



# Trading Standards Licensing Manual

**Information and guidance for:**

Business Owners/ Operators; Premises Licence Holders and Designated Premises Supervisors, on legal requirements and best practice regarding the sale of alcohol in On Licence premises.

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## **Contacting Us**

If you would like further copies of this guidance booklet, which is available in a variety of languages and large print, or you would like more information on age restricted sales, please contact us.

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# INTRODUCTION

Alcohol, when consumed irresponsibly can cause serious harm and can cause people to behave in anti-social ways that blight the lives of other individuals, businesses and communities.

This manual has been produced by Staffordshire County Council Trading Standards, to help Businesses Operators/ Owners/ Premise Licence Holders, and Designated Premises Supervisors, to better understand their legal and social responsibilities in regards to the sale/ supply of alcohol. Premises that have a Premises Licence **MUST** have a Designated Premises Supervisor (DPS) who is responsible for the day to day operation of that business in relation to the licence. Therefore this manual is aimed at helping the DPS fulfil their responsibilities which should be one and the same as the responsibilities of the Business Operator/ Owner/ Licence Holder.

You **MUST** use this manual alongside the *Trading Standards Licensing Training Booklet (LT Booklet)* which you are advised to read through as part of your training. Throughout this manual you may need to refer to the **LT Booklet** for further information. For instance the **LT Booklet** contains relevant offences, under applicable legislation, which you must familiarise yourself with.

There are a number of other resources that accompany this Manual which will have been provided or you will need to download and print from our website (see inside front cover). These include the following: Challenge 25 Posters/ Badges; Proxy Poster; Refusals/ Challenges Register; Licensing Training Booklet; Pre-opening

Checklist; DPS Authority; Tests of Knowledge; Guess the Age Challenge Book; Acceptable ID Sheet and Fake ID Sheet.

The following information, below, is Home Office Guidance that highlights key responsibilities for the DPS.

*Every premises licence that authorises the sale of alcohol must specify a DPS. This will normally be the person who has been given day to day responsibility for running the premises by the premises licence holder.*

*The Government considers it essential that police officers, fire officers or officers of the licensing authority can identify immediately the DPS so that any problems can be dealt with swiftly. For this reason, the name of the DPS and contact details must be specified on the premises licence and this must be held at the premises and displayed in summary form.*

*The sale and supply of alcohol, because of its impact on the wider community and on crime and anti-social behaviour, carries with it greater responsibility than the provision of regulated entertainment and late night refreshment. This is why sales of alcohol may not be made under a premises licence unless there is a DPS in respect of the premises (who must hold a personal licence); and every sale must be made or authorised by a personal licence holder. The exception is only for those community premises which have successfully applied to remove the DPS requirement.*

*Any premises at which alcohol is sold or supplied where the requirement for a personal licence holder does apply may employ one or more such licence holders. For example, there may be one owner or senior manager and several junior managers holding a personal licence. However, the requirement that every sale of alcohol must at least be authorised by a personal licence holder does not mean that the licence holder has to attend or oversee each sale; it is sufficient that such sales are authorised. It should be noted that there is no requirement to have a DPS in relation to a Temporary Event Notice (TEN) or club premises certificate, and sales or supplies of alcohol authorised by a TEN or club premises certificate do not need to be authorised by a personal licence holder.*

Just to re-iterate the important part:

*The person chosen to be DPS will act as primary contact for local government and the police. They must understand the social issues and potential problems associated with the sale of alcohol, and also have a good understanding of the business itself.*

*While they need not be on site at all times, they are expected to be involved enough with the business to be able to act as its representative.*

*They **must** be contactable at all times. If the police or local government have any questions or concerns about the business, they will expect to be able to reach the designated supervisor.*

## **SECTION ONE - Preventing Underage Sales**

If you or a member of your staff make a sale to an underage person you may be prosecuted and could face a Licence Review Panel which could result in additional conditions; a suspension or a revocation of your licence.

In deciding whether or not to prosecute, or review your licence, a number of factors will be taken into consideration. In particular the precautions you have taken to avoid committing the offence will be taken into account in criminal proceedings; it is a defence for the accused to show that they exercised all due diligence to avoid committing the offence.

Doing nothing is not an option, if you, or your staff, commit any of the relevant offences and you have failed to take any precautions you are more likely to be prosecuted and have your licence reviewed. It is for each business to risk assess what steps it needs to take to avoid sales, here are some of the steps commonly used:

- Ensuring training is provided and records kept for all staff.
- Operating the 'Challenge 25' & 'No ID No Sale' Policy.
- Operating a Refusals/ Challenges Register.
- Displaying prominent notices.
- Using a till prompt system.
- Advising staff on how to spot under age purchasers.
- Handling refusals appropriately.
- Carrying out self checks and assessments.
- Problem prevention/Proxy Sales/ Door Staff.

## Staff Training



It is important to train your staff, so that they understand their legal responsibilities and obligations. