

THE OFFICIAL VOICE OF THE NORTHERN IRELAND FEDERATION OF CLUBS

Club Review

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The 'Sky's' the limit



The long running issue of BSkyB, the Premiership and foreign satellite transmissions continues to present difficulties, although to a somewhat lesser degree.

Our meetings in London, and locally, with various representatives of BSkyB has thankfully provided some light at the end of the tunnel, in as much as we have an agreed reduction on the various tariffs available to our member clubs.

A target of 75 clubs is required by late December. If this target is not reached, those clubs having signed up will continue to benefit from the reduction (25%) for twelve months. However, if 100 clubs sign up by late January 2017, then all Federation member clubs which have a BSkyB contract will benefit from the 25% reduction. I underline that this is only available to Federation member clubs.

The rating net annual valuations, and the way in which they are now displayed, has caused the main problem of how BSkyB tariffs are set, in as much as the clubhouse/social club part of a sport's club is not segregated on a separate rating document, but rather incorporated on the one page.

We understand that changing the way in which BSkyB view the rating document in its present form would alter the company's T's & C's and as a result would potentially open the flood-gates. Nevertheless, we are compelled to pursue

a better resolution for our members, particularly those registered sports clubs with large sporting facilities/grounds, where viewing of televisions featuring BSkyB/Premiership is not a feature.

Prior to the rating review, the way in which details were displayed was clear-cut, with no ambiguity, so hopefully a forthcoming meeting with the rating department will help in resolving the present impasse.

The working relationship established with the Northern Ireland BSkyB representative, David McKane, has been more helpful than in past years.

It is understood that there are companies who have informed clubs that the foreign satellite service they offer is legal, due to, among other things, UEFA Rule 48, which excluded Northern Ireland on the basis that there were no Premiership clubs based in the province. However, we now know this is nonsense and that the main problem is around the Premiership copyright issue.

Although BT Sport offers a package, it cannot be looked upon as like for like with BSkyB. We feel that if we continue to work together we are more likely to secure a better outcome for our members, always providing that fairness prevails and that BSkyB continue to recognise the way in which Government display rating documents, should modification be achieved.

At the end of the day, clubs need to evaluate the BSkyB service and if it adds to football. We are continually reminded that the cost of the service is unaffordable for many clubs, so the temptation to use streaming services via the internet is perfectly understandable.

Perhaps it would be best for BSkyB to look at a pay per view service, which is something we have looked at, and would most likely put the foreign satellite providers to bed, but thus far they have not come up with anything. BT Sport apparently have such a

package, but then we're back to the not like-for-like situation against what BSkyB provide. A fall in business sign-ups is more likely to result in more affordable bespoke packages, so we need to embrace what is presently available and work together to avoid the potential for prosecution. Be assured the local BSkyB representative will do his utmost to do what he can under his control to assist you.

Should you wish to check things out prior to signing-up, then as always, you are advised to call the Federation helplines.

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Opportune timing for launching partnership with BOI UK Payment Acceptance

To help clubs navigate within the evolving payments landscape Bank of Ireland UK have recently formed a marketing alliance with EVO Payments International, a leading Global Payments processor. This new business, BOI UK Payment Acceptance (BOIPA UK) is offering online and in-store card payments solutions to businesses of any size.

- The money from card payments takes itself to the Bank - leading to simplified and quicker administration
- Card payments usually result in higher shopping basket values / higher merchant revenue
- Card payments allow customers to make spontaneous purchases / increased merchant sales

£2,000 worth of card spend. BOIPA UK are also the only provider offering simple fixed price plans - similar to mobile phone bundles. This allows businesses to enjoy transparent and predictable pricing and is also great value.

All of the BOIPA UK terminals have contactless functionality which has become increasingly important for the hospitality sectors with the contactless transaction limit increasing, now at £30.



John Davidson, NI Federation of Clubs Chairman and Treasurer of H&W Welders FSC, accepting his new card terminal from Michael Finlay, Senior Business Manager, BOIPA UK.

There are lots of reasons why more and more businesses are accepting card payments:

- Customers increasingly expect to pay for goods and services by card
- Card payments can be more cost effective than coin, cash and cheques

BOIPA are doing things differently in a number of ways, including a new and innovative approach to card payments pricing. BOIPA are the only card processor that publishes price plans - starting from as little as £36.99 per month including terminal rental and

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Accounting and budgeting in your club

There are many aspects which assist a club to be successful but the starting point of a well-managed and financially sound club is careful budgeting and taking early action when a shortfall or decrease of revenue appears.

Clubs do not want to wait too long when financial warning signs appear. Members of a club committee must accept that their primary responsibility is to ensure that the club continues to be successful and financially stable - all personal or other issues should be put to one side when serving on a committee to ensure that everyone is working for the benefit of the club.

Like any business, clubs must budget in order to ensure that finances are managed efficiently. Clubs are viewed as 'non-profit' making organisations. However, if a club does not set out to maximise the surplus on its activities, then it will never be in a position to develop and grow and may even have difficulty in meeting its regular maintenance costs. When budgeting, a club must set certain targets and the key to setting targets lies in the previous year's records and balance sheet.

In a small club, outgoings are made up mostly of the wages of the steward and any other staff, and of rent, rates, loan interest, insurance, heating, lighting, cleaning, bought-in supplies (drink,

food, etc) and VAT. Total expenditure must be covered by total income, but a club needs to keep a check on its progress more regularly than once a year.

Some large organisations compare their income and expenditure weekly but for most clubs a monthly or quarterly check should be sufficient. Therefore, dividing annual expenditure by twelve or four will give the target figure which must be met from income every month or quarter. It is, of course, satisfying if income does cover outgoings at the end of a month, or quarter, but this is not the whole story.

