

THE OFFICIAL VOICE OF THE NORTHERN IRELAND FEDERATION OF CLUBS

# Review Club

VOLUME 27 - Issue 3, 2014

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## Minutes of the Executive meeting

Held in Bangor Football & Social Club  
on Wednesday 16th April 2014

The Chairman, John Davidson, opened the meeting following which he invited the Secretary, Bob McGlone, to read the minutes of the previous meeting. The minutes were subsequently proposed and seconded by Gerry Gallagher and Jim Hanna.

The Secretary proceeded to read correspondence and confirmed details of a new club which has joined us, also confirming the detail of the information he forwarded to them as part of becoming a Federation member club.

The Chairman continued to provide an overview of the Federation membership and associated fees, which revealed that it was necessary to commence updating the Federation's administration. The process will hopefully commence prior to the executive committee meeting in May.

When completed, the new list will be of assistance to the office, the Treasurer, and Secretary.

It should be remembered that Government provided this list up to and including 1991, since which time we have had to take responsibility, which unfortunately incurs a cost applied by court area. As you can imagine, this is quite a task with not all court areas being as helpful as they could have been.

At this point the Treasurer, Davy Larmour, presented a financial report which was proposed and seconded as a true record by Raymond Connor and Jim McCaul.

The next Confederation of Registered Clubs Association (CORCA) meeting will be held in Belfast on Wednesday 28th May 2014. While meetings of this body are normally held in London, on this occasion it was decided they would convene in Belfast, the third occasion they have travelled to the province.

The important matter of Linneweber 2 v the HMRC case was discussed in some detail. Recently this has resulted in a number of clubs receiving letters requiring repayment of monies they had received in regard to the said Linneweber reclaim.

We are pleased to report however that a window of opportunity has been created by Rank Plc which has been successful at the Supreme Court in being granted leave to appeal - so thankfully all is not yet lost.

As this concluded the agenda the Chairman closed the meeting. He thanked the management of Bangor Football & Social Club for affording their facilities and for the hospitality provided.

Robert McGlone  
Secretary



Representatives of Bangor F.S.C. with visiting Executive Committee members at the recent April meeting.

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## Minutes of the Executive meeting

Held in the Felons Club, Belfast  
on Wednesday 14th May 2014

The Chairman opened the meeting, inviting the Secretary, Bob McGlone, to read the minutes of the April committee meeting, hosted by Bangor Football Club. The minutes were passed as a true record by Jim Hanna and Philip Mallon.

The Chairman informed those present that anticipated changes in insurance cover may cause some issues, however we will check things thoroughly and inform members when our investigations are complete.

Details on activity related to contact made with respective N. Ireland Courts in order

to provide an accurate list of registered clubs in the province was discussed. The Government ceased providing this list in 1991 which necessitated this course of action. Ironically where once the Government provided this list, we now have to pay to obtain the details, quite a number of which are sparse in detail, requiring us to seek out correct addresses and post codes.

Once completed, it will assist us in our day-to-day work. What our work to date has revealed is that a number of clubs have failed to apply for their new registration within



Executive committee members pictured with representatives of the Felons Club, Belfast, after their May meeting.

the required time-frame which of course has legal implications. We are mindful

of the historic Crown Bar in Belfast having to close for a short time earlier this year.

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With the help of our legal representative, Maura McKay, of Shean Dickson Merrick Solicitors, we are well placed to assist, although some clubs will have used our reminder to jog their solicitors' memory.

Another topic which has caused a stir is the HMRC demands for Linewebber 2 monies to be repaid. This indeed was a bit of a shock, although not totally a surprise as all monies paid out carried a caveat that, in the event of the HMRC lodging a successful appeal, monies would have to be repaid. We are pleased to inform you that Rank Plc, who are leading the case, have been successful in obtaining leave to appeal at the Supreme Court - so all is not yet lost. Contact with the Federation

via the helplines continues, and we are delighted to be able to assist clubs in this efficient way, which it has to be said, is growing in popularity with every passing year with club committees becoming more computerised.

The Treasurer, Davy Larmour, presented an in-depth financial report which was passed as a true record by Joe Patterson and Philip Mallon.

As this concluded matters the Chairman closed the meeting by thanking the committee of the Felons Club for their hospitality and use of their clubrooms for today's meeting.

Robert McGlone  
Secretary

## Cheers from Tennent's NI

There is good news for Northern Ireland's licensed trade as Tennent's NI announces plans to freeze the trade price of its leading company-owned draught beer brands - Tennent's, Heverlee and Caledonia, for a third year in a row. The move on wholesale pricing reinforces the company's commitment to give practical support to the licensed trade in what remains a challenging economic climate.

Announcing the decision, Jeff Tosh, Head of NI On Trade at Tennent's NI said, "Times are changing and we are certainly feeling positive about the opportunities ahead, but we recognise that, for the majority of licensed premises across



Jeff Tosh, Head of NI On Trade at Tennent's NI.

Northern Ireland, recovery will inevitably be a slow process. Despite our own rising costs therefore, we have committed to holding our wholesale draught pricing for the third year in succession.

## Has your registration been renewed?

Believe it or not, a number of clubs have failed to lodge the renewal of their club registration within the required time frame.

Thankfully this has been caught in time but only because the Federation was engaged in updating its administration. The Government used to provide the list of all registered clubs but unfortunately this ceased in 1991. Since this time, we have

had to periodically prepare the list ourselves.

