRS will be the enforcing authority in respect of the majority of premises and will visit premises to ensure compliance with fire safety law. NIFRS will achieve this by an appropriate risk based inspection programme.

Where can I find further guidance? Further guidance on managing fire safety for smaller premises is available in our booklet *Make Sure You're Fire Safe - A Short Guide To Making Your Premises Safe From Fire*.

A fire risk assessment checklist is available to download from the NIFC website:
www.nifederationofclubs.com

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2012 N.I. Federation of Clubs Annual Dinner & Dance

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We are delighted to complete our coverage of the 2012 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 2013 Dinner and Dance has not been confirmed. Confirmation of the final date will be published in due course.

We thank you for your support and look forward to seeing you all again next year.

Pictures courtesy of 'The Party Press'.



Carrick Amateur Band Club members with David Hilditch MLA (right), Chairman of Carrick Rangers Football Club.



Representatives of Bangor Football Club.



Federation accountant, Lawrence Shearer with Treasurer, Davy Larmour.



Goodyear Sports & Social Club, Craigavon.



Gerry Bennett, Hamilton & Kirk, and Stephen Watson, Ulster Sports Club.



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1. (Left) Thomas Flynn, Chairman, Harland & Wolff FSC with Tommy Dealey.
2. (L-R) Anne Freeburn, Ligoniel HPS Club, Hugh Stockman, West Belfast HPS and Marilyn Allen on a visit home from Lanzarote.
3. Raymond Connor and Eileen Harris, Ulster Maple Leaf Club, Belfast.
4. Members of RAOB Headquarters, Belfast.
5. Gerard Watson with his partner Caroline Conway.
6. Representatives of Dundela Football Club.
7. Margaret McCullough and Ken Nelson, Classic Interiors.



7

2012 Dinner & Dance



8



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11



12



13



14

8. Guests from Dundela Football & Social Club.
9. Richard Dean (left), Windsor Snooker Club, George McKinley (right), Chairman, North Belfast Workingmens Club and his guest Michael McKeever.
10. Sam Dinsmore, Computer Accounting Bureau, with his wife Edith and daughter-in-law Wendy.
11. Guests from West Belfast HPS.
12. Guests from (L-R) Taughmonagh Social Club and Bangor Football Club.
13. May McFettridge with Mary Patterson, wife of Federation Executive Committee member Joe Patterson.
14. (L-R) Mr & Mrs Murphy, Mrs Lynn Lindorse and Mrs Elaine McKee, Millisle Royal British Legion.



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Keith Fagan, Sales Director and Niall Phelan, Country Manager for Molson Coors Ireland pictured at the Molson Coors Northern Ireland trade and media launch event, held in Belfast recently.

Molson Coors survey reveals optimism

The recent survey carried out by Molson Coors is an important insight to the effects of the downward trend on the leisure sector and particular pubs throughout the island. However, despite the doom and gloom, particularly highlighted in the media, the registered club sector is, we feel, well placed to overcome the effects of this latest recession. However, we cannot afford to ignore that changes have to be made to meet the challenge ahead.

Molson Coors, one of the world's biggest brewers, established its operations in Belfast and Dublin in 2010 and controls 10% of the lager market with the aim of attaining 20% share in the next 5 years.

In respect of the registered club sector, the volunteer base on which the sector is based has, and continues to play, a major role and is something which the Federation sees as one of the essential ingredients with which to take the sector through the recession.

One cannot ignore change in social behaviour with the 'drink at home' culture showing no signs of abating. Despite the adverse effects on the leisure industry, it is also affecting the health of the nation and is playing a major part in the issues surrounding anti-social behaviour. With lower cost alcohol being available in local supermarkets it is understandable why, particularly in a recession, people opt to consume in the uncontrolled environment of the home. How to turn this around is another matter!

So do clubs just grin and bare it or change to meet the challenge? The Federation has for some years now expressed the view that those who prepare best suffer less and while there have been a small number of club closures the majority have met the challenge by a mixture of things such as reducing opening hours and reducing staff working hours by utilizing the availability of their volunteer management committee members.

Some will say the old saying, 'when the going gets tough, the tough get going,' has never been more appropriate. The recently launched Voluntary Code of Practice by Pubs of Ulster, the Northern Ireland Federation of Clubs, and other major suppliers, has adequately displayed the commitment of those sectors to addressing serious issues and will hopefully bring improvements, creating a more desirable environment such as that which exists in Europe.