Income will largely comprise subscriptions, bar sales, snooker room charges, gaming machine takings, lettings and other sales, and the income from these items will not be spread evenly over every month. Subscriptions tend to come in at one or two specific times during the year. Letting income is likely to be irregular and other items will vary between summer and winter. Similarly, some items of expenditure will also vary between one month and another.

For the sake of simplicity, let us suppose a club had a surplus last year of £5,000. The total expenditure was £100,000 and income was £105,000. The monthly target for this year is therefore £105,000 divided by twelve = £8,750. The accounts show that the net income proceeded along the lines set out in the following table:

	Jan - Apr	May	June	July	Aug	Sept
Income (£)	36,600	8,900	8,550	6,200	4,900	6,900
Target (£)	35,000	8,750	8,750	8,750	8,750	8,750
Period						
Deficit/ Surplus (£)	+1,600	+250	-200	-2,550	-3,850	-1,850
Cumulative						
Deficit/ Surplus (£)	+1,600	+1,850	+1,650	-900	-4,750	-6,600

The figures above indicate that the club's income has fallen during the summer months and that by September its deficit has become sufficiently significant to warrant attention. The committee must decide whether special action is required and what the action might be. One thing to note is that, while the deterioration began in June, the big drop in income took place in August. This might be expected when club activities and bar takings are likely to be below average. September showed a further deterioration, but at a much lower rate. Income will probably pick up in the last three months of the year.

The committee will be able to gain an idea of the possible trend for these months by looking at the same months in last year's accounts. If a surplus was recorded from October to December in that year, which would be sufficient to wipe out the accumulated deficit, no action may be needed. If the situation is unlikely to be resolved in that time, the committee will have to consider what must be done to correct the financial position. The importance of the target figure is that a warning has been given. The committee has not stumbled on in ignorance until an irresolvable situation has been reached. Before deciding how to tackle a deteriorating position, the committee will have to take a closer look at some more detailed figures. Let us suppose that net figures for the months in question break down as shown in the following table:

	Jan - Apr	May	June	July	Aug	Sept
Bar Takings (£)	25,400	7,100	6,700	5,900	4,390	6,100
Subs. (£)	4,500	450	-	50	-	-
Entertainments (£)	4,800	800	700	-	310	300
Lettings (£)	1,100	470	900	200	50	300
Other Sales (£)	800	80	250	50	150	200

These figures need to be compared with the total and monthly figures for the previous year and the current monthly target. They indicate that bar income is well up to target and could exceed the previous year's total. Subscriptions have all been collected by July but income from the other three items is all lagging behind target, particularly lettings. If the committee now looks at the income under all headings for the preceding October to December, it will be able to see whether any recovery can be expected by the end of the year and if so how great. If it does not expect to halt the decline in the club's finances, what should it do?

It can look at expenditure to see whether some economies are possible. Expenditure should be allocated under the same headings. Direct supplies have already been deducted from the calculations. Other costs will be on salaries, rent and rates, heating, lighting, cleaning, insurance, and bank interest, if any. Not all of these will be

easily allocated to a particular heading. The committee will be wise to give careful thought to the allocations. It is not good business to reduce the allocations to areas where income has been falling just to make the operations look better. The committee will have to choose how much of each cost is allocated to each income heading. While rent, rates and cleaning may be allocated according to the area of the club taken up by each income activity, staff and other costs will be allocated in different proportions.

In the example given, the expenditure allocations are likely to confirm the loss-making items. The committee now has to choose what action is demanded to adjust the club's financial position. By producing a budget along these lines, the committee should be able to make its choices, and to make them in good time. If there is no reason to anticipate a recovery in the remaining months of the year, there are a number of possibilities. The figures themselves will not give a definitive answer. The committee may consider that the running of dances or entertainment should be reduced or entrance charges increased. Another possibility is that subscriptions could be raised although this must be weighed with the possibility of a fall in subscription revenue in future years due to bigger than average member resignations or lapsing members.

Yet again, the bar takings appear to be on course for a larger contribution to income than in the previous year, thereby creating an opportunity to allow bar income to subsidise the loss-making services for a time. This enables postponing any decision to raise charges or reduce entertainments. Eventually though, the necessity to put those other activities on a sound footing should be taken.

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Questions & Answers

Q. The staging date for the club's pension scheme is approaching and we have discussed it with the club's only applicable employee, the Steward, who has said that he does not wish to be enrolled into the scheme. Does this mean that we do not have to operate a pension scheme?

A. No it does not. Any employee earning over £10,000 per year will have to be opted into a pension scheme regardless of whether they wish to or not. Once they have been opted into a pension scheme they can then choose to exit the scheme but they must initially be enrolled into a scheme. This means that the club will have to set up a pension scheme and enrol the Steward; if he then wishes, he will be able to opt out after the initial enrolment.

I appreciate that this may seem to be a lot of effort if your Steward is adamant that he does not wish to enrol into the scheme but the idea is to encourage as many people as possible to start saving for their future of which automatically enrolling eligible employees into a pension scheme is an important part of the policy.

Auto enrolment is designed to get a larger proportion of the population saving for retirement and the policy makes it a legal requirement for all employers to

automatically enrol any eligible employee.

The regulations require clubs to sort your employees into the following groups:

- Eligible jobholders - aged 22 to state pension age (currently 65) and earning over £10,000.
- Non-eligible jobholders - 16 to 21 and from state pension age to 74 earning above £10,000. Or 16 to 74 earning above £5,772 up to £10,000.
- Entitled workers - Aged 16 to 74 earning below £5,772.

