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**PREMISE
LICENCE
SITE
OPERATIONS
MANUAL**

Store Name:

Address:

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Issued:

FOREWORD

The Licensing Act 2003 came into force on the 24th November 2005, significantly changing the licensing regime for permissions to sell alcohol for consumption either on or off the premises and regulated entertainment. The Act also introduced a new late night refreshment regime. The penalties for failure to follow the rules have become far more stringent and the possibility of onerous conditions, suspension of the licence or indeed permanent revocation is a very likely possibility for those who operate a slack regime within their place of business. The cost of defending a licence in danger through poor management procedures is far greater than doing the job properly from the start.

Since enactment, many changes and amendments have altered and updated the Act to reflect both government initiatives and new case law as the Act is tested in the higher courts. This has required continued re-interpretation of specific areas of the Act as reflected in the written guidance produced by the government department responsible for alcohol licensing - until recently the Department for Culture Media and Sport (DCMS) but since 2010 the Home Office.

Changes occur as successive governments respond to political pressures and endeavour to keep the law current, relevant and fit for purpose - balancing the interests of the various sectors of the licensed trade, the authorities charged with the enforcement and day-to-day housekeeping required by statute against the communities which may be affected by the operation of licensed premises.

For retailers the provision of alcohol to their customers for consumption on or off their premises is a crucial part of their business; in many cases underpinning a viable business and without which the business may struggle to survive. Over the years government attitudes to the sale and availability of alcohol have differed. Until recently the culture has been favourable and permissive towards the retailer of alcohol but the last ten years has seen increased regulation with more attention paid to the views of local people and the police in both applications for, and in the running of, licensed premises.

Momentum continues to build towards a far more regulated and controlled market place. There is a growing view in government, and among those charged with running the licensing system, that the licensed retailer, via regulation, has a greater responsibility towards the local community. While a premise licence gives a retailer the right to sell alcohol to support a more profitable business they will be held accountable for the repercussions of irresponsible selling.

It is essential that businesses are properly run with effective due diligence procedures in place. This includes regular training and guidance for their staff, adequate written records of compliance with appropriate day-to-day in-store precautions. Responsible retailing is a basic but crucial requirement for all of those who are licensed to sell alcohol. This manual is designed to assist your business in ensuring that it is operating to the best standards.

The last five years have seen many statutes and regulations introduced. They cover the various processes of applying for a licence as well as the running of the licence once granted together with the consequences of breaches of the rules. Some of the most important are listed below.

This manual provides guidance for site operators to assist them in acquiring a firm footing with regard to alcohol sale compliance procedures. The manual should only be used by businesses who have acquired this Licensing Guidance Manual direct from RB Retail & Licensing Services Limited and have the received necessary instruction on how to use this manual.

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Information and guidance contained within this manual does not constitute legal or other professional advice.

It should be noted that this manual only takes account of matters connected with the Licensing Act 2003 up to the issue of the manual in October 2012.

This manual should be used as a guide only and cannot replace legal advice.

Error and omission excepted.

Introduction

- This Premise Licence Operation Manual contains instructions and guidance covering policies and procedures for various premises licence applications and the subsequent use of the premises for licensable activities.
- To assist staff training awareness a pamphlet called 'Licensing Rules & Procedures' which mirrors section 3 is included.
- The Manual is for the use of staff who currently are or will be offering licensable activities. Uses include:
 - Making an application and/or variations for the premises licence.
 - Applying policies and procedures correctly and consistently.
 - Establishing and maintaining retail operations standards for the sale of alcohol and other licensable activities.
 - Referencing important information quickly and easily.
 - Providing guidance to staff as part of their on-going training and development.
 - Additionally, important and relevant licensing documents specific to your business, can be filed in this manual within section 8.

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SECTION 1: Licensing Applications

1.1 Preparing a new licensing application

To make an application for a premises licence or to subsequently vary it notices must be served on the Licensing Authority (generally the local authority) for the area in which the premises are located as well as on the responsible authorities.

At the same time the application must be advertised on the premises itself by way of blue A4 notices displayed on the boundary every 50 meters for the next 28 days from the day after service on the licensing authority.

The site notices must be on display 24/7 for the whole 28 day period and care should be taken to ensure that they are not obscured by shuttering at night or other obstructions at any time thereby offering a clear view to passers by.

An advertisement must also be placed in a local paper within the first ten working days of that 28-day period.

These notices are required under the Licensing Act 2003 in order that as many people as possible get to know about the application and those that object to it can make their views known by making representations, as they are known, to the licensing authority within the 28 day period.

Once the 28-day period is complete, if there are no representations, the licence must be granted as applied for.

Where representations have been made by any of the responsible authorities these can sometimes be dealt with by way of negotiation. For example, all parties may agree to a condition that can be applied to the new licence, removing the need for the hearing and allowing the grant of the licence.

There are three groups of people who can make representation:

- Responsible authorities e.g. police, trading standards etc.
- Other persons which includes people resident in the locality and local businesses / organisations.
- Local Councillors.

Any of the above can also request any of the following to speak on their behalf: Local Councillors, local representative, friend, Member of Parliament, Members of the Welsh Assembly, local Ward or Parish Councillors.

Representations must be made on one or more of the four licensing objectives:

- The prevention of crime & disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

If representations have been received and agreement cannot be reached, a hearing must be held in the next 20 working days from the end of the period of notice.

The hearings are usually held in the Council Chamber or a committee room in the Council Offices.

At the hearing before the local authority Licensing Authority sub-committee there are usually three councillors supported by a legal advisor, often a solicitor or a barrister and another officer who is also responsible for the process and procedures of the committee. One of the councillors is nominated as chairperson for the meeting and there is a Licensing Officer from the Authority who will normally set out the application and is also responsible for checking that all the required documentation has been completed satisfactorily.

Representatives from the police, Fire & Rescue Service and the other responsible authorities will not normally attend unless they are making representations. It is often the case that the interested parties who have made representations do not attend leaving their representations to be dealt with in writing by the Licensing Sub-Committee.

Representations at a hearing can be made, in person, or by a representative or spokes person, often a ward councillor, but the representations can only be made on the initial written notification and other matters should not be raised or added to at the hearing.

Applications before the licensing committee may be put by the applicant who may be represented by a solicitor or a barrister presenting the documentation and the facts to the committee.

Depending on the representations received it may not be necessary for the proposed premises licence holder or proposed designated premises supervisor to attend as RB Retail & Licensing Services Limited can attend on their behalf but we will obviously liaise with the applicant on this point. However, it is good practice to have one or more present should questions arise that require local or specific knowledge.

The hearing takes the form of a discussion led committee meeting with a panel usually made up of three councillors who assess the application, listen to the representations and then decide whether to grant the licence as applied for, apply conditions or refuse it entirely, or to grant a part of the application (if more than one licensable activity is applied for).

Any decision reached can be appealed to the local Magistrates' Court if either the applicant or those opposing the application are aggrieved at the decision reached by the committee. The appeal must be lodged within 21 days of the date of the letter notifying the applicant of the committee's decision.

It should be noted however that the Magistrates' Court has power to award costs against a party to the appeal, usually the loser; although it may not be easy to secure costs against an authority even if the appeal is successful.

1.2 Application form and notices

Since the introduction of the Police Reform & Social Responsibility Act 2011 which came into force on 25th April 2012 applicants must give greater consideration to the local area when setting out the steps they will take to promote the licensing objectives and to provide responsible authorities and the licensing authority with fuller information on which to make informed representations or determinations.

How will this change be made?

The application form must first be completed and served on the licensing department of your local authority plus a copy sent to the responsible authorities in your area.

The date of service of the notice then puts into motion the application process.

There is a 28 day period in which representations may be made in respect of the application.

During this period the site notice must also be displayed on the premises in accordance with the Licensing Regulations.

If there are representations the application can be expected to go to a committee hearing, although it will be prudent to seek to negotiate with those making the representations to reach agreement and thereby avoid the cost and delay of a hearing, if there are no representations the licence must be granted as applied for.

The guidance for applicants and statutory guidance for licensing authorities has been amended to prompt licence applicants, when outlining the steps they will take to promote the licensing objectives, to provide contextual information to support the steps they intend to take and demonstrate an awareness of the local community in which the premises would be based. This may include contextual information on issues such as the local areas's social-demographic characteristics, specific local crime and disorder issues and an awareness of the local environment.

1.3 Licence applicants to give greater consideration to local area

What is the policy aim?

As part of its commitment to re-balance the Licensing Act 2003 in favour of local communities, the Government is keen that licence applicants give greater consideration to the local area when making their application.

Currently, as part of the licence application process, applicants are required to set out in the operating schedule accompanying their application the steps they intend to take to promote the licensing objectives. Some licensing authorities have reported that this section of the application is often poorly completed, providing licensing authorities with very little information on which to make their determination.

What are the benefits to the local area?

The additional information will hopefully ensure that greater consideration is given to local issues when determining licence applications. The additional information will be of value to licensing authorities, responsible authorities and other parties who if dissatisfied are able to make representations with regard to licence applications to ensure the promotion of the licensing objectives in the local area.

How will licence applicants be required to demonstrate that they are considering the interests of the local community when setting out the steps they will take to promote the licensing objectives?

Applicants will be required to provide information as part of the licence application form on issues such as the local area's social-demographic characteristics, specific local crime and disorder issues and an awareness of the local environment which will be of benefit to the licensing authority when determining the application. Specific local issues, such as crime and disorder issues, are likely to influence the steps that applicants will need to take to promote the licensing objectives in their own premises and applicants will therefore be required to demonstrate an awareness of such issues when setting out why particular steps will be taken to promote the licensing objectives.

What information are licence applicants currently required to provide on the steps they will take to promote the licensing objectives?

When preparing an operating schedule applicants are required to set out the steps necessary, if any, for the promotion of the licensing objectives. In doing so, applicants are expected to have regard to the statement of licensing policy for their area and to be aware of the expectations of the licensing authority and responsible authorities in terms of the steps that are necessary to promote the licensing objectives.

1.4 New powers following the passing into law of the Police Reform & Social Responsibility Act 2011

Early Morning Alcohol Restriction Orders

Early Morning Alcohol Restriction Orders (EMRO) due to come into force in October 2012 will enable licensing authorities to restrict sales of alcohol in the whole or a part of their areas for any specific period between 12 midnight and 6 am, if they consider this appropriate for the promotion of the licensing objectives.

Late Night Levy - What is the late night levy?

The late night levy ('the levy') will enable licensing authorities to raise a contribution from late-opening alcohol suppliers towards policing the night-time economy. It will be a local power that licensing authorities can choose whether or not to exercise. It must cover the whole of the licensing authority's area. However, the licensing authority will also choose the period during which the levy applies every night, between midnight and 6 am and decide what exemptions and reductions should apply from a list set out in regulations. The levy if adopted is unlikely to come into force before June 2013.

- *Who will the late night levy affect?*

If a licensing authority chooses to introduce the levy in their area, all licensed premises which are authorised to supply alcohol in the levy period will be affected. Premises that do not wish to operate in the levy period will be able to make a free minor variation to their licence before the levy is introduced.

Increase the weight licensing authorities will have to give to relevant representations and objection notices from the Police

- *What is a relevant representation?*

These are written representations, about the likely effect of the grant of an application for, or variation to, a premises licence or club premises certificate, on the promotion of the licensing objectives. Responsible authorities and interested parties, such as residents, make representations regarding licensing functions. To be considered relevant, representations must have regard to the potential impact of the licensing determination on the promotion of the licensing objectives.