The NIFC appreciate the support of Molson Coors and other major suppliers in underpinning the aforesaid code without which the downward trend was surely set to continue. Although the registered club sector did not add to the adverse effects of the social issues it was nevertheless important that it played a part in a solution. Indeed, promotional material produced by the NIFC carried the message 'We may not be part of the problem - but we can be part of the solution'.

We welcome the survey carried out by Molson Coors and the insight it has provided.

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HIS Solutions (Formerly known as Finlays Communications) in partnership with Soventix, a worldwide leading renewable energy company, are introducing a new energy programme in Northern Ireland which will give every club, household or commercial premises the opportunity to change the way they think about electricity supply.



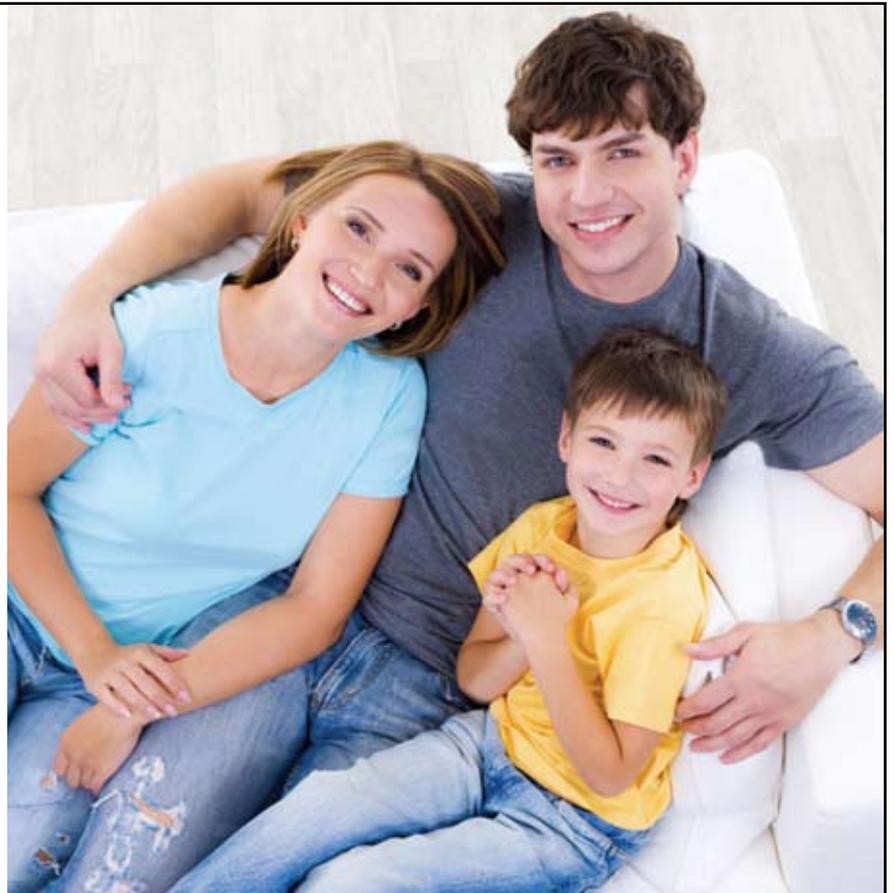
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Questions & Answers

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Who will install my Solar panels?

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Questions & Answers

Q. We have just held our yearly elections and a Member who previously served on the Committee but resigned part way through his tenure was re-elected. Some Members have said he should not have been allowed to stand as he had previously resigned from the Committee. Is this correct?

A. I confirm that the Rules would not prevent a member who had previously resigned from Office from standing for re-election. Therefore, the re-election of the Committee member in question was, strictly speaking, under the Rules, acceptable. However, my own view is that members should not take the resignation from the Committee too lightly. If members are prepared to stand for election and to serve on a Committee then they must also be prepared to accept collective management decisions and collective responsibility. It is not possible for decisions to be made which are entirely agreeable to all members of a Committee but if a person joins a management team, then I consider it to be important to fulfil the terms of an election period even when decisions may not always go an individual's way.

Q. A question has been raised regarding our CCTV system. Currently the CCTV is positioned in order to monitor the entrance to the Club and the feed is displayed on a monitor in the bar area so that the Steward can see who enters the Club. The feed can also be seen by the Members in the bar area and privacy issues have been raised; should we be concerned over this set up?