Eligible jobholders must be automatically enrolled; non-eligible jobholders do not have to be automatically enrolled but have the option of opting in and entitled workers do not have to be automatically enrolled but they must be able to elect to opt in although no employer contributions will need to be made. The minimum employer contributions are 1% of each employees' qualifying earnings, increasing to 3% over time. Employees will also contribute with a minimum of 1% of their qualifying earnings, increasing to 5% over time. See table below:

Date	Total Contribution	Employees Contribution
Until 2017	2%	1%
Oct 2017 to Oct 2018	5%	3%
Oct 2018	8%	5%

Q. With regards late payments of subscription, our club's rules state that we do not need to write to lapsed Members and that they can simply be removed from the Membership list after 30 days. Can you confirm that we are acting correctly? We have heard of, and certainly agree, with the suggestion that an incentive should be made to encourage members to pay on time. To this end when we sent our

renewal letter for 2016 we offered members a £5.00 discount for payment by the due date, bearing in mind that we give them six weeks' notice. This renewal letter made it clear that the annual membership is £30.00 and due on the 1st of January. If they pay before that date they will pay £25.00, if they pay during January they will pay £30.00. If they fail to pay by 31st January we remind them that they will be struck off as Members, and should they wish to continue using the club, they would have to reapply for membership. This incentive proved very successful with almost all of our members paying before 1st January. A great benefit to the club's cash-flow and I am sure that this problem is not unique to us alone.

A. I found the points that you raised to be of great interest and can confirm that your club is in the slightly unusual position of not needing to write to a member who has not paid their subscription prior to removing them from the membership list. The majority of clubs have a rule which states that prior to a member being struck off the membership list for non-payment of subscription the secretary shall write to them. Since you do not have such a rule then I believe that you are operating within your rules by removing members who have not paid their subscription after 30 days from when it has become due. You are then also correct that they would have to reapply for membership should they wish to use the club again.

I am pleased that your discount scheme has been a success as well. Whilst having penalties for late payment can work to a certain extent, a positive method of getting members to pay on time, such as your

discount scheme, is preferable in my view and you are proving that such a scheme can be very successfully implemented.

You are correct when you say that late payment of subscription fees are a problem for every club and therefore sharing ideas and methods for preventing late payments will be helpful to all clubs to consider and discuss.

Q. Does the club or its employees have a legal duty to prevent a club member from drinking and driving? We currently have posters behind the bar reminding members not to drink and drive.

A. I have never heard of a situation where a club or pub landlord has been prosecuted because a customer drove home over the limit. The Court of Appeal considered a similar although not identical situation in *Joy v Newall* and it was held that a licensed establishment would reasonably expect a customer to regulate their own consumption of alcohol and should not be held responsible for a customer drinking to excess (although it is worth bearing in mind that it is a criminal offence to serve an intoxicated person alcohol although it is reasonable to say that this law is broken hundreds of times each day).

I suggest that you continue to promote the drink driving campaign. If a member has clearly had too much to drink and is intending to drive home I recommend that they are called a taxi to ensure that they are able to get home safely.

The Committee can use the club's disciplinary procedure to suspend or expel a member who has been found guilty of drink-driving.

Q. Our kitchen is currently operated on a catering franchise basis. Unfortunately our current franchisee has just given notice as the business is not working out for her. We do not wish to bring the catering back in-house; do you have any suggestions as to how we should advertise the franchise and the type of person we should be targeting?

A. I think it would initially be helpful to establish why the franchise has failed for the current franchisee since you may need to adapt the parameters of the franchise agreement in order to make it attractive for new franchisees. If there is a fundamental problem with the current set up of the franchise then you may find it difficult to find a new franchisee or ensure that the franchise works on a long term sustainable basis.

Once you are confident that you have a good franchise agreement which can work in the medium and long term I suggest you advertise the arrangement in the usual ways such as in the local job office and using online advertisements. You may also wish to ask the committee members if they know of anyone who is local and would be suitable to discuss taking on the franchisee arrangement.

As for the type of person you are looking for, it really depends on the expected financial return which the franchise can offer. If you are only looking for limited hours for food to be provided you may find that someone who has recently retired but wants something to keep themselves active whilst also providing a small income may be a better fit than a person who is looking for a large franchise operation with a high rate of return.

In any event, it is most important to get the franchise proposition correct and then find the correct person to take it forwards.

Employees risking contagion by coming into work sick

Workers are putting their health, and that of their colleagues, at risk by not taking time off work when they are sick with infectious illnesses.

Some 86% of workers will go into work with an infectious illness, according to findings published in a recent report.

And 88% of workers admit they don't feel comfortable calling in sick when they are unwell, regardless of how ill they are.

The data suggests this is in part due to a problem with workplace culture, as one in four workers (24%) claim they feel under pressure to go into work when they are ill.

More than one in five (22%) say their boss would prefer them to be at work if they had an infectious illness, as long as it wasn't serious, suggesting many employers are not recognising the impact contagious conditions can have on the workforce's health and, therefore, productivity.

This isn't, however, lost on workers, with 21% feeling uncomfortable being around their colleagues when they are infectious.

The illnesses workers are most likely to go into work with are coughs and colds (59%), tonsillitis, sinusitis (33%), throat infections or strep throat (32%), flu (22%) and the norovirus (15%).

Across the UK, utility industry workers aged 25-34 years old living in Bradford or Coventry are the most likely to brave



attending work with an infectious illness.

Eren Ozagir, CEO at PushDoctor.co.uk said, "Work pressures can mean finding the time to see a doctor and get advice about whether sick leave is necessary can be difficult, and businesses must provide their staff with working cultures that encourage seeking medical advice and time off to recover. Providing employees access to a GP who can give expert diagnosis or opinion on when it is best to stay at home, or whether they are fit for work, can save the rest of the office from contagious diseases and illness.