To add insult to injury we have to pay to obtain the details from the respective courts. However, while most are very helpful, it has to be said that we did encounter deliberately obstructive behaviour from one particular area which we will address at a higher level in due course.



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## Premier League update

The Premier League has recently won copyright cases against a Welsh Publican and a Liverpool Bar owner. Both Landlords were ordered to pay £65,000 in legal costs for breaching the Premier League's copyright by showing football matches using a foreign satellite card. Both establishments were also ordered to cease any further similar broadcasts.

The Premier League claimed these establishments breached copyright rules by showing live matches using a satellite card, issued by a European broadcaster, during which the Premier League's logo was depicted. The Premier League argued that the foreign decoder cards could not be used in a "public" setting and that

showing the Premier League logos in on-screen graphics was a clear breach of copyright.

Clubs broadcasting similar sports coverage are deemed to be broadcasting in a 'public' setting irrespective of the fact that the Club is only open to Members and/or their guests.

A Premier League spokesman said, "We are currently undertaking our largest ever investigations programme and have commenced legal action against several outlets and will continue to do so.

"Only Sky Sports and BT Sport are authorised to show live Premier League football in clubs or pubs in the UK and legitimate commercial

subscriptions for use in these outlets can be obtained from them."

The Federation have consistently advised Clubs against signing up to the seemingly endless number of low cost foreign satellite companies that are touting for business. Promises of cheaper viewing packages for premium sport coming via other countries are a myth and do nothing other than leave your club open to scrutiny and prosecution.

There is no shortcut on this matter. If you want to make premium sport available to your club members and guests, you will have to pay for it through a Sky Sports or BT Sport package.

The aforesaid case was the first of up to 100 prosecutions the Premier League is planning to bring up across Wales and England for infringements during the 2013/14 season.

Having spoken to Sky representatives, we know that investigations are ongoing throughout Northern Ireland, don't think their investigations are limited to the mainland.



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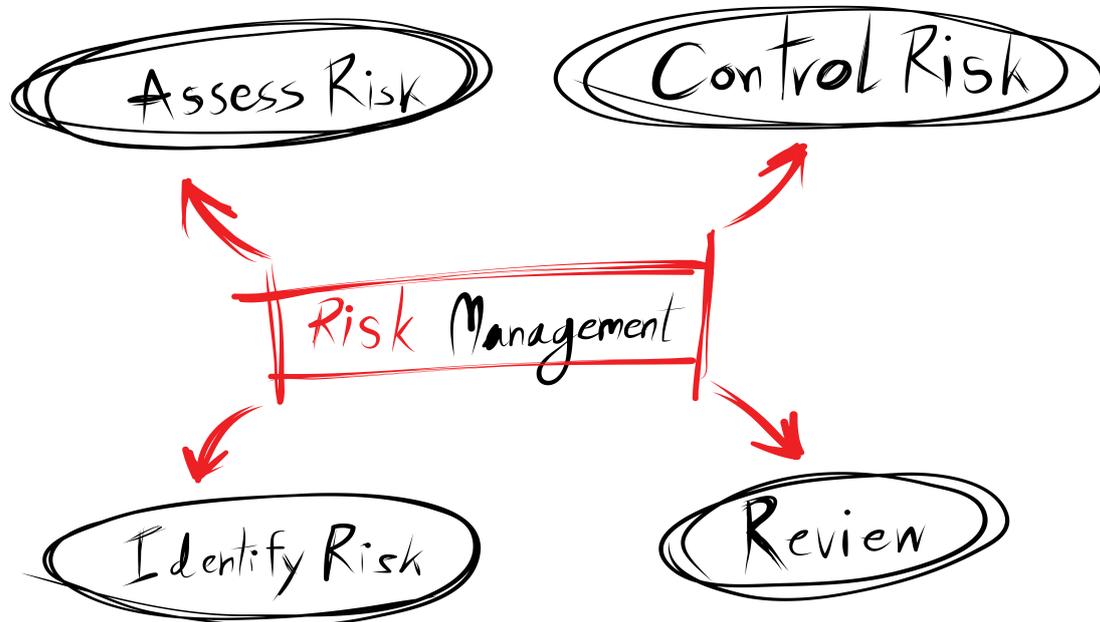
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# Risk assessments

Clubs are required to conduct a risk assessment of hazards in the workplace and it is important that risk assessments are undertaken on a regular basis. The club should be seeking to identify potential, likely and unlikely risks and then take steps to ensure that either the unsafe aspects are made safe or that procedures are put into place to circumvent the risk. A recent court case has indicated that not only must an employer show that the equipment used is standard within the relevant industry but that it is also suitable for the specific task it is to be used for. This is relevant to clubs when considering how stock is moved about and the organisation and management of the club's cellar or stockroom.

If an employee can show that they suffered injury as a result of equipment provided by their employer it will be up to the employer to show that the accident was due to 'unforeseen circumstances' beyond their control or 'exceptional events' which could not be avoided in spite of all relevant due care having been taken. Club committees should consider the ways that barrels and other stock is moved around the club and consider if the equipment provided is suitable for particular circumstances in which it will be used. Essentially, systems which create hazards need to be risk assessed. It is important to prevent problems which could be described as 'reasonably foreseeable'. If a problem is reasonably foreseeable (such as icy weather conditions which causes an employee to slip whilst receiving stock replenishment) then it needs to be dealt with.



