

Merton Council

Licensing sub-committee

25 September 2015

Supplementary agenda

4 Motor Fuel Ltd, Convenience Store, 7 Rowan Road,
Streatham, SW16 5JF

1 - 60

Additional Information produced by the Applicant

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Licensing Solutions

Training & Authorisation Diary

UNDER 25?
Please be prepared to show proof of age when buying alcohol

u25

RASG

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a division of the Retail Services & Design Group

Training Diary

All authorised staff are responsible in their own right for the sale of Alcohol and ensuring that under age sales, proxy sales to those buying for under age and sales to those who are under the influence of drink or drugs or are avoided.

At the beginning of each month on their first day of work all staff are to complete the appropriate diary entry for that month in the diary. This is to show that they are fully aware of their responsibilities and accept that responsibility as a condition of their employment.

Licensing Solutions

32 Church Road Locks Heath Southampton SO31 6LU
Facsimile: 01489 583932 Mobile: 07831 159450
solutions@licensingolutions.org.uk licensingolutions.org.uk

January

Nights are lightening – look for proxy sales !

Licensing Act 2003

Training statement

I am over 18 years of age and confirm that I have been trained in the sale of alcohol and alcohol products. I am fully conversant with my obligations in the sale of these products and the penalties that will apply if I serve a

- a PASS accredited card such as
 - CitizenCard
 - Validate Card

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

Check that

1. Passport

- 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

2. European style driving licence

- 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

3. PASS cards

- 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

4. 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
and report the incident to your supervisor by shift end**

Test purchasing

Police and Weights & Measures officers may send under 18s in to your premises to attempt to buy alcohol or cigarettes and tobacco to check compliance with the law. Under some circumstances 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.

You must **Challenge 25** and ask for proof of age if **any** customer looks under 25 and is attempting to purchase alcohol or cigarettes to avoid committing a criminal offence by serving under age. If you have any doubt about someone's age even if they have produced proof of age do not serve them with alcohol or cigarettes and note the refusal in the site refusal book - **tell your supervisor**.

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.

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

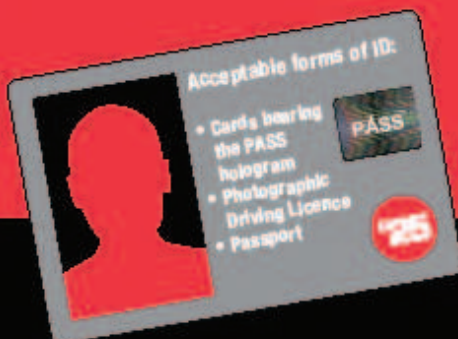
You allow alcohol to be sold to someone who is drunk when you could have prevented that sale

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.

UNDER 25?

Please be
prepared to show
proof of age when
buying alcohol



DRINKAWARE.CO.UK



If a customer is not happy that you have asked them to prove he or she is over 18 because you believe they are under 25 refer them to one of these posters

Remember - it is your job to ask for id!

Signs of Intoxication

There are many noticeable signs of intoxication that a person may display as they become intoxicated.

You commit a criminal offence if you serve somebody who is intoxicated or is buying for somebody who is intoxicated.

As blood alcohol levels rise differences can be noticed in co-ordination, appearance, speech and behaviour. An intoxicated person may show the following signs:

Behaviour

They can become :

- Loud boisterous & disorderly
- Argumentative
- Annoying to patrons and staff
- Incoherent slurring speech
- Physically if uncoordinatedly violent
- Bad tempered & aggressive
- Use offensive language
- Exhibit inappropriate sexual Behaviour
- Allow clothing to become dishevelled
- Have rambling conversation
- Unable to hear or understand
- Unable to maintain train of thought

Physical signs

They can :

- Spill or drop items
- Fumble or have difficulty with picking up change
- Sway and stagger
- Have difficulty walking straight
- Bump into fixtures and customers
- Fall down or nearly do so
- Have unfocused eyes
- They can also be red or bloodshot
- Smell strongly of alcohol
- Show drowsiness or dozing
- Have a flushed face
- Become nauseous or even vomit

Whilst several of these symptoms in isolation are experienced by many people who are ill or have minor disabilities when several are exhibited at the same time by a single customer they can indicate a state of intoxication –

**ie: they are probably drunk and should not be served !
If in doubt you have a duty not to serve !**

Additional information

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
Petroleum Spirit & Derv	16
Liqueur confectionery	16
Lottery tickets	16
Cigarettes, tobacco and tobacco products	18
Knives and blades	18
Lighter fluids, butane, refills and solvents	18
Alcohol products	18
Adult magazines	18
Fireworks	18
DVDs & videos	dependant on classification

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

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

Challenge 25 protects you when used correctly !

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Licensing Solutions

Operations & Training Module



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32 Church Road, Locks Heath, Southampton SO31 6LU
Telephone and Facsimile: 01489 58393 Mobile: 07831 159450
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Operations & Training Module –

The format of this manual is designed to assist in ensuring that sales of alcohol are carried out within the framework of the Legislation in place to control it. It also incorporates best practice to further this cause and is the Proof of Age Policy required by the Act. Each section has a role in the overall strategy to create a robust operating regime through training which addresses the legislative requirements of the Licensing Act 2003 as well as supporting the licensing objectives. As such the whole manual supported by a refusal book – available from citizencard.com – and an incident log – a simple diary suffices - should be embraced. All staff should be trained regardless of their role in the operation of the premises in order that they themselves do not unknowingly commit an error or offence under the legislation.