"When you are ill, your body needs to dedicate a lot of energy to fighting the infection or virus, and if workers are having to make their way to the office and perform to their usual levels, that means there

is less energy available to aid recovery.

Eren concluded, "As such, quite often, when sick workers are given the time to recover, they will do so faster, allowing them to return to focusing 100% of their energies on their work."

This culture of 'presenteeism' is worst in the marketing industry, where 50% believe their boss would prefer them to be at work if they had an infectious illness, unless it was serious.

Meanwhile the utility industry (39%) and manufacturing (27%) follow in second and third place.

Marketing workers (29%) are second only to utilities workers (34%) in feeling pressured to work from the office while unwell.



How to recognise the signs of poor mental health at work

It has been reported that one in four adults are affected by mental illness at some point in their lives, according to a survey conducted by the National Centre of Social Research. What's more, a further 18% of adults reported experiencing poor mental health but not having been diagnosed.

With a certain degree of stigma still existing surrounding the disclosure and discussion of mental health, the cycle of poor mental health may well be perpetuated if employers and their management teams don't learn to spot the early signs of mental health issues in the workplace.

Levels of sickness are high
Absences from work due to health issues can be the first sign of possible mental health issues. Whilst many employees may not feel comfortable in stating stress, anxiety or depression as their reason for absence, taking regular shorter-term absences for an on-going problem without the provision of a doctor's note may be reflective of an underlying mental health issue.

Employee engagement and performance slip
There are many reasons why employees may start to show signs of poor productivity and a lack of interest in their job. This could range from low levels



of communication across the workforce to negative employer-employee relationships. Alternatively, it could mean that an employee is suffering from mental health issues.

People experiencing poor mental health may appear tired and lethargic, demonstrate an inability to make decisions and exhibit unusual displays of emotion including frequent irritability. Whilst these behaviours may appear similar to that of a disengaged employee, they are also early signs of stress or an emerging mental health problem.

An increase in staff turnover
When employees leave your organisation, this may relate to a negative workplace culture, a lack of internal development or not enough focus on employee health and wellbeing. If your employee turnover starts to spike, it might be a result of the latter.

Employees who are experiencing mental health issues may resign because they feel they cannot get better whilst they are still at

work. Whilst others may resign because work is the cause of their poor mental health.

Regardless of the reason behind the resignations, low engagement levels and sickness absence, in order to prevent further loss of staff, employers should look to implement a wellbeing strategy that focusses on building an early warning system with regards to mental health. This may include providing training to staff to help them recognise when they are stressed and effective ways to deal with that stress.

Employers should also provide information on any services available to support staff, for example confidential telephone advice or counselling. It is also important to build an open workplace culture regarding mental health from the top level down. This will involve educating all employees on mental health issues and regularly monitoring staff to see how they are feeling, whilst assessing how the workplace can be improved to support positive employee health and wellbeing.

O'Neill launches consultation on strategy for suicide prevention

Health Minister Michelle O'Neill has recently launched a consultation on Protect Life 2 - a strategy for suicide prevention in Northern Ireland.

The consultation coincides with the 2016 World Suicide Prevention Day with a theme of 'Connect, Communicate, Care' - three words at the heart of suicide prevention.

The Minister said, "An average of 274 people die by suicide each year here. This is an unacceptable statistic, and a personal tragedy for all those families who have lost loved ones to suicide. Each life lost is one life too many.

"I want to encourage everyone, particularly those organisations across the voluntary and community sector, who work tirelessly to provide help and support to people in need to contribute to the future direction of the Protect Life 2 Strategy. Suicide prevention is a huge challenge to our society and as Minister I am committed to a consultation process that is meaningful and engages everyone."
Michelle O'Neill added, "The new Protect Life 2 strategy aims to improve the identification and response to suicidal behaviour and to prevent suicide by people in crisis. There will be a particular focus on repeat self-harm; and supporting those bereaved by suicide."

The Minister continued, "There remains a strong health inequality aspect to suicide. The suicide rate in the 20% most deprived areas is three

times the rate in the least deprived areas. The incidence of self harm is four times higher in the most deprived areas. I am committed to tackling inequalities and I will ensure that resources continue to be focused on reducing these differentials.

"In addition, men continue to be three times more likely to die by suicide than women. We will therefore continue to focus our efforts on the areas of greatest need and to use evidence-based interventions, treatment and support.

"Suicide is not just an issue for my Department; it affects us all and responsibility for it lies across government. I will continue to work with my colleagues in the Ministerial Co-ordination Group on Suicide Prevention and to work collaboratively in order to meet the challenge of reducing suicide rates."

Concluding, Minister O'Neill said, "I would encourage people to seek help if they have concerns about their mental wellbeing. Anyone who is in



Health Minister, Michelle O'Neill MLA.

distress or despair can contact the Lifeline Helpline on 0808 808 8000."

Lifeline is a confidential service, where trained counsellors will listen and help immediately on the phone and follow up with other support if necessary. The helpline is

available 24 hours a day, seven days a week.

The consultation can be accessed at <https://www.health-ni.gov.uk/consultations/protect-life-2-strategy-suicide-prevention-north-ireland> and will be open until 5.00pm on Friday 4th November.



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The Cancer Fund for Children Bog Run's back

The Cancer Fun for Children's biggest and boggiest 5K challenge event is back and they want YOU to get stuck in to help children and young people with cancer. Join Cancer Fund for Children at The Bog Run on Sunday 9th October 2016 at Castlewellan Forest Park and conquer nature in all its autumnal glory....and by 'glory' they mean bushes, fallen trees, bog, mud and more bog!

The Bog Run is not a race. The course is designed to be daring but not intimidating and is open to people of all levels of fitness! So there are no excuses...sign up today!