Committees should also discuss with their insurance providers any potential problems which are encountered and to understand exactly what they are covered by under their policies and what potential action, or lack of action, will lead to the policy being invalidated. Insurance companies may often have a requirement for a risk assessment to be undertaken and documented a specific number of times per year for example.

Most clubs will be classified as a low-risk environment after the risk assessment has been performed. As a low-risk environment the minimum first aid provision is:

- a suitably stocked first aid box
- a person appointed to take charge of first aid
- information for employees on first aid arrangements

Once a claim from an employee has arisen it is too late. The key is to be pro-active rather than reactive and consider with an open mind what type of incidents could occur.

Working with club employees to determine how they operate and what equipment they use is key

to understanding the potential risks which they face.



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# How do Casual Worker Contracts differ from Zero Hour ones?

The basic difference between Casual Worker Contracts (CWC) and Zero Hour (ZH) Contracts is that anyone operating under a ZH Contract has employment status. This gives them employment rights as with other employed club staff. A ZH Contract contains provisions which create an "on-call" arrangement between the club and its employee. It does not oblige the club to provide work for its employee, nor does it oblige the employee to accept the work offered.

Those working under a CWC are not employees but are described as "workers" within UK employment legislation. A CWC does not give rise to a relationship

of employer and employee. There is no mutuality of obligation whatsoever between the parties, meaning that the club is not obliged to offer work, nor is the worker obliged to accept any offer of work made by the club.

**Common Law Duties & Conduct**  
A "worker" will still owe the club the usual common law duties expected, which will include:

- Ensuring their conduct is not detrimental to the interests of the club.
- Ensuring services are carried out with reasonable care and skill to a standard reasonably expected by the club.
- Complying with the club's policies, procedures and practices

- Taking reasonable steps to ensure their own safety and the safety of others.
- Complying with all reasonable instructions and requests within the scope of the agreed services and duties.

**Annual Holidays** - "Workers" are entitled to 5.6 weeks' paid holiday per year (subject to a maximum of 28 days), including any public/bank holiday entitlement.

Entitlement is calculated on a pro rata basis. The club must make an additional payment equivalent of the hourly fee for each hour worked as payment for annual leave accrued. This additional payment must be

separately detailed on the Pay Notification, for clarity.

**Sick Pay** - "Workers" are entitled to Statutory Sick Pay (SSP) provided the worker meets the qualifying SSP conditions.

**Giving Notice** - There is no requirement on either the "worker" or the club to give notice to end the agreement. Although there is no formal requirement to give notice of termination of the agreement, both the "worker" and the club should agree to inform the other if either decides not to provide work for the other.

For further guidance contact you are advised to contact the Labour Relations Agency.

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## Questions & Answers

**Q.** On New Year's Eve we held a ticket only event and charged VAT on the price of the tickets. During the event we provided live music and singers as entertainment. We have been informed that we may not have needed to pay VAT on the sale of these New Year's Eve tickets as it could have been defined as a 'Cultural Event'. Is this correct?

**A.** Room Hire charges and event tickets will attract VAT unless the reason for the room hire is a cultural event. There is no specific definition of a 'cultural entertainment' within VAT legislation, but it is taken to mean any live performance of a theatrical, musical or choreographed nature. In our experience this covers anything from bands, singers, comedians, dancers or similar. It is important to note that one person's idea of culture may not meet another person's view on this issue but it doesn't need to, as long as the performance is live and involves music, dancing or might be seen in a theatre (or similar) then it is likely to be cultural in nature. Typically the biggest VAT savings come from not applying VAT on ticket sales for Cultural Events although you should also be able to use the same argument regarding charging for room hire for Cultural Events.

Although Clubs need to apply for this exemption on a case by case basis, there is no reason why your Club would be unable to benefit from the exemption as we have had other Clubs who have succeeded in this matter and now no longer apply VAT on the revenue from ticket sales on cultural events. There is a small chance of reclaiming VAT on past payments although most Clubs are focusing on making sure that VAT is not paid going forwards on cultural events.

I would therefore suggest that it is worth seeking to exempt any cultural events that the Club holds from VAT on ticket sales or room hire.

**Q.** Several of our Committee Members wish to publish our Committee Meeting Minutes so that our Members can be kept up to date with decisions we make which affect the Club. We have previously not published Minutes due to employee confidentiality and other commercially sensitive information which may appear in the Minutes. Do you have an opinion?

**A.** Further to previous questions, we advise that Committee Meeting Minutes are kept confidential. Ultimately, however, this is not a legal requirement and Clubs are free to disregard this advice and publish the Minutes on the Notice Board although few, if any, Clubs publish the complete Minutes of the Meeting on the Club's Notice Board due to the issues you have raised in addition to matters relating to disciplinary procedures and Membership candidate elections. It is also likely that if the complete Minutes were published that this would limit the freedom

of Committee Members to frankly express themselves in a Committee Meeting. Some Clubs reach a compromise by simply publishing an update on the Club's Notice Board after a Committee Meeting which includes an overview of what was discussed in the Meeting but without include specific information concerning who said what and restricting information relating to employees and other sensitive subjects. This is often enough to enable Members to feel part of the process and that they are being kept informed of the Club's progress.

There are good reasons why it is unwise that Committee Meeting Minutes are published and I am sure that the vast majority of the Club's Members will understand why this is not done. A summary of the Committee Meeting may be a good alternative if the Members wish to have more information presented to them on a monthly basis.