- 1 Guidance**
- 2 Designated Premises Supervisor Checklist** – to be completed quarterly and acted on whenever necessary with actions recorded on the final page of the report. Report to be filed and copied to HO.
- 3 Guidance for Staff Trainer** – for use by the DPS or Personal Licence Holder - this section assists the DPS or Personal Licence holder in preparing to train the staff individually in the sale of alcohol, highlighting relevant points.
- 4 Staff Personal guide to selling alcohol** – this is a guidance set for staff on their responsibilities on selling alcohol and should be issued to each individual member of staff to assist their initial training and provide on-going support to them. It incorporates personal guidance on the responsibilities of each cashier selling alcohol, signs of intoxication in customers, our basic rules for selling alcohol and checking proof of age and can be issued prior to initial training. At refresher training if a staff member does not have it or it is not in usable condition then it should be reissued individually to any staff member who needs it.
- 5 Staff receipt signature sheet** – this records that the guidance set has been issued or re-issued to each individual member of staff and should be signed filed and kept.
- 6 Staff example ID signature sheet** – staff to be shown and explained ID examples.
- 7 Alcohol Sales Questionnaire** – after initial training each staff member must take and pass this test and sign it and be countersigned and the sheet must be filed and kept.
- 8 Staff Training Statement** – after initial training each staff member should be invited to sign the training statement which should be countersigned, filed and kept.
- 9 Authorisation to sell alcohol** – only when each member of staff has been trained and they have signed the training statement should they be authorised to sell alcohol, this records that authorisation and should be filed and kept as a master form for all staff.
- 10 Refresher Training Questionnaires** – every 3 months each individual staff member should be refresher trained utilising the Personal Guide set and then be required to take and pass a refresher test which should be countersigned and kept, the training statement should then be resigned and only then should they be re-authorised in writing on the authorisation sheet. This refresher training shall take place in the third week of February, May, August and November. If an individual fails a written test they should be suspended from making alcohol sales and should not be re-authorised until they have passed a different test. Their next refresher training should also be brought forward and their role monitored in case of difficulties in understanding their responsibilities to avoid the possibility of problems arising. Prior to any training the trainer should take and pass the relevant test them selves to ensure suitability to carry out training and any failure should result in the trainer seeking assistance. All training copies and all signature sheets should be kept in a secure file for 5 years for inspection.
- 16 Section 57 Notice** – the notice to display on the premises where the Premises Licence Holder is not the DPS as required by the legislation under the Licensing Act 2003.
- 17 Challenge notices** - these are available from the RASG or you can print them from here
- 18 Staff Notice Board Warehouse notices** – print off and display page 35 back of house

Licensing Act 2003

DPS Premises Licence

Quarterly Checklist

Site Name:

Address: Total No of Staff on payroll:

Licensable Activities authorised by the premises licence are the Sale of Alcohol

Are there any specific conditions listed on the premises licence * yes/no

What are they

.....

Are all staff aware of these conditions and are they being adhered to yes/no

Do the site's **opening** hours match the hours listed on the licence yes/no

Do the site's **alcohol** trading hours match those listed on the licence yes/no

Does the **DPS** named on the licence still work at the site yes/no

Is the Part B summary of the premises licence prominently on display
(*ie. visible to customers*) yes/no

Is the letter showing the nominated keeper of the licence on display
(*i.e. visible to customers*) yes/no

Is Part A the main part of the premises licence available for inspection yes/no

Where is it kept?

Is there sufficient Challenge 25 material clearly on display yes/no

Is the refusals book and incident book available at all times for use yes/no

Where are they kept

Please list all Personal Licence Holders working at the site including yourself
and note the licence numbers

.....

.....

Have all cashiers been issued with "your guide to selling alcohol" yes/no

continued on second page

continued from page one

- Have all cashiers been shown an example PASS card, DL and Passport yes/no
- Have all cashiers taken the initial "alcohol sales questionnaire" yes/no
- Have all cashiers signed a "training statement" yes/no
- Have all cashiers signed the "authorisation for staff to sell alcohol" yes/no
- Have you counter signed all of the "authorisation for staff to sell alcohol" yes/no
- Does each cashier have complete records maintained for the above yes/no
- When was refresher training last carried out
- How many staff have had refresher training
-
- Have any new staff been added to the Payroll since your last report yes/no
- Name them
- Have they all been trained and recorded as being trained yes/no
- Have they been issued their "your guide to selling alcohol" yes/no
- Have they been authorised to sell alcohol and properly recorded as such yes/no
- When was the refusals book last used and by whom
- Have all cashiers recorded refusals this month yes/no
- List those who have not
- Have these staff been advised of the need to record refusals yes/no
- Is the refusals book being countersigned by you AND the Area Manager yes/no
- Is the incident book in place and in use yes/no
- When was the last entry
- Are you named on the premises licence as the DPS yes/no
- Are your name & address details current & correctly listed on this licence yes/no
- Do all staff use Challenge 25 all of the time yes/no

continued on third page

Has the Training Diary been completed by all staff this month yes/no

Is the CCTV system working and recording correctly yes/no

If not is it in hand to be repaired yes/no

Are you monitoring the CCTV weekly and recording staff challenges yes/no

When were the last two occasions recorded.....

What were the results or action taken

.....

Are you monitoring staff serving customers on an ad hoc basis daily yes/no

Are you recording any incidents causing concern arising from these observations in the incident book and taking appropriate action yes/no

List the last two staff observed and all incidents and action taken since last month

.....

.....

Do you have your personal licence with you during working hours yes/no

Do all other personal licence holders have their licences with them too yes/no

Are their name/address details current & correctly listed on their licence yes/no

Signed: **Date:**

Print Name:

IF YOU HAVE ANSWERED NO TO ANY QUESTION APART FROM ONES MARKED BY * THEN YOU MUST CONTACT YOUR AREA MANAGER IMMEDIATELY FOR ADVICE.

Copy report to be kept on the premises in the records file plus copy to Head Office

REMEMBER when training your staff

Licensed hours

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

Per the premises licence when granted

**Note: the penalty for selling outside permitted hours is substantial –
An unlimited fine and/or six months imprisonment**

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 and your staff must ensure that customers **DO NOT DRINK ANY ALCOHOL:**

In the shop

On the pavement

In the street close to the premises

In any garden or Church area near the premises (even if this is a designated 'picnic area')

The only exception to this rule is a promotion offering customers a **FREE TASTING**, provided that there is no charge for the sample and that it is not given free with another purchase.

Note: the fine for permitting alcohol to be consumed ON the premises is substantial.

Licensed to sell

Under the terms of the grant of the premises licence:

It is an offence to serve alcohol to anybody unless the staff member has been authorised to do so by the DPS or a PLH

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.

Under-age sale or purchase of alcohol

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 – proxy sales. It is also an offence for any person under 18 to buy or attempt to buy alcohol.

It is an offence for anybody under 18 to sell alcohol to anybody unless authorised to do so by a personal licence holder and only then with each individual sale supervised by an authorised member of staff who is over 18.

If a customer **looks 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 a holograph 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 European style photo driving licence
- A PASS accredited Proof of Age ID card such as :
 - the Validate card
 - the CitizenCard

WE 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.

Staff must ensure that they are completely satisfied as to the customer's age BEFORE they make the sale and Staff should be instructed not ask other staff members or 'take someone's word' that they are over 18 and should always use 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 that the sale was made. If a member of staff makes an under-age sale they can accept a fixed penalty notice of £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.

You must advise your staff that you are monitoring them on a weekly basis on the recorded CCTV imagery and that you are also observing them when serving using the observations as a training tool.

Refusals Book

If a sale of alcohol (or any other age restricted products such as cigarettes, tobacco, lottery tickets etc) is refused the server **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 can act as a training tool for your staff.

Staff 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 they have a duty not to sell age restricted products to anybody under age.

You should maintain an incident log to record all incidents that occur at the premises outside of normal activity and you should monitor that it is being used and use its content for training when possible. A simple diary

can suffice as an Incident Log providing all staff are trained in its use and its location is accessible as with the refusals book for use

Your Personal Guide to Selling Alcohol



Introduction

The Licensing Act 2003 introduces 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 mandatory conditions on a premises licence are severe:

*An UNLIMITED FINE
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 (DPS) – 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 £30 to an unlimited 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.

Under 18s

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

You must also know that :

It is an offence to sell alcohol to someone under 18 years of age

It is an offence to deliver alcohol to someone under 18 years of age

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 years of age

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

You must not sell alcohol to someone you believe to be buying for a person under 18 – a proxy sale

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 £30 to £90 that may be applied to the person selling the alcohol **AND** 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 3 months or in serious cases removed permanently.

Signs of Intoxication

**There are many noticeable signs of intoxication that a person may display as they become intoxicated.
You commit a criminal offence if you serve somebody who is intoxicated or is buying for somebody who is intoxicated.**

As blood alcohol levels rise differences can be noticed in co-ordination, appearance, speech and behaviour. An intoxicated person may show the following signs:

Behaviour

They can become :

- Loud boisterous & disorderly
- Argumentative
- Annoying to patrons and staff
- Incoherent slurring speech
- Physically if uncoordinatedly violent
- Bad tempered and aggressive
- Use offensive language
- Exhibit inappropriate sexual Behaviour
- Allow clothing to become dishevelled
- Have rambling conversation
- Unable to hear or understand
- Unable to maintain train of thought

Physical signs

They can :

- Spill or drop items
- Fumble or have difficulty with picking up change
- Sway and stagger
- Have difficulty walking straight
- Bump into fixtures and customers
- Fall down or nearly do so
- Have unfocused eyes
- They can also be red or bloodshot
- Smell strongly of alcohol
- Show drowsiness or dozing
- Have a flushed face

Become nauseous or even vomit

Whilst several of these symptoms in isolation are experienced by many people who are ill or have minor disabilities when several are exhibited at the same time by a single customer they can indicate a state of intoxication –

ie: they are probably drunk and should not be served!

If in doubt you have a duty not to serve!

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:

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 and not allow consumption on the premises**
- 3. I confirm that I will not sell alcohol to anybody under the age of 18**
- 4. I confirm that I will challenge anybody attempting to purchase alcohol who appears to be under the age of 25 to prove that they are over 18 by producing acceptable proof of age – **Challenge 25****
- 5. I will only accept a Passport, a Photo Driving Licence or a PASS accredited card as proof of age such as the Validate card or the Citizen Card**
- 6. I will not sell alcohol to anybody who I believe is purchasing to supply somebody under the age of 18**
- 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 the 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 at 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**

Checking proof of age – Challenge 25

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 card such as
 - Validate card
 - CitizenCard

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

Check that

1. Passport

- 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

2. European style driving licence

- 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

3. PASS cards

- 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

4. 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
and report the incident to your supervisor by shift end**

Test purchasing

Police and Weights & Measures officers may send under 18s in to your premises to attempt to buy alcohol or cigarettes and tobacco to check compliance with the law. Under some circumstances 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 for all customers who look under 25 years of age.

You must **Challenge 25** and ask for proof of age if **any** customer looks under 25 and is attempting to purchase alcohol or cigarettes to avoid committing a criminal offence by serving under age. If you have any doubt about someone's age even if they have produced proof of age do not serve them with alcohol or cigarettes and note the refusal in the site refusal book - **tell your supervisor as soon as you can and before shift end.**

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.

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

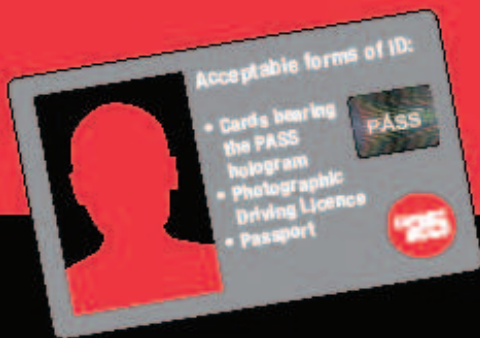
You allow alcohol to be sold to someone who is drunk when you could have prevented that sale

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

UNDER 25?

Please be
prepared to show
proof of age when
buying alcohol



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If a customer is not happy that you have asked them to prove he or she is over 18 because you believe they are under 25 refer them to one of these posters

Remember - it is your job to ask for id!

Additional information

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
Petroleum Spirit & Derv	16
Liqueur confectionery	16
Lottery tickets	16
Cigarettes, tobacco and tobacco products	18
Knives and blades	18
Lighter fluids, butane, refills and solvents	18
Alcohol products	18
Adult magazines	18
Fireworks	18
DVDs & videos	dependent on classification

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

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

Challenge 25 protects you when used correctly !

Alcohol Sales Questionnaire for

Please answer the following questions putting a ring around multiple choice answers:

- 1 Name the designated premises supervisor (DPS) for these premises
.....
- 2 What are the hours you are allowed to sell alcohol from these premises?
.....
- 3 Circle who from the list below who you must refuse to serve with alcohol
 - a someone who appears to be drunk
 - b someone who appears to be under 25 without ID
 - c someone under 18
 - d someone purchasing for somebody else who is drunk
 - e someone purchasing for somebody who is under 18
 - f someone you do not know
- 4 Who has to authorise you to sell alcohol otherwise you are not allowed to do so ?
.....
- 5 To sell alcohol a person must be
 - a aged over 21
 - b have more than 2 years experience
 - c have been authorised by the DPS
 - d aged over 18
- 6 What is the meaning of challenge 25 ?
.....
.....
- 7 Circle from the list below what you will accept as proof of age
 - a photographic ID card
 - b current passport
 - c birth certificate
 - d credit card
 - e photo driving licence
 - f student union photo ID
 - g pass accredited photo ID
- 8 If you are in any doubt what must you do ?
.....
.....
- 9 Where must you record details of any refusals ?
.....
- 10 Who must you tell about the refusal and when ?
.....
- 11 Which of the following can indicate somebody may be drunk?
 - a) Flushed face
 - b) Bloodshot eyes
 - c) Cough
 - d) Slurring words
- 12 What may happen if you sell alcohol to somebody who is under 18 ?
.....
.....

Premises Name: Staff Name: Date:

TRAINING STATEMENT

Premises name

Premises address

Training statement

I am over 18 years of age and confirm that I have been trained in the sale of alcohol and alcohol products. I am fully conversant with my obligations in the sale of these products and the penalties that will apply if I serve a customer illegally. These range from a fixed penalty notice of £90 to a criminal conviction with an unlimited fine and/or 6 months imprisonment.

I warrant that:

- 1. Once authorised I can only sell alcohol during the hours specified on our Licence Summary as displayed on the premises**
- 2. Alcohol sales are only allowed for consumption off the premises and I will not allow consumption on the premises**
- 3. I confirm that I will not sell alcohol to anybody under the age of 18**
- 4. I confirm that I will challenge anybody attempting to purchase alcohol who appears to be under the age of 25 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 Validate card or the Citizens card**
- 6. I will not sell alcohol to anybody who I believe is purchasing to supply somebody under the age of 18**
- 7. I will not sell alcohol to anybody who 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 on the above I will refuse to make 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 at 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**

Staff Name (print):

Signature:

Date:

DPS Name (print):

Signature:

Date:

Two copies to be signed - one for the staff member and one to be filed in the training file

Alcohol Sales Questionnaire Period 1 –

Please answer the following questions putting a ring around multiple choice answers:

1. To sell alcohol by retail a person must:
 - a) Be aged over 21 years of age
 - b) Have more than 2 years experience in the licensed trade
 - c) Have been authorised to do so by the premises DPS a personal licence holder
 - d) Be aged over 18 years of age
2. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) The hours specified on the premises licence
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
3. 'Challenge 25' means
 - a) You may only sell alcohol to someone who is over 25 years of age
 - b) If someone looks under 25 they must be accompanied by an adult
 - c) If someone looks under 25 they must be accompanied by the local vicar
 - d) If someone looks under 25 they must prove they are over 18 years of age
4. Which of the following can you accept as proof of age?
 - a) Student union photo ID
 - b) Credit card
 - c) Pass accredited card
 - d) Birth certificate
5. If you are in any doubt regarding the validity of a persons ID you should
 - a) Refuse the sale
 - b) Refer to the DPS
 - c) Ask the customer to sign confirming they are over 18 years of age
 - d) Give the customer the benefit of the doubt
6. Which of the following products is not an age related product requiring proof of age?
 - a) Alcohol
 - b) Fireworks
 - c) Cigarettes and tobacco
 - d) Cough sweets
7. What may happen if you sell alcohol to someone under 18 years of age?
 - a) For the first offence you would only receive a caution
 - b) You may receive a fixed penalty of £90 or a potential fine of up to £5000
 - c) You will receive a written warning in line with your company's discipline policy
 - d) You may receive a fixed penalty of up to £200
8. What must you do when you refuse the sale of an age related product?
 - a) Record the details in the refusals log and inform you supervisor straight away
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
9. Under what circumstances can customers consume alcohol on the premises?
 - a) When they are over 18
 - b) Not allowed under any circumstances
 - c) When they are over 21
 - d) At the discretion of the staff
10. What should you do if you think an adult is purchasing alcohol for underage persons?
 - a) Nothing
 - b) Ask the DPS
 - c) Refuse the sale and record the incident in the refusals log
 - d) Offer them other products
11. It is an offence to sell alcohol to:
 - a) Anyone riding a bicycle
 - b) Anyone who is drunk or appears to be drunk
 - c) H M revenue & customs officer
 - d) Weights and Measures Inspectors (Trading Standards)
12. It is an offence under the Licensing Act 2003 to:
 - a) Allow disorderly conduct on licensed premises
 - b) Discount alcoholic drinks
 - c) Serve alcohol to a known prostitute
 - d) Serve refreshments to a uniformed police officer

Please note all questions to be answered correctly before authorisation can be given

Staff name:..... Trainer.....
Signed: Date

Alcohol Sales Questionnaire Period 1 - Answer Sheet

1. To sell alcohol by retail a person must:
 - a) Be aged over 21 years of age
 - b) Have more than 2 years experience in the licensed trade
 - c) Have been authorised to do so by the premises DPS a personal licence holder**
 - d) Be aged over 18 years of age
2. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) The hours specified on the premises licence**
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
3. 'Challenge 25' means
 - a) You may only sell alcohol to someone who is over 25 years of age
 - b) If someone looks under 25 they must be accompanied by an adult
 - c) If someone looks under 25 they must be accompanied by the local vicar
 - d) If someone looks under 25 they must prove they are over 18 years of age**
4. Which of the following can you accept as proof of age?
 - a) Student union photo ID
 - b) Credit card
 - c) Pass accredited card**
 - d) Birth certificate
5. If you are in any doubt regarding the validity of a persons ID you should
 - a) Refuse the sale**
 - b) Refer to the DPS
 - c) Ask the customer to sign confirming they are over 18 years of age
 - d) Give the customer the benefit of the doubt
6. Which of the following products is not an age related product requiring proof of age?
 - a) Alcohol
 - b) Fireworks
 - c) Cigarettes and tobacco
 - d) Cough sweets**
7. What may happen if you sell alcohol to someone under 18 years of age?
 - a) For the first offence you would only receive a caution
 - b) You may receive a fixed penalty of £90 or a potential fine of up to £5000**
 - c) You will receive a written warning in line with your company's discipline policy
 - d) You may receive a fixed penalty of up to £200
8. What must you do when you refuse the sale of an age related product?
 - a) Record the details in the refusals log and inform you supervisor straight away**
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
9. Under what circumstances can customers consume alcohol on the premises?
 - a) When they are over 18
 - b) Not allowed under any circumstances**
 - c) When they are over 21
 - d) At the discretion of the staff
10. What should you do if you think an adult is purchasing alcohol for underage persons?
 - a) Nothing
 - b) Ask the DPS
 - c) Refuse the sale and record the incident in the refusals log**
 - d) Offer them other products
11. It is an offence to sell alcohol to:
 - a) Anyone riding a bicycle
 - b) Anyone who is drunk or appears to be drunk**
 - c) H M revenue & customs officer
 - d) Weights and Measures Inspectors (Trading Standards)
12. It is an offence under the Licensing Act 2003 to:
 - a) Allow disorderly conduct on licensed premises**
 - b) Discount alcoholic drinks
 - c) Serve alcohol to a known prostitute
 - d) Serve refreshments to a uniformed police officer

Alcohol Sales Questionnaire Period 2 –

Please answer the following questions putting a ring around multiple choice answers:

1. Where is Part A of the Premises Licence for the premises kept?
 - a) At home
 - b) At the Magistrates Court
 - c) Looked after by the DPS/Keeper of the Licence in the office
 - d) Under the counter
2. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) The hours specified on the premises licence
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
3. Where is Part B (the Summary) of the Premises Licence for the premises kept?
 - a) In the office (looked after by the DPS)
 - b) Under the counter
 - c) On display so that it can be easily read by members of the public
 - d) At home
4. What is a DPS (Designated Premises Supervisor)?
 - a) A personal licence holder nominated as responsible for the sale of alcohol from the premises
 - b) The owner of the premises
 - c) A council employee
 - d) A Magistrate
5. Who MUST you refuse the sale of alcohol to?
 - a) Someone who is under 21
 - b) Someone who appears to be drunk
 - c) A policeman
 - d) A driver
6. Which of the following statements is correct?
 - a) You must not sell alcohol to the companion of a drunken person for the drunken persons consumption
 - b) You must not sell alcohol to a traffic warden
 - c) You must not sell alcohol to a driver
 - d) You must not sell alcohol to a local councillor
7. How old does someone have to be to purchase alcohol?
 - a) 21
 - b) 16
 - c) 25
 - d) 18
8. Who can legally send in underage people to try and buy alcohol from your premises?
 - a) The Courts
 - b) Social Workers
 - c) Police and Weights & Measures Inspectors (Trading Standards)
 - d) MP's
9. If someone appears to be 21 years of age can you serve them with alcohol?
 - a) Yes
 - b) Only if they are unaccompanied
 - c) Only if they can produce accepted proof of age ID which proves their age
 - d) Only if they are accompanied by an older adult
10. What must you do when you refuse the sale of an age related product?
 - a) Record the details in the refusals log and inform your supervisor straight away
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
11. If you don't hold a Personal Licence can you sell alcohol?
 - a) If the customer is happy for you to do so
 - b) If the premises requires you to do so
 - c) Only if trained and authorised by a Personal Licence Holder
 - d) At the discretion of the other staff
12. To be classified as 'alcohol free' a drink must contain no more than?
 - a) 1.2% abv
 - b) 0.5% abv
 - c) 0.8% abv
 - d) 0.05% abv

Please note all questions to be answered correctly before authorisation can be given

Staff name:..... Trainer.....

Signed: Date

Alcohol Sales Questionnaire Period 2 – Answer Sheet

1. Where is Part A of the Premises Licence for the premises kept?
 - a) At home
 - b) At the Magistrates Court
 - c) **Looked after by the DPS/Keeper of the Licence in the office**
 - d) Under the counter
2. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) **The hours specified on the premises licence**
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
3. Where is Part B (the Summary) of the Premises Licence for the premises kept?
 - a) In the office (looked after by the DPS)
 - b) Under the counter
 - c) **On display so that it can be easily read by members of the public**
 - d) At home
4. What is a DPS (Designated Premises Supervisor)?
 - a) **A personal licence holder nominated as responsible for the sale of alcohol from the premises**
 - b) The owner of the premises
 - c) A council employee
 - d) A Magistrate
5. Who MUST you refuse the sale of alcohol to?
 - a) Someone who is under 21
 - b) **Someone who appears to be drunk**
 - c) A policeman
 - d) A driver
6. Which of the following statements is correct?
 - a) **You must not sell alcohol to the companion of a drunken person for the drunken persons consumption**
 - b) You must not sell alcohol to a traffic warden
 - c) You must not sell alcohol to a driver
 - d) You must not sell alcohol to a local councillor
7. How old does someone have to be to purchase alcohol?
 - a) 21
 - b) 16
 - c) 25
 - d) **18**
8. Who can legally send in underage people to try and buy alcohol from your premises?
 - a) The Courts
 - b) Social Workers
 - c) **Police and Weights & Measures Inspectors (Trading Standards)**
 - d) MP's
9. If someone appears to be 21 years of age can you serve them with alcohol?
 - a) Yes
 - b) Only if they are unaccompanied
 - c) **Only if they can produce accepted proof of age ID which does prove their age**
 - d) Only if they are accompanied by an older adult
10. What must you do when you refuse the sale of an age related product?
 - a) **Record the details in the refusals log and inform your supervisor straight away**
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
11. If you don't hold a Personal Licence can you sell alcohol?
 - a) If the customer is happy for you to do so
 - b) If the premises requires you to do so
 - c) **Only if trained and authorised by a Personal Licence Holder**
 - d) At the discretion of the other staff
12. To be classified as 'alcohol free' a drink must contain no more than?
 - a) 1.2% abv
 - b) 0.5% abv
 - c) 0.8% abv
 - d) **0.05% abv**

Alcohol Sales Questionnaire Period 3 –

Please answer the following questions putting a ring around multiple choice answers:

1. What is a DPS (Designated Premises Supervisor)?
 - a) A council employee
 - b) The owner of the premises
 - c) A personal licence holder nominated as responsible for the sale of alcohol from your premises
 - d) A Magistrate
2. To sell alcohol by retail a person must:
 - a) Be aged over 21 years of age
 - b) Have more than 2 years experience in the licensed trade
 - c) Have been authorised to do so by the premises DPS a personal licence holder
 - d) Be aged over 18 years of age
3. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) The hours specified on the premises licence
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
4. Where is Part B (the Summary) of the Premises Licence for the premises kept?
 - a) In the office (looked after by the DPS)
 - b) Under the counter
 - c) On display so that it can be easily read by members of the public
 - d) At home
5. How old does someone have to be to purchase alcohol?
 - a) 21
 - b) 16
 - c) 25
 - d) 18
6. If someone appears to be 20 years of age can you serve them with alcohol?
 - a) Yes
 - b) Only if they are unaccompanied
 - c) Only if they can produce accepted proof of age ID which proves their age
 - d) Only if they are accompanied by an older adult
7. 'Challenge 25' means
 - a) You may only sell alcohol to someone who is over 25 years of age
 - b) If someone looks under 25 they must be accompanied by an adult
 - c) If someone looks under 25 they must be accompanied by the local vicar
 - d) If someone looks under 25 they must prove they are over 18 years of age
8. If you are in any doubt regarding the validity of a persons ID you should
 - a) Refuse the sale
 - b) Refer to the DPS
 - c) Ask the customer to sign confirming they are over 18 years of age
 - d) Give the customer the benefit of the doubt
9. What must you do when you refuse the sale of an age related product?
 - a) Record the details in the refusals log and inform you supervisor straight away
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
10. What should you do if you think an adult is purchasing alcohol for underage persons?
 - a) Nothing
 - b) Ask the DPS
 - c) Refuse the sale and record the incident in the refusals log
 - d) Offer them other products
11. If you don't hold a Personal Licence can you sell alcohol?
 - a) If the customer is happy for you to do so
 - b) If the premises requires you to do so
 - c) Only if trained and authorised by a Personal Licence Holder
 - d) At the discretion of the other staff
12. Name the designated premises supervisor (DPS) for these premises
.....

Please note all questions to be answered correctly before authorisation can be given

Staff name:..... Trainer.....
Signed: Date

Alcohol Sales Questionnaire Period 3 – Answer Sheet

Please answer the following questions putting a ring around multiple choice answers:

1. What is a DPS (Designated Premises Supervisor)?
 - a) A council employee
 - b) The owner of the premises
 - c) A personal licence holder nominated as responsible for the sale of alcohol from your premises
 - d) A Magistrate
2. To sell alcohol by retail a person must:
 - a) Be aged over 21 years of age
 - b) Have more than 2 years experience in the licensed trade
 - c) Have been authorised to do so by the premises DPS or a personal licence holder
 - d) Be aged over 18 years of age
3. What are the hours you are allowed to sell alcohol from your premises?
 - a) Whenever the premises are open
 - b) The hours specified on the premises licence
 - c) Permitted hours as specified in the Licensing Act 2003
 - d) Hours as requested by your customers
4. Where is Part B (the Summary) of the Premises Licence for the premises kept?
 - a) In the office (looked after by the DPS)
 - b) Under the counter
 - c) On display so that it can be easily read by members of the public
 - d) At home
5. How old does someone have to be to purchase alcohol?
 - a) 21
 - b) 16
 - c) 25
 - d) 18
6. If someone appears to be 21 years of age can you serve them with alcohol?
 - a) Yes
 - b) Only if they are unaccompanied
 - c) Only if they can produce accepted proof of age ID which proves their age
 - d) Only if they are accompanied by an older adult
7. 'Challenge 25' means
 - a) You may only sell alcohol to someone who is over 25 years of age
 - b) If someone looks under 25 they must be accompanied by an adult
 - c) If someone looks under 25 they must be accompanied by the local vicar
 - d) If someone looks under 25 they must prove they are over 18 years of age
8. If you are in any doubt regarding the validity of a persons ID you should
 - a) Refuse the sale
 - b) Refer to the DPS
 - c) Ask the customer to sign confirming they are over 18 years of age
 - d) Give the customer the benefit of the doubt
9. What must you do when you refuse the sale of an age related product?
 - a) Record the details in the refusals log and inform you supervisor straight away
 - b) Inform another member of the staff
 - c) Write the customers details on a sign and place in a prominent position
 - d) Take no action if you believe this to be the individual's first offence
10. What should you do if you think an adult is purchasing alcohol for underage persons?
 - a) Nothing
 - b) Ask the DPS
 - c) Refuse the sale and record the incident in the refusals log
 - d) Offer them other products
11. If you don't hold a Personal Licence can you sell alcohol?
 - a) If the customer is happy for you to do so
 - b) If the premises requires you to do so
 - c) Only if trained and authorised by a Personal Licence Holder
 - d) At the discretion of the other staff
12. Name the designated premises supervisor (DPS) for these premises

.....name Designated Premises Supervisor from Premises Licence.....

Alcohol Sales Questionnaire Period 4 –

Please answer the following questions putting a ring around multiple choice answers:

- 1 Name the designated premises supervisor (DPS) for these premises
.....
- 2 What are the hours you are allowed to sell alcohol from these premises?
.....
- 3 Circle who from the list below who you must refuse to serve with alcohol
 - a) someone who appears to be drunk
 - b) someone who appears to be under 25 without ID
 - c) someone under 18
 - d) someone purchasing for somebody else who is drunk
 - e) someone purchasing for somebody who is under 18
 - f) someone you do not know
- 4 Who has to authorise you to sell alcohol otherwise you are not allowed to do so ?
.....
- 5 To sell alcohol a person must
 - a) be aged over 21
 - c) have been authorised by the DPS or other PLH
 - b) have more than 2 years experience
 - d) be aged over 18 unless each sale authorised
- 6 What is the meaning of challenge 25 ?
.....
.....
- 7 Circle from the list below what you will accept as proof of age
 - a) photographic ID card
 - b) current passport
 - c) birth certificate
 - d) credit card
 - e) photo driving licence
 - f) student union photo ID
 - g) pass accredited photo ID
- 8 If you are in any doubt what must you do ?
.....
.....
- 9 Where must you record details of any refusals ?
.....
- 10 Who must you tell about the refusal and when ?
.....
- 11 Which of the following can indicate somebody may be drunk?
 - a) Flushed face
 - b) Bloodshot eyes
 - c) Cough
 - d) Slurring words
- 12 What may happen if you sell alcohol to somebody who is under 18 ?
.....
.....

Please note all questions to be answered correctly before authorisation can be given

Staff name:..... Trainer.....
Signed: Date

Alcohol Sales Questionnaire Period 4 - Answer Sheet

Please answer the following questions putting a ring around multiple choice answers:

- 1 Name the designated premises supervisor (DPS) for these premises
.....name designated premises supervisor from licence.....
- 2 What are the hours you are allowed to sell alcohol from these premises?
.....list from hours on the licence Part B.....
- 3 Circle who from the list below who you must refuse to serve with alcohol
 - a) someone who appears to be drunk
 - b) someone who appears to be under 25 without ID
 - c) someone under 18
 - d) someone purchasing for somebody else who is drunk
 - e) someone purchasing for somebody who is under 18
 - f) someone you do not know
- 4 Who has to authorise you to sell alcohol otherwise you are not allowed to do so ?
.....the Designated Premises Supervisor or a named PLH.....
- 5 To sell alcohol a person must
 - a) be aged over 21
 - c) have been authorised by the DPS or other PLH
 - b) have more than 2 years experience
 - d) be aged over 18 unless each sale authorised
- 6 What is the meaning of challenge 25 ?
.....anybody who appears to be under 25 must prove that they are over 18 with appropriate ID before they can be served.....
.....
- 7 Circle from the list below what you will accept as proof of age
 - a) photographic ID card
 - b) current passport
 - c) birth certificate
 - d) credit card
 - e) photo driving licence
 - f) student union photo ID
 - g) pass accredited photo ID
- 8 If you are in any doubt what must you do ?
.....Refuse the sale
.....
- 9 Where must you record details of any refusals ?
.....in the refusals log.....
- 10 Who must you tell about the refusal and when ?
.....your supervisor as soon as possible.....
- 11 Which of the following can indicate somebody may be drunk?
 - a) Flushed face
 - b) Bloodshot eyes
 - c) Cough
 - d) Slurring words
- 11 What may happen if you sell alcohol to somebody who is under 18 ?
You may receive a fixed penalty of £80 or a potential fine of up to £5000

Licensing Act 2003

Section 57 Notice

**In the absence of the
Premises Licence
Holder,
a copy of Part A of the
Premises Licence is
held under the care of
the Designated
Premises Supervisor.**

Challenge 25 posters

It is an offence for persons under 18 years to purchase or attempt to purchase alcohol. You could receive a fine of £1000.



DRINKAWARE.CO.UK

UNDER 25?
Please be prepared to show proof of age when buying alcohol



DRINKAWARE.CO.UK

It is a criminal offence to buy alcohol on behalf of a child. You could face a £5000 fine.



DRINKAWARE.CO.UK

(Enlarge files individually to print)

Alcohol and tobacco sales ?

Remember

Under 25 ?

No ID ?

then

No Sale !

No Excuses !!!

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The Proof of Age Scheme

These days, fashionable clothes, make-up and confidence make it easy for young people to disguise their age. That's why the maintenance of a strong and consistent requirement for proof of age is so important. It helps prevent underage sales and drinking, while allowing you to keep within the law and provide over 18s with a consistent and recognisable method to prove that they are of age to purchase alcohol.

**The message is clear
No ID – No Sale.**

CitizenCard is the UK's leading proof of age card scheme. Displaying the PASS (Proof of Age Standards Scheme) hologram the cards are recognised as valid ID by the Home Office, police and trading standards. To obtain free of charge a supply of application forms and a dispenser email contact@citizencard.com or phone 0844 499 4688. For more information visit www.citizencard.com



Licensing Solutions 235 Botley Road Burridge Southampton SO31 1BJ

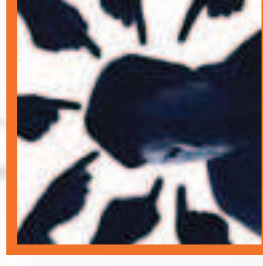
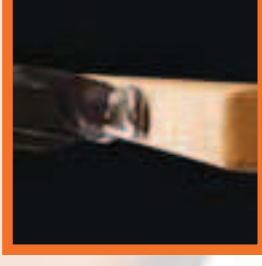
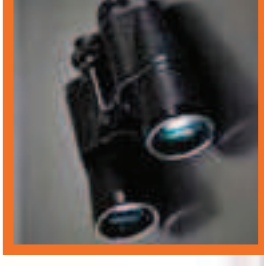
Tel/Fax: 01489 5883932 | Mobile: 07831 159450 | E-mail: solutions@licensingolutions.org.uk
www.licensingolutions.org.uk a division of the Retail Service & Design Group

Licensing Solutions

...here to help solve your licensing problems

In association with
ACS | the voice of local shops

Dealing with Confrontation - Saying **NO** to Underage Drinkers



A guide for staff in licensed premises and off licences.

No one likes bullies or gangs. But all too often people give in to their demands because they feel intimidated. To do so is understandable – it's easier to back down than risk more trouble by standing up to aggression. But for those who serve alcohol, life's not so simple.

It is illegal to serve alcohol to under 18s, anyone who is buying for a minor, or anyone who is intoxicated or under the influence of drugs.

By backing down, people who work in off licences, pubs and clubs risk prosecution and can have their licences revoked. They may even lose their livelihoods.

That's why it's important to know how to handle awkward situations without breaking the law. Not by being aggressive to threatening customers or humiliating them – a trigger for violence – but by letting them get out of the situation without losing face. Even though you've got what you want.

Most customers are legitimate and polite. But there's always a few who are out for trouble. This booklet provides some clues on how to handle them by being alert, standing your ground, avoiding blame and keeping your distance.

Be alert

Experienced staff always monitor their premises inside and out, because they know prevention is better than cure.

If there's a group of youngsters hanging around outside, a quiet word early on will often be enough to send them on their way. If this doesn't do the trick, a quick call to the local police can help – it's more difficult to sort things out once a gang or drunk is inside.

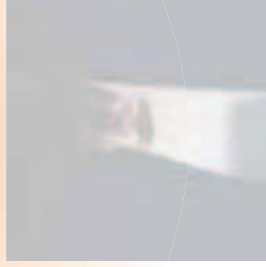
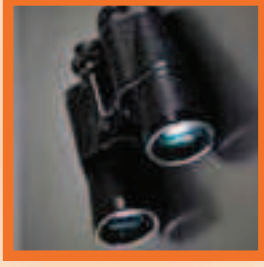
When people do walk into your premises, always acknowledge them and say hello. Customers feel instantly welcome. Would-be troublemakers know that you've registered their presence too.

Keep expensive personal items hidden from view. If you are unlucky enough to fall victim to a thief – drunk or not – don't chase them, as you'll be leaving the till vulnerable. Call the police instead.

Displaying Proof of Age and Challenge material makes youngsters think twice before attempting to buy alcohol.

- **Monitor premises**
- **Greet customers**
- **Keep expensive personal items hidden**
- **Don't chase thieves, call the police**
- **Display Proof of Age and Challenge 21/25 material**

"I'm very sorry, but we're not allowed by law to sell alcohol to anyone who can't prove they're over 18."



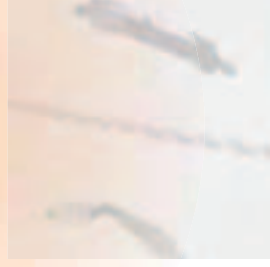
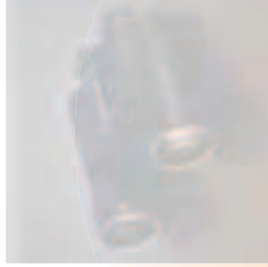
Stand your ground

Troublemakers can be persistent but you have to refuse to serve youngsters and drunks by law.

Always be polite and calm. **Don't** antagonise by getting annoyed or aggressive. If you shout, expect to be shouted at. **Be** professional. Apologise. Tell the customer that you'd be putting your license at risk if you serve them alcohol. A refusal can embarrass a customer, so be tactful.

Never talk down to the person in question, especially if they are young and in a group. It will make them feel small in front of others in the group and can provoke violence. Instead, maintain a professional tone. If faced with a group, move the person you're talking to away from the rest. This lessens the chance of them playing to the crowd.

- **Be polite**
- **Apologise**
- **Don't antagonise**
- **Be firm**
- **Use tact**
- **Don't humiliate**



Avoid Blame

Politely stress your legal obligations, when refusing to serve someone. If you're asking for identification for proof of age, emphasise that it's nothing personal – but that the law requires it. State that it's the policy of the shop, bar or club to make this request to anyone who you suspect of being underage.

Whenever practical, refer to the Proof of Age and Challenge material on display to re-emphasise the fact that it is Company Policy to ask for identification for proof of age.

The same principle of de-personalisation applies to drunks. Explain that the law prevents you serving alcohol to anyone who is intoxicated. If necessary, repeat that it's nothing personal, that you could get into trouble and may even lose your licence or job for serving them.

- **De-personalise the situation**
- **Explain your legal obligation**
- **Point out Proof of Age and Challenge 21/25 material**
- **Blame the shop, pub or club policy**
- **Don't get angry**

Keep your distance

People sometimes get aggressive without warning

Don't respond to aggression with aggression, but try to stay calm. Apologise, use relaxed body language and avoid prolonged eye contact. This signals that you do not want a fight, and slims down the chance of a punch being thrown. Use slow and deliberate body movements and try to keep something between you and the aggressor. Stay behind the till or counter. This provides a barrier should violence occur.

Refuse to be drawn into an argument. Saying sorry gives aggressors a way out without losing face. If they get physical, don't retaliate and try to keep your distance. If things get out of hand, call 999.

Always ensure that you know where any emergency buttons are located, how they work, and that you know how to call for assistance from colleagues and do not leave it too late to do so.

- **Avoid prolonged eye contact**
- **Use relaxed body language**
- **Say sorry**
- **If possible, keep a barrier between you and the aggressor**



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 card such as the CitizenCard**

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

Checking proof of age

Check:

- 1. Passport**
 - 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
- 2. European style driving licence**
 - 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
- 3. PASS cards**
 - The card is completely flat with no raised edges around the photo or PASS logo – **REJECT THE CARD IF IT IS NOT FLAT – IT MAY HAVE A CHANGED PHOTO**
 - 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
- 4. 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 then tell your supervisor by the end of your shift.**