

# Review Club

VOLUME 27 - Issue 4, 2014



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## CORCA delegates enjoy local hospitality

In May the Confederation of Registered Clubs Association (CORCA) travelled to Belfast for their meeting. As expected, the attendance from the mainland was slightly reduced due to the obvious issue of travel arrangements.

We thought it appropriate to invite Ernie White of the Royal Naval Association and Tom McNaught of the RAOB HQ, both of whom found the meeting interesting and helpful in providing an insight into the day-to-day work of CORCA.

For those unfamiliar with CORCA, it is an umbrella organisation embracing the needs of all registered non-profit making clubs in the UK and benefits from support by an all Parliamentary committee at the House of Commons consisting of M.P.'s from all parties.

CORCA meetings take place three times per annum, usually at CIU HQ in Highbury, London. Other venues are used, such as the recent meeting which was held in Belfast.

Matters discussed apply equally throughout the UK and

include the well documented Linneweber Vat case, BSKyB TV, BT Sport and other matters relevant to registered clubs.

*The following are the minutes of the Belfast meeting which I hope you find of interest.*

The Chairman, Philip Smith, opened the meeting following which he requested that those present stand and observe a minutes silence in memory of Lord Bilston, Secretary to the All Parliamentary Group, who recently passed away. A tribute was paid to his tireless work on behalf of the club movement, coupled with his friendly, approachable and relaxed style. He will be missed by all those who knew him and by those whose interests he campaigned for.

**HMRC / LINNEWEBER**  
The CIU President's letter of 20th May 2014 to the HMRC Policy Unit requested a fair and non-punitive repayment scheme for CIU clubs having to repay monies received through the Linneweber Vat claim.

HMRC replied on 30 May and stated that: "Although there

is no statutory right of time for paying these assessments, HMRC considers such requests where we consider that the business is viable but genuinely unable to pay their debt in full by the due date. To ensure consistency we have an incremental approach to gathering evidence in support of the request - based on the level of debt and timescale requested. In addition, our advisors receive training on dealing with time to pay negotiations and we routinely undertake quality assurance checks on case handling. All requests are considered and decisions based on the individual circumstances of a case.

Default interest is charged where appropriate on any amount of VAT which has been undeclared or over claimed, from time to time the amount due should have been paid to the time it is assessed.

This interest is intended to provide commercial restitution of the loss of understated VAT and should not be considered a penalty. Interest is charged at a simple net compound rate, and this is linked to the rate set by the Bank of England.

Please be assured that we will consider any cases of hardship but it needs to be understood that the tax is payable and

*continued on page 4*



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all clubs and businesses were advised of the possibility of us enforcing the assessments at the time of the received payment.”

The CORCA Secretary informed the meeting that he will place this item on the agenda for discussion by the All Party Parliamentary Group at the meeting on 10 June.

Harry explained that Northern Ireland appears to vary from England & Wales in that interest is not charged by NI HMRC where monies are repaid within the required time frame.

A copy of the Northern letter to HMRC will be forwarded to CORCA for information.

#### CORCA Activity

Subject to agreement of the full CORCA group, it was agreed that Meetings of the CORCA Group would be held twice yearly; it was

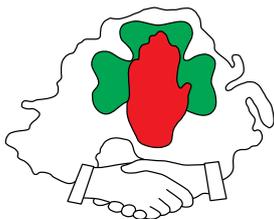
thought that this would result in higher attendance, fuller, more comprehensive agendas and fewer overheads for each organisation.

It was agreed that additional meetings could be called should it prove necessary.

#### All Parliamentary Activity

It was agreed to await outcome of All Parliamentary Group Elections in June with a proposal for a recruitment drive to increase membership.

The meeting in Belfast was attended by Ernie White of the Royal Naval Association and Tom McNaught of the R.A.O.B. HQ.



## VAT registration scam

A number of clubs have received a letter entitled 'Publication of companies and VAT Registration Numbers in the UK Corporate Portal 2014' which suggests that 'as part of the changes to the EU economic package, obligating all companies to provide their VAT Registration Number on various documents since 2010, we as a publisher of leading internet portals are required to update our database'.

The letter which Clubs have received looks very official and includes the club name and address and a form to complete and return to the company. However, if the form is completed and returned then the club agrees, via the small print, to pay £797

annually which the company states is an advertisement charge.

We strongly advise that this form is not completed, is not returned and if received is simply binned.

If clubs are in any doubt over correspondence which has been received and the legitimacy of the correspondence then please contact the Federation Helplines before taking any action.

If any club has already completed and returned this form then please do not pay any invoices which may arrive and contact the Federation for further advice.

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# The important role of sub-committees

Sub-committees are the last level of management of a club. Clubs are required under the Licensing Act to have one general management committee but they may have more committees. For larger clubs these extra committees are essential, and for smaller clubs they can be extremely valuable.

The rules do not have to specify which sub-committees shall be appointed. It is usually sufficient for the general committee to be given the power to appoint such sub-committees as they deem necessary to assist them in their overall task of managing the club's affairs. Two sub-committees generally set up by clubs are a Finance sub-committee and a Bar sub-committee. Others may include an Entertainment sub-committee and a Games sub-committee.