**Q.** At the recent AGM the members elected to amend the rules to increase the subscription fee. The treasurer thinks it will come into force on the 1st January 2015, but the chairman thinks it needs to go to the next AGM in February 2015 to confirm the amendment. Who is correct?

**A.** I confirm that your treasurer is correct. It is not a requirement

for a minute of a meeting to be confirmed at a subsequent meeting in order for an agreed resolution or motion to come into effect. We are asked this question fairly frequently and I think it must be one of those myths which have been established over the years.

Once a decision has been made at a meeting it may be brought into effect immediately, unless, of course, the meeting has agreed for action to be taken from a specified date. In the case of your query it has been agreed that subscriptions for next year increase and therefore on 1st January 2015 the subscriptions shall increase.

**Q.** Our rules state that the club's annual general meeting should be held in the month of April although our audit will not be ready until May. Should we delay the AGM?

**A.** If the Audit is not going to be ready until May then in these circumstances it would be logical to delay the AGM. A notice to this effect should be posted on the club's notice board. In future I suggest that significant time is given to the audit to allow the AGM to proceed as usual in April.

*For help on these, or any other club issues, please feel free to call the helplines below.*

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# Raven Social Club raise £3,000



*Dawn Purvis (left) and Andrew Dougal (right) are pictured with Jeanette Ervine, David's widow; Stephen Beattie, Club Chairman; Jim Elliott, Club Treasurer; Kate and Brian Nelson and other members of the Raven Club.*

On Saturday 5th April friends and colleagues of the late David Ervine, past Chairman of the Raven Social Club in East Belfast presented a cheque for £3,000 to Andrew Dougal, CEO of Northern Ireland Chest Heart and Stoke (NICHs). David's widow, Jeanette also unveiled a new mural in the club dedicated to her late husband and painted by their son and mural artist Mark Ervine.

Every year, since his untimely death in 2007, the Raven Social Club members and friends organise a fundraising night and a sponsored walk to raise money for NICHs in memory of David Ervine. Club Chairman, Stevie Beattie, paid tribute to the efforts of all those involved, "It never ceases to amaze me how our members turn out every year in memory of our past Chairman and friend, David Ervine. Since our first fundraiser in 2008

we have raised over £15,000 for NI Chest Heart and Stroke and it is comforting to know that our efforts go some way to help preventing further deaths from these causes. The new mural painted by Mark reminds us of how much we miss David, however we are delighted to have a lasting tribute and memorial to him."

On dedicating the mural Jeanette Ervine said, "It is wonderful of the Raven Club to remember David in this way. Every year they turn out to raise funds and I want to thank them very much for all that they do and for inviting Mark to paint the mural." Andrew Dougal paid tribute to David Ervine as a man of great foresight and sadly missed by the peace process. He thanked the Chairman Stevie Beattie and the members and friends of the club for, "once again bucking the financial trend to raise such a great sum."

# Image rights and your club website

Clubs with websites should ensure that all the images used are either properly licensed, or free from copyright and royalties.

Many images which turn up through a simple Google search will still, in fact be copyrighted. This means that if they are used without authorisation, the club may end up having to pay damages to the copyright owners.

Getty Images, one of the largest suppliers of copyrighted images, recently asked a club to pay over £1,000 due to unauthorised use of one of their images. Clubs are therefore strongly encouraged to make sure that the images

contained on their website are legitimate.

If any club is concerned about the images they host then please let the NIFC know and we will provide advice regarding the images. There are specific sites which offer copyright and royalty free images which can be used.

The NIFC was contacted a few years ago by Getty Images about an image being used with an invoice for £860 being received. On that occasion we managed to persuade them that it was a genuine mistake although I believe that being a voluntary organisation played a part in their decision not to take matters further.

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## Tennent's NI creates 25 new jobs in Belfast



Enterprise Minister, Arlene Foster, has announced that C&C Group is investing £1.2million in a Commercial Business Support Centre in Belfast. The new centre will be based in the group's existing offices in the Boucher area of South Belfast and will provide 25 new jobs over the next two years. Pictured during a visit to the company's office is Tom McCusker, MD of C&C Group Ireland, and Tennent's Northern Ireland and Enterprise Minister, Arlene Foster. Picture by Brian Morrison.

## Lambrini re-launches light as Luci

United Wine Merchants has announced a re-positioning for the light variant of its iconic Lambrini brand.

Lambrini Light has been renamed 'Luci by Lambrini', and features a new label design and a reduced ABV of 3.5%. Luci by Lambrini contains only

29 calories per 125ml serving, and is now available in 75cl bottles throughout the Off Trade.

The re-positioning has been announced following research conducted with Lambrini drinkers, which showed that 64% would purchase a lower alcohol variant of the brand if it was widely available. The new label design also creates differentiation with the other flavours in the Lambrini range.

Emma Haughian, United Wine Merchants' Brand Manager for Lambrini, commented, "The new branding of Luci by Lambrini seeks to embody the light nature of the liquid from both a calorie and ABV perspective. The name 'Luci' derives from the Spanish verb *lucir*, to illuminate, and shortening this to Luci adds the feminine touch that the Lambrini brand is renowned for.

"The re-positioning will help Lambrini reach those consumers who want a low calorie or ABV alternative; a demand which has previously been met by wine brands.

Luci by Lambrini will be available throughout the Off Trade with those retailers that currently stock Lambrini Original and fruit flavours."



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## Summer's getting closer!

