

Alcohol Retail – Policy & Code of Practice

The Students' Union is committed to operating a policy that supports sensible and responsible drinking. Our alcohol policy covers the 4 key areas of legal responsibility under the Licensing Act 2003, namely: Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and Prevention of Children from Harm.

The Students' Union recognises that the consumption of alcohol is for many students part of the 'student experience' and University life. However, we also recognise that :

- Alcoholic beverages that when consumed irresponsibly can create problems for the individual, the university community and the local community as a whole.
- We have a duty of care to ensure that we market, promote and sell alcohol responsibly
- Our customers are always encouraged to drink responsibly by us
- Many of our students may come from backgrounds where alcohol is not part of their culture and may not understand the repercussions of alcohol consumption.

The unions policy will be reviewed on a yearly basis or in advance of any changes made to the Licensing Act. The Union policy will be reviewed by the following staff:

General Manager

Head of Commercial

General Secretary / Activities & Development Officer

Commercial Operations Manager – Bars & Catering

Drinks Service

The following rules of service are included in the Managers operational Guidelines and the Staff Training Manual:

- We operate an ID verification system under the 'check 21' scheme All staff will ensure that they request ID from all customers who appear to be under 21, and refuse the sale if ID is not provided. At large scale events, security staff will also check ID of all customers who appear to be under 21 and refuse entry where appropriate.
- Any person appearing to be drunk will not be sold alcohol and appropriate measures will be taken to deal with them (see staff training manual)
- The ABV of any one drink will not be altered
- No mixing of liqueurs / spirits and 'ready to drink' drinks which gives the perception of irresponsible drinking ie 'bombs' and 'strawpedos'.
- No triple measures
- No drinking accessories
- No reduced price on drinks that could lead to anti-social behaviour
- There will be no price promotion of alcohol with the exception of:
 - Offering customers the benefit of reduced supplier pricing
 - Value pricing to remain competitive in our market
- Cocktails are to have no more than two measures of alcohol
- Drinking games will be actively discouraged. These include 'speed drinking' games that involve 'down in one' principles'
- We will promote the 'Drink Aware' campaign to promote safe drinking which will include a dedicated page and link from our website and awareness posters within the licensed premises
- Free water will be made available in all bars
- Plastic glasses will be made available in all bars will be used at any event where glass is considered a risk and for outdoor use at all times
- POS will be on display in all bars to discourage drink driving and showing the best way to get home from the venue by public transport, posters will also include the details of our Taxi partner.
- The union 'safe space' policy will be on display in all licensed premises

Marketing and Promotional Activity

The marketing strategy has been developed in conjunction with the Commercial Team and the Marketing Team to ensure that all marketing tools adhere to the union policy and that any external advertising follows our values. A copy of the policy is used for reference by the marketing team.

All promotional activity should not, in any direct or indirect way:

- Have the alcoholic strength, relatively high alcohol content or the intoxicating effect as the dominant theme
- Suggest any association with aggressive, violent or anti social behaviour
- Suggest any association with, or allusion to illicit drugs
- Suggest that alcohol consumption leads to acceptance or social success
- Suggest immoderate or irresponsible consumption, such as binge-drinking, drink-driving or drunkenness
- Urge the consumer to drink quickly or 'down' drinks
- Have direct appeal to under 18's
- Incorporate images of people that appear to be under 25, unless there is no suggestion that they have just consumed, are about to consume or are consuming alcohol
- Suggest that alcohol can enhance mental or physical abilities
- Be linked to sexual imagery implying sexual prowess
- Refer to consuming alcohol as a solution to recover from previous over indulgence
- Be demeaning in any way to any gender, sexuality, race, religion, age or minority group
- Be based upon unpredictable events – ie first goal scored
- Be based on drinking games or 'all-in' promotions

Examples of responsible promotions include –

- Round buying promotions
- The inclusion of responsible drinking messages and the inclusion of alcohol units
- Promotions run over a period of time so that prizes such as drinks vouchers can be redeemed at a later date
- All promotional activity will include a soft drinks offer
- Any time limited promotion shall be for longer than 2 hours

Sports Initiations and AU / Societies Events

In conjunction with the Head of Membership and the Activities and Development Officer, a code of conduct has been established to cover responsible drinking at initiation ceremonies and events. Club captains and presidents are required to sign up to this on an annual basis.

Operational Standards

All licensed trade managers are required to comply with the SU Commercial operations Manual to ensure compliance to all legal requirements, Health & Safety, operating Procedures, HR management and Recruitment Procedures.

Alongside the Alcohol Policy, the Operations Manual sets out basic guidelines and training to ensure all managers take responsibility for their specific venue.

Staff Training

The Union is committed to the Training and Development of all our staff and a Staff Training Manual has been created to ensure that all staff are given the skills and knowledge to be able to operate within our policy and guidelines with confidence. The staff training manual covers, amongst other areas, the following important skills:

week 1 essentials (or first 5 shifts)
Introduction to licensing
introduction to customer service
Introduction to the shop
introduction to catering
spirits, beer and the perfect pour
coffee training
till training
health & safety
dealing with people under the influence of drink or drugs
drinks promotions
housekeeping / spillages
opening checklist
closing checklist
wastage / shrinkage
introduction to the union
staff handbook
safe space policy
prevention of crime and disorder - from ops managers pack
crime prevention
disorder / conflict management
weapons
preservation of a crime scene
drugs policy
drink driving
security hotspots
security staff
crowd management

public safety - from ops managers pack
first aid
evacuation policy
suspect packages
major incidents
prevention of public nuisance - from ops managers pack
noise policy / dispersal
music policy
queue management
protection of children from harm - from ops managers pack
age restriction
age risk assessment
fire safety
evacuation procedure
fire risk assesment
fire safety
use of fire equipment

Changes to the 2003 Licensing Act –

Updated Sept 2009:

- **Irresponsible promotions banned**
All bars promotions will be scrutinised to ensure that the following kinds of activities are discouraged – ‘binge-drinking’, ‘all you can drink for fixed price’, ‘buy one get one free’ etc
- **The dispensing of alcohol directly into the mouth banned**
Although never carried out in SU bars, we will continue to ensure any ‘shots’ are poured and measured before handing to the customer
- **Customers must have access to free tap water**
This has always been a policy of the SU and will continue to be a benefit to the customer. This will also be supported through the use of advertising within the ‘drink aware’ campaign

Updated August 2010:

- **An age verification process must be in place to prevent underage sales**
The union has always had a policy of adhering to the 'challenge 21' campaign and will continue to enforce this through staff training and advertising within the bars and on the website. In addition, at all large scale events where security staff are needed, these staff will be trained in the same scheme and will refuse entry to those who cannot prove that they are 18 or over. The 'challenge 21' policy will be included in the security managements code of conduct as agreed with the union.
- **Customers must have the opportunity to choose small measures of beers, ciders, spirits and wines.**
The union already offers beers and ciders in half pint measures and all spirits in 25ml options. From September, all wines will be offered with the additional option of a 125ml measure. This will be advertised on all point of sale.