Sub-committees are either appointed or elected and they perform specific and specialised tasks. Their membership does not have to be composed entirely of persons elected from the club committee. However, any member of a sub-committee who is a member of the general committee would be required to stand down from the sub-committee in the event that they resign from the general committee. Also, any sub-committee concerned with the purchase or supply of intoxicating liquor on the club's behalf, must consist of members duly elected by the club membership.

There are numerous opportunities in a club for the use of sub-committees where appointment and co-option may

be used to employ the services of a wide range of members. Sub-committees provide the opportunity to bring in all the best talent available to make the conduct of affairs successful and improve the events and amenities of the club. A member who is an accountant may plead that he does not have the time to participate in all the functions of the general committee, though he can be an invaluable member of a Finance sub-committee. Members with experience in leisure industries will be attractive as recruits to an Entertainment sub-committee. Co-option to sub-committees also provides the chance for younger club members to learn management procedure.

Sub-committees can elect their own officers and adopt their own procedures however ultimately they are always responsible to the general committee. They are not usually entitled to make decisions affecting the club without the approval of the general committee. This is especially true where the sub-committee makes proposals involving the use of club funds. For example, the Entertainment or Social sub-committee could be charged with running the annual dinner or a monthly dance. As such it should either obtain an estimate cost for approval by the general committee, or that committee must specify a maximum sum within which the sub-committee plans its expenditure. If the sub-committee finds it cannot contain spending within the limit laid down, it must report back to the general committee giving its reasons and asking for the limit to be raised.

The mechanics may not be the same in each club but the principle to be observed is that sub-committees must have the approval of the general committee for what they wish to do. There is a danger that members of sub-committees will believe they have a special remit of the authority of the general committee. This view must be resisted. Serious financial consequences might follow if the general committee does not have the last word in managing the club within the powers given them by the rules.

Nevertheless, members of sub-committees are not puppets. It might be difficult to find people to serve on them if they were asked to regard themselves

in this way. All who serve on sub-committees should be aware not only of their powers, but also where the boundaries of those powers fall.

Sub-committees are of tremendous importance to the well-being of the club. If they are to function well, sub-committee members should be familiar with the requirements of the club's rules and the laws relating to the conduct of Private Members' Clubs, just as much as the officers and general committee. An Entertainment sub-committee, for instance, must be conversant with the conditions applicable to the promotion of bingo and lotteries, and to the limitations on serving drink at social functions.



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## R22 gas phase-out draws closer

The deadline on 31st December for replacing R22 refrigerant gas is approaching fast and will affect clubs whose cellar cooler or air conditioning systems are more than eight years old.

**What is HCFC/R22 phase-out?** HCFC's (most notably R22) are used as refrigerants in refrigeration and air conditioning equipment. Owners of such equipment need to take action now to ensure they comply with legislation. Failing to comply will lead to issues maintaining the equipment in operation.

R22 is a member of a class of compounds which have been linked to ozone depletion in the earth's upper atmosphere. As a result, HCFCs ceased

being used in new air conditioning equipment in the UK in 2003, in favour of non-ozone-depleting alternatives such as R410a and R407c. As from 1 January 2010, the use of virgin R22 and other HCFCs in the repair and maintenance of air conditioning and other refrigeration equipment was banned. To complicate matters further, the regulations also outlaw the stockpiling of virgin R22 for use after the deadline, so any R22 left unused at the end of 2009 should have been returned for destruction at the owner's expense.

New legislation is already in force for the removal and replacement of this low temperature refrigerant and a ban on its production

came into effect from the 1st January 2010. R22 refrigerant was widely used throughout in new air conditioning and industrial refrigerant plants and these changes in legislation affect any company that has a high requirement for R22 refrigeration; over 65% of the UK's systems are assumed to still be running on R22. The refrigerant is still available in a reclaimed format until December 2014 however, demand is high due to the recent phase out and prices are expected if not already rising to extreme levels.

**So what options do you have?**

- Do nothing!
- Continue to operate the equipment and use recycled R22
- Replace the refrigerant with a 'drop in' alternative
- Replace your equipment



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### Do Nothing!

Regulations do not prohibit the use of R22 equipment even after the December 2014 deadline and understandably if the system is operating satisfactorily, there is no urgent need to replace an existing installation. However, depending on how crucial the system(s) are to your business, the risk of failure is increasing as the years go by and even now spare parts are increasingly difficult to source. The risk with this strategy however is that at some point in the future the system operator/owner will be forced to choose between options 2, 3 or 4. You are therefore encouraged to seek a long-term planning structure with detailed advice from a reputable air conditioning company for guidance.

### Recycled R22

Use of recycled R22 seems to provide an easy way of extending the life of existing installations. However, a recent study by the British Refrigeration Association identified that a volume equivalent to just 10% of the amount of virgin R22 currently being used in the UK, is being returned for recycling. Due to its limited availability, recycled R22 is currently around

3 times the cost of virgin R22. Therefore, unless the situation improves radically, its poor availability and high cost means that a policy of relying on recycled R22 when the need arises is unlikely to be wise.

### Drop in alternative

R22 can be replaced with a few alternatives. These can only be considered a short term fix however since parts may be difficult to source and an end user may end up paying for initially replacing the refrigerant short term with the inevitable full replacement coming soon after. Issues can also relate to the energy performance of the system with higher running costs, the pressure rating of compressors, condensers and associated pipe work, leak containment, lubricant compatibility and potential conflicts with manufacturer warranties all needing to be considered. For owners of ageing R22 air conditioning equipment with a limited useful life remaining, these complications can be overwhelming.