A. I think the short answer is that you shouldn't be too concerned about the current

way the Club operates its CCTV system. I have never heard of a Club being prosecuted for using the system that you describe.

For your information though, here is the specific advice from the Information Commissioners Office, ICO, on the question you pose. The entire advice from the ICO on using CCTV Cameras is also attached.

Viewing of live images on monitors should usually be restricted to the operator unless the monitor displays a scene which is also in plain sight from the monitor location. Example: Customers in a bank can see themselves on a monitor screen. This is acceptable as they cannot see anything on the screen which they could not see by looking around them. The only customers who can see the monitor are those who are also shown on it.

Example: Monitors in a hotel reception area show guests in the corridors and lifts, i.e. out of sight of the reception area. They should be turned so that they are only visible to staff, and members of the public should not be allowed access to the area where staff can view them.

I will leave it to you to decide, following this advice, if the Club requires any change to its standard operating procedure regarding the use and operation of its CCTV equipment.



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Deep RiverRock glass range



Deep RiverRock is a registered trade mark of Coca-Cola HBC Northern Ireland Ltd.

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To tap into this market, Deep RiverRock supplies a range of glass bottles in 330ml and 750ml sizes.

The Benefits:

- Premium stylish packaging
- £2.5m brand marketing investment
- Dedicated marketing support programme
- Investing in local community including:
 - Belfast City Marathon
 - Ulster Rugby

The Facts:

- Deep RiverRock is the No.1 Water Brand in Northern Ireland².
- Deep RiverRock is the fastest growing brand in the Licensed Trade³
 - accounting for 1/3 of total volume
 - the only brand within top 5 in growth.



Please call Coca-Cola HBC Northern Ireland Customer Services Centre: 0845 6088889

New Name and New Look



Cancer Focus Northern Ireland is the new name for the Ulster Cancer Foundation. The announcement was made at a special event celebrating the charity's proud history and more than 40 years experience of supporting cancer patients and their families in Northern Ireland.

Master of ceremonies, UTV news anchor Paul Clark, joined staff, patients, carers, supporters and corporate partners to unveil the new name – Cancer Focus Northern Ireland.

Roisin Foster, Chief Executive, Cancer Focus Northern Ireland, said, "As the Ulster Cancer Foundation we have had a very proud history and more than 40 years experience of supporting cancer patients and their families in Northern Ireland. Every year we've helped more than 3,000 people living with cancer – men and women, young and old, with all types of cancer and at all stages of illness. We've funded five major research projects, reached 60,000 people with our cancer prevention services including 29,000 school children, campaigned for patients' rights and every year we invest more than £3.5m in our local community.

"Changing our name will not change the work we do or the services we provide free of charge – these things will never change – and as Cancer Focus we remain absolutely committed to helping and supporting local cancer patients.

"What will change is the number of people we want to reach and support. At present there are 70,000 families in Northern Ireland living with cancer – a huge number of people! Our goal is to reach out to as many of them as possible by extending our services and bringing them to more venues across Northern Ireland.

"As Cancer Focus Northern Ireland I want to pay tribute to all those who led the organisation to where we are today. We want to assure everyone associated with us that we treasure our history and founding principles. We will carry forward the mission of the Ulster Cancer Foundation with the same heart, drive and enthusiasm both now and in the future."



Community Fundraiser, Suzi McIlwain, celebrates the launch of Cancer Focus Northern Ireland, the new name for the Ulster Cancer Foundation.

Focus on men's health

Men's health was the focus of the annual ManAlive conference held in Armagh on 12th June, hosted by Cancer Focus Northern Ireland, the new name for the Ulster Cancer Foundation.

The conference provided an opportunity to promote and share best practice on male health issues across Ireland, the UK and internationally.

It was launched by Health Minister Edwin Poots and was organised by Cancer Focus to mark Men's Health Week 2012.

Health Minister Mr Poots said, "Men and boys' health is a vitally important challenge for us all, both in Northern Ireland and the Republic of Ireland. In recent years, there has been growing concern about the very real differences we are



Focusing on men's health are (L-R) Mairéad McCann, ManAlive Project Nurse, Cancer Focus; Health Minister Edwin Poots and Roisin Foster, Chief Executive, Cancer Focus.

witnessing in health outcomes between men and women. Not least of these is the fact that, on average, life expectancy for men is almost five years shorter than it is for women. The results of ill-health suffered by men, both mentally and physically, have a corresponding effect on families, relationships, communities, and the workplace. Not to mention the impact on the man himself."

