



## Appendix R Alcohol Management Plan

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## **Introduction**

As a leading operator of multiple venues and events, held around different locations throughout the UK Bibbers fully understand the social responsibilities attached to the service and provision of alcoholic beverages at such events.

We operate in a highly regulated industry and fully recognise that attached to the grant of our Premises License is the primary obligation to ensure the responsible operation of our event bars at all times, for customers, staff and all involved.

Our alcohol management plan aims to ensure that our bars operate responsibly, safely and within the parameters of the law; while providing an inclusive environment for the sensible, controlled consumption of alcohol.

## **Policy Highlights**

We are committed to the responsible retailing of alcohol and recognise that it is a fundamental part of the events that we deliver.

- We do not serve alcohol to anyone whom we believe to be intoxicated.
- We do not serve customers whom we believe to be under 18 – nor to anyone whom we suspect of passing alcohol to anyone that has not had their ID checked.
- If a customer looks under 25 we will ask for a recognised form of ID
- We do not offer incentives to our customers to drink irresponsibly and abide by the mandatory conditions set out in the Licensing Act 2003 regarding irresponsible promotions
- Our staff have had previous training and can easily access information about the units of alcohol by volume in order to provide that information to customers if requested.
- We value and respect the partnerships we have in place with local authorities.
- Our bar management team are actively involved in setting industry standards and lead by example.

## **Operational Policy**

Bibbers are committed to operating its event bars responsibly, safely and within the law. We support the five prime objectives

- Preventing Crime and disorder
- Maintaining public safety
- Preventing public nuisance
- Protecting children from harm

We always seek to work closely and constructively with the key authorities, including Police, Fire, Environmental Health and local licensing in pursuit of these objectives.

We fully support local schemes and local crime prevention initiatives. We will not tolerate patrons who will be pre-loading and arriving at the event in an inebriated state, they will not be granted access to the event and will be managed by the event management and welfare teams and our security contractor.

Bibbers will at all times observe the law with regard to the sale of alcohol and all other products by:

- Not Serving patrons who are intoxicated
- Not serving alcohol to people who seem to be under the age of 18 without first using the Challenge 25 policy
- Support test purchasing
- Observe all other conditions of licensing law
- Will have a 4 drink max limit purchase in place for this event to try to prevent over indulgence.

Bibbers operate a responsible pricing policy for all alcoholic and soft drinks, the guiding principles of which are:

- To offer patrons / customers real service and real value at fair, competitive prices
- To seek and encourage a more advanced audience profile, who respect the use of alcohol at such events, rather than to encourage and increase consumption by individual patrons at one event.
- To ensure customers are offered choice and value without inducements to drink to excess

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Dynamic Festival London promotions comply with the mandatory conditions of the Licensing Act 2003 and with the additional guidelines set out in our own responsible pricing structure.

In relation to the drinks that we serve:

- Anti-drink drive activities and posters will be displayed around the venue and located at bar points as encouragement, we will also offer a range of soft drinks.
- Tap water is free of charge at all bar points and will be available from front of stages being managed by our security contractor. We will also have bottled water available at welfare and medical points located in the arena.
- We will use plastic containers for all drinks that are to be served at this event, if a drink is in a can then it will be opened and handed over to the customer.
- We will have a max purchase of 4-6 drinks in place.
- We will have accredited SIA security staff located near the bar for assistance if required.
- Our spirit measure will be 25ml
- All staff will have Counter Terrorism training – RUN –HIDE –TELL

Bibbers are committed to educating, training and supporting its staff so that they are able to carry out their duties under this policy and the law.

We recognise that good management has a direct bearing on the security of our event and bars. We will only use security staff that hold SIA licenses and are from our security provider.

### **Pricing & Bar Promos**

- All activity will comply with the standard mandatory conditions stipulated by the Licensing Act 2003 and we will not be having any drinks promotions in place.
- Our drinks will be available from bars located on the temporary event space.
- Our drink prices are TBC.
- We will not supply alcoholic drinks free of charge or at a reduced price on the purchase of one or more drinks (whether or not it be alcohol related) e.g. buy one get one free.
- Involve the supply of unlimited amounts of alcohol for a fixed charge or on an entry condition.
- Encourages, or seeks to encourage a person to buy or consume a larger measure of alcohol that the person had otherwise intended to buy or consume.
- Rewards or encourage, or seek to reward or encourage drinking alcohol quickly
- Alcoholic drinks will not be allowed to leave the licensed perimeter of the event site.
- Drinks will be provided in plastic bottles or decanted in to paper or plastic containers with the exception of cans – they will be opened before handing to the patron, size depending.

In addition, we will not undertake:

- Association with anti-social behaviour or violence
- Association with illicit drugs
- Suggest that alcohol can enhance mental or physical capabilities
- Encouragement of illegal, irresponsible or immoderate consumption
- Promotions which involve free entry to events.

### **Operational Policy for Under 18's**

Dynamic Festival London will at all times observe the law and do everything we can to ensure that alcohol is not served to people who are deemed to be under 18 years of age. If a patron appears to be under 25 then we require to put the challenge 25 policy in to place and explain the following:

- Explain that it is against the law to sell alcohol to under 18s so please provide further ID for proof
- Ask for identification in the form of proof of age card with PASS accredited hologram, international passport, UK photo card driving license.
- We will have SIA trained staff in place before patrons enter the search area; they will assess the condition of the patron and will also check for ID before entering the premises. They will also be checked again at the ticket entry collection point.
- If the Patron does not have ID, they will be advice to go home and collect or have it dropped off at a location near to the event, but they will not be gaining entry until ID is present.
- At all times we will be polite and tactful, but firm, when asking for identification.
- We will record all refusals and pass any relevant information to the correct departments.