### Replacement of equipment

Replacement of the old R22-based air conditioning

equipment with a new ozone-friendly system at first sight seems to be the most expensive solution. However there are a number of factors which make this alternative increasingly the option of choice. The first reason is that as any R22-based air conditioning system is at least 6 years old it is likely, therefore to be driven by obsolete fixed-speed compressor technology. Its replacement with a modern, digital inverter-controlled system will bring significant immediate energy savings of up to 50%.

The cost and time spent replacing out-dated equipment can be reduced, in some cases, by retaining existing pipe work and electrical supplies. Many equipment manufacturers have introduced condensers and fan coil units specifically designed for this purpose, which can greatly simplify the installation and reduce disruption to building finishes and the activities of the occupiers. A new system is also far less likely to suffer a breakdown with the associated costs of downtime and repairs, and will commonly come with the added benefit of a manufacturer-backed warranty. A little-known further benefit is that, as almost all

modern air conditioning systems incorporate heat pump technology as standard, the same system that provides comfort cooling in the summer can provide clean, highly energy-efficient heating in the winter. The option of full system replacement is compelling but a few other factors make it even more convincing. Firstly, the Government's commitments contained in the 1997 Kyoto Protocol came into force in February 2005. The aim of radically reducing the UK's CO2 emissions has led to the introduction of the Enhanced Capital Allowance Scheme ([www.eca.gov.uk](http://www.eca.gov.uk)). This HMRC backed scheme allows a company replacing an existing air conditioning system with a more energy-efficient installation, to offset the entire cost of the project against its taxable profits in the year the new system is installed. This effectively reduces the cost of the new system by 30%. In addition, The Carbon Trust ([www.carbontrust.co.uk](http://www.carbontrust.co.uk)) offers UK businesses of all types unsecured and interest-free loans. These are repayable over 4 years and are designed to fund their investment in a wide range of modern, energy efficient systems such as air conditioning.



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## E-smoking policy

Sales of e-cigarettes grew by 340% in 2013 and in the UK around 1.3 million people are now "vaping." The demand for e-cigarettes appears to be insatiable, although there is some doubt about their long-term health benefits.

As e-smokers are categorised by law as non-smokers, this leaves clubs in a dilemma about how to handle e-smokers at work and in the club.

- Should e-smokers be allowed to smoke at their place of work?
- Should e-smokers be required to share the same, usually outdoor, smoking areas as regular smokers or
- Should members and staff be allowed to e-smoke wherever they like?

In specific circumstances it may be reasonable to allow e-smokers to smoke at their place of work. However, depending on the club culture and other factors, this may not be appropriate. Mixing e-smokers with regular smokers could also violate their right to a smoke-free environment. Potentially this could give rise to grievances or at worst, claims for constructive dismissal.

The most important thing is for the club to incorporate an e-smoking policy into an existing smoking policy. And, if there's an existing smoking area for regular smokers, set aside a separate facility for e-smokers. Because it can cause confusion and confrontation, e-smokers should be treated the same as smokers.

## New NMW rates

It has been announced that the National Minimum Wage (NMW) will rise by 3% to £6.50 an hour in October after the Government accepted the recommendation of the Low Pay Commission (LPC) for an above-inflation increase of 19p.

The rise to £6.50 an hour from October is expected to be the first of several above-inflation rises after a Treasury report said the minimum wage should be restored to pre-crisis levels.

Business Secretary, Vince Cable has said 1 million people will see their annual pay increase by as much as £355 in the first real-terms cash rise since 2008.

As recommended by the LPC, the new rates will be as follows:

Adults - £6.50 per hour  
18-20 year-olds - £5.13 per hour  
16-17 year-olds - £3.79 per hour  
Apprentices - £2.73 per hour

Vince Cable said the recommendations that have been accepted will mean low-paid workers will enjoy the biggest cash increase in their take-home pay since 2008, benefitting over 1 million workers on NMW, and marks the start of a welcome new phase in minimum wage policy.

He said the LPC's new forward guidance gives a better understanding of how an economic recovery can be translated into faster and significant increases NMW for low-paid workers, without costing jobs.



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\*Source: CGA 02.11.13

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## Questions & Answers

**Q.** At our club's recent annual general meeting, some members asked why the item 'Any Other Business' was not on the agenda. Unfortunately, whilst I have never included this item, I was unable to give a reason which they found acceptable. What is your view?

**A.** The item 'Any Other Business' is totally out of place on the agenda of a general meeting for the simple reason that it gives no information or notification to members of matters which may be brought up and dealt with. The sole purpose of an agenda is to inform members of what is to be discussed, thereby giving an opportunity to decide on whether to attend the meeting. 'Any Other Business' would permit any matter to be raised and voted on without proper notification.

Clubs are advised to conduct an 'open forum' after the meeting has closed since this provides an opportunity for members to raise matters with the committee, without the outcome of such discussion being binding upon the club. Should any member have any particular matter of concern then he or she should raise it with the secretary for inclusion on the agenda as a specific item in accordance with the procedure set out in the club's rules.

**Q.** Our committee are currently deciding if we should make our club secretary an employee and pay a salary. Previously we have paid an honorarium to our secretary. It is a difficult job and deserves financial remuneration; do you know how other clubs treat the role of secretary and the rate of remuneration offered? In recent years we have had very few willing candidates for the role, hence why we are considering employing a secretary.