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Magners craics on with new home for comedy



Magners Irish Cider, long established as Northern Ireland's favourite cider brand, has launched a major new campaign which will have Northern Ireland laughing out loud all year long!

Magners Comedy Core will be the new home for comedy in Northern Ireland, encompassing live events, fun packed promotions and Magners Fridays - a weekly on-line celebration of exclusive comedic content plus complimentary pints of refreshing Magners Irish Cider.

Kicking off the innovative campaign was the first exclusive Magners Comedy Core live event that took place in Belfast recently (Thursday 14th June), headlined by Tom Deacon. Already one of the most talked about names on the country's comedy scene, Deacon's recent appearances on the Rob Brydon Show and Dave's One Night Stand sealed the deal for the young comic talent who is now firmly on the road to stardom.

Local stand-up Sean Hegarty (described by Jason Munford as 'very very funny') and home grown Internet sensation, Colin Geddis a.k.a. Barry the Blender, added the comic impact, as did comper Micky Bartlett, and brought their own takes on the famously robust Northern Irish humour.

The recent gig will be followed in October with comedy A-listers over three nights at The Mandela Hall in Belfast, details of which are being kept firmly under wraps.

But that's not all ...

Magners is also setting out to get to the very heart of Northern Irish craic, with a little research to discover what really tickles our regional fancy. The Magners Comedy Core Survey, running on the Magners Comedy Core tab at facebook.com/magnersciderni, aims to home in on humour ... revealing whether men and women laugh at different things ... which college here has the funniest students ... even which accent is best when it comes to joke telling. The findings of the Survey, together with some of the Province's favourite jokes and video clips, will be revealed at the start of July. Local humorists who complete the survey will have the chance to win a £500 prize. Checking out the Magners Comedy Core facebook tab on a Friday also delivers the chance to kick off the weekend with a free pint at participating 'Magners Fridays' bars across Northern Ireland.

For those who think they have what it takes to be a favourite funny themselves, Magners Comedy Core is also bringing comic wannabes the opportunity to stand up and be counted. The Magners Comedy Cam state of the art video booth will be popping up in venues across Northern Ireland this Summer to record the good, the bad and the ugly as amateurs test their joke-telling

skills on-site and on-line.

Launching the 'Magners' Comedy Core' campaign, Nicola McCleery, Head of Marketing at Tennent's NI, said, "Magners is no stranger to comedy, but in developing the Magners Comedy Core, we want to take humour to new heights. Comedy today is quick, quirky ... and, increasingly, viral and our innovative campaign delivers just that. Magners has had strong ongoing associations with comedy and, for us, humour is very much part of our brand personality. Magners Comedy Core drives this still further, using a multi-stranded approach to recruit consumers, enhancing their in



Local stand-up comedian Sean Hegarty (left) and homegrown internet sensation, Colin Geddes a.k.a. Barry the Blender launched the new Magners Comedy Core Campaign. Helping to quench their thirst is Orla McKenna (centre) from Magners.



Nicola McCleery, Head of Marketing at Tennent's NI is pictured at the launch of Magners Comedy Core with comedians (from left) Colin Geddis, Micky Bartlett, Sean Hegarty and headliner Tom Deacon.

trade experience and ensuring that they enjoy the conviviality and craic that has always been associated with Northern Ireland's favourite cider".

To keep up to date with laughs, offers, local events, exclusive live event content and more: Like Comedy - Like Magners Comedy Core at facebook.com/magnersciderni

Guinness taste test



Pictured at the recent Belfast leg of the Guinness Mid-Strength Taste Test are, Master Brewer, Fergal Murray and former Irish Rugby International, Mick Galway.

To celebrate the roll-out of Guinness Mid-Strength to outlets in Belfast and across the island of Ireland, Guinness & Co held a Guinness Mid-Strength Taste Test tour which stopped off in Belfast last month. Guinness Mid-Strength has all the distinctive taste and is brewed in exactly the same way as Guinness, just with less alcohol at 2.8%.

