

## **2.2 Keele Students' Union - Responsible Alcohol Retailing Policy**

### **2.2.1 Age Verification Policy**

Door supervisors are on duty to stop underage persons entering the establishment after the day time services have ceased trading.

Bar staff are trained to follow the Challenge 25 scheme and are trained to request photographic identification from any potential consumer they believe to be under 25 years of age whether door supervisors are present or not.

Every till has an age verification prompt before a transaction can be made. There is no access to alcoholic products from the 'Underage' screen.

All staff are trained in the recognition of valid photographic identification and limited to accepting Passports, Full Driving License, Provisional Driving License and photographic identification bearing the PASS hologram as valid forms of identification. Staff are further trained to ask questions relating to the identification shown, such as the postcode, date of expiry or the reference number.

Any persons found to be attempting to purchase alcohol when underage are reported immediately to Security.

Any persons found to be attempting to purchase alcohol for a minor are refused service and reported immediately to security. Staff are trained to ask an entire group for photographic identification if any doubts are had with any of the persons within it. Staff are informed that failure to check identification that leads to a minor being served could lead to a personal fine of up to £5,000 with the possibility of the venues license to sell alcohol being lost and further fines.

When external events which allow persons under the age of 18 to attend a policy of hand stamping will be in effect to indicate whether the potential customer is over 18 or not. Staff are briefed on the evening of the event before doors opening to what system is in place, and to be extra vigilant in ensuring all potential customers are over 18 years of age. Staff are informed to still check identification if there is any doubt over the person's age.

The following page is an example of what is given to members of staff before such an event takes place.



## To All Bar Staff

Please note that on tonight's event, Security will be checking all customers' ages on entry to the building. All customers will be issued with one of two stamps, as seen below, on the back of their hand. Before serving all customers tonight, you **MUST** ask to see the stamp and act as instructed below.

### Under 18's Stamp



This is issued to persons under the age of 18. **DO NOT SERVE ANY ALCOHOL to a person with this stamp.**

### Over 18's Stamp



This is issued to persons aged 18 and over. **YOU MAY SERVE ALCOHOL to any person with this stamp.**

If it doubt, ask for ID again!

### Mixed stamps, or stamps different to the ones above:

If a person has both stamps or the stamp on their hand is in reverse (So the KeeleSU logo is in reverse) or you are unsure **DO NOT SERVE THIS PERSON ANY ALCOHOL AND CONTACT A MEMBER OF SECURITY AND/OR WHOEVER IS IN CHARGE OF BARS.**

### **2.2.2 Drink Driving Deterrents**

KeeleSU aims to provide a fun and safe atmosphere for everyone to enjoy, including people that are driving home after the event has taken place. KeeleSU uses several deterrents and incentives to try and stop the temptation to drink and drive after visiting the venue.

KeeleSU offers a designated driver scheme. The scheme allows the designated driver to have a free drink of Coca-Cola, Diet Coke or Lemonade if they show keys when a round of drinks are being bought by the other party members. This is to encourage the potential driver to drink a soft drink rather than join in the likely alcohol based round.

Low alcohol options are available to purchase, however all bar staff are trained to discourage any drinking whatsoever by a person planning to drive home. For example, if a customer is asking about the ABV level in different drinks they may be looking for a low alcohol drink to have before driving, or even possibly ask for a recommendation for what to drink, in which instance bar staff have been informed to always recommend a non-alcoholic drink as they do not know the effect any amount of alcohol will have on any individual. Staff are trained to inform security immediately if they believe someone is about to drive after consuming alcohol.

KeeleSU offers a free Safety Bus service for any student – not even necessarily a customer on that evening – in order to make sure all students have the ability to get home safely for free. So drivers that intended to drive home but ended up drinking have a free and easy way to get home instead of getting behind the wheel. For more information, please see the Safety Bus Policy or enquire at the Security office.

Taxi Marshals are employed on busy evenings to record taxi and passenger details to ensure the taxis are used fairly and safely.