**A.** It is probably fair to say that the majority of club secretaries and treasurers are awarded a voluntary payment for their voluntary efforts and this is known as an honorarium payment. However, a not insignificant number of secretaries and, to a lesser extent, treasurers, are now employed by clubs and are paid an agreed yearly salary or hourly wage.

The two roles are quite separate and are not interchangeable. Making an elected secretary, in receipt of an honorarium, an employed secretary receiving a wage and having an employment relationship with the club is a significant change. An employed secretary can no longer be a member and will be working for the club as directed by the management committee. For example, the rights of a member to vote and the rights of an elected committee member to vote at committee meetings would cease. Therefore, such a change would unlikely to be undertaken lightly.

There is no right or wrong approach to deciding if the club should employ a secretary or rely on the members to elect a secretary and the correct decision will depend on the characteristics of the particular club in question. In many

cases the decision to employ a secretary will be made as a result of a lack of suitable members willing to do the job on a voluntary basis, albeit rewarded with an honorarium. When it becomes difficult to elect a suitable person for the role of secretary it is at this point that many clubs will look into employing. It is important to ensure that the situation, should a change of elected to employed officer occur, or vice versa, that everyone involved in the club understands the new arrangements and the new lines of authority and responsibility. It is not ideal if a situation arises where a voluntary secretary considers that they are an employed secretary and vice versa.

It's difficult to estimate the average honoraria paid to secretaries. It will completely depend upon the specifics of each club and each person who acts as a secretary. Some secretaries may be paid an honorarium close or equal to the minimum wage whilst others may do the role because they simply enjoy doing it and only receive a limited honorarium as a thank you for their assistance to the club.

Since the club is having difficulty finding a secretary, the committee should consider the rate at which the honorarium is set and decide if it needs to be increased. Whilst few secretaries take the role purely

for its financial benefits, a higher rate of honorarium may encourage some members to consider taking on the role who had not previously thought of doing so. In addition to the financial aspect of the role, the committee can consider if aspects of the role can be delegated to other committee members in order to ease the burden that the secretary takes on. Hopefully, through a combination of reviewing the amount of work the secretary is expected to undertake and looking at the level the honorarium is set at, the committee may be able to adjust the role so club members will be encouraged to stand for election to this important role.

**Q.** Our existing rules, which may be out of date, state that we can have either one or two vice presidents. Is it the committee who decides if we will hold elections for one or two positions?

**A.** If the club's rules state that the club will have either one or two vice presidents then it is the committee who will decide for the forthcoming year. This decision should be made not only prior to the voting taking place but also prior to the nominations sheet being placed on the notice board. This will ensure that the members are fully aware of how many positions are being elected in the forthcoming election.



### N.I.F.C. HELPLINES

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## Are you missing out?

A meeting with BskyB Television on Wednesday 17th June revealed that not all clubs are taking full advantage of the facilities available to them, in particular the availability of FREE Wi-Fi.

Clubs with the BskyB Club package, costing £498 + Vat should be aware that the said Wi-Fi facility is available free of charge, meaning a saving of up to £35pm. Clubs with BskyB but which have their Wi-Fi service/broadband via another supplier, such as their telecoms provider, should check what they are paying.

New BskyB manager, Brendan Napier, also informed us of a new channel, Sky Sport 5, which will be available soon at no additional charge.

For clubs requiring more than one Sky box then the Pub and Club Package is the preferred option. Wi-Fi is also available, although an initial installation charge will be applicable.

The Pub and Club package is in line with your rating band but with the revision in rates in 2015 which will afford consideration to the fall in property values, some clubs may benefit for opting for this package.

Your Federation will of course provide details as they become available.

In the meantime, the banding structure set out below will provide details of what is currently available.

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BAND	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Annual Non-domestic rateable value	£10-£2,750	£2,751-£4,300	£4,301-£5,750	£5,751-£7,450	£7,451-£9,300	£9,301-£11,900	£11,901-£15,000	£15,001-£19,300	£19,301-£25,000	£25,001-£33,000	£33,001-£42,000	£42,001-£52,000	£52,001-£65,000	£65,001-£83,000	£83,001-£110,000	£110,001-£125,000	£125,001-£140,000	£140,001-£150,000	£150,001-£170,000	£170,001-£220,000	£220,001-£300,000	£300,001-£550,000	£550,001+

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Sky Ultimate	£135	£224	£276	£364	£431	£525	£580	£627	£702	£732	£770	£810	£850	£953	£1,071	£1,155	£1,300	£1,381	£1,488	£1,623	£1,736	£1,843	£2,005

#### STEP 3 - DO YOU WANT TO ADD ANY ADDITIONAL PRODUCTS? SUBSCRIPTION PAYMENTS PER MONTH (All prices exclude VAT)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Racing Pack (UK & Ireland)	£24	£30	£39	£49	£58	£70	£84	£94	£102	£106	£114	£118	£126	£130	£136	£142	£150	£154	£160	£165	£174	£178	£184
At The Races	£16	£20	£26	£33	£39	£47	£56	£63	£68	£71	£76	£79	£84	£87	£91	£95	£100	£103	£107	£110	£116	£119	£123
Racing UK	£16	£20	£26	£33	£39	£47	£56	£63	£68	£71	£76	£79	£84	£87	£91	£95	£100	£103	£107	£110	£116	£119	£123
BoxNation	£110	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100
Sky Movies	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10	£10

# Bushmills Live 2014

A special blend of established and up-and-coming artists take to the stage at age-old distillery

Global stars including The 1975, and Gary Lightbody and Peter Buck's supergroup Tired Pony came together along with friends of Bushmills to complete an unforgettable day at 'Bushmills Live 2014' - the festival of handcrafted whiskey and music that took place at the Old Bushmills Distillery in June. They were joined by rising stars James Vincent McMorrow, Luke Sital-Singh, David C. Clements, Matthew and the Atlas, Levity Breaks and Rubblebucket on what was a fantastic day of music.