The four licensing objectives are:

- *The prevention of crime and disorder*
- *Public Safety*
- *The prevention of public nuisance*
- *The protection of children from harm*

For a representation to be relevant it must be centred around the likely effect of the application on the promotion of one or more of the four licensing objectives.

- *What is the policy aim?*

When determining an application for a premises licence, an application for a licence review or the granting of a personal licence, the licensing authority must have regard to relevant representations or objection notices (in the case of personal licence applications) from the police.

This act strengthens the weight that licensing authorities must give to police representations (**including those voiced by the police at a hearing**) and objection notices by amending the statutory guidance to require licensing authorities to accept all representations and notices and adopt all recommendations from the police, unless there is clear evidence that these are not relevant.

Reducing the burden of proof on licensing authorities

- *What is burden of proof?*

When making decisions on new and existing licences, and fulfilling their licensing responsibilities, licensing authorities are currently required under the Licensing Act 2003 to demonstrate that these decisions are 'necessary' for the promotion of the licensing objectives (as above) in their local area.

The requirement to demonstrate that their actions are 'necessary' places a significant evidential burden on the licensing authority to prove that no lesser steps would suffice for the promotion of the licensing objectives in the local area. This is a consequence of statutory reference to actions having to be 'necessary' and which is therefore reflected in statutory guidance, and has become custom and practice. This guidance states that licensing authorities should ensure that any conditions that they impose are only those which are necessary for the promotion of the licensing objectives, which means that they must not go further than what is needed for that purpose.

- *What are the changes to be made in the new act?*

The wording has been amended throughout the Licensing Act 2003 to highlight the new evidential threshold which licensing authorities must meet when making licensing decisions by requiring that they make decisions which are 'appropriate' rather than necessary for the promotion of the licensing objectives. This will, for example, give licensing authorities greater power to tackle irresponsible premises.

Enable licensing authorities to suspend licences due to non-payment of fees

- *Purpose*

The government is committed to reducing the burden and bureaucracy of licensing and will strike the right balance between the requirements on businesses against the cost to the taxpayer and helping the police and other enforcement agencies address alcohol related crime and disorder. This policy will ensure that licensing authorities do not face additional costs as a result of licence holders not paying their annual fees.

- *What changes are made in the new Act?*

Licensing authorities will be able to suspend licences due to non-payment of fees therefore providing a much stronger incentive for businesses to pay their fee in a timely manner and save licensing authorities the time and cost of pursuing non-payment. This measure will not impact on responsible businesses that pay their licence fees on time.

There will be a grace period of 21 days for licence holders to pay their fee. The licence will be reinstated as soon as the fee is paid and the licensing authority must notify the licence holder when their licence has been reinstated.

1.5 Premise licence conditions

Conditions can be added to your premises licence either voluntarily by way of your operating schedule, or by negotiation or applied at the hearing.

Once on the licence conditions can only be removed by seeking a variation to the licence so if they are applied at the time of the grant you should consider whether they are so onerous as to require an appeal to be made to remove them.

1.6 Licensing committee hearing etiquette

If you are required to attend a committee hearing please accept the following guidance:

- Wear smart business attire if possible.
- When entering or leaving the committee room, do so as quietly as possible.
- Mobile phones must be switched OFF AT ALL TIMES, not just left on silent.
- Never walk across a committee room or in front of the committee whilst it is conducting business.
- Be ready to stand when the councillors enter or leave the committee room but be guided by your advisor as to whether it is necessary or not.
- Do not talk or make comments whilst the committee is dealing with business.
- Pay attention and listen carefully to what is being said.
- Answer all questions honestly and succinctly.
- Be ready to stand when addressing the Committee but be guided by your advisor as to whether it is necessary or not.
- When addressing individual committee members use the title Councillor and if possible their surname which is usually on display.
- Always look at the committee when answering questions, even when the questions are being asked by someone else and speak clearly.
- No eating or drinking is allowed in the committee room except for water made available to you.
- At the close of your business, please say 'thank you' to the committee.

1.7 The premises licence

Your premises licence is in two parts :

The licence - part A

The summary - part B

It is a legal requirement that the summary part B or a certified copy - a copy made by a solicitor - is prominently displayed at the premises for customer inspection at all times when the premises are open.

It is also a legal requirement that the original licence certificate part A or a certified copy is kept at the premises, displayed clearly within the shop floor area and is available for inspection at any time upon request by a police constable or a local authority licensing officer.

Further, it has to be confirmed in writing by the licence holder who at the premises is responsible for the licence or the certified copy of it.

It is our recommendation that you obtain certified copies of your licence summary part B, and display these in the premises keeping the master copies in the enclosed plastic wallets or a more secure location with your premises licence part A.

You will need to surrender your master licence and summary with your application to the licensing authority if you are making any variations, including changing the DPS.

Your premises licence does not have to be renewed but there is an annual licence fee that has to be paid to the issuing authority, on the anniversary of the date of issue. The premises licence lasts for the life of the business.

1.8 Premises scale plan

Your premises plan normally drawn at a scale of 1:100 should be kept in section 8 of the manual for reference.

This is the approved plan and the layout should be adhered to as closely as possible.

Any proposed refit may have to be preceded by an application for a variation to the plans as they form part of your licence.

Please feel free to notify RB Retail & Licensing Services Limited of any changes required enclosing copies of both the existing and the new plan in order that we can advise on the action you should take.

Please also keep any amended plans in this manual.

1.9 Designated premises supervisor (DPS)

For the site to sell alcohol there must be a designated premises supervisor (DPS) who must hold a personal licence. If the DPS ceases to carry out that role at your site or their personal licence is suspended or forfeited you are legally required to

STOP SELLING ALCOHOL IMMEDIATELY

until a replacement DPS is formally notified by way of variation to the Licensing Authority which issued your premises licence.

You can either notify RB Retail & Licensing Services Limited straight away or apply yourself with the details of the person you wish to replace the existing DPS and provide a signed DPS consent form from that person in order that the DPS variation can be applied for. The applicant must be a personal licence holder in order to be able to commence trading immediately having made the variation application. If the applicant is not, you can still complete the variation in their name but you cannot commence trading until the the applicant holds a personal licence.

If the applicant does not hold a personal licence he/she must be in possession of an accredited qualification such as the **APLH Award for Personal Licence Holders** in order to apply for a personal licence. A personal licence will not be issued without such a qualification. Please contact RB Retail & Licensing Services Limited for the next available APLH course dates in your area. Within this manual at 4.13 is a copy of the DPS consent form that needs to be completed and signed by the applicant in order for RB Retail & Licensing Services Limited to make the necessary variation application - if the applicant has a personal licence we will complete all the other documentation as necessary.

1.10 DPS Variation

An application to vary the DPS is made to the licensing authority which issued your premises licence and is supported by payment of a fee plus the variation application form and the consent form signed by the proposed DPS, who must be a personal licence holder for the variation to take effect.

If the new DPS is not a personal licence holder alcohol sales cannot be made at the premises until the personal licence has been issued.

In order to vary the DPS the enclosed form (section 4.13) **MUST** be signed by the applicant otherwise the application will be rejected - it cannot be signed by a third party on the applicant's behalf.

The variation cannot take place unless and until the applicant has been granted a personal licence.

The application can be deemed to have immediate effect upon receipt by the licensing authority, providing the forms have been filled in correctly and the full payment made. It is always advisable to obtain a proof of posting should a query arise.

Sales of alcohol must be suspended if there is not a current DPS or that person is not a personal licence holder. It is not enough to have a Personal Licence Holder if there is not a DPS in place.

You do not need a DPS if you do not sell alcohol.

1.11 Variation guidance

• FULL VARIATIONS

Other than the re-issue of the plan as part of the summary with minor detail changes, or the inclusion of pre-agreed conditions many other variations are dealt with almost as though they were a new application.

Plans have to be provided marked to show the relevant requirements at a scale of 1:100.

The variation application form and payment based on the rateable value as with the full application must be sent with the plans to the licensing department of your local authority together with a copy of the blue A4 notice that you display on your premises for 28 days from the first day after receipt of this application by the local authority. The application also must be advertised in a newspaper circulating locally within 10 working days of the date of submission and proof of publication has to be sent to the licensing department.

The whole of the variation application pack must be copied to all the responsible authorities in the area in which the premises is situated, the list being available from the licensing department of your local authority.

Once the 28 days are up, if there have been no representations, you have the grant.

If there are representations the application is dealt with in exactly the same way as though it were a new application, as covered elsewhere in this manual.

• THE VARIATION

The meaning of the word 'variation' in this process covers changes made to your premises licence. This can be to change the hours you trade your licensable activity - alcohol sales or late night refreshment - or indeed changes to add a licensable activity or major change to the structure of your premises. Some can be made via a minor variation others will require a full variation application to be made.

• OPENING HOURS

Once a premises licence has been issued you should only trade the opening hours specified on it or within those opening hours - you potentially commit an offence if you trade for longer hours than those shown on the schedule of your licence. Interpretation can differ from local authority to local authority, please call RB Retail & Licensing Services Limited for further guidance.

The hours may be varied or extended by making an application to your licensing authority to vary them - contact RB Retail & Licensing Services Limited for further details.

• LICENSABLE HOURS

You must seek to vary your premise licence if you wish to extend your hours for any licensable activity. If you wish to trade fewer hours then you do not have to apply or advise the local authority.

• LICENSABLE ACTIVITIES

The premises licence specifies the licensable activities granted for the premises named which can include :

Sale of alcohol for consumption either on, off or on and off the premises.

Provision of regulated entertainment, which includes performance of a play, exhibition of a film, indoor sporting event, boxing or wrestling, entertainment, performance of live music, playing of recorded music and performance of dance.

Provision of late night refreshment - only required if you trade hot food or drink between 23.00 hrs and 05.00 hrs.

The precise details, and in particular the hours of the licensable activities you are licensed to provide, are set out on your premises licence and summary. You commit a criminal offence if you allow licensable activities to occur on your premises either without a licence, outside of your permitted hours, or if you breach a licensing condition.

Should your circumstances alter and you wish to change these hours or licensable activities this is done by making an application to vary your licence - contact RB Retail & Licensing Services Limited for further details.

• **CHANGES TO THE PREMISES LAYOUT OR STRUCTURE**

If you wish to refit or change your premises, dependant on the amount of work you intend to carry out you may have to seek a variation before you start work or, under certain circumstances, even make an all new application.

If you supply RB Retail & Licensing Services Limited with a set of your proposed plans before you are committed to commencing any changes we will advise on the best route to take to secure the appropriate permissions for them.

These could vary from a simple submission of a plan for reissue as part of the licence summary to an all new application - it all depends on the size of the project and the impact on the licence.

• **MINOR VARIATIONS**

As of 29/07/09 it has been possible to make small changes to your premises licence or club premises certificate through the Minor Variation process. This process is cheaper, easier and quicker than the full variation process.

The test for whether a proposed variation is 'minor' is whether it could impact adversely on any of the four licensing objectives. (These are: the prevention of crime and disorder; public safety; the prevention of public nuisance; and the protection of children from harm).

The expectation is that the process will be used for changes such as:

- small changes to the structure or layout of a premises
- the addition of authorisation for late night refreshment or regulated entertainment (such as live music, performance of plays or film exhibitions)
- small changes to licensing hours (but see below on changes that relate to alcohol)
- revisions, removals and additions of conditions (this could include the removal or amendment of out of date, irrelevant or unenforceable conditions, or the addition of volunteered conditions).