Harp Angel and local actor Dan Gordon make an unlikely pairing to toast the countdown to summer

Here comes the sun! Or does it? In Northern Ireland it seems it doesn't matter. Regardless of losing an hour and with or without the sun, Harp lager celebrated the clocks springing forward to BST. The much loved local lager brand kick-started the countdown to summer by issuing a tribute to a 'Norn Iron' summer penned by local actor, director and playwright, Dan Gordon and the Harp Angel.

From wearing shorts in the cold to barbecuing in the rain, the 'Give My Head Peace' star and the Harp Angel paid tribute to the brilliant and uniquely Northern Irish approach to our sometimes, less than appealing summer time.

Renowned for his portrayal of archetypal Northern Irish personalities in TV and stage productions, Dan Gordon said, "The Ode is simply our way of having a laugh at what summer means in Northern Ireland and how the average Harp drinker adapts his take on summer to make sure it's the best possible one for him and his mates; ignore the rain, enjoy



The Harp Angel with local actor, director and playwright Dan Gordon.

the 'sun' - or lack of it, a 'poke' in the cold. You've heard of an Indian Summer, well here's the Northern Irish version."

### Summer's Just Got Closer

*Clocks changed - rearranged  
Wasps hum - summer's come  
Far and wide - sit outside  
Barbecue - have a do  
In the rain - once again  
There's no folly - get a broly*

*Call the lads - bring their Dads  
Karaoke - singing's ropey  
Wearing shorts - playing sports  
Kicking ball - off the wall  
On the beach - easy reach  
In the seas - 2 degrees  
We don't care - what we wear  
Splash, run - hunt the sun  
Chase the cloud - laugh loud  
Stand tall - love it all  
Run fast - make it last  
Make hay - great day*

*Harp's to share  
- Get out there  
Look on the Harp side.*

Harp lager will continue its celebration of the countdown to a 'Norn Iron' summer at [www.facebook.com/harp](http://www.facebook.com/harp) with a series of short videos that capture the Top 5 'Norn Irish' Signs Summer's Getting Closer.

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# LOOK ON THE HARP SIDE

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## The Killers and David Guetta announced for Tennent's Vital 2014



Tennent's Vital is back for 2014 and Tennent's Lager and MCD are hugely excited to announce that The Killers will bring the bright lights of Vegas to Boucher Road Playing Fields on Thursday 21st August when they headline Tennent's Vital 2014. Joining them on the bill will be the hottest breakthrough act of the past year – Bastille.

One of the biggest bands in the world, The Killers have sold over 20 million albums, headlined festivals across the globe, performed at the White House and amassed countless prestigious accolades including BRIT, NME and MTV Awards. Their epic, synth-driven rock 'n' roll and incredible energy make them one of the greatest live acts on the planet, and their highly anticipated return to Tennent's Vital (*they last played in 2007*) is sure to be the hottest ticket of the summer.

Joining them on the bill are the biggest breakthrough act of the past year, Bastille, who burst onto the scene when their anthemic single Pompeii charted at number two. They began 2014 on a high, picking up a well-deserved BRIT Award for British Breakthrough Act and their return to Northern Ireland is hotly anticipated.

Headlining Sunday 24th August will be David Guetta. He'll be joined by fellow dance music icon Steve Angello. Bringing the atmosphere of some of the world's biggest superclubs to Boucher Road Playing Fields, Tennent's Vital fans are in for an unforgettable night of electronic music over the August bank holiday weekend.

Having recently headlined Ultra Music Festival in Miami, as well as securing a coveted new residency in Las Vegas, 2014 is already shaping up to be a landmark year for the prolific David Guetta. With numerous Top 10 singles, over 40 million fans on Facebook and 1 million UK sales of Titanium under his belt, he recently performed on the Great Wall of China and won the first ever Billboard award for Top EDM Artist. With his 6th studio album due for release at the end of August, Tennent's Vital fans can expect to enjoy the freshest new dance anthems on 24th August.

Also featuring on 24th August will be an icon of the global dance music scene, Steve Angello. From the billboard charts to the club floor, Angello is firmly at the top of his game having taken the reigns at famous stages across the globe.

Sarah Shimmons, Beer Marketing Manager for Tennent's NI, said, "We're very excited to announce these artists for Tennent's Vital 2014. The Killers are undoubtedly one of the biggest bands in the world with a global reputation for their amazing live shows. They'll be joined on the bill by Bastille, who have enjoyed massive breakthrough success in the past year and are one of the most exciting new acts around.

"We're also thrilled to announce two huge dance acts for Tennent's Vital 2014. We got such a fantastic response from fans when we introduced a dance night last year, we had to do it again for 2014. David Guetta and Steve Angello are



*The Killers will be headlining Tennent's Vital on Thursday 21st August.*



*David Guetta will be headlining Tennent's Vital on Sunday 24th August.*

two of the biggest acts in the world and we're delighted that our partners MCD have managed to secure them to play Tennent's Vital over the bank holiday weekend on Sunday August 24th.

"Tennent's Vital has well and truly cemented its place as a highlight of Northern Ireland's music calendar. We're delighted that our partners at MCD have once again secured

some incredible acts for the Tennent's Vital bill – it's already shaping up to be a brilliant event and we can't wait to see you there!"

To get your tickets visit [www.ticketmaster.ie](http://www.ticketmaster.ie) They are also available from Ticketmaster outlets nationwide or via the 24hr Telephone hotlines: (NI & UK) 0844 8472455 (RoI) 0818 719 300.