The intimate festival was attended by 700 music and whiskey fans from around the world, including countries as far-flung as the US, Bulgaria, Portugal and Russia.

Artists more used to playing to crowds of thousands performed a series of small gigs in centuries-old buildings at the Old Bushmills Distillery where

the art of whiskey-making, perfected over generations, is practiced every day.

Gary Lightbody from Tired Pony said, "This was Tired Pony's first gig in Ireland and it was unlike any other gig we've played before. The atmosphere was great."

Master Distiller at the Old Bushmills Distillery, Colum Egan, said, "Bushmills Live 2014 was a great success. I was looking around and everywhere people were smiling and having a great time, enjoying the wonderful music - and the exceptional whiskey, in moderation of course.

"The 1975 and Tired Pony were sensational and it was fantastic to continue to provide a platform to up-and-coming talent. The atmosphere backstage was like an old school reunion with so many friends of the festival in attendance - the craic was brilliant!"



Gary Lightbody and Peter Buck's supergroup Tired Pony delight the crowd at Bushmills Live 2014.



British breakthrough act THE 1975 wowed the audience at Bushmills Live 2014.



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## A WKD World Cup

WKD Brazilian, the exciting new Limited Edition variant is bringing a slice of soccer samba to outlets throughout Northern Ireland this summer.

Billed as a 'party in a bottle', the exotic 2014 addition to the WKD range takes its inspiration from the football-mad nation of Brazil, and exudes the high-energy atmosphere of the world-famous Rio de Janeiro carnival and the lively Copacabana Beach night scene.

"For most football fans, enjoying an ice-cold bottle of WKD Brazilian whilst watching a World Cup clash on TV in a bar will be the closest they get to experiencing this summer's festival of football first-hand,"

said Debs Carter, Marketing Director - Alcohol at WKD brand owner SHS Drinks.

"Brazil is renowned for its vibrant night-life and WKD Brazilian aims to capture this exotic party spirit in a bottle. WKD is all about high-energy occasions and our new variant will help maintain the party atmosphere long after the final whistle has blown. With the spotlight now firmly on Brazil, the new WKD Limited Edition will bring excitement and a new dimension to the RTD category and give fans something to cheer about, irrespective of which team they choose to follow."

Carter added, "We're focusing on providing high-profile in-

outlet support for licensees, helping them to drive footfall and bring some theatre and a party atmosphere to venues. To help all potential stockists maximise the world cup opportunity with WKD Brazilian, we've also made the new variant available in 275ml PET bottles, as well as in standard glass. This will help outlets adhere to any localised licensing restrictions.

"Mates love debating all things football when they meet up to watch a big match and new WKD Brazilian provides plenty to discuss. One thing that's sure to be a talking point is our Brazilian promotional giveaway: the caxirola. These palm-sized maraca-like percussion instruments are set to be synonymous with this summer's tournament.

"The WKD branded items will help build an authentic Brazilian atmosphere in outlets on match days," says Carter. "We think these little Brazilian percussion instruments are going to prove really popular and will be this summer's 'must-have' promotional item.

"For football fans hoping to celebrate successes as the tournament evolves, we've developed a range of WKD Brazilian cocktails. The three specially-created cocktail recipes - 'WKD Copacabana', 'WKD Rio' and 'WKD Carnival' - each contain WKD Brazilian with either a spirit or a liqueur, and lemonade. When topped up with plenty of ice, these WKD cocktails are great for sharing with fellow fans as the winning way to celebrate a victory."

In keeping with the party spirit of the exotic new addition, a £1 million marketing support campaign is being spearheaded by a series of 300 Brazilian-themed on-trade party events across the UK, giving around 100,000 consumers the opportunity to sample WKD Brazilian. Plus, over 2,000 washroom panels in key outlets featuring witty quips.

Support for WKD Brazilian stockists also includes free kits from the WKD POS Hotline (0800 917 3450); these contain a range of items - including a selection of posters, a staff cocktail mixing guide and table talkers - all of which can be used to help decorate outlets and get people in the party spirit.

Consumer awareness of the Limited Edition variant is being driven via an extensive digital, social media and TV campaign, including prominent appearances in WKD sponsorship idents for The Only Way Is Essex. WKD's social media pages, which have over 300,000 followers, are at the hub of support activity and there will be over nine million impressions on key digital sites. Creative executions are in similar vein to the washroom panels and POS posters eg. 'We've only gone and signed a Brazilian! Result' and 'Olá Mate. New WKD Brazilian out now!'

"With branded caxirolas, Brazilian cocktails and bundles of POS, new Limited Edition WKD Brazilian is all set to help licensees in Northern Ireland make the most of the world cup," concluded Carter.