The Minor Variations process **cannot** be used to:

- add the retail or supply of alcohol to a licence
- extend licensing hours for the sale or supply of alcohol at any time between 11pm and 7am
- increase the amount of time on any day during which alcohol may be sold by retail or supplied
- extend the period for which the licence or certificate has effect
- transfer the licence or certificate from one premises to another, or vary substantially the premises to which it relates
- specify, in a premises licence, an individual as the premises supervisor
- add the sale by retail or supply of alcohol as an activity authorised by a licence or certificate; or
- dis-apply the mandatory conditions relating to a designated premises supervisor (there is a separate process by which community premises can apply for this).

A licensing authority upon receipt of an application for a minor variation needs to consider whether the application if granted will impact adversely on the four licensing objectives.

Generally if the authority thinks it may the application will not be accepted, the applicant will therefore have to submit a full variation / new application.

It is important to note that the notice period advertising this application is shorter than a full application at 10 working days and does not need to be advertised in a newspaper. There is no automatic right to a hearing should representations be received by the local authority as there is with full variations and new applications, however the licensing authority must take relevant representation into account before making their decision no more than 15 working days after receipt of the minor variation application.

Should you require assistance regarding variations please contact RB Retail & Licensing Services Limited.

1.12 Transfer of premises licence

The 2003 Act provides for any person who may apply for a premises licence, which includes a business, to apply for a premises licence to be transferred to them. Where the application is made in writing, the applicant must give notice of the application to the chief officer of police. The responsibility to notify the DPS is with the applicant.

Should the police raise no objection about the application, the licensing authority must transfer the licence in accordance with the application, amend the licence accordingly and return it to the new holder.

1.13 When a licence lapses

Where the premises licence lapses (because of death, incapacity or insolvency of the holder etc.) contact RB Retail & Licensing Services Limited who will then seek legal advice on your behalf.

1.14 Personal Licence

A “personal licence” means a licence which - (a) is granted by a licensing authority to an individual, and (b) authorises that individual to supply alcohol, or authorise the supply of alcohol, in accordance with a premises licence.

The licence is granted after an application is made to the local authority area that in which the applicant normally resides.

Should the applicant have a relevant conviction for an offence committed in the UK or abroad then the police can object to the application. The local authority licence sub-committee would convene a hearing to decide upon the application.

The licence lasts for 10 years and can be renewed upon payment of a fee to the local authority.

A personal licence can be revoked should a licensing/or other relevant offence be committed.

In order to be a Designated Premises Supervisor (DPS) an individual must hold a Personal Licence.

Should a Premises Licence holder who is not a Personal Licence holder wish to trade alcohol they must have at least one Personal Licence Holder who is normally in day-to-day charge of the premises who is also the DPS.

In order to sell alcohol for consumption on or off the premises, an operator must ensure the premises have a premises licence and at least one individual working at these premises (ideally in day-to-day control) who holds a personal licence and is the Designated Premises Supervisor (DPS).

The person must be named on the premises licence as the Designated Premises Supervisor (DPS).

SECTION 2: Operational Guidance

2.1 Alcohol strengths and effects

- All members of staff should have a basic understanding of how alcoholic drinks such as wine are classified and labelled according to their strength, as well as the effect alcohol has on people
a staff copy of the product guide should be made available at all times to aid staff in assisting customer selection and boosting their confidence in knowledge of the product - see section 5
- The strength of an alcoholic drink is measured by its percentage (%) alcohol by volume (abv)
abv is shown on labels as alc. %vol or just %vol
- An alcohol-free drink is one with an abv of no more than 0.05%
drinks just under 0.5% abv are not covered by licence control and may be freely sold - anyone can buy an alcohol free drink and they are not subject to licensing law
- An intoxicating drink is one that contains more than 0.5% abv
low-alcohol drinks are still intoxicating drinks and the licensing laws apply to their sale
- A low alcohol drink is one that contains no more than 1.2%abv
packaged drinks with an abv of more than 1.2% must be labelled with their abv
- One unit of alcohol is 10 millilitres of alcohol (or 8 grams in weight)
it takes about 1 hour for 1 unit of alcohol to be lost from the body
- The speed of take up of alcohol in the body is effected by different things
 - **how much you drink**
 - **your weight**
 - **your sex**
 - **what you have eaten**

2.2 Legal matters / best practice

There are legal requirements covering licensable activities including the sale of alcohol that have serious penalties if not adhered to and this part of your business needs to be effectively controlled at all times.

It is imperative that should an alleged breach of the law occur you obtain legal advice **immediately** which RB Retail & Licensing Services Limited can arrange for you.

Legal requirements

- The sale of alcohol can only be made from premises with the benefit of a premises licence, temporary event notice (TEN) or club certificate allowing that licensable activity
even then sales can only be made if there is a personal licence holder named as the Designated Premises Supervisor (DPS) for those premises
- Sales of alcohol can only be made by personal licence holders or those staff authorised to do so by a Personal Licences Holder/Designated Premises Supervisor
records should be kept of all staff authorised to sell alcohol and details of their initial and ongoing refresher training
- It is an offence for somebody under 18 to sell alcohol unless authorised by a personal licence holder, however best practice dictates that no under 18 should sell alcohol
- The premises licence is granted in perpetuity unless the licence holder dies or is made bankrupt but it can be transferred to a new owner who can be a company, partnership or individual
should the previous premises licence holder die or become insolvent the new owner should take immediate legal advice.
- The premises licence can cover several licensable activities
the sale of alcohol and the provision of regulated entertainment & late night refreshment.
- Are there any annual charges?
there is an annual fee payable to the issuing authority on the anniversary of the initial grant which if not paid could lead to the suspension of your Premises Licence.
- You do not need a licence to sell liqueur chocolates as long as they meet legal requirements
it is an offence to sell liqueur chocolates to anybody under 16
- All staff should read the training pamphlet, a copy of which is in this manual, in order to better understand their basic responsibilities
a staff copy should be available at all times to help avoid underage and illegal sales and to provide support for staff
- If your licence has the condition that you use door supervisors they must hold an SIA (Security Industry Authority) licence
the same requirement applies to any security staff used - contact RB Retail & Licensing Services Limited for further details and training courses

• The concept of permitted hours no longer applies under the Licensing Act 2003.

24 hour sales can be applied for within England and Wales for consumption on & off the premises

• Each premises licence is issued individually based on the licensable activity applied for and the hours that that activity may be carried out.

all staff should be aware of the terms and conditions on the licence summary including whether consumption is allowed on or off the premises

• The detail of what activity is licensed, is to be found on the licence summary which must be displayed at the premises in such a manner that the public can inspect it at all times the premises are open.

the A4 pages of the original summary should be displayed near the door or in the alcohol area in a prominent position allowing public scrutiny at all times

• Premises Licences can be applied to permit consumption of alcohol on and/or off the premises

ensure all staff are aware of the activities allowed including whether consumption is allowed on the premises or not, and if it is, any specific areas in which it is not

• Where the condition only allows for consumption off the premises the licence does not permit the consumption of alcohol on the premises

ensure all staff are aware of the activities that are allowed and not allowed

• Anyone observed attempting to drink alcohol on premises where it is not allowed or in areas where it is not allowed must be stopped from doing so

ensure staff are properly trained in how to deal with these situations, including removing customers from the premises and police involvement if necessary

With the introduction of the Violent Crime Reduction Act 2006 which came into force on the 6.04.07 a new offence was created of 'persistently selling alcohol to children'

This offence would apply when the same premises sold alcohol to children three times or more in a three month period, this was later amended to two offences in a three month period from the same premises. The maximum penalty is a £10,000 fine and suspension of the premise licence for up to three months, there is no defence of due diligence.

- It is an offence to sell alcohol to anyone under the age of 18.

variable punishment from fixed penalty notices up to a £5000 fine or a £10,000 fine if convicted of selling alcohol twice in a three month period

- It is also an offence for any person under the age of 18 to buy, or attempt to buy alcohol.

punishable by fixed penalty notices and £1000 fine

- All businesses selling alcohol should be adopting and operating either **Challenge 21** or **Challenge 25**. The customer must be asked for proof that they are over 18. Please speak to RB Retail & Licensing Services Limited regarding which scheme to adopt.

CHALLENGE 21 or CHALLENGE 25 - always ask for the appropriate proof of age.

- If you have any doubts about how old a customer is, you must ask for proof of age.

- **passport**
- **photo driving licence**
- **PASS accredited ID card e.g.**
- **Citizen Card**

- It is an offence for an adult to buy or attempt to buy alcohol for somebody under 18 (proxy purchasing).

be aware that an offence can be committed when an adult requests an identical product after a refusal of a sale to somebody under 18 as it may be a proxy purchase.

- Notices advising the offence of selling to an under 18 and selling to an adult purchasing alcohol on behalf of an under 18 (proxy purchasing) should be displayed throughout the premises.

ensure in-store signage is used effectively

- If proof of age is not provided you must refuse to serve the customer and make a note of this in the Refusals Book.

staff should check the refusals book at the commencement of each shift and ensure it is used for each refusal

- Challenge 21 or Challenge 25 requires all staff to seek evidence that customers who look under 21 or 25 (If unsure check with RB Retail & Licensing Services Limited) are aged over 18 or refuse the sale.

- Challenge 21 or 25 Builds in either a three or eight year buffer in judging customers ages and must be applied at all times - no id no sale.

disciplinary procedures should be instigated by the store management if Challenge 21 or 25 is not applied in all relevant cases

- Other than age issues customers must also be refused service or even asked to leave the premises if they:

- All members of staff have a responsibility not to allow drunken or disorderly behaviour on the premises.

- If the customer refuses to leave then the police should be called

- The Refusals Book should be kept so that it is readily available to all members of staff at all times

2.3 Theft

- Shoplifting is mostly an opportunist crime so vigilance by you & your staff can be the biggest deterrent

- Watch out for suspicious behaviour and use eye contact to let customers know you have seen them

- Ensure that your CCTV system is functioning correctly and is sited for optimum effectiveness

- We recommend that spirits are located behind the counter

- Ensure that alcohol and other high value items are in secure storage and that the keys are also safely secured

- Security arrangements to prevent shoplifting are essential because of the desirability of alcohol due to the legal restrictions governing its availability

- **appear to be intoxicated**
- **are violent**
- **are quarrelsome or disorderly**

ensure staff are properly trained in the procedure of how to deal with this situation

do not get involved in any associated arguments or brawls

refusals books should be maintained in any areas where alcohol is provided keeping a log of payment made for proper control

ensure that staff are fully aware of the potential for shoplifting

involve other staff members if you are suspicious of somebody or a group of people

check the system regularly and complete any logs if required by conditions on the licence

for control and security

all back up stock to be locked away to help prevent opportunist thefts

ensure employees are aware that theft is a possibility once a person is denied service by staff via either a direct attempt or by proxy (an adult trying to buy on behalf of an under 18)

2.4 Right of entry to premises

- Both the police and HM Revenue & Customs officers have the right of entry to any premises to carry out their enforcement duties

police and local authority licensing officers have the right to ask for sight of the premises licence on demand

- HM Revenue & Customs officers may enter in order to check that the required tax on goods that you sell has been paid - excise duty for alcohol and tobacco products and VAT

normally HM Customs and Revenue will be accompanied by a police officer at all times of the day when visiting premises especially outside of normal opening hours

2.5 Staffing

- Under normal circumstances staffing levels are not dealt with by the Licensing Act

a condition may be attached to the licence specifying staffing levels in order to satisfy the licensing objectives - these must be adhered to as they are conditions of the licence - contact RB Retail & Licensing Services Limited

2.6 Prosecution

- If you do sell alcohol to a person under the age of 18 years you are liable to:

- **a fixed penalty notice or**
- **a substantial fine and a possible premises licence revision as well as possible revocation of your personal licence**

- Be aware that enforcing authorities can and will conduct test purchases using underage children

always use Challenge 21/25

- In cases of underage sales the only evidence needed for a prosecution is that:

- **an actual sale was made**
- **the buyer was under 18**

- The person selling the alcohol has only limited potential defences:

'... where he believed that the person was over 18; and that either he had taken all reasonable steps i.e asked for acceptable identification to establish the person's age or that nobody could reasonably have suspected from his appearance that the person was under 18'

The person charged by reason of the act or default of another has a defence if he can prove he

'... exercised all due diligence to avoid the commission of an offence...'