# It's good... but it's not quite Carling

Carling's new integrated marketing campaign shines an exciting light on the beer brand

Having established itself as a brand with big ambitions, Carling is set to continue the momentum this summer by bringing a high visibility, fully integrated marketing campaign to Northern Ireland.

The campaign kicks off on TV in June with the latest in the "It's good... But it's not quite Carling" series of ad spots. The ad follows our main protagonists John and Dylan, an instantly likeable duo that come 'close' to perfection in what is a highly entertaining and engaging TV spot. With a considerable media spend across outdoor, digital, print and TV,



Carling is on track to achieve a massive boost in awareness amongst its target audience.

It will come as no surprise to Carling stockists to learn that, in the last year, Carling has experienced a surge in demand from a whole new breed of consumers. In Northern Ireland, Carling is the number 6\* brand and the only brand, other than Coors Light, in growth within the top beer brands.

## *Making a Difference to Your Business...*

While John and Dylan are gracing our screens with their nearly perfect antics, Carling has designed a similar challenge for your customers and will bring the Carling Perfect Putt challenge on a country wide tour of the On trade. Just as each pint of Carling is perfectly executed, our promotional team will be challenging your customers to master the twists and turns of the putting game to win a free pint of Carling as well as other fantastic prizes. In addition, Off trade outlets will be supported with Carling's biggest ever glass giveaway.

To become part of the Carling success story and take advantage of its meteoric rise in popularity just drop the Molson Coors team a line at 00353 1 410 6666.



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# Coca-Cola supports licensed trade with launch of innovative programme

Coca-Cola HBC Ireland has recently announced details of a new trade initiative aimed at maximising revenue for its loyal customers in the licensed trade across the island of Ireland. The Coca-Cola Signature Serve is a fresh look at the classic pouring ritual of Coca-Cola from its iconic contour glass bottle.

In recent years, 'Perfect Pour' initiatives have been employed by iconic brands in the alcohol industry to encourage sales, provide quality bar experiences and to promote repeat custom and outlet loyalty. Recognising these benefits Coca-Cola sought to pioneer a new initiative.

The essence of the Coca-Cola Signature Serve programme for the licensed trade is to educate and inspire bar staff on the crucial ingredients to achieving a perfectly served Coca-Cola. It will also challenge bartenders to add their own flair to the pouring ritual by creating a signature move that demonstrates their unique skills and also brings to life the character of the brand.

Selected outlets across the country will be invited to participate in the 'train to gain' programme to win the opportunity to compete for a trip to The World of Coca-Cola in Atlanta.

The winning outlet representative will also be presented with the prestigious title of Coca-Cola Signature Serve Master Bartender.

Speaking at the launch of the campaign, Alex Hughes, HoReCa Channel Marketing Manager from Coca-Cola HBC Ireland, said, "The soft drinks category represents 10% of on-trade sales in Ireland and consumers are demanding more from their outlet experience. As Ireland's number one soft drinks brand, Coca-Cola wanted to invest in selected outlets across the country by crafting a training and reward programme in 2014. The Coca-Cola Signature Serve is our way of delighting consumers through the skill and expertise of our outlets and bartenders."



*Pictured at the launch of The Coca Cola Signature Serve is Alex Hughes, HoReCa Channel Marketing Manager from Coca-Cola.*

By taking part in Coca-Cola's Signature Serve 'train and gain' initiative, successful bar staff will benefit from a personalised accreditation from Coca-Cola HBC for display in their outlet.

Following assessment, accredited outlets will then have the opportunity to nominate two bar staff members to compete in an all-Ireland competition for the chance to win an experience to remember to the World of Coca-Cola in Atlanta, Georgia.

Regional finals will take place across the country in four cultural hubs - Belfast, Dublin, Galway and Cork - with the overall final taking place Dublin early next year. This program will run for a period of 3 years from 2014 -2016.

Outlets and bar staff can find out more about The Coca-Cola Signature Serve programme from their Coca-Cola area representative or customer services.



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# Tennent's NI cheers local charity with £20,000

Northern Ireland Chest Heart & Stroke is celebrating a windfall of £20,000 thanks to the generosity of warm hearted employees of Tennent's NI (TNI).

Staff of TNI selected the charity, which focuses on the care and prevention of chest, heart and stroke illnesses, as their nominated good cause for 2013/14. The employees set themselves an ambitious £20k target and launched wholeheartedly into a twelve month programme of fundraising via sports, social and fun events. From mega donations gathered at high profile events such as Tennent's Vital to coppers in the collection boxes, staff left no charity stone unturned in raising vital funds for the charity.

Jeff Tosh, Head of NI On-Trade at TNI, is hugely proud of his team. He said, "Our company takes corporate social responsibility seriously and we have a great tradition of choosing and working for a nominated charity each year. Our thanks go to everyone who made donations, helped organise fundraising events, and created such a positive aura around our charity drive. It's a fantastic achievement for all concerned and we all feel privileged to be in a position to offer a helping hand to such a wonderful organisation."

Chest Heart and Stroke Corporate Fundraising Manager, Vanessa Elder said, "It's been a pleasure working with the employees of TNI.



Vanessa Elder (centre) from Chest Heart and Stroke, celebrates reaching the campaign's fundraising target with Tennent's NI employees (L-R) Michael McCambley, Declan McDonagh, Connor McCausland, Rod McCrory, Seamus Donaghy, Jeff Tosh, Connor Magill and Paula McAloone.