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# 'Make history' with Jim Beam

the world's No.1 bourbon brand



In January Jim Beam unveiled its partnership with Hollywood actress Mila Kunis. Following on from this we are excited to announce that the brand new TV advert, "Questions" has gone live in the UK! The brand will be "Making history" as this is the first global Jim Beam TV campaign which features Mila taking a step back in time, through the Beam family history and finishing in the present day. Mila has also made a series of short films all viewable on jimbeam.com

The 30 second advert will appear on TV across a number of channels such as ITV, Channel 4, 5 and Sky. 79% of the target audience (18-34 males) will see this advert at least once

As part of the overall media plan, the advert will appear on video on demand throughout the Summer and the TV ad will be on air at the end of June through to the end of August.

*We've Made Our History. Now Make Yours!*

# Damme cold Coors Light still No.1!



Jordana Busby, Molson Coors, celebrates Coors Light number one position.

This year has been nothing but positive for Northern Ireland's favourite bottled beer Coors Light as it maintains its number one spot as the nation's favourite with 4.3 million bottles and over 2 million pints sold in the last 12 months.

A Damme Cold one in every four bottles of beer sold in Northern Ireland is an ice cold Coors Light but, as well as being the province's number one selling bottled beer, Coors Light is enjoying volume growth of a staggering 50% in the last year.

Coors Light is now also the number two brand in the off trade with 18% share of the market and its sights are set firmly on the number one spot.

**Damme Cold and Loving It**  
Once again, the success of Coors Light in Northern Ireland has been supported by massive investment to bring the brand to life through creative marketing campaigns which encourage people to engage both online and in clubs and bars around the country.

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The now instantly recognisable 'Closest to Cold' series of commercials featuring Jean Claude Van Damme in a series of hilarious scenarios, have taken the on and off trade by storm, backed by outdoor, press, cinema and TV advertising and social media.

The 'Muscles from Brussels' was also the figurehead for 2013's major innovation in the beer category which saw the Coors Light team make the perfect beer bottle even better by adding a second level of cold to its bottles and cans, further enhancing the buying experience for consumers.

Lovers of cold beer were delighted to see a second 'ice cold indicator' entitled 'Damme Cold' added to the unique labels of Coors Light bottles and cans which already famously turned blue when the beer was perfectly chilled and ready to drink.

This cutting edge innovation and clever marketing has seen Coors Light increase its market share with growth of 20% in volume and 20% in value during the last year.

**He's back and he's 'DAMME' cold!**

In 2013 Coors Light was supported by a hugely entertaining series of TV ads fronted by Hollywood legend, Jean Claude Van Damme and the good news is - the excitement is set to continue! Set in the stunning Rockies mountain range, the commercials feature Van Damme telling stories in which no matter how hard he tries, and no matter what he's been through in his life to date, he can't get close to the ice cold refreshment of a Coors Light.

This year action man Van Damme is back enjoying even more thrilling adventures the

results of which will be shown in TV ads and via a colourful outdoor advertising campaign that will delight fans of Coors Light.

**Cheers!**

To celebrate the continued success of Coors Light and to say thank you to clubs, bars and off licences, hundreds of Molson Coors customers competed over some exciting events at We Are Vertigo which included simulated skiing and snowboarding, rock climbing, sky trail high ropes, chalet challenge and the daring zipline descent. Sense Nightclub were the overall winners proving they are a 'Damme Cool Team' and taking home a cheque for £1000.

**Damme Good Sense**

Consumers have chosen Coors Light ... can your business afford not to?

To make sure that you're not left out in the 'Damme Cold', contact Molson Coors' Regional Sales Manager Gavin Bleakley on 07734 547758.

*All On Trade references | Nielsen | Monthly Audit Data. Based on data up to June 2014  
All Off Trade references | All data supplied is scanned sales. Based on data up to June 2014*



Sense Nightclub, winners of the Damme Cold Team of the Day and £1000.

**LOOK HOO'S BACK**



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## A Crabbie's first Rejuvenating the R.T.D. category

United Wine Merchants has announced new Crabbie's innovation that will position this new range for the first time in the ready-to-drink (RTD) category. Aimed at 22-26 year old consumers, the new alcoholic fruits range will appeal to an audience looking for a sweeter product to enjoy with friends during summer occasions, both in and outdoor.

Crabbie's Fruits will be available in three fruity flavours with Zesty Lemon, Raspberry & Rhubarb and Black Cherry variants. Made with natural fruit ingredients and free from artificial colours and flavours, the range will be available in 330ml bottles with a 4% ABV.

For the first time since the launch of Crabbie's Alcoholic Ginger Beer, these new products won't contain the much loved ginger and spices that made the Crabbie's brand the success it is today, but they will contain up to 10% juice across the range.

Extending the brand to a 22-26 year old audience, the new range will play a key role for the Crabbie's Brand making it perfect for enjoying at events, summer parties or nights in with friends. The three fruity flavours, with a new label and bottle, will stand out within the convenience sector and create differentiation from other RTDs available by its unique liquid and natural ingredients.



Crabbie's Brand Manager Emma Haughian commented, "Crabbie's is now a well-established brand, and whilst the Crabbie's Alcoholic Ginger Beer variants remain our core product lines, our research suggests there is a strong desire from younger consumers for Crabbie's Fruits. The launch of Crabbie's Fruits

will significantly extend the footprint for the brand. The combination of a refreshingly natural liquid, 330ml serve and three refreshing flavours present both a unique proposition and genuine innovation to the RTD category and fulfil a need for a sweeter tasting product that builds on the heritage of a brand people love and trust."