Hosted by Guinness Master Brewer, Fergal Murray, and former Irish rugby international and Guinness Mid-Strength ambassador, Mick Galway, the free event was an opportunity for Guinness lovers to do the

Mid-Strength taste test and get a fascinating insight into the brewing process and history behind the iconic Irish stout.

Master Brewer and Global Brand Ambassador, Fergal Murray said, "I love visiting Belfast as I know the people are passionate about Guinness. We have invested a lot of time in developing this product so that there is no compromise on taste. I am always delighted to share the history, stories and heritage of the brand with people. It's also great to have Mick Galway with me on tour. I admired him as a sportsman and he has been a friend for a long time."

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Bushmills Live: global stars perform at landmark event



Gary Lightbody of Snow Patrol fame performs at Bushmills Live.

Snow Patrol and Elijah Wood headline first festival of whiskey and music at an Irish distillery.

Global stars including, Snow Patrol, Elijah Wood of DJ Wooden Wisdom, Foy Vance and Iain Archer, performed last night at Bushmills Live, the landmark festival of handcrafted whiskey and music which took place at the Old Bushmills Distillery on Ireland's north coast.

The two-day festival was attended by more than 400 music and whiskey fans from around the world, including people from countries as far apart as the USA, Bulgaria and Russia.

Stars such as Gary Lightbody, more used to playing in front of sell out arenas, performed intimate gigs in age-old buildings at the Old Bushmills Distillery, where the art of whiskey making has been practiced for generations.

Master Distiller at the Old Bushmills Distillery, Colum

Egan, said, "This was an incredible occasion for Bushmills Irish Whiskey and for everyone here. Last night, we welcomed artists that are both known and loved around the world. Their music, like our whiskey, represents the very best in craftsmanship. It was fantastic to see so many people enjoying their music and of course sharing a glass of Bushmills."

Snow Patrol's Jonny Quinn said, "Last night was pretty special for us as a band. We have played many gigs at home before, but this one, in a whiskey distillery was unique."

Snow Patrol's performance at 'Bushmills Live' will go some way to help establish a legacy for new music in Northern Ireland with their fee being donated in full to the Oh Yeah Music Centre in Belfast, which was co-founded by lead singer Gary Lightbody to help to support up-and-coming local musicians.

For further photographs and highlights from Bushmills Live go to facebook.com/bushmills1608

Bushmills Irish Whiskey sponsors the Irish Open



Bushmills Irish Whiskey, which has been handcrafted on the North Coast of Ireland for centuries, agreed a deal to sponsor the 2012 Irish Open at Royal Portrush Golf Club.

The sponsorship meant that Bushmills Irish Whiskey was the official whiskey of the 2012 Irish Open and had exclusive whiskey pouring rights at the tournament, which took place between 28th June and 1st July.

The Old Bushmills Distillery and Royal Portrush Golf Club are two icons of the North Coast of Ireland. Just four miles apart, both are known and loved around the world,

both are award winners and both represent the very best of what the region has to offer.

To celebrate the sponsorship, Colum Egan, Master Distiller, offered the winner of the tournament the 'Freedom of the Old Bushmills Distillery', an honour that saw them granted the keys to his private reserve.

Colum Egan said, "It has been 65 years since the Irish Open was contested at Royal Portrush Golf Club and I am delighted that Bushmills Irish Whiskey was part of one of the biggest sporting events to have ever been staged on the North Coast of Ireland."



(L-R) Master Distiller, Colum Egan, pictured with Philip Tweedy, Captain at Royal Portrush Golf Club.

Photo-William Cherry/Presseye

Arthur Guinness Fund awards €700,000

The Arthur Guinness Fund has awarded €700,000 to ten Social Entrepreneurs throughout Ireland including Alan Brown and Shirley Agnew of Step by Step NI. Alan and Shirley are pictured with (right) Michael McCann, Country Director, Diageo Northern Ireland, after receiving their Award from the Arthur Guinness Fund.



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Ballygowan Water sign exclusive deal



Ballygowan Natural Mineral Water recently announced a new and exclusive three year agreement with the European Tour as official water and soft drinks partner to the Irish Open. Pictured at Royal Portrush Golf Club from left is - Kevin Donnelly, Marketing Director Britvic Ireland with local golfing hero Darren Clarke.