This support will be a great help as we continue to work towards reducing chest, heart or stroke illnesses in N. Ireland

and enhance the supply of high quality services to meet the needs of those affected."

## HOOPER'S

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### True Refreshment

William Hooper spent the early 19th Century travelling the globe to find innovative ideas that he could bring back to British drinkers. He was inspired to create a new range of refreshing alcoholic beverages and Hooper's was born. Today's bottle design is inspired by the hoops used in barrel making which gave rise to his now famous surname.

Nearly 200 years later, Hooper's continues to deliver true British refreshment.

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www.hoopersbrew.com

drinkaware.co.uk for the facts

## Chain Reaction in tandem with Action Cancer

Action Cancer recently celebrated another milestone with locally owned Chain Reaction Cycles. The family run business has raised over £20,000 this year for the charity's men's health campaign entitled Action Man.



The partnership encourages men to 'Get A Grip' and take their health more seriously. Gareth Kirk, Chief Executive of Action Cancer was delighted with the money raised and commented, "Research shows that men often ignore health concerns for up to 2 years, yet they have a higher risk of contracting cancer than women, so for Action Cancer, our partnership with Chain Reaction Cycles raises awareness of male specific cancers such as prostate and testicular cancer. Working together, we have been spreading the message that early detection can save lives."

Action Cancer provides health checks to men and examine a

number of important indicators of health such as BMI, cholesterol levels, lung capacity and skin analysis. These comprehensive checks enable men to engage with a health professional and provide a snap shot of their current health, enabling them to think about any changes they may wish to make to their lifestyle.

Lifestyle choices have a dramatic effect on helping to prevent cancers. Allied to an improved diet and quitting smoking, increasing the amount of exercise we take can have a dramatic effect on our health.

## Walkers urged to take care in the sunshine

The spring sunshine is encouraging, not only snowdrops and daffodils, but also local walking groups to come out in force, the Public Health Agency (PHA) and Cancer Focus Northern Ireland are reminding ramblers to take care in the sun when out and about.



Marbeth Ferguson, Skin Cancer Prevention Co-ordinator from Cancer Focus, demonstrates how you can protect your skin from harmful UV rays.

Dr Miriam McCarthy, Consultant in Public Health Medicine at the PHA, said, "Being active outdoors is good for our health, but despite our unpredictable weather, we are still exposed to significant levels of ultraviolet (UV) radiation from the sun, even on cloudy or breezy days. The majority of our population has fair skin, which provides little protection against the sun, so even a small amount of sun can cause serious skin damage over time and may lead to skin cancer."

Marbeth Ferguson, Skin Cancer Prevention Coordinator, Cancer Focus said, "It is vitally important that people who spend a lot of time outdoors take the necessary steps to protect their skin from harmful UV rays and actively reduce the risks of skin cancer. If you are out walking this spring and summer, there are a number of simple steps you can take to protect against harmful UV rays and by following these simple tips, we can all enjoy the benefits of healthier, more

active and happier lifestyles in a safe way."

### Tips on staying safe in the sun:

- Seek shade when the sun is at its strongest – generally 11am to 3pm.
- Cover up in the sun with a long sleeved T-shirt, sunglasses and a hat.
- Use sunscreen with a minimum SPF of 15 for UVB protection and 4 star for UVA protection. Apply liberally 30 minutes before going out in the sun and re-apply at least every two hours.
- Be sure to cover areas which are sometimes missed, such as the lips, ears, around the eyes, neck, scalp and backs of hands

For further information on how to enjoy the sun safely visit [www.careinthesun.org](http://www.careinthesun.org) .

If you are concerned about skin cancer call the Cancer Focus free information and support helpline on 0800 783 3339 or email one of the charity's nurses on [helpline@cancerfocusni.org](mailto:helpline@cancerfocusni.org)

## CS Lifts

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# UGAAWA Monthly Merit Awards

There was no fooling around by Monaghan senior footballers in April as they marched to victory in Division Two of the Allianz National Football League, taking the title with a comprehensive defeat of Donegal in the final, at Croke Park.

The players played their part expertly in the victory trail but just as there is always a good woman behind a good man there is also a good manager behind a good team. That has been especially true of the Farney fellows as their team boss laid the solid foundations of victory.

And for the role he has played in bringing the league title to Monaghan last month, Malachy O'Rourke wins the Ulster GAA Writers' Merit Award for April.

Since the Enniskillen schoolteacher took over Monaghan, the county has swept to USFC success and now Div 2 league honours plus promotion to the top grade. There is no denying the influence that Malachy has had on the squad of players that play with the same passion as their boss showed when wearing the Derrylin and Fermanagh colours in the past.

"Certainly, I'm very pleased with winning the Merit Award but I must use the old cliché that I'm accepting it on behalf of all the players. It is great to be recognized, personally, but this is a real good, honest bunch of lads in the Monaghan panel and they work hard. After having promotion won they stayed grounded and finished the job by winning the divisional final," O'Rourke stressed when



UGAAWA Vice-Chairman, JP Graham, presents a Belleek Living Vase, part of the April Merit Award, to Monaghan manager Malachy O'Rourke with Association Chairman, John Martin keeping a watching brief. Pic. courtesy of Peadar McMahon

receiving the presentation at a function in Quinn's Corner on Monday, May 5.