All legal requirements and restrictions referred to must be fully complied with by you and your staff to avoid prosecution and the associated penalties

properly train your staff, carry out regular refresher training and maintain comprehensive records of all of your training to sell alcohol

Late Night Refreshment

- You must have a premises licence specifying LNR as a licensable activity if you sell hot food or hot drink after 23.00 hours and before 05.00 hours

it is a criminal offence to provide hot food or hot beverages between 23.00 & 05.00 hours without a licence - see section 6.1

Regulated Entertainment

- You must have a premises licence specifying the entertainment you are providing

it is a criminal offence to provide regulated entertainment without the appropriate provision on your licence - see section 6.2

2.7 New mandatory conditions

In April 2010 a new mandatory code was issued by the Home Office for all alcohol retailers in England and Wales.

Schedule 4 of the Police and Crime Act 2009 amends the Licensing Act 2003 giving the Secretary of State the power to impose up to nine mandatory conditions in relation to the supply of alcohol.

The new mandatory licencing conditions apply to all existing and future premises licences which authorise the supply of alcohol and came into force in April 2010, two further conditions became law in October 2010.

These conditions override any conditions already included in a Premises Licence or Club Premises Certificate, so far as they are identical to the existing conditions or inconsistent with, and more onerous than, the existing conditions. The new conditions will apply to every Licence and Certificate authorising the sale and supply of alcohol from the date this provision came into force.

As the new conditions are mandatory licencing conditions, any breaches are dealt with in the same way as breaches of existing conditions. Failure to comply with any condition attached to a licence or certificate is a criminal offence, which on conviction would be punishable by a fine of up to £20,000 or up to six months imprisonment or both.

As from 6th April 2010 the new conditions were:

- Ban irresponsible promotions
- Ban the dispensing of alcohol directly into the mouth.
- Ensure that customers have access to FREE tap water.

These conditions do not apply to Temporary Event Notice (TENS) or premises permitted to sell alcohol for consumption off the premises.

As from 1st October 2010

- Require an Age Verification Policy to be in place.
- Ensure that customers have the opportunity to choose small measures of beer, ciders, spirits and wine.
[does not apply to TENS]

All the above conditions will apply to the on-trade whilst for shops and supermarkets (the off-trade) only the age verification conditions will apply to them.

2.8 GROWING POLICE CONCERN REGARDING PRE-LOADING

Pre-Loading is a term used to describe drinking at home before visiting town for a night out.

A recent Liverpool John Moore's University study on pre-loading surveyed 380 young people aged 18 to 35 on a night out in a large city centre in the north-west of England. Over a quarter (26.5%) of women and one in five (15.4%) men questioned had pre-loaded before going out. Those who drank before going out were over four times more likely to drink more than 20 units on a usual night out. To put that amount into context, the government advises that women should not regularly exceed 2-3 units which is equivalent to a 175ml glass of 13% wine <http://www.drinkaware.co.uk/facts/alcohol-facts-and-information/wine>) and that men should not regularly exceed 3-4 units (equivalent to a pint and a half of 4% ABV [alcohol by volume] beer).

- Beware if your premises are located near nightclubs or nite spots and groups of customers arrive to purchase alcohol.

Particularly during the evening, be alert for the tell tale signs of intoxication see section 3.9 on Page 3.19

2.9 Legal / best practice requirements regarding display material and notices

- The Licensing Act 2003 requires that you prominently display the original copy of your Part B Summary of your Premises Licence on the premises at all times the premises are open for business

so that it can be readily inspected by members of the public at any time - see section 1 for full details

- The Act requires that the original licence itself - Part A - is available for inspection by licensing officers of the authority or a police constable at any time on demand

do your staff have access in your absence for compliance?

- The notices endorsed by the Home Office and provided by the Retail Alcohol Sales Group - RASG - should also be displayed throughout the premises

examples are enclosed (at Section 2.12, Page 2.14) and we strongly recommend their use

- Many licensing authorities require that other notices are displayed on the premises

check with your licensing authority to ensure compliance

- These may include

- ***their own age verification scheme notices***
- ***Pass accredited Proof of Age Scheme***
- ***hours for licensable activity***
- ***staff notices & reminders***

- You must display an A3 notice indicating it is illegal to sell tobacco products to anyone under 18

must be displayed at the point of sale to ensure compliance

- Other legislation may apply to your premises which requires notices to be displayed

ensure compliance with all statutory requirements

2.10 Statutory / best practice notices

SECTION 3: Training

3.1 The Training Regime

All on-site staff must read the training material provided and then satisfactorily pass the subsequent written test before being allowed to sell alcohol.

It is important that Section 3 is fully understood, should a staff member not satisfy the Designated Premises Supervisor (DPS) that they understand Section 3 then the DPS should not authorise that staff member.

THEY AND YOU ARE AT RISK OF PROSECUTION FOR MAKING UNAUTHORISED SALES.

Refresher training must be undertaken at least on an annual basis before staff are re-authorised to sell alcohol and a number of refresher quizzes have been included to help in testing your staff's knowledge.

DUE DILIGENCE PROCEDURE

- Read Section 3.
- Staff to satisfactory undertake questionnaire - all questions to be answered correctly.
- Training Statement, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).
- Staff Authorisation sheet, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).

If felt appropriate, you may also wish to put your staff member forward to sit the APLH Award for Personal Licence Holders exam if there is a likelihood of them becoming a DPS in the future.

For further details please contact RB Retail & Licensing Services Limited.

All staff training must be recorded as well as individual staff authorisations to sell alcohol. You should complete both the enclosed alcohol training statement sheet and the authorisation record sheet (at 4.5 & 4.6). All staff should be issued with their own confirmation of having received their initial training, whether under this regime or any alternative proprietary system, keeping the originals for your own records.

All your current staff should be listed on the authority record and it should contain their signature as proof of their understanding of the training they have received and the responsibilities that they hold in the sale of alcohol. Subsequently as they are re-authorized to sell alcohol on a regular basis this should form part of the refresher training and they are indicating by signing the authority sheet again that they are still fully conversant with the rules relating to the sale of alcohol.

New staff should then be added as they join, subsequently signing again on a regular basis thereafter, after each refresher.

The alcohol training and authority sheets are designed for quick reference by any of the authorities which may visit your store, and for you to identify and maintain all training requirements. As such they should be filed in the appropriate section in this manual (at section 7).

3.2 Business licensable hours

You can carry out the sale of alcohol during the following period:

Write in book your hours / licensable activities

Note: the penalty for selling outside permitted hours is substantial - max £20,000 fine and/or six months imprisonment plus a possible licence review.

3.3 CONSUMPTION OFF THE PREMISES

A condition of your premises licence is that sales are made for consumption off the premises only. This means that customers **MUST NOT** consume alcohol on the premises. Therefore you must ensure that customers **DO NOT DRINK ANY ALCOHOL:**

- **In the shop**
- **On any forecourt the business operates**
- **In their car whilst parked on any premises forecourt**

3.4 STAFF AUTHORISATION

Under the terms of the grant of the premises licence:

It is an offence for a person to serve alcohol to anybody unless you have been authorised to do so by a personal licence holder
It is an offence to sell alcohol to anybody from premises without a premises licence and/or without a named Designated Premises Supervisor who is in possession of a personal licence.

3.5 Under-age sales

It is an offence to sell alcohol to anyone under the age of 18, or to anyone purchasing alcohol on behalf of someone under the age of 18.

It is an offence for any person under the age of 18 to buy or attempt to buy alcohol.

It is an offence for anybody under 18 to sell alcohol unless authorised to do so by a responsible person. A responsible person is defined as:

- The holder of the premises licence
- The Designated Premises Supervisor (DPS) if any, for the Premises Licence
- An individual aged over 18 authorised (ideally in writing) to sell alcohol for consumption off the premises by either the Premises Licence Holder or the Designated Premises Supervisor.

It is an offence to allow alcohol to be served to someone under 18 if the staff member could have prevented it. If a Challenge 21 or Challenge 25 scheme is adopted as a condition of the licence then each customer wishing to purchase alcohol who is unknown to the cashier serving as a person who is over 18 years of age must be asked for satisfactory identification to prove their age. If they cannot or are not asked then the cashier may be committing an offence should the condition wording be specific in this regard.

If a customer looks under 21 (or under 25) they **MUST** be challenged to prove that they are over 18 by producing photographic proof of age which must include a photograph and state the full date of birth of the customer. The only forms of proof of age that we will accept are:

- A passport
- A photographic new style driving licence
- A PASS accredited Proof of Age ID card such as:
the Citizen Card

DO NOT ACCEPT ANY OTHER FORMS OF ID UNDER ANY CIRCUMSTANCES

Note: the penalty for the member of staff selling alcohol to an under aged person ranges from a fixed penalty notice to a criminal conviction and a substantial fine.

You must ensure that you are completely satisfied as to the customer's age BEFORE you make the sale.

Do not ask staff members or 'take someone's word' that, they are over 18 and always use CHALLENGE 21 / CHALLENGE 25.

There are only limited defences if an under-age sale is made and the impact on the DPS or personal licence holder is dependant on who made and who authorised the sale; remember, the only evidence required to prove an under-age sale was made is the actual age of the child and proof that the sale was made.

If a member of staff makes an under-age sale they may be offered a fixed penalty notice of either £50 or £80 by which they admit their guilt. That is the end of the matter as far as the authorities are concerned with that individual; although disciplinary action could well follow from management as well as the premises licence being reviewed by the licensing authorities and/or the premise licence holder prosecuted if there are any underage sales.

Should the staff member deny this offence then contact RB Retail & Licensing Services Limited for further assistance.

3.6 Training guidelines regarding the sale of age restricted products

If you work somewhere that sells age restricted products such as cigarettes and alcohol, please read these notes.

Responsible authorities such as Trading Standards understand it can be very difficult for you to judge the age of a young person, but if you sell age restricted products to someone underage you may commit a criminal offence.

The Licensing Act requires anyone selling alcohol to take steps to check a customer's age.

The following guidance is about the importance of making sure you always get proof of age when supplying or selling goods to young people who may not be old enough to legally buy the goods they want.

You must take all reasonable steps to comply with this law. This is called due diligence.

DUE DILIGENCE PROCEDURE

- Read Section 3.
- Staff to satisfactory undertake questionnaire - all questions to be answered correctly.
- Training Statement, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).
- Staff Authorisation sheet, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).

Age restricted products and proof of age are inseparable!

SECTIONS

- i Introduction**
- ii Test purchasing**
- iii Age restricted products**
- iv How to check proof of age**
- v Follow the guidelines**
- vi What the law says**
- vii Due diligence procedure**

i. Introduction

To protect children from harm and comply with the law, the vast majority of retailers take under age sales very seriously. Unfortunately, the few who don't often receive bad publicity, which affects the whole trade. There can be serious consequences for businesses, licensees AND individual members of staff. Penalties for breaking the law include substantial fines, loss of licences, even imprisonment. Individual members of staff can be taken to court and prosecuted. They could also lose their job.

Trading Standards & Police are amongst the responsible authorities who are consulted on licence applications under the Licensing Act 2003. If a licensee and the staff are not following the guidelines outlined in this booklet then these matters may be raised during the licensing process. Any evidence of under age sales can also trigger a review which could lead to loss of the Licence.

ii. Test purchasing

Trading standards and the Police (sometimes together) check that the law is followed and can carry out test purchases of all age restricted products as part of their enforcement duties.

The test purchases are made with volunteer young people who are to look their age.

These test purchases follow procedures supported by the government. They are allowed as evidence of under age sales. Following these guidelines and asking for proof of age and receiving appropriate proof (asking by itself is not a defence), should make sure that you don't make an illegal sale.

Samples of 'proof of age' are shown on the photocards poster in the support material (at 2.10).

iii. Age restricted products

These are some of the more common age restricted products and the age your customer must be to buy or get access to them:

AGE RESTRICTED PRODUCT	AGE RESTRICTION
Alcohol Products	18
Cigarettes and tobacco products including from vending machines	18
Fireworks	18
Knives, blades and axes (not including folding knives with blades under 3 inches long)	18
Glue, Solvents and lighter fuels, Butane & Refills	18
Liqueur Chocolates	16
Lottery tickets and scratch cards	16
Petrol/Diesel	16
Adult Magazines	18
Spray paints	16
Video/DVD/Games	As shown on certificate e.g. 12, 15, 18
Analgesics & Medicines	Up to the discretion of the retailer

By following the rules regarding age related products it will help you show you are taking 'all reasonable precautions and exercising all due diligence'. This is legal-speak to say that you must have behaved in a way that can provide a defence in law if an illegal sale takes place. You must be able to show that you are doing all that you possibly can to make checks. This is what the courts would look at should an illegal sale take place.

iv. How to check proof of age ?

If a customer who looks under 21 (or under 25 dependent on which scheme you use) asks to buy an age restricted product, ask for one of the prescribed forms of proof of age and check it. If appropriate proof of age cannot be produced you must refuse the sale and make an entry in the refusals register.

You must only accept proof of age with date of birth and a photo. Remember to check that the photo matches the customer and that you can see their face clearly, including asking them to remove hoods and caps.

Proof of age cards need to carry a PASS hologram to show that they are part of an approved scheme and have been correctly issued. When you see a genuine PASS logo you can be more confident that it is valid proof of age, however there are good forgeries in circulation. Please see over page for checks.

• ***Always follow these checks***

1. Check that the PASS hologram is genuine and flush with the body of the card.
2. Check that the photo matches the person using it and that it is printed on the card, not just stuck on top of it. Ask them to remove helmets, hoods and sun glasses if you are not sure.
3. Check that the date of birth is properly printed on the card and that you have calculated the date of birth correctly.
4. Check that the card has not been tampered with in any way.
5. Check the person. If you are unsure about any of the above you must, and have the right to, refuse the sale.

• ***Acceptable proof of age includes***

- 10 year passport
- Photo driving licence
- Citizencard
- "PASS " accredited proof of age card scheme

There are fake proof of age cards about so if you are unhappy with a card for any reason, refuse the sale. Items such as birth certificates and national insurance cards are not good enough. They carry no photo so can be passed between friends.

Legally you have the right to refuse to sell to anyone, whether over or under age, if you are unhappy with the sale in any way.

REMEMBER - IF IN DOUBT REFUSE THE SALE

v. **FOLLOW THESE GUIDELINES**

- Don't try to judge ages. Only accept approved proof of age cards with photos and date of birth.
- Follow either the 'Challenge 21 or Challenge 25 Rule' and ask for proof of age from anyone who does not look over 21 or over 25. Remember, if you guess wrong you could end up in court!
- Make sure notices (e.g. 'It is an offence to sell cigarettes to persons under 18') are on display.
- Know when dates of birth will be correct. Are they 18 yet? Just having today's date with the relevant year of birth will do!
- Fill in a 'refusals book' (at 4.11) each time a refusal takes place. The DPS should check entries regularly to make sure all staff are using the register.
- Be careful should young people wearing school uniforms request to purchase age related products.

- Do not sell to an adult you suspect of buying for under age young people. It is an offence for an adult to buy alcohol on behalf of someone under 18. This is called proxy purchasing.
- Support colleagues when they refuse sales. It can be difficult to say 'no.'

**PLEASE SEE SECTION 3.8, Page 3.10 FOR INFORMATION ON
HOW TO RECOGNISE AND DEAL WITH FALSE ID**

vi. What the law says

Alcohol

The age at which product alcohol can be legally served and bought is 18.

Do not sell to over 18s who you think may be purchasing for under 18s. (proxy purchasing)

Both the owner of the business and the seller may commit a criminal offence if alcohol is sold to an under 18.

If you are found guilty of selling alcohol to a person under 18 the premises licence to sell alcohol is at risk.

Under 18s cannot legally purchase alcohol.

Always ask for proof of age before you serve and check the details.

You can face prosecution and a criminal record or alternatively the police can issue on the spot fines of either £50 or £80 if under age sales are made.

Cigarettes and tobacco products

The age at which cigarettes can be legally bought is 18.

Under 18s who say they are buying for an adult must be refused.

It is illegal to split packets of cigarettes or to sell singly.

Do not sell to adults who you think may be purchasing on behalf of under 18s (proxy purchasing).

A notice must be displayed about sales to under 18s.

Always ask for proof of age before you sell.

Fireworks

The age which most fireworks can be legally bought is 18.

Do not sell to adults who think may be purchasing for under 18s (proxy purchasing).

If you hold a year round licence for the sale of fireworks, this could be at risk if sales are made to under 18s from your premises.

Notices must be displayed about sales to under 18s.

Always ask for proof of age before you sell.

Knives, blades etc.

The age at which these can be legally bought is 18.

It applies to knives, blades, unsealed razor blades, axes and other articles that are sharp and can cause injury.*

Do not sell to adults who you think may be purchasing on behalf of under 18s (proxy purchasing).

Always ask for proof of age before you sell.

**Not including folding knives with blades under 3 inches long*

National lottery tickets and scratch cards

The age at which these can be legally bought is 16.

Your lottery terminal may be removed if you sell to under 16s.

Do not sell to adults you think may be buying on behalf of under 16s (proxy purchasing).

Under 16s cannot legally claim any prizes.

Always ask for proof of age before you sell.

Petrol

The age at which petrol can be legally bought is 16.

Petroleum licence conditions may state that people under 16 must not access petrol.

Do not sell to adults you think may be buying on behalf of under 16s (proxy purchasing).

If in doubt ask for proof of age before you authorise the pump.

Glue, Solvents and lighter fuels

The age which these can be legally bought is 18.

It is an offence to sell substances to people who you think may be likely to inhale them for the purpose of intoxication. Be wary of customers who make multiple purchases.

Do not sell to adults who may be buying on behalf of under 18s (proxy purchasing) if you suspect misuse.

Always ask for proof of age before you sell.

SOLVENT ABUSE CAN KILL INSTANTLY

Spray paints

The age at which spray paints can be legally bought is 16.

Do not sell to adults who you think may be purchasing on behalf of under 16s (proxy purchasing) if you suspect misuse.

Always ask for proof of age before you sell.

Videos/DVDs/Games

The age at which these can be legally supplied depends on their classification always check this.

It is illegal to supply an 'R18' video/DVD except in a licensed sex shop.

Refuse the sale if you suspect an adult is attempting to obtain a product on behalf of a young person (proxy purchasing).

Challenge customers and ask for proof of age.

3.7 CHECKING PROOF OF AGE

When you ask somebody to produce proof of age in order to complete a purchase you must ensure that only an approved form of identification is accepted and that you check it correctly: Only accept -

- a valid passport
- a european style photo driving licence
- a PASS accredited cars such as a Citizen card

Always ask for the identification to be handed to you for authentication purposes

Check that

i. **Passport**

- not altered in any way
- the passport date - it is valid
- the photograph - it belongs to the customer
- date of birth - the customer is old enough to complete the purchase

ii. **European style driving licence**

- not altered in any way
- the licence date - it is valid
- the photograph - it belongs to the customer
- date of birth - the customer is old enough to complete the purchase

iii. **PASS cards**

- not altered in any way
- the card is completely flat with no raised edges around the photo or PASS logo - **reject the card if it is not flat**
- the PASS logo hologram 3D effect is working
- the card date - it is valid
- the photograph - it belongs to the customer
- date of birth - the customer is old enough to complete the purchase

vi. **The customer**

- matches the photograph on the card
- is not acting suspiciously
- has not altered the card offered in any way

If you are in any doubt about the validity of the identification offered or the age of the customer even with the identification

you MUST refuse the sale and record the details in the refusals book (see example at Page 3.30)

3.8 How to recognise and deal with false ID

Young people are understandably keen to experiment and test their limits of consumption. This coupled with the disinhibitory effects of alcohol, can lead to risky and anti-social behaviour. For all of these reasons, the protection of children from harm is the licensing objective that many licensing authorities view most seriously.

Since 2010 a mandatory licence condition has required all premises to have in place an age verification policy. That policy must require that customers who appear to staff to be under 18 years of age are asked to show valid ID. This, coupled with increased sanctions for premises persistently selling to under-18s, has led to many premises taking age verification much more seriously.

It has also led to a growing market for false ID. False ID is a problem in a number of areas around the country and staff who serve alcohol are sometimes uncertain about how to deal with this issue.

The fake ID cards which can be ordered on the internet often do not replicate existing documents. Examples include the UK national identification card and a provisional motorcycle licence. It is an offence under section 1 of the Forgery and Counterfeiting Act 1981 to make a false instrument or ID with the intention to use it to induce a person to accept it as genuine, and by reason of accepting this ID as genuine, the customer then commits an offence as does the seller albeit unknowingly, by their failure to properly check its validity.

TYPES OF FALSE ID

There are five types of false document:

- Genuine document which is being used by someone else,
- Genuine document which has been altered,
- Genuine document which has been fraudulently obtained,
- Fake document which is a copy of a genuine document, and
- Fake documents which is a form of ID that does not exist.

IDENTITY DOCUMENTS ACT 2010

This legislation contains a number of offences relating to the possession and use of false identity documents. For the purposes of legislation, the definition of 'identity document' includes (but is not limited to) a passport (whether a UK passport or a passport issued by the authorities of another country) and a driving licence. A full list of what items fall within the definition of 'identity documents' is found in the extracts of the Identity Documents Act 2010 in Annex A.

Two offences under the Identity Documents Act 2010 are relevant.

A person commits an offence if he or she has in their possession an identity document which is false, and which they know or believe to be false, with the intention of using

it to establish personal information about him or her to induce another to ascertain personal information about him or her, e.g. providing a date of birth that is false. A person guilty of this offence is liable on conviction on indictment to imprisonment for a term not exceeding 10 years or a fine (or both).

A person commits an offence to have, without reasonable excuse, in his or her possession a false identity document which relates to another person. A person guilty of an offence under this section on conviction on indictment to imprisonment for a term not exceeding two years or a fine (or both).

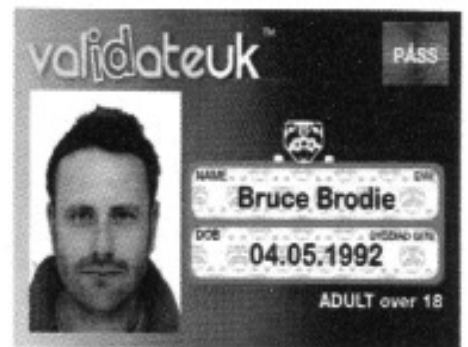
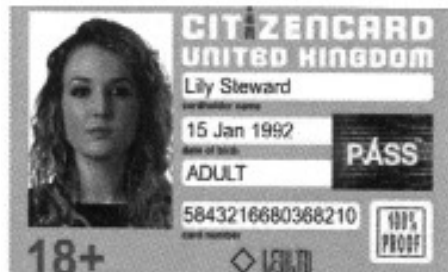
i. **Proof of Age Standards Scheme (PASS) Approved Cards**

The Proof of Age Standards Scheme (PASS) is the UK's national guarantee for proof of age card and has the backing of the Home Office, the Association of Chief Police Officers (ACPO), the Security Industry Authority (SIA) and the Trading Standards Institute (TSI). The scheme delivers a common standard through its easily recognised logo, which is backed by a robust audit and accreditation process to help protect retailers of age restricted goods, and their employees, against being taken in by the many forms of false ID in use.

Accepting a card with the PASS hologram which carries the bearer's image and acceptable date of birth is a means of demonstrating due diligence. Examples of all PASS accredited schemes can be found on the PASS website:

www.pass-scheme.org.uk

Read how to check I.D. at Section 3.6 (iv) Page 3.5



ii. **Passports introduced in 2006**



New UK passport designs are introduced through a phased roll-out. Older style passports were issued after the introduction of this design. These will continue to be valid until their stated expiry date.

Key Information

Validity

- Adults, normally 10 years up to a maximum of 10 years 9 months
- Children, normally 5 years up to a maximum of 5 years 9 months

Size

- Approximately 125 x 88 mm

Number of pages

- Standard issue book is 32 pages
- Business book is 48 pages

Location of the data page

Page 31

Laminate

- Page 31 and 32, sewn in, clear laminate with UV visible printing and holograms on page 31

Photograph

- Digitally printed

Numbering

- 9 digits, printed on page 1. These are entered on the biodata page in the same style as the personal details. The serial number is perforated through pages 1-30 (1-46 in business book)

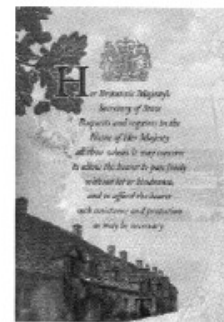
Observations

- An electronic chip and antenna is visible on page 32 (48)

Extra Checks

- The holograms are on three patches attached to the underside of the laminate on page 31
 - The stitching thread is red, white and blue and fluoresces yellow and red in UV light
 - The front and rear endpapers are printed in green, burgundy and blue intaglio (raised printing)

PASSPORTS INTRODUCED IN 2010



New UK passport designs are introduced through a phased roll-out. Older style passports were issued after the introduction of this design, and these passports will continue to be valid until their stated expiry date.

Key Information

Validity

- Adults, normally 10 years up to a maximum of 10 years 9 months
- Children, normally 5 years up to a maximum of 5 years 9 months

Size

- Approximately 125 x 88 mm

Number of pages

- Standard issue book is 32 pages
- Business book is 48 pages

Location of the biodata page

Page 2

Laminate

- Page 2 contains a thin film patch that is clear in colour but has UV visible printing and holograms contained within it. Page 3 is not laminated

Photograph

- Digitally printed on pages 2 and 3

Numbering

- 9 digits, printed on page 1. These are entered on the biodata page (page 2) in the same style as the personal details
- The serial number is perforated from page 1 through to the rear of the cover of the passport
- The thin film patch contains a unique serial number which consists of 3 alpha characters and 4 numeric followed by a check symbol. This number is located beneath the holder's image should not be confused with the 9 digit passport number

Observations

- Passport visa pages feature a cross-page printed design
- A secondary image of the passport holder is located on page '3' of the passport
- Additional information about the passport holder is written on page '3' of the passport
- A check symbol is included within the laser perforated passport number. This symbol is not replicated within the printed serial number of the book on pages 1 and 2 and differs to the check symbol that is present for each thin film patch
- Observation data is bounded above and below by lines consisting of a unique character
- The passport stitching method utilises a process that is different to any previous UK passport
- The gold foil on the front cover is more lustrous than that of the previous UK passport
- Where the passport holder does not require any additional data to be inserted into the passport, the passport observations page (page 3) will read "There are no official observations."

Laminate

- Page 2 contains a thin film patch that is clear in colour but has UV visible printing and holograms contained within it. Page 3 is not laminated.

Note

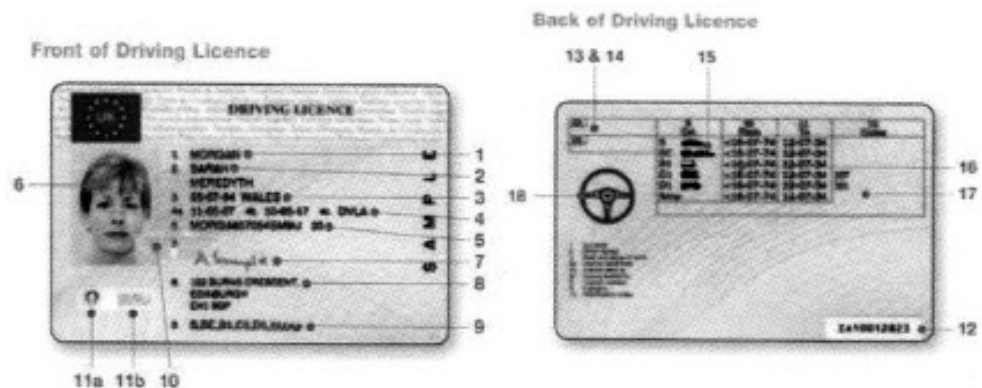
- The biodata (personal details) page is at the front of the passport and located on page 2
- The passport chip is located in the cover of the passport
- The invisible printing of the laminate fluoresces strongly
- The laser perforated number consists of variable hole shapes (circle, square and triangle)

PASSPORTS FROM FOREIGN STATES

Space limitations do not allow images of the passports of foreign states to be reproduced in this guidance. Machine readable passports (MRP) were first introduced in the 1980s and most passports worldwide are now MRPs. To assist anyone presented with a foreign passport, set out below are features that can be detected by the naked eye or by using an ultraviolet light, that are required in all MRPs by International Civil Aviation Organisation standards:

- paper that does not reflect ultraviolet light or whose fluorescence is easily distinguishable from the blue used in commonly available fluorescent materials;
- watermarking on the biographical data and visa pages;
- an intricate, repetitive pattern as the background design on each page;
- a background design on the biographical data page that is different to the design(s) on other pages in the passport;
- ultra-violet fluorescent ink on the biographical data page;
- MRPs issued since 2010 should have a unique number on all pages except the inside covers; and
- many passports include optically variable features on the biographical data page. An optically variable feature (most commonly a hologram) changes appearance in colour or design as the page is tilted. However, the standards allow devices offering equivalent protection to be used instead.

iii DRIVING LICENCE



Your personal details (1, 2 and 3)

Fields 1, 2 and 3 of your photocard licence record your surname, first names, date and place of birth.

Date of licence issue, photo expiry, issuing authority (4)

The date shown in 4a is the date the photocard was issued. 4b shows either the date the photo expires (driving entitlement is valid until 70th Birthday) or the date entitlement expires (medically restricted and over 70 licences). The authority that issued the licence is shown in 4c i.e. DVLA.

Driver number (5)

A	B	C	D	E
MORGA	657054	SM	91J	**

A - First five characters of surname. If the surname is less than five characters the remaining spaces will be made up using the figure 9 (e.g. MAN99).

B - The first and last numbers are the year of birth. The second and third numbers are the month of birth. If you are a women, '5' is added to the second number and the total used as the second digit e.g. if you were born in October the second and third numbers would be 60. The fourth and fifth digits show the day of your birth.

C - The first two initials of your forenames. If you have only one initial then the second will be a '9'.

D - Computer check digits.

E - Licence issue number.

Holder's Photograph (6)

The new photocard licence has a black and white photo. This is because the laser technology used to burn the image onto the card producing a black and white photo is more secure. A colour photo will still need to be provided with your application to be stored on your driver record.

Holder's signature (7)

this is digitally reproduced and burned into the photocard from the signature you produced on the application form.

Holder's address (8)

This shows the driver's permanent address in Great Britain.

Entitlement categories (9)

The letters in capitals show the categories of entitlement covered by the European Community Directive. National categories are shown in smaller letters.

Holographic feature (10)

This feature is similar to a hologram but is clearer because it has definite lines and brilliant colours. It contains a steering wheel that appears to turn as you tilt the card in different directions.

Changing images (11a and 11b)

a. This security feature is an image that changes both shape and colour depending on how you tilt the licence. On full (pink) licences it's a blue road sign changing to a black triangle, on a provisional (green) it's a red road sign changing to a black triangle.

b. This security feature is personalised according to the data on the card. It contains the last five characters of the driver number changing to the month and year of the photo expiry which appear and disappear depending on how you tilt the licence.

Unique identifier (12)

Cards are to pre numbered by the card manufacturer. This number is laser engraved onto the card prior to delivery to DVLA and is unique on every card.

Not used (13 and 14)

Pictograms (15)

These illustrations are representations of types of vehicles in those categories shown.

Category validity periods (16)

These are the dates when entitlement to drive each category begins and ends.

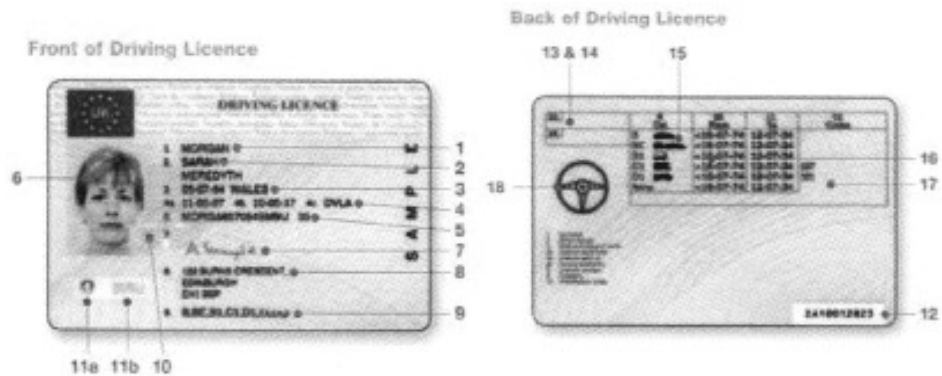
Information codes (17)

The code numbers printed in this area indicate what (if any) restrictions to which the entitlement is subject.

Steering wheel security feature (18)

This is a security feature in the shape of a steering wheel. The colour of the wheel changes from green to gold depending on how you tilt the licence.

Security features



1 & 2. Changing Images

1. This is an image that changes both shape and colour depending on how you tilt the licence. On full (pink) licences it is a blue road sign changing to a black triangle, on a provisional (green) it is a red road sign changing to a black triangle.
2. This security feature is personalised according to the data on the card. It contains the last five characters of the driver number changing to the month and year of the photo expiry which appear and disappear depending on how you tilt the licence.

3. Holographic Feature

This feature is similar to a hologram but is preferred as it can be seen much more clearly due to its definite lines and brilliant colours. It contains a steering wheel which appears to turn as you tilt the card in different directions.

4. Tactile Engraving

This process involves burning the data into the card for a longer period than normal, and results in the text raising up above the surface of the card. The driving licence has 'Field 1 (Surname)' and 'Field 9 (Categories)' printed in raised characters as part of the laser engraving process.

5. Complex Background Pattern

A design made up of an interlocking pattern of small irregular shapes, printed in two colours and requiring very close register printing in order to preserve the integrity of the image.