Picture by Darren Kidd/Presseye.com

A promotional graphic for Airtricity. It features the Airtricity logo, which consists of a stylized blue and green flame shape next to the text "Airtricity" in blue and "energy made better" in green below it. Below the logo, the text reads: "Call us today on 0845 603 4444 for a personalised business quote from your local Airtricity Sales Representative." At the bottom, there is a blue button with a white right-pointing arrow and the text "www.airtricity.com".

UGAAWA Monthly Merit Award



Dick Clerkin being presented with his May Merit Award by (l-r) Damien McManus, Quinn-direct, and UGAAWA Chairman, J.P. Graham.

It has been a long wait for Dick Clerkin but his patience has paid rich dividends.

The Monaghan midfielder has waited for 19 years wondering if he would ever match his uncle, Ray McCarron, as a winner of the Quinn-direct/UGAAWA Monthly Merit Award and now the dream has come true.

Former Monaghan star McCarron collected the honour for his deeds in May 1993 and, ironically, it is also the May award that Clerkin has taken home, 19 years later. "I remember Ray winning this award and I thought it was wonderful. I wondered then, and ever since, if I would ever win the same award and now it has happened. I'm delighted," enthused Dick when presented with the honour.

He follows in the footsteps of his Uncle Ray after a sizzling performance against Antrim

in the Ulster SFC, at Clones, when he contributed two points to his team's winning total. It was his leadership and strong performance that swung the game in Monaghan's favour when Antrim took a grip of the action and looked like edging through to the semi-final.

This is the Currin clubman's 13th season in the Monaghan senior team. In that time, he has collected a Railway Cup winner's medal in 2007 and helped the Oriel County to win the NFL Division Two and the Dr McKenna Cup. He has a Colleges' SFL award and a Monaghan JFL medal with his club.

He is the third Monaghan footballer, behind Darren Hughes and Caoimhe Mohan, to win this award in the last four months. "We must be doing something right in these parts," he cracked, "and, hopefully, the success will continue."

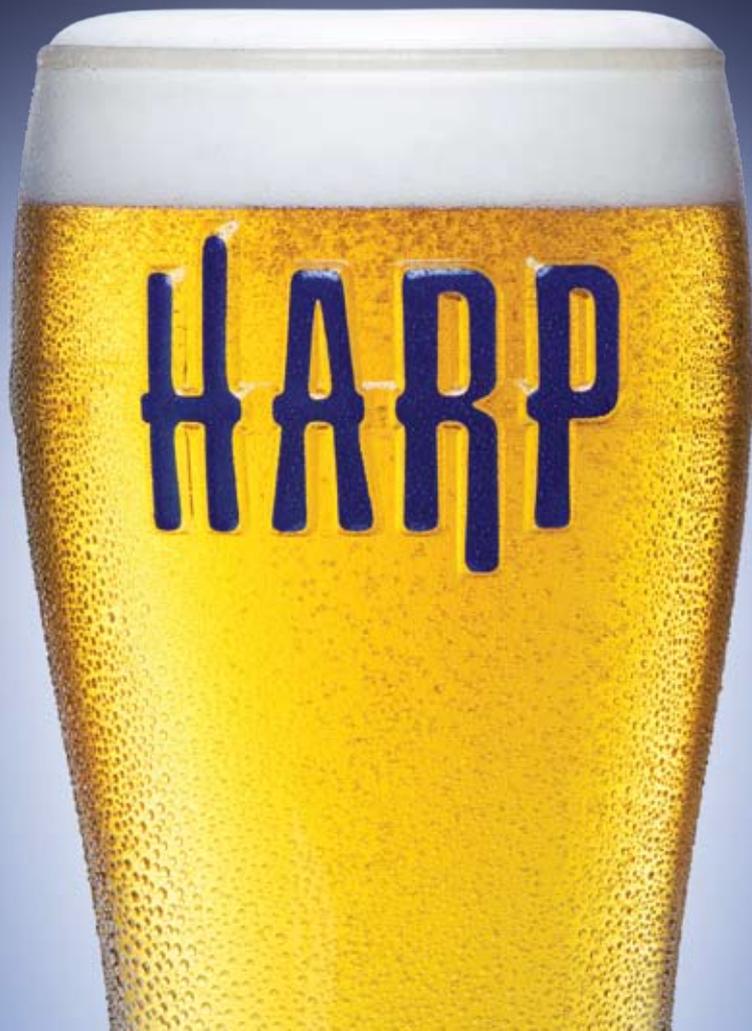
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