It costs £30pp to register for The Bog Run which includes a Bog Run t-shirt, run entry,

burger and drink on the day and event pack. All they are asking is that each participant tries to raise a sponsorship amount of £100pp.

Raising £100 can seem daunting but once you start fundraising, you will be surprised at what you can achieve and how happy your friends and family are to support you! The Cancer Fund for Children are available to support you as well with fundraising tips, materials like buckets and sponsorship forms and guidelines for setting up Just Giving! So go on, try your best, the Charity will be delighted with whatever money you raise!

Together with the Cancer Fund for Children you can make a difference.



In Northern Ireland, three more families are told every single week that their child has cancer. We work to support these families but we can't do it without your help.

So what are you waiting for. Sign up to become a Bog Runner today and help the Cancer Fund for Children to be there for these children and young people when they need it most.

Reinventing 'WKD for the Now' generation

WKD is undergoing a radical reinvention which will see the introduction of a revolutionary new pack design across the WKD range; the launch of two new, lower-calorie, contemporary flavour combinations; and the unveiling of a new 'WKD for the Now' communications programme to spread the word via a network of social and more traditional media platforms.

The sweeping changes coincide with the 20th anniversary of the iconic brand's launch in 1996 and are set to re-tune WKD so that it is fully engaged and resonates with the lifestyle of today's 18 to 24-year-old consumers. This will include up-weighting support for WKD in key venues where targeted

consumers get together to socialise such as Queen's Students' Union and Ulster University as well as a host of other young people destinations and at outdoor events that play a pivotal role in the Northern Ireland market place today .

There will be four variants in the reinvented WKD range: the original WKD Blue and WKD Iron Brew; new WKD Berry and WKD Passion Fruit (the latter being the re-named WKD Blush) giving them both specific flavour descriptors. No fundamental changes have been made to the liquid in terms of flavour or ABV which remains at 4%. SHS Drinks also has plans in the pipeline to extend the WKD family with the introduction



of a new 'lighter', lower-calorie range. The business is currently developing a duo of two-flavour

combinations which it is planning to launch towards the end of this year.

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Tennent's NI ties up Pabst Blue Ribbon America's classic beer is ready to roll

Pabst Blue Ribbon beer ('PBR') - an American icon of the brewing world - is being rolled out by Tennent's NI across Northern Ireland from this month. Founded in Milwaukee, the beer capital of the US, back in 1844, PBR prides itself on being individual, authentic, and true to its roots. Owned and produced by America's largest independent brewery, its multi award-winning taste, heritage and subversive character has made it a firm favourite across the pond.

Jeff Tosh, Sales Director, said, "PBR is an American classic - but it's never felt more current than now. Bringing a taste

of the States to Ireland is exciting, particularly when it's a brand that's so iconic and individualistic. From a business perspective, there's a choice of formats for customers, and the benefit of some very different and engaging marketing that's yielded such great results in Pabst's home country."

The introduction of PBR builds on the highly successful launches by Tennent's NI of the premium Belgian beer, Heverlee, brewed in association with the Abbey of Premontre in Leuven, and craft beer range including Dowd's Lane, Five Lamps, Drygate and Whitewater.



Jägermeister crafts a brand new look

Herbal Spirit launches its new bottle design

Jägermeister, the UK's number one speciality spirit¹, is unveiling a new look, modern bottle - the brand's most significant change since it was created by Curt Mast.

In addition to the new bottle shape, the iconic label has been updated with new artwork, designed to reflect the heritage and quality of the unique herbal spirit, which was crafted by the Mast family over 80 years ago and remains a family owned business today.

The re-design is part of Jägermeister's wider emphasis on educating consumers on the craft and process behind the spirit and will be supported in the UK by a £10m marketing spend.

The new Jägermeister bottle will launch first in Northern Ireland, exclusively through James E. McCabe Ltd., and then continue its global roll out until 2017.

The new bottle's re-designed label features a more life-like stag, which is now back in its 'natural woodland habitat', with a graduated green background and forest imagery to reflect the brand story. Other enhancements include new wording to emphasise the craft and mystery behind the spirit and the addition of a bold 56; the number of botanicals used in the production of Jägermeister - which remains the same since the spirit was first created.

The stylish elongated and angular shaped bottle also includes a quality enhanced

cap, which now proudly displays the founder, Curt Mast's, signature and a 'since 1878' tag. These additions underline the long-standing history of the family-owned brand and highlight the importance of staying true to the same Jägermeister ethos developed by the Mast family.

The distinctive green bottle was chosen by Curt Mast when he created Jägermeister and to find the perfect bottle he put a number of different models through a breakage test until he found the perfect shape. In keeping with the tradition and staying true to the Mast family's ideals, the new bottle matches these criteria and although the bottle design is changing, the distinctive liquid inside remains the same.

Nicole Goodwin, Marketing Director at Mast-Jaegermeister UK, comments: "Whilst our recipe hasn't changed in over 80 years, Jägermeister's usage has and, so in turn, has our brand positioning. This evolution of the bottle now better reflects what Jägermeister is; a family owned, premium, well-crafted spirit with years of history.

"This move marks a milestone for Jägermeister as we continue to engage with an audience who appreciate quality brands with provenance. The new bottle will enhance the work we're doing with the trade to better communicate Jägermeister's story, and importantly, drive further awareness of its versatility. The bottle may be changing, but the unique flavours behind the

spirit will remain the same, ensuring consumers experience the same quality Jägermeister since Curt's creation in more than 80 years ago."

Commenting on the new bottle launch, James E. McCabe Sales Manager, Michael Millar said, "We're delighted to be amongst the first regions in the UK to launch the new Jägermeister bottle. Northern Ireland is a very strong market for the Jägermeister brand and this new pack change is a fantastic reflection of the Brand's versatile and premium credentials."

