

Heineken UK

Partnership bowls competitors over



ON TARGET: Committee members Ernie Knagg and Edith Benson, Chairman George McNally and Committee member Kate McNally, Treasurer Frank McDonnell, member Brenda Pickwell, Vice Chairman Dave Pickwell and Secretary Alan Stapley watch as Jorden Lucas goes for the black



CHEERS: (L-R): Heineken UK Regional Manager Jane Ashton, Steward Nigel Porter, Treasurer Frank McDonnell, Chairman George McNally and Secretary Alan Stapley work together to make the club a success

Founded in 1878, Flixton Conservative Club near Manchester boasts a membership of 1,000 people of all ages from the local community.

This thriving club has the facilities for live entertainment, darts and snooker, can cater for weddings, parties and other functions and also benefits from its bowling green which over the years has attracted a wide following.

In addition, the function room is regularly used by Slimmer's World, Weight Watchers, the local Chess Club, along with weekly Line Dancing sessions. It is also used by local businesses such as British Gas for their monthly meetings.

Treasurer Frank McDonnell says: "Having bowls is certainly an advantage we have over many clubs. We have a number of gents and ladies

teams and host inter-club matches which bring in some welcome extra trade.

"But you have to keep non-playing members entertained and satisfied that they are getting something for their subs, so we have Sky television for the football and hold regular Quiz Nights.

"We have been trading with Heineken UK for a number of years now and since approaching them back then, we found that unlike some suppliers, they were very flexible. They were happy to negotiate and pulled together a tailor-made package that matched what we all agreed at the time the

club was in need of.

"During this time, the company has paid for new eye-catching signage, run membership drives and very entertaining promotions and we are currently discussing some support with the construction of a new decking area to enjoy the great British summer time.

"Our Heineken UK Regional Manager Jane Ashton has provided us with all the point of sale and branded glasses we need to help ensure that we continue to serve perfect pints every time as we are very proud, in particular, of the quality of our permanent cask ales,



BOWLED OVER: Heineken UK Regional Manager Jane Ashton and Treasurer Frank McDonnell toast the future of the club next to its own very popular bowling green



UPDATES: The club is visited on a regular basis to ensure the Committee are aware of changing trends and legislation, new brands and business-building Heineken UK promotions

Theakston Best Bitter and Courage Directors and equally with our guest ales from Heineken UK's monthly selections.

"All in all, every time we have needed their support and advice, they have been there and come up trumps. They are by far the most positive of the brewers we have dealt with and they understand our club and what members want.

"Like any club, we believe that the more members use the facilities, the more they will get out of it and, thanks to Heineken UK and Jane, we have a very happy and efficient club and would recommend the company to other clubs considering a change of supplier."

Heineken UK Regional Manager Jane Ashton says: "We are very proud to be working in partnership with Flixton Conservative Club. It is a very well-run happy club, the quality of their pints is spot on and the Committee's open-minded attitude allows us

to work as a team, advising them of exciting new products and business-building opportunities and sharing information which can be tailored to the club's specific needs.

"I look forward to strengthening this successful relationship further in the months and years to come."

● If you would like to find out more about the benefits your club could enjoy by trading with Heineken UK or to arrange a meeting, please contact Heineken UK Buying Group Director **PETER USHER** on 07831 840330. peter.usher@heineken.co.uk



Committed to your club... Ring Peter Usher on 07831 840330