KeeleSU Bars department offers its full support to any initiative brought forward by the Elected Officers to promote sensible and safe drinking, including the provision and promotion of such items as 'Spikeys', further and beyond the initiatives already in place. KeeleSU strives to make sure there are always posters and/or campaigns to discourage drink driving.

KeeleSU Bars always offers free tap water, and furthermore, Coca-Cola, Diet Coke and Lemonade are always the cheapest items available to buy at the bar to make not drinking alcoholic beverages as appealing as possible.

### **2.2.3 Combating Drunkenness**

KeeleSU takes the issue of responsible drinking seriously, and it is regarded as the main tool in maintaining a trouble free event after the admittance policy. KeeleSU also understands the issues regarding customers turning the age of eighteen just prior to arriving at University.

When dealing with drinks promotions it is our aim to;

- Promote responsible drinking
- Help prevent the misuse of alcohol
- Encourage responsible marketing
- Foster a balanced understanding of alcohol-related issues

KeeleSU aims to promote drinking sensibly using the Portman Group Code of Practice on naming, packaging and more importantly, the promotion of drinks within the venue. A copy of this can be found at:

<http://www.portmangroup.org.uk/assets/documents/Code%20of%20practice%204th%20Edition.pdf>

The frontline defence of these policies are the bars and stewarding team. It is easily recognised that in the bars environment it is straightforward to pin point customers who should be refused service. However, the following is used as a guide and incorporated within the bar staff handbook and training documentation;

- Slurred speech
- Excessive bravado/rowdiness whilst at the bar
- Unsteadiness, swaying, disorientation etc.
- Confusion

When a customer is refused service it is common practice to notify the member of bars management working and the Security team to prevent service at another bar. Any customer deemed to be too intoxicated will be advised to leave the venue, security staff will offer the services of the Safety Bus to ensure that the customer returns home safely and are monitored during their journey. Particular care must be taken to ensure that a third party does not make a transaction on behalf of someone else. Be this someone underage or who has just been refused service. It is in the power of the Bars team to refuse service to anyone on these grounds. A Bars management person must also be called if a member of Bar staff feels the round being bought is excessive.

To prevent drunkenness, beyond that which is already stated, Bar staff are instructed to never pour more than 50ml of spirit into a drink. This is to limit the amount of alcohol that one person can consume per order and prevent customers consuming a large amount of alcohol in a short period of time.

A full outline of measures and indications can be found in the Bars and Stewards Handbook and training documentation. All customers must conform to the KeeleSU Code of Conduct and Venue Regulations.

## **2.2.4 Refusal of Service Policy**

KeeleSU is dedicated to providing a safe environment for customers to enjoy our venue. The first step of achieving this is making sure only persons of 18 years or age or older are able to purchase alcohol from the bar. We have an Age Verification Policy which explains the identification process included in this document. When any potential customer is asked for photographic identification and fails to produce satisfactory identification Bar Staff are trained to electronically record the details of the incident using the till POS system.

Bar Staff are trained to refuse service to intoxicated people. Details of which are provided in the Combating Drunkenness part of this document. Bar Staff are instructed to fill in the Refusal of Service form which is available on every till. When submitted, a report is emailed to Security and dealt with accordingly.

Staff are also trained on the dangers of serving drinks to customers under the influence of drugs or other substances. As a venue we have a zero tolerance on the use of drugs and so anyone considered to be under the influence of an illegal substance will be refused service and reported to Security. All refusals are recorded electronically using the till POS system.

## **2.2.5 Price Promotion Policy**

### **Marketing code**

#### Compliance with laws and regulations

All Licensed Trade marketing activities will be in keeping with both the letter and the spirit of all applicable national laws. The Marketing department will be responsible for ensuring this.

#### Licensed Trade promotional policy

The Company will ensure that drinks promotions will encourage responsible consumption by those adults who choose to drink and will not support activities which encourage excessive consumption.