Jägermeister is distributed in Northern Ireland by James E. McCabe Ltd, and orders can be placed by calling 028 38 333102.

For further information, or trade support, please contact: **Leonie Bond, McCabes Marketing Manager** email: lbond@jemccabe.com or tel. 028 3839 9384



1 CGA Data to 19th March 2016 + Nielsen Data to 26th March 2016 (Stat - on/off trade combined)

Tennent's Vital 2016

The definitive sounds of summer

It just keeps getting bigger and better. Day 1 of Tennent's Vital saw headliners Red Hot Chili Peppers take to the largest stage in Northern Ireland and, on Day 2, the honour of bringing a fantastic weekend of music to a spectacular close fell to global mega star, Avicii.

As more than 75,000 fans flocked to Belfast's Boucher Road Playing Fields to enjoy world class music, the Tennent's Northern Ireland team rolled out the red carpet for guests from the licensed trade and the worlds of sport and entertainment.

"The Vital" pop-up bar and adjoining Magners Flavours Garden, which Tennent's NI brought in under wraps, provided a visual surprise at the uber cool festival: a perfect chill out area to relax with a chilled Tennent's ... and still take in that blast of amazing music from some of the world's favourite bands.

Victoria Brown, Tennent's Brand Manager, said, "It was one of those weekends when you really had to be there. Everything just came together for us - even the weather was kind! From Red Hot Chili Peppers, Fall Out Boy, Labrinth, Cage The Elephant and Otherkin on one day to Avicii, Jess Glynne, Duke Dumont, Galantis, Seeb and Zak Abel the next, we had a magical mix of all that's great in contemporary music.

"Together with our partners, MCD, we'd like to say a huge thank you to the Tennent's Vital fans for the great reception

they gave the artists and for making Belfast rock to its core. We've been delighted to reinforce the connection between Tennent's and music in such a meaningful way. Earlier this Summer we showed the world that

Northern Ireland has the best footie fans, now we've shown that we also have great, good-humoured music fans ... and, as always, Tennent's is right behind them every step of the way. It's been wonderful to see so many people having a great time, and to see some truly brilliant performances by some of the biggest artists in the world.

"We, and our partners at MCD promotions, wish to extend our gratitude and thanks to all those who made Tennent's Vital 2016 a great success, in particular, local residents and the business community, Belfast City Council, PSNI, security personnel, NIAS, medical staff, Northern Ireland Fire & Rescue Service, the many artists, crews and all those involved in running the event, not least the 75,000 well-behaved fans who made the whole experience special."



Enjoying the hospitality in the quirky 'Vital Bar' is (l-r) boxing champion, Brian Magee; NI football manager Michael O'Neill; Tom McCusker and Conor Magill from Tennent's NI; and football legend, Jim Magilton.



Enjoying the hospitality in the quirky 'Vital Bar' are Cillian Gilroy, William Gillespie and Mikey Davidson from Balmoral Golf Club.

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Ireland's favourite* craft beer in the can for Northern Ireland market

Craft brewer Franciscan Well, which includes Ireland's number one* craft beer Rebel Red in its range, is bringing its award winning beers into canned format in Northern Ireland from September.

Rebel Red, Friar Weisse and Chieftain IPA will be available for the first time in a 330ml can across the Northern Ireland off-trade, with selected on-trade sites also stocking the product.

It is the first time Franciscan Well has canned any of its beers and also the first time that Friar Weisse or Chieftain IPA will be available for purchase in off licenses.

As well as the introduction of the new cans, the Franciscan Well range has also been rebranded across its entire range in both the on and off-trade. A new logo now better reflects the brand's Irish roots.

The decision to can Ireland's favourite craft beer range is part of an international trend which has seen rising consumer demand for craft beer in a can instead of a bottle.

In the USA, 30% of all craft beer sold in the off-trade is in can format. In Ireland craft beer sold in cans accounts for around 15% of sales in the off-trade in the Republic of Ireland and that figure is expected to double over the next couple of years.

Commenting on the decision to offer Franciscan Well in a can, Shane Long, founder of Franciscan Well, said, "This is a very exciting development for

the company. Taste and quality are at the core of our craft beers and we always prioritise ways to ensure that these core traits are maximized. The decision to move to the canned format reflects the growing trend within craft beer internationally, whereby more and more products are sold in 330ml can format. This is something that has been prevalent in the U.S. and has proven extremely popular. We are confident this will be the case as we roll out craft in a can for consumers here in Northern Ireland."

All brewing and canning will take place at Franciscan Well's new brewery in Cork city. The brewery opened last year, reinforcing Franciscan Well's Irish and Cork heritage. The North Mall site will be used as an innovation centre.

This decision from the award-winning Cork Brewery is in keeping with internationally recognized best practice for freshness and taste, with cans providing superior product packaging quality and infinite recyclability.

"We are very excited about this latest innovation for Franciscan Well, coming as it does less than a year after the opening of our new brewery in Cork," said Shane Long.

Speaking about the new brand identity, Shane continued, "The new logo more clearly reflects the provenance of the brand and its roots in Cork. The new identity and logo retains the strength of the previous mark, while emphasizing that this is very firmly an Irish beer

which was established in Cork and which is still brewed there. We believe that the provenance of Franciscan Well and its roots in Ireland are extremely important and it is something we are very proud of.

"The new brand mark positions Franciscan Well as an authentic Craft brewery from Cork, Ireland. The archway is a new device that has been created to highlight a strong sense of place, that is welcoming and which captures the unrivalled



Franciscan Well founder, Shane Long.

heritage associated with the brewery founding site along with the welcoming aspect of our range of beers," concluded Shane.