He added: "The league is now won and we have to push on for the championship. We are back in training and looking forward to the Ulster quarter-final against either Tyrone or Down – that won't be easy."

Among Malachy O'Rourke's challengers, for the award, were his players Kieran Hughes and Dessie Mone. Others in the running were Antrim's hurling sharpshooter Paul Shiels and Derry's solid full-back Chrissie McKaigue but the Monaghan manager is a clear cut winner.



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## N.I. Football Writers' Awards

### Cliftonville make it a clean sweep



Joe Gormley and Tommy Breslin celebrate more silverware for Cliftonville. They were awarded Player and Manager of the Year at the Northern Ireland Football Writers' Association annual awards ceremony, held in Belfast earlier this month. With Gormley scoring a club record, 37 goals, and Cliftonville retaining the Gibson Cup for the first time in their history, the awards were well deserved.

Cliftonville had more reason for celebrations at the BT Sport Northern Ireland Football Writers' Association annual awards dinner held in Belfast earlier this month. Tommy Breslin claimed the Manager of the Year trophy for the second year running, while striker Joe Gormley was awarded the Player of the Year prize.

Gormley scored 37 goals this season - breaking Cliftonville's club record of most goals scored in a season. Gormley's sublime year helped the Reds retain their Premiership title, also claiming the League Cup for the second year in a row.

Gormley said, "It is fantastic to be recognised in this way. It was

another incredible year for the club, and to win the title again was unbelievable. It was a little piece of history for the club to retain the Gibson Cup. It was a team effort, and when you see the quality in this side then I don't think anyone could deny us the title."

Reds boss Breslin said, "It is fantastic for the club to have retained the title, and it is all down to this great bunch of players. At the end of the day they are the ones who step over the line. They are a great group to work with and they deserve their success. The challenge now is going on and trying to win it again. It is a massive challenge but it is one we are looking forward to."

## Healy inducted into Hall of Fame



David Healy is inducted into the NIFWA Dr Malcolm Brodie Hall of Fame - he is pictured receiving his award from Davor Suker and Claire Brodie (granddaughter of Dr Malcolm Brodie).

His goal tally of 36 is more than twice as many goals as anyone else who has ever pulled on the green shirt and only the great Pat Jennings made more appearances than Healy, who earned 95 caps in 13 years.

In the amazing Euro 2008 campaign the Killyleagh man scored 13 times in 12 games, breaking the European Championship qualifying record previously held by Croatian striker Davor Suker.

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# 1990

## Beckenbauer wins the lot



West Germany's Franz Beckenbauer and coach Helmut Schoen celebrate after winning the 1974 World Cup final against Holland.

When Andreas Brehme's eighty-fifth minute penalty sealed World Cup glory for the Germans at Italia '90, Franz Beckenbauer became part of a very select duo. Until that moment, only Mario Zagallo of Brazil had won the trophy as a player and a manager. Now Beckenbauer too had completed the most illustrious of all doubles.

Beckenbauer was made captain of West Germany in 1971, five years after finishing on the losing side against England in the World Cup final at Wembley. He was a supremely elegant defender who made surging runs into attack, a tactic previously unseen in football.

He led his country to the 1972 European Championship, inspiring his team to a 3-0 victory over the Soviet Union, and was named European Footballer of the Year. In 1974 he won the European Cup with Bayern Munich and captained West Germany to World Cup glory over Johan Cruyff's Holland in the Olympic Stadium in his native Munich. Not content with that, he followed up his perfect year with more European Cups in 1975 and 1976.

Management later came equally easily to Beckenbauer, even though he had not been given much training in the role. He almost won the World Cup for West Germany in 1986, reaching the final, but made no mistake at the next tournament with the revenge victory over Diego Maradona's Argentina in Italy.

## Sampras powers to US Open

The most dominant tennis player of his generation, Pete Sampras was the model of consistency that all those who followed him, including the sublime Roger Federer, tried to emulate.



Sampras, a legend in the making.

'Pistol' Pete possessed the most potent serve ever seen on a tennis court; one which, allied to an equally prolific forehand, catapulted the American to 14 Grand Slam titles, though the French Open always eluded him.

Sampras secured the first of his major triumphs on home soil at Flushing Meadow, a victory that sparked the end of one era and heralded the dawn of another. Sampras concluded Ivan Lendl's bid for a ninth straight US Open final appearance before eliminating boyhood idol John McEnroe in the semi-final.

The final itself sparked the commencement of one of the sport's most intense rivalries. Sampras outwitted contemporary Andre Agassi in straight sets to become the youngest ever male winner of the US Open, at 19 years and 28 days.

Agassi went on to triumph in the French Open at Roland Garros, but Sampras had his number when they played each other; winning 20 of their 34 clashes.

## Also this year...

**Boxing** - Buster Douglas defeated Mike Tyson by a knockout in round 10 to win the world's unified Heavyweight title, in what many consider boxing's biggest upset ever.

**Darts** - Phil Taylor defeated Eric Bristow 6-1 to win his first world title.

**Rugby Union** - Scotland won the 96th Five Nations Championship. They completed the Slam by defeating England 13-7 at Murrayfield, also lifting the Calcutta Cup in the process.

**Snooker** - Stephen Hendry defeated Jimmy White 18-12 to win his first World Championship at the Crucible Theatre. His victory made him snooker's youngest ever world champion, usurping Alex Higgins who won the title a month short of his 23rd birthday. This was the first of four world championship finals contested between the two men, and Hendry was destined to win them all.



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