All promotions will be at a price level where a pint of Coca-Cola, Diet Coke and Lemonade are the cheapest drink available from the bar. Free tap water is always available at the bar. All promotional activity will comply with the Portman Group policy on commercial communications and should therefore avoid:

- Association with anti-social behaviour
- Purchase or sale to under 18's
- Appealing particularly to under 18's rather than adults
- Suggestion of sexual success or prowess
- Association with illicit drugs
- Encouragement of illegal, irresponsible or immoderate consumption

### **Unacceptable promotional activity**

In addition to activity which is not in line with our General Principles, the following promotional activity is not acceptable;

- Any promotional activity which implies drinks being 'downed in one' or which incentivizes speed drinking
- Promotions that involve drinking games
- All-inclusive promotions – including large quantities of, or all drinks, in the admission fee
- Any promotion that involves an initial payment to obtain reduced price alcohol for a sustained period
- Promotional activity which includes cars in any way, including cars as prizes
- Links with any tobacco related products in promotions e.g. match boxes, cigarette lighters, ashtrays etc.
- Promotions which refer to the effects of intoxication in any favourable way, e.g. referring to consuming alcohol to recover from previous over-indulgence, or glamorizing excessive or irresponsible drinking
- Use of image/symbols/characters or persons in promotional material that appeal to those under the legal purchase age
- Direct or indirect references to drug culture or illegal drugs
- Association with violence or anti-social behaviour
- Activity which presents abstinence in a negative light
- Sampling activity involving staff under the age of 18
- Sampling activity which offers more than 1.5 units of alcohol per person

### **Good practice**

The following represent examples of good practice;

- Round-buying promotions
- The inclusion of responsible drinking messages and alcohol units where appropriate
- Promotions that are run over periods of time to ensure prizes such as drinks vouchers can be redeemed later, not just on the day they are won
- Promotional activity that incorporates a soft drinks offer
- Any time limited promotion should be for 24 hours or longer
- People shown drinking in marketing and promotional activity should appear to be over the age of 25

### **2.2.6 Glass Safety Policy**

To keep customers as safe as possible KeeleSU operates a Glass Safety Policy to restrict the amount of drinking glasses and bottles in the building that could cause – or be used to cause – harm to any person.

When a Bars Glasses Senior begins a shift they must complete a perimeter check of the building to ensure that there are no glass bottles, rubbish or suspect items around the building. This is to ensure that no bottles have been hidden to be accessed later in the evening or after an event. This must be recorded on the Daily Glasses Cleaning Sheet. They must then do a sweep of the building to ensure that when the bar has switched to plastic glasses there is no glass present in customer populated areas.

During the evening all glassware, if being used, must be cleared from customer populated

areas quickly and efficiently to ensure there are no empty bottles or glasses that could be stood upon to cause potential injury, no glass that could be knocked on to the floor causing a broken glass hazard and no glass available to be used as a weapon by any party.

Glass bottles will only be given out on evenings when expected attendance will allow easy access to any finished bottles so they can be collected. When attendance is expected to cause any issue with the collection of glass bottles then all bottles must be decanted into plastic glasses before being given to the customer.

Pint and half-pint glassware will only be used during quiet daytime and evening periods. All drinks will be served in plastic glasses at least one hour before any event takes place to allow all glass to be cleared in a timely manner before the event starts.

All collected pint and half-pint glassware should be returned to the Glasses Room immediately so it can be cleaned and stored safely while not in use.

Any broken or collected glass that is not reusable must be disposed of in to a glasses bin. No glass should be put in to normal bins as this poses a hazard to staff who empty the bin. All glasses bins should be emptied into the large Glass Recycling Bin's when full to ensure that no bottles fall out due to a bin being over-filled.

At the end of an event the Bars Glasses Senior should perform another perimeter check to ensure the building and surrounding area are clear of any glass or general debris caused by any event put on by KeeleSU. This must be recorded on the Daily Glasses Cleaning Sheet.