*AC Nielsen ROI On-Trade MAT to end June 2016



Tennent's sets the gold standard at Drumbo

In October Tennent's Lager will be partnering with Drumbo Park Greyhound Stadium to stage one of Northern Ireland's biggest and richest annual greyhound races.

Top dogs from across the country will be lining up for the 2016 Tennent's Gold Cup, ready to chase down a total prize pot of £10,000. Heats will take place at the track on Saturday 8th October; Semi Finals on Saturday 15th October leading to an exciting Grand Final on Saturday 22nd October.

Welcoming the ongoing partnership with Tennent's Lager, Drumbo Park Racing Manager, John Connor, said, "The Tennent's Gold Cup is one of our flagship events, with the excitement building steadily as dogs make it through Heats and Semi Finals, ready to go for glory in the Grand Final.

"High value prizes and the prestige of the Tennent's Gold Cup mean that this festival of racing attracts top trainers and dogs from right across the island of Ireland, and often further afield. We're looking forward to some great races at Drumbo Park in the weeks ahead as some of the best dogs in the country chase gold in the Tennent's Gold Cup.

"Drumbo Park is now well known as one of Northern Ireland's most popular nights out and, for regular race-goers, the Tennent's Gold Cup nights are social as well as sporting highlights."

Victoria Brown, Tennent's Brand Manager, said, "Traditionally, the Grand Final of the Tennent's Gold Cup is



Miss Northern Ireland, Emma Carswell, adds a touch of glamour to the launch of the 2016 Tennent's Gold Cup at Drumbo Park Greyhound Stadium. She is pictured with (left) Terry McCourt from Tennent's NI and John Connor, Drumbo Park Racing Manager. Race heats start on Saturday 8th October in the run up to the traditionally glitzy final on October 22nd, when top dogs from across Ireland and the UK will be chasing a £5,000 win, the ultimate award from a £10,000 total prize pot. Visit drumbopark.com for further details.

one of the most thrilling race nights of the year and one of the glitziest nights for race-goers as everyone gets into party mood. Expect high octane energy from the crowds as well as the dogs, as everyone screams encouragement for their personal favourite and enjoys the legendary craic. The Grand Final will be over in less than 29 seconds - these are some of the fastest dogs in the country, after all - but the celebrations and fun just keep on running.

"Great nights out are synonymous with both Tennent's Lager and Drumbo Park and we're delighted to be part of the venue's continuing success story."

For more information visit: www.drumbopark.com

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Down Royal Festival of Racing

The Down Royal Festival has, for seventeen years, brought the big names of the racing world to Northern Ireland. The event features the Grade one Steeplechase of the season in the British Isles.

Last year's winner of the Grade one JNwine.com Champion Chase, Don Cossack, went on to win Steeplechasing's Blue Riband, the 2016 Cheltenham Gold Cup.

The 2015 Festival Highlight was watched by 1.5million T.V viewers and this year's feature already has two times winner of the King George V Chase Silviniaco Conti in the line up. English Champion trainer Paul Nicholls has won seven of the past eight running's of the Grade Two "Titanic Belfast Chase" and top novice chaser Le Mercurey

will be his representative in the race this year.

Feature Races:

Friday 4th November
E.B.F Lough Construction LTD Mares Hurdle (Grade 3)

The WKD Hurdle (Grade 2)
The Richest Hurdle Race Staged in N. Ireland and was won last year by the Henry De Bromhead trained Identity Thief.

Saturday 5th November
The Titanic Belfast Steeplechase (Grade 2) Won 2015 by the Paul Nicholls trained Ptit Zig.

The JNwine.com Champion Chase (Grade 1) The first Grade One Chase of the National Hunt season, last year's winner Don Cossack won the 2016 Cheltenham Gold Cup once again cementing the connection between the two races.

Gold cup winners, Looks Like Trouble, See More Business, Kicking King, War of Attraction, Kauto Star and Don Cossack have all lined up in the Down Royal feature giving local fans the opportunity to see the greats of the Racing World right on their own doorstep!

Off the track, Victoria Square Best Dressed Lady Competition on Saturday 5th November is a celebration of true racing style. The striking and elegant outfits displayed throughout Ladies day enhance the electric atmosphere that is unique to Down Royals Festival of Racing.

Ticket Information

Gates open from 11am on Friday 4th and Saturday 5th November with the first race starting at 12.30pm (approx.)

Admission is £12 Friday and £15 Saturday, children under 16 get free admission and there is free car parking for everyone attending. Hospitality packages start from £60 per person.

£25 Punters Packs are available on Friday 4th November and include -Admission, race card, a bottle of WKD, pulled pork roll, £5 matched bet with Sean Graham or Pat O'Hare, access to the Paddock Marquee private bar.

Group discount on admission are available for coach parties - please contact the office on 02892621256 or email info@downroyal.com

All tickets can be booked at www.downroyal.com or by contacting the office on 028 9262 1256

UGAAWA Monthly Merit Award winner

by Tony McGee

August proved to be a turning point in the fortunes of the Monaghan ladies' football team.

After travelling a bit of a rocky road, the Farney females slipped back into gear to drive forward to this month's All-Ireland Senior Championship semi-final against Cork.

That hurdle may have been a little too high to clear, particularly in front of goals, but that takes nothing from the August endeavours of the team and their manager Paula Cunningham.

While the players did the work on the field during the games, the driving force of their manager played a major role in the success trail. Her sideline leadership and her words of wisdom and encouragement, at training and during preparations, played a vital part in bringing Monaghan back to challenge for major honours, once again.

"I can't take the credit solely for the successes during August," protested Paula. "Adrian Lyttle, our trainer, did a wonderful job with the team and the girls put in an enormous amount of hard work," added Paula who gets the Quinn Building Products UGAAWA Merit Award for August.