6. Tactile Feature

Raised tactile steering wheel placed in the centre of the card. It can be felt when a finger is run across the card and can be seen when viewed at an angle. It also contains the words "Driving Licence" in microlettering

7. Laser Engraved Photograph

Laser engraving technology is highly secure as the image is burnt into different layers of the card and it can not be changed without serious damage to the card. This results

in a highly secure black and white photograph. Note: DVLA will still require a full colour photograph be provided by customers to keep on our records.

8. Security Background Design Overlapping With Photograph

This security feature has the rainbow print lines and the complex background pattern converging over the area where the photograph is engraved. This further protects the photo image by the integration of security elements.

9. Optically Variable Ink (OVI)

Optically Changing Colours is a printing feature that changes in colour depending on the angle of inspection. When the card is tilted, the element printed with Colour Change Printing will show deviations in colour tone clearly visible to the naked eye i.e. gold to green.

10. Unique Number

Cards are to be pre numbered by the card manufacturer. This number is to be laser engraved onto the card prior to delivery to DVLA and is unique on every card.

PROVISIONAL DRIVING LICENCE



The security features of the provisional licence are identical to the full driving licence.

QUESTIONS THAT CAN BE ASKED TO CHECK THE IDENTITY

Staff should ask customers questions once ID is given to verify ownership and on this basis compiled the following list of questions that may be used:

- Ask the person for their date of birth - this can lead to them mixing their own with the one on the ID or not being able to recite the date on the ID on the spot.
- Ask the person for their star sign - a young person may have memorised the date of birth on the ID which they are using but are unlikely to know the corresponding star sign.
- Ask for another form of ID, such as a bank or student card. If someone steals or borrows another person's ID, they are unlikely to take other forms and their purse/wallet will have their own ID in it.
- Ask for the postcode on the ID; a person using borrowed ID may know the first line of the address but may have difficulty remembering the postcode under pressure.
- Ask for their age - someone with borrowed ID may accidentally give their own age or 18 as this is the legal drinking age.

How false ID should be stored and recorded

It is advisable that premises have an incident book to record those occasions on which there has been the use or attempted use of false ID at or on entry to the premises. If false ID is handed in, this should be recorded in the book along with the names of staff involved, the name on the ID and the name of the manager in overall charge of the premises. A description of the person using the ID and the time of the incident may also be useful to the police.

Once the false ID has been recorded, it should be stored, along with the police half of the bailment form (where in use), in the same way that a premises handles confiscated drugs. It should be locked away in a secure place until the police are ready to collect it or the manager takes it to the police station.

How and when to contact the police

The police should consider setting up a single point of contact in the licensing team whom licenced premises may contact to deal about false ID issues. Local arrangements should be made between the police and licensed premises to outline how and when the police should be informed of incidents involving false ID.

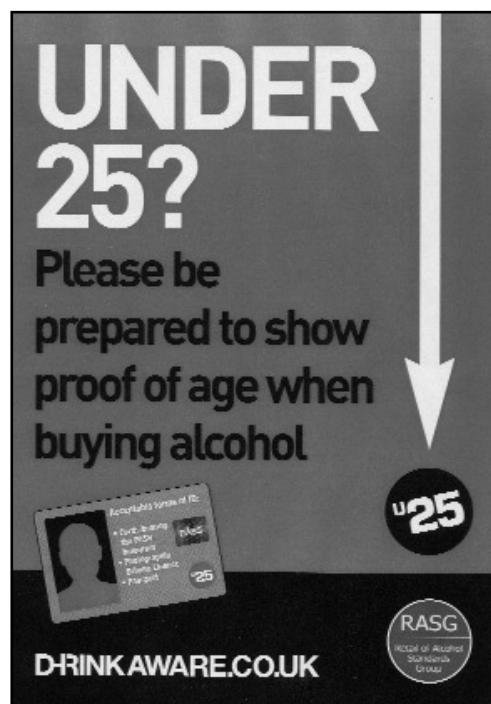
It is good practice that false ID should be held at premises for a period not greater than 72 hours after it was handed over. This means that ID handed over on Friday evening can be held until Monday morning before being given to the police.

What to do if a person complains after handing over their ID

If someone complains that their ID has been retained, the premises manager (if available) should take the person to one side and explain why this has happened. If this person is still unhappy call the police and ask for guidance.

Signs that can be placed at entrances

Signs placed at the entrances to premises can deter young people who intend to use false ID from entering the premises, and are a means of diffusing anger towards door staff. Such signs could set out the ID policy and inform individuals that anyone using false ID will be asked to hand it over and, if they fail to do so, the police may be called. An example of wording for these signs is below, or a common example is:



“These premises operate a Challenge 25 policy. You may be asked to show ID if you appear to be under 25. If the ID that you present is suspected to be false or belonging to someone else, you may be refused entry to these premises and you may be asked to hand over the ID so that it can be given to the police. If you fail to do so, the police may be called. Gaining entry to these premises using fake ID or ID that doesn't belong to you may be a criminal offence.”

3.9 What to watch out for regarding the identification of a person possibly under the influence of alcohol

Signs of Intoxication

There are many signs that a person may display as they become intoxicated. As blood alcohol levels rise, differences can be noticed in coordination, appearance, speech and behaviour.

AN INTOXICATED PERSON MAY TYPICALLY SHOW SOME OF THE FOLLOWING SIGNS:

i. Behaviour and Physical Signs

- Becoming loud, boisterous and disorderly
- Dropping possessions, rambling conversation
- Becoming argumentative
- Fumbling and difficulty in picking up change
- Loss of train of thought e.g. forgot to pay for goods
- Annoying other customers and staff
- Swaying and staggering
- Difficulty in paying attention
- Becoming incoherent, slurring or making mistakes in speech
- Difficulty walking straight
- Not hearing or understanding what is being said
- Becoming physically violent
- Bumping into fixtures/other customers
- Drowsiness, dozing or sleeping while in premises
- Becoming bad tempered or aggressive
- Glassy/bloodshot eyes and lack of focus
- Observe customers in difficulty lighting cigarettes whilst outside the premises
- Using offensive language. Falling down. Vomiting
- Exhibiting inappropriate sexual behaviour
- Flushed face
- Dishevelled clothing
- Person smells of alcohol

ii. Other ways of determining if someone is intoxicated

Interaction with the person and their friends will help to determine whether someone is intoxicated and their level of intoxication, i.e. a friend laughs and says that `Bill is well ***** (insert slang phrase for intoxication).

Talk with the person and ask them questions such as:

- How much alcohol have they consumed?
- When did they last eat and how much?
- Whether they consider themselves intoxicated?
- What type of alcohol has been consumed?
- How much has the person been witnessed drinking? If it is difficult getting a reasonable response from the person, talk to the people the customer is with.

Be sensitive to a person's right of privacy.

THESE SIGNS ARE NOT EXHAUSTIVE AND NOT ALWAYS NECESSARILY CONCLUSIVE PROOF OF INTOXICATION

3.10 DUTY TO REFUSE SERVICE

It is your duty to refuse to serve under 18s and also you must refuse to serve a person if they are or appear to be drunk.

How to refuse a sale

Sometimes refusing a sale will make the customer angry. Here are some tips to help you handle difficult refusals.

Ask for proof of age. This helps the situation as it is not a direct refusal. It says that you will make the sale if they can produce valid proof of age. Only accept proof of age with a photo, and only if you are happy it is correct.

Refuse politely. If necessary repeat your refusal clearly.

Keep calm. Don't get into an argument.

Explain briefly why you cannot sell. Try saying

- 'I'm sorry, if I serve you I might be breaking the law.'
- 'We have a policy of 'no proof of age, no sale.'
- 'Our company policy is not to sell these products to young people.'

Show customers notices, posters and stickers that indicate you will not serve alcohol to under 18s or sell other age restricted products.

Offer an application form for an approved proof of age scheme.

Be positive in your refusal. Have a firm tone of voice, be confident and use direct eye contact. The law is on your side and you are doing the right thing.

Call your supervisor or manager for support if necessary.

Record details in your premises' refusal register.

Report incidents where you have felt threatened and/or intimidated.

Remember, ***you commit an offence*** if:

- You sell alcohol to a person who is under 18
- You allow alcohol to be sold to someone who is under 18 when you could have prevented that sale
- You sell alcohol to a person who is drunk
- You sell alcohol to a companion of a person who is drunk for the drunken person's consumption
- You allow alcohol to be sold to someone who is drunk when you could have prevented that sale

On the spot fixed penalty notices can be issued for serving alcohol to someone who is drunk or under age with prosecution also being a possibility.

If someone is drunk or disorderly they can be ejected from the premises and the police must assist if requested to do so - if you think a customer should be ejected please ensure that you seek assistance from a colleague and follow your company procedures in order to deal with the incident properly and safely.

3.11 TEST PURCHASING

Police and Weights & Measures officers may send under 18s in to your premises to attempt to buy alcohol to check compliance with the law. Under some circumstance the test purchaser may not tell the truth when asked if they are over 18 or if they have ID you **MUST** ask for approved proof of age and check it.

When an attempt is made to purchase alcohol you must either Challenge 21 or Challenge 25 (depending on the scheme used) and ask for acceptable proof of age identification from any customer who appears to be under 21 or 25 years old and is unknown to you as a person over 18 years old, if in doubt - ask for identification if you fail in this duty you may commit a criminal offence.

If you have any doubt about someone's age even, if they have produced proof of age, do not serve them with alcohol and note the refusal in the site refusal book.

3.12 Refusals book

If you have to refuse a sale of alcohol (or any other age restricted products such as cigarettes, tobacco, lottery tickets etc.) you **MUST** enter the details of the refusal in the **REFUSALS BOOK**. This will help you maintain evidence that under-age sales are being refused and also act as a training tool for your staff.

You have the right to refuse to sell any alcohol product, provided that the reasons for refusal are not based on discrimination on the grounds of sex, race or disability and you have a duty not to sell age restricted products to anybody under age.

Always keep letters of third party test purchases such as tobacco checks by trading standards and lottery ticket sales by Camelot.

3.13 Reviews

The review provisions in the Act, added to ensure an element of balance under the new regime, allow residents and businesses in the area and the regulatory authorities to voice concerns subsequent to the grant of a licence if they feel that there are relevant problems being generated at or by the premises.

Reviews are important because premises licences are not renewed (they are granted for the life of the business, subject to the annual fee paid to the local authority) so an objection can no longer be made as with the old system at renewal of the Justices' licence.

3.14 CONFLICT MANAGEMENT - some practical steps staff can take

Experienced Staff

An experienced and well trained member of staff will contribute to good standards of a premises and help create the right atmosphere, so customers are aware that bad behaviour will not be tolerated.

Cashiers should at all times enforce their legal responsibilities and consider the consequences of allowing alcohol into the hands of under age or intoxicated people.

In refusal of service or conflict situations, you will need a lot of patience. Try to learn from your more experienced colleagues and observe what they do and say in different situations. Practice also helps you to get it right. Reading this information is a good first step, but putting it into practice and learning from your successes and mistakes is what this section is really about!

Summary / Action Points

1. Write down 3 key phrases you can use when refusing service to someone who is underage.
2. Write down 3 key phrases you can use when refusing service to someone who is drunk.
3. Speak to friends and colleagues about their experience of situations that they gotten out of hand and how they dealt with them. Would you deal with them differently now that you have read this guide?
4. Set up an incident book for your workplace or make sure you know where the current one is kept.

Keep calm. Don't get into an argument.

Explain briefly why you cannot sell. Try saying

- 'I'm sorry, if I serve you I might be breaking the law.'
- 'We have a policy of `no proof of age, no sale.'
- 'Our company policy is not to sell these products to young people.'