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# Get active for Action Cancer this summer!

Over the next few months, Action Cancer will focus on a wide range of different events that encourage people to get active and have some outdoor fun whilst fundraising for a great cause.

With the Giro D'Italia making a huge impact on all of us this spring, Chain Reaction Cycles have been asking Action Cancer supporters to 'get on their bike' and pedal their way to fitness. The guys from Chain Reaction even took their message to the streets of Belfast for a Static Bike Challenge. On the day, local weather girl Cecilia Daly managed a very credible 7kms!

On the 20th June, the SuperValu MoonLight Walks in Belfast and Cookstown kicked off the summer events calendar with hundreds of ladies (and some gents) pounding the streets, dressed in pink. The walks helped to raise awareness of Action Cancer's unique breast screening service for women aged 40-49 and 70+ (outside of NHS screening age range).

Also in June the charity launched its men's health



*Make sure you're protected this summer.*

campaign entitled 'Beat The Odds' in partnership with Toals Bookmakers and U105, which aims to deliver 1,000 M.O.T. health checks to men aged 16+ in June and July. Men interested in availing of a free M.O.T. health check can book an appointment online at [www.actioncancer.org](http://www.actioncancer.org)

Other events taking place this summer include our 'Wee Walk' in Donaghadee, the Giant's Walk at the North Coast and not forgetting the Legenderry Walk in the Maiden City.

With so many outdoor activities taking place over the summer, Action Cancer and Gordons

Chemists will be hosting a series of Safe Sun road shows throughout Northern Ireland advising people how to take care of their skin in the sun.

**For full details of all Action Cancer events, go to [www.actioncancer.org](http://www.actioncancer.org) or find them on Facebook.**

## Dogs lead the way at the launch of Marie Curie's Walk Ten

This year's Marie Curie 10K walks will be taking place at Stormont Estate on 30th August and at the Folk Park in Omagh on 6th September, and it's open to our canine friends too.

Marie Curie's Partnership Manager, Suzy McIlveen commented, "Walk Ten is open to everyone in the community, from the very young to the

very old, and their four-legged friends as well. It's our biggest walking event in the year and is always a great evening out, with entertainment and fun activities for all of those who take part."

**To register for Walk Ten, or for more information, go to [www.mariecurie.org.uk/walkten](http://www.mariecurie.org.uk/walkten) or call 0845 052 4184.**

Registration is £10 per person (children under-16 go free; on the night adult registration is £20) and everyone is asked to aim to raise £60 each to support Marie Curie - this is equivalent to three hours of Marie Curie nursing care locally.



*Fundraisers, Grace Smyth and Heather Miller, pictured with their four-legged friends.*

## Magners Derby delivers magical moments



Sarah Shimmons, Marketing Manager for Tennent's NI is pictured at Down Royal Racecourse presenting jockey, Kevin Manning, with the Magners Derby trophy.

## Magners July race evening is on a winning streak

Fiona Creedon, Magners Brand Manager at Tennent's NI is pictured launching the Magners July Race Evening that takes place on Friday 25 July with Mike Todd, General Manager at Down Royal Racecourse.



Fun in the sun for a third year in a row is what's hoped for at this year's Magners July Race Evening at Down Royal on Friday 25th July.

Delighted to be associated with some of Northern Ireland's most popular racing events, Fiona Creedon, Magners Brand Manager at Tennent's NI; says, "We hope this year Magners will

be continuing its winning streak of getting a lovely summer evening for this particular event.

"The race evening is well timed for popping along to after a hard day cooped up in the office, so make a day or night of it as you prefer but make sure you book your ticket! As we say at Magners - now is a good time!"

Over 6,000 people enjoyed one of Northern Ireland's most popular race day meetings at the recent Magners Derby Day, part of the Summer Festival of Racing at Down Royal Racecourse.

As Northern Ireland's richest flat race, the Magners Derby prize pot of €100,000 attracted a high calibre of horses and jockeys. It was Wexford Town, ridden by Kevin Manning, which was trained and bred by

his father-in-law, Jim Bolger, that came out on top as this year's winner.

The brand took the opportunity to let hospitality guests sample Magners Light, impeccably served over ice, as it has introduced a pint bottle to its range just in time for summer - offering all the crisp, refreshing flavour and natural character you'd expect from Magners Original for a third of the calories.

Sharon and Gary Shields from Pony Trotting Club, Belfast, are pictured with (centre) Magners Light promo girl Stacey Haskins.



(Left) Ross Heggarty from Tennent's NI with Leanne and Robbie Foster, Whitehouse Working Men's Club, Newtownabbey.



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# NEW LOOK, SAME GREAT TASTE



# UGAAWA Monthly Merit Award

At this time of year there is never a shortage of choices to pick from when nominations are in for our Monthly Merit Award. With male and female football, hurling, camogie and handball on the menu, various names crop up for consideration.

That's what happened last month and when the nominations were chewed over one name floated to the top. That name was Karl Lacey who seems to be able to shake off his injuries and return to his wily ways with Donegal. The Four Masters' man was top of his form again in the Ulster Championship clash with Derry to snuff out the huge threat of Oak Leaf skipper Mark Lynch.