"It has been a rebuilding progress this year with 12 or 13 new players in the panel. It has been a team in transition but they all worked extremely hard for the success they got. Sheer hard work was the ethic and that usually pays off. My job was made easy by the attitude of the players and the work of Adrian," she stressed.

Paula disclosed that the object of the team this year was to maintain their Division One status and they achieved that with a goal win over Tyrone. From there the championship came into focus and when they beat Armagh in the semi-finals things looked good.

"We beat Cavan in the Ulster final and then had six weeks to prepare for the game against Kerry. In that game the girls came out at 100 miles per hour and achieved a great win. It was all down to the players," insists the manager.

Paula Cunningham was presented with her August Merit Award by Quinn Building Products Area Manager, Terry Fay, at a function in Quinn's Corner on September 5th, when she received an engraved Belleek Living Vase, hand-made jewellery from Carlingford Design House, training gear from O'Neill's International Sports and a medical kit bag from 3FiveTwo, on behalf of Kingsbridge Private Hospital in Belfast.



Paula Cunningham, Monaghan Senior Ladies Football team manager, winner of the August Quinn Building Products Ulster GAA Writers Merit Award is presented with her award by (on right) Terry Fay, Quinn Building Products Area Manager, and (on left) John P. Graham, Vice Chairman of the Ulster GAA Writers Association.

Pic by Peadar McMahon

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August NIFWA Awards



Manager of the Month
Ards Football Club boss Niall Currie has been named the Northern Ireland Football Writers' Association's Manager of the Month for August.

United (4-3), as well as an opening day 2-2 draw with Cliftonville. In the League Cup, Ards progressed to the third round thanks to a 3-1 win over Newry City.

"It is a real honour for me to receive this award," said Currie who picked up the accolade for the first time. "The praise has to be shared amongst my backroom staff and players, their commitment and hard work has allowed us to put down a real marker in this opening month and we're proud of the results."

The Red & Blues only defeat of the month came against Glenavon at Mourneview Park.

Player of the Month
Crusaders midfielder Gavin Whyte has been named as the Northern Ireland Football Writers' Association's Player of the Month for August.

The NI U21 international, who scored in the Hatchetmen's league opener against Ballymena, turned in a number of fine performances helping his side to the top of the Premiership table.

In August, newly promoted Ards recorded Danske Bank Premiership wins over Dungannon Swifts (2-1), Portadown (1-0) and Ballymena



The NI Football Writers' Association's Manager of the Month for August is Ards FC boss, Niall Currie. Niall is pictured above receiving his award from NIFWA representative, Mark McIntosh.



The NIFWA's, Stephen Looney, presents Crusaders midfielder, Gavin Whyte, with his Player of the Month award for August.



Armagh City F.C. midfielder Philip Donnelly collects his Championship Player of the Month award for August from Mark McIntosh.

Talented Monaghan man Donnelly landed three goals in the month of August, helping City to the top of the division.

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1980

Thorburn grinds out success



Cliff Thorburn and Alex Higgins pose with the famous World Championship trophy before battle commenced in the 1980 final.

Cliff 'The Grinder' Thorburn became the first overseas player to win the snooker World Championships when he beat Alex Higgins 18-16 in the 1980 final.

Born in Canada in 1948, his slow and deliberate approach made for an interesting clash against the flamboyant Northern Irishman, Alex 'The Hurricane' Higgins. Having lost in the 1977 world final to John Spencer, Thorburn was not about to let the opportunity to grab the trophy pass him by again.

Wearing down the charismatic Higgins, the man from British Columbia slowly but surely edged his way to glory in a tightly fought contest. The result took Thorburn to No. 2 in the rankings, and only a few years later he was back in the Crucible showpiece again. This time he faced Steve Davis in the 1983 World Championship final but, with Davis at his peak, 'the Grinder' suffered as a consequence and he went down 18-6. Nonetheless, the man from Canada - a country not renowned for its snooker players - was a major contender in every tournament he entered in the early 1980s. Certainly no one will forget his maximum break of 147 at the Crucible in 1983, nor his defining moment of glory in the 1980 world final.

Ovett v Coe in Moscow



Seb Coe beats Steve Ovett to win the 1500m Gold at the 1980 Olympics.

The two stellar talents of Britain's golden age of middle-distance running shared one of the most bitter rivalries the sport has ever known, providing a truly enthralling spectacle. Their duel, which had simmered throughout the latter part of the 1970s, came to a head at the 1980 Olympics in Moscow.

Steve Ovett arrived in Russia as the favourite to take the 1,500 metres title, having set a new world record for the mile and equalled Sebastian Coe's world record in the 1,500 metres in the space of a month. He was also unbeaten over his favoured distance for three years. Coe, meanwhile, was the major force at 800 metres. The Moscow Olympics marked only the second time the pair had met at a major championship and there was endless debate as to who would emerge as the undisputed middle-distance king. As it was, the honour was shared - but in surprising circumstances. In the 800 metres final, Ovett trailed by a distance at the bell, but pushed his way through the crowd to second place. Thirty metres into the home straight, he dramatically forced his way into the lead and held off Coe to win by three metres. In the 1,500 metres, which took place a week later, Coe - who was expected to triumph over the shorter distance - gained revenge as he too came from behind to win, with a crestfallen Ovett settling for bronze.

Also this year...

Football - Nottingham Forest defeated Hamburg 1-0 to win the European Cup for the second successive season.

Boxing - Roberto Durán defeated Sugar Ray Leonard by a 15 round decision to win boxing's WBC world Welterweight title.

Golf - 1980 was a who's who of legends when it came to major tournament winners. US Master - Seve Ballesteros; US Open - Jack Nicklaus; The Open - Tom Watson; PGA Championship - Jack Nicklaus.

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