Show customers notices, posters and stickers that indicate you will not serve alcohol to under 18s or sell other restricted products.

Offer an application form for an approved proof of age scheme. E.G. PASS

Be positive in your refusal. Have a firm tone of voice, be confident and use direct eye contact. The law is on your side and you are doing the right thing.

Call your supervisor or manager for support if necessary/available.

Reacting to Trouble

Most conflict can be prevented or controlled in the early stages. However, if a situation has deteriorated to a heated stage before you arrive, it can be much more difficult.

Remember your own and others' safety:

- Keep calm and try to slow things down
- Try to find out what the problem is, making sure you listen

A good way to keep in mind all the essential stages is to use the word REACT.

REACT

R Request - ask the conflicting parties to calm down or leave

E Explain - that their behaviour is unacceptable and list any rule or law that has been broken

A Appeal - say "please," turn it around and say things like, "You don't want me to get into trouble" or "if you keep this up, I won't be able to serve you" or "I don't want to call the police but I will have to if you don't back down"

C Confirm - if the customer still refuses to abandon the confrontation, repeat any potential consequences and ask them if there is still anything you can do to get them to stop misbehaving

T Take Action - here you will have to ask them to leave again. If they refuse to do so, you will have to call the police. Physical force is the last resort and should never be used if you are on your own. Unless you are alone in the shop you may wish to lead the misbehaving customer towards the door, but be careful about using any level of physical force or coercion and be aware of your own safety. If all else fails call the police.

Once trouble is over, it is important to apologise to other customers for any disruption and reassure them that everything is back to normal. Recognise that you have been through a difficult situation and take a break, if possible, to regain your composure.

It is also good practice to record the incident accurately, while information is still fresh in your mind.

Recording Incidents

You should record all incidents for a variety of reasons:

- It can be used as a learning tool and can assist in communication between staff and management
- It provides an accurate record for police, company or insurance purposes
- It can help to prevent similar incidents from happening again

The record should include the following:

- Date
- Time
- What happened
- Who was involved
- How it was dealt with
- Whether police were called
- You may also wish to record the names of any witness and their contact information.

Body Language

Understanding body language can be very helpful in seeing trouble and dealing with it effectively. The table below shows the signs to look out for if someone is getting aggressive. You also need to think about your own body language. When dealing with the situation, you need to be assertive if you want people to do as you say.

BODY LANGUAGE			
	AGGRESSIVE (angry)	ASSERTIVE (in control)	PASSIVE (weak)
Positive	Leaning forward	Upright / straight	Shrinking
Head	Chin jutting out	Firm, not rigid	Head down
Eyes	Strongly focused, staring, often piercing or glaring eye contact	Good, regular eye contact	Glancing away or downwards, little eye contact
Face	Set or firm	Expression fits the words	Smiling even when upset
Voice	Loud and emphatic	Well modulated to fit content	Hesitant or soft, trailing off at ends of words or sentences
Arms/Hands	Hands on hips, fist, sharp gestures, pointing, jabbing	Relaxed / moving easily, open palms	Aimless / still
Movement /Walking	Slow and pounding or fast, deliberate	Measured pace suited to the situation	Slow and hesitant or fast and jerky

How to get it right

It's not easy to get it right. You must try to be assertive, not aggressive or passive.

Don't give up. If you think carefully about your voice, your movements and being calm, everything else tends to follow.

Distance

You'll probably be aware that each person has a certain amount of "personal space". If a stranger stands too close, it is uncomfortable. In conflict situations, standing too close may be seen as a threat, so keep a comfortable distance from the person you're speaking to. Remember also that a person from a different country or culture may prefer a different amount of personal space (e.g. they may like to stand closer or further away than you do).

A barrier of some kind, such as a table, can help to keep this distance. The counter itself is a barrier. You may have found that you feel more comfortable speaking with people when you are behind the counter than when you are out on your own. This is because the physical barrier acts as a psychological barrier as well.

Last Word

- However hard you work at preventing violence there is a possibility that you will be confronted by a violent customer at some stage on your premises **avoid situations if at all possible. A conflict management course for you and your staff would help avoid confrontation because you would identify earlier the key signs and take steps to defuse this problem**
- Ensure that you and your staff know the company procedure for dealing with violent customers and follow it if faced with such a situation **do not hesitate to involve the police if you are concerned for your own or your staff or customers' safety**

3.15 STAFF TRAINING - Revision

The Licensing Act 2003 introduced a single integrated system throughout England and Wales to regulate the sale and supply of alcohol, the provision of entertainment to the public and the provision of late-night refreshment - the sale of hot food and hot drinks between the hours of 11pm and 5am.

Under the Act there is a statutory requirement that retail sales of alcohol can only be made from premises that have been granted a premises licence.

In addition all premises licensed for the sale of alcohol must have a designated premises supervisor (DPS) appointed for those premises who must be a personal licence holder.

Sales of alcohol can only be made or authorised by a personal licence holder.

UNDERSTANDING THE LICENSING LANGUAGE

The licensing objectives - these are the governing principles of licensing law in England and Wales. Everyone involved with any of the licensable activities including the sale of alcohol must be aware of and actively promote these objectives at work.

The four licensing objectives, all of which are of equal importance, are as follows:

- ***The prevention of crime and disorder***
- ***Public safety***
- ***The prevention of public nuisance***
- ***The protection of children from harm***

LICENSABLE ACTIVITIES

For a business to carry out any of the following activities, a premises licence is required. The licensable activities are defined as:

- sale of alcohol by retail
- supply of alcohol in club premises
- provision of regulated entertainment
- provision of late night refreshment 11pm - 5am

The penalties for carrying out a licensable activity without a licence or failure to comply with the conditions on a premises licence are severe:

**A MAXIMUM FINE OF £20,000
AND/OR 6 MONTHS IMPRISONMENT**

Make yourself aware of the hours and any conditions on the premises licence

Premises licence

The licence required by a business to allow it to carry on any of the licensable activities listed above.

The premises licence will usually be held in the name of the owner of the business or the operator and can be a company or an individual person or persons.

Personal licence

The licence needed to be held by a person to allow that person to sell alcohol from premises that hold a premises licence (that allows the sale of alcohol) and to authorise others who do not hold personal licences to do so. There must be at least one personal licence holder at your site but there can be more than one.

Designated premises supervisor

Usually the person in day-to-day control of the premises named to the Licensing Authority as the person responsible for the sale of alcohol at the premises by the premises licence holder. A person must have a current personal licence to hold this position and there can only be one named DPS for each site.

Understanding your duties with regard to the sale of alcohol

The sale of alcohol is a licensable activity controlled by law and carrying penalties that reflect the important social responsibilities that apply to people who sell it.

These penalties only relate to those people who break the law, committing what is a criminal offence punishable by measures varying from a fixed penalty notice of either £50 or £80 to a £20,000 fine and/or six months imprisonment and forfeiture of the premises licence.

When selling alcohol it is your responsibility to ensure that you carry out this action lawfully. Remember you can only sell alcohol when you have been authorised to do so and then only to customers who it is lawful for you to sell it to.

Authorised sales

Regardless of your age or training you are only legally allowed to sell alcohol when you have been authorised to do so by your DPS or another personal licence holder at the site. You will only receive this authorisation when you have demonstrated to the DPS that you understand your responsibilities and the law controlling these sales. You will have to be re-authorised on a regular basis and this would normally follow refresher training in the sale of alcohol.

Do not sell alcohol unless you are sure that you have been authorised to do so.

Do not accept authorisation if you are unclear on the law and/or your responsibilities involved in these sales.

SALE OF ALCOHOL

It is a criminal offence for any person to sell or supply alcohol to a person under the age of 18.

THERE ARE NO EXCEPTIONS TO THIS

It is an offence to sell alcohol to someone under 18.

It is an offence to deliver alcohol to someone under 18.

It is an offence for anyone under 18 to purchase or attempt to purchase alcohol.

It is an offence to obtain alcohol for someone under 18.

It is an offence to sell alcohol if you are under 18 unless you are authorised to do so and the individual sale is supervised by somebody over 18 who is also authorised by a responsible person defined as:

- The holder of the Premises Licence
- The Designated Premises Supervisor (DPS) if any, for the Premises Licence
- An individual aged over 18 authorised (ideally in writing) to sell alcohol for consumption off the premises by either the Premises Licence Holder or the Designated Premises Supervisor.

You must not sell alcohol to someone you believe to be buying for a person under 18 (proxy purchasing).

It is an offence to allow another person to sell alcohol to somebody under 18 where you could have prevented that sale.

Those who commit such offences could be fined up to £5000.

There is also a range of fixed penalty notices ranging from £50 or £80 that may be applied to the person selling the alcohol.

The holder of the relevant premises licence may also have their licence reviewed which could result in the alcohol sales at the premises being suspended for up to three months or in serious cases removed permanently.

Our rules for the sale of alcohol

In order to avoid under age sales and committing an offence we have twelve basic rules which must be obeyed at all times. These basic rules for the sale of alcohol are simple and straight forward and once a member of staff has been properly trained there can be no excuse for not obeying them at all times, please refer to Page 3.30 for Rules.

SUMMARY OF AGE RELATED PRODUCTS TYPICALLY SOLD IN RETAIL STORES

You must not sell liqueur confectionery (chocolates with alcohol inside) to a person under the age of 16.

Your site may have other age-restricted products that you must know about, including:

PRODUCT GROUP	Minimum age to purchase
Liqueur confectionery	16
Cigarettes, tobacco and tobacco products	18
Lottery tickets/Scratch Cards	16
Knives and blades	18
Glue, Lighter fluids, butane, refills and solvents	18
Alcohol products	18
Spray Paints	16
Adult magazines	18
Petrol/Diesel	16
Fireworks	18
DVDs & videos/Games	dependant on classification e.g.: 12, 15, 18.
Analgesics & Medicines	Up to the discretion of the retailer

Please speak to your supervisor about the products you have on sale at your site and the age restrictions that relate to them.

Weights & measures inspectors may also send under 18 test purchasers to attempt to purchase cigarettes, tobacco or tobacco products from any premises to check compliance with the law.

**Remember, you commit an offence
if you sell age-related products
to somebody who is under age.**

MY 12 BASIC RULES FOR SELLING ALCOHOL

- 1. I can only be authorised to sell alcohol for the hours stated on our licence summary and once authorised will not do so outside of those hours.**
- 2. Alcohol sales are only for consumption off the premises and I must be aware of customers actions at all times & not allow consumption on the premises.**
- 3. I will not sell alcohol to anybody under the age of 18.**
- 4. I will challenge anybody attempting to purchase alcohol who appears to be under the age of 21/25 (delete one) to prove that they are over 18 by producing acceptable proof of age.**
- 5. I will only accept a Passport, a Photo Driving Licence or a PASS accredited card as proof of age such as the Citizen Card.**
- 6. I will not sell alcohol to anybody who I believe is purchasing to supply somebody under the age of 18 (proxy selling).**
- 7. I will not sell alcohol to anybody who I believe is, or appears to be drunk.**
- 8. I will not sell alcohol to anybody who I believe is purchasing for somebody who is, or appears to be drunk.**
- 9. If I am in any doubt at all on numbers 3, 6, 7 and 8 as written above I will refuse the sale.**
- 10. I will record all incidents of refusals in the refusals book noting the date and time, plus a description of (and name of) the person (if known) together with a note of the product refused.**
- 11. I will advise my supervisor of the refusal as soon as possible and certainly no later than the end of my shift.**
- 12. I acknowledge that I am not authorised to sell alcohol unless I comply with all of the above at all times.**