"I was disappointed that Mark scored a point off me late in the game," recalled Karl who

was, once more, displaying his trademark dashes up front to set up colleagues for possible scores. He added, "Getting this award is a surprise and I am delighted. Getting past Derry was a big plus for Donegal and the award adds greatly to the victory."

This is the third time that Lacey (29) has collected the honour. He was also the winner in July 2009 and July 2011 and he won our Player of the Year award for 2011. After overcoming a hip injury in December 2012, Karl suffered a knee injury in a club match. He is presently doing a Master's Degree in Sports Studies at UL and travels up to Donegal for the regular weekly training and for club games.

He is, of course, looking forward to the Ulster semi-final against Antrim and he looks upon this award as a milestone



UGAAWA Assistant Secretary, Gerry McLaughlin, and Belleek Visitors' Centre Manager, Patricia McCauley, present the May Monthly Merit Award to Karl Lacey. Picture courtesy of Peadar McMahon

boost on the way. To get the honour he had to beat off stiff opposition from Antrim star

hurler Paul Shiels plus Tyrone players Sean Cavanagh and Mattie Donnelly.

## Joint event showcases clubs at the heart of their community

Over 100 volunteers from clubs across the province came together on 11th June to the Beyond the Game event; a joint good relations event hosted by Ulster GAA, IRFU (Ulster Branch) and the Irish FA which welcomed Mickey Harte as the keynote speaker. Mickey praised the work of volunteers across the sporting spectrum and shared some of his own voluntary experience with Tyrone.

"In every sport and every club there are huge networks of unsung heroes who aren't on the pitch who are vital to the success of those on the pitch."

Mickey Harte also said that "We need to respect the roles of everyone in our clubs and everyone in sport. By coming together through events such as this we can meet like-minded people who are just as passionate about their sport as we are. In this way we can find that we have more in common than we have differences; we can grow together and focus on what connects us rather than what divides us."

The event showcased Donaghmore GAA, Ballynahinch RFC and St Oliver Plunkett FC who are each delivering positively in



Pictured at the event are (L-R) Denise Watson; John Boyd, Chair of Domestic Games Committee IRFU Ulster Branch; Tyrone GAA Manager, Mickey Harte; Minister for Social Development, Nelson McCausland; President UGAA, Martin McAviney; Director of Corporate Service Irish FA, Gerry Crossan.

their communities by providing activities and services which reach beyond their sporting remit. The evening also offered

workshops focusing on issues close to the heart of sports clubs including health, volunteering and community engagement.

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# 1982

## Watson's miracle shot



*Tom Watson jumps for joy after sinking a birdie two on the 17th hole at Pebble Beach to take the lead over Jack Nicklaus in the final round of the U.S. Open Championship.*

Tom Watson played one of the greatest shots in US Open history at the Pebble Beach Resort in 1982, to achieve his only victory in the tournament.

The final day had come down to an intense battle between Watson and his rival Jack Nicklaus. Over 16 holes the two were embroiled in a close contest - but that all changed at the seventeenth. The Golden Bear had birdied 15 to move next to Watson on the leaderboard at four under par. But his smile was soon wiped away.

Nicklaus's tee shot was good and he promptly finished the hole and sat at the side to watch Watson - who had driven his two-iron tee shot into the rough between two bunkers - face the tough task of reaching the hourglass-shaped green. But Watson took a wedge and produced a deft chip to escape the heavy rough, before watching the ball roll into the hole to sneak an unthinkable birdie and, more importantly, put him into the lead.

Arriving at the eighteenth, Nicklaus was lost for words as Watson kept his nerve. His three-wood landed straight on the fairway and his seven-iron was within 6m (20 ft). Nicklaus finished for par while Watson's putt curled into the hole to clinch the title and start a dance of celebration.

## Italy win third World Cup



*Marco Tardelli celebrates after winning the World Cup.*

To understand the magical momentum behind Italy's march to unlikely glory in 1982, you have to consider the negativity that surrounded the team through the group stages of the World Cup in Spain.

The coach, Enzo Bearzot, was criticized for pinning his hopes on a young striker called Paolo Rossi, who had just come back from a ban for his alleged part in a match-fixing scandal. The doubts intensified when Italy failed to win a single match in their group and Rossi fired blanks. They scraped through to the second group stage but there were calls in Italy for the team to come home, to spare the nation more misery.

Then something extraordinary happened. The Italians suddenly sprang to life and beat Diego Maradona's Argentina 2-1, albeit largely thanks to some cynical defending. Now they needed to beat the mighty Brazil, who had only to draw in order to reach the semi-finals. This was Rossi's finest hour, as he scored a clinical hat-trick to help the underdogs to a dramatic 3-2 victory - a result that sent the shell-shocked Samba Boys back to South America.

Once he started, Rossi could not stop scoring, and netted two more in the semi-final win over Poland. He got another in the final, where Italy beat the Germans 3-1, though the enduring image is Marco Tardelli's wonderfully emotional reaction to his own sizzling strike.

In Rome an all-night street party saw ecstatic fans climb on top of their cars, wave flags and beat drums until dawn. The team was no longer a disgrace, Rossi was no longer a flop. He had won the Golden Boot with six goals in the last three matches, and Italy had secured their third World Cup triumph against the odds after a 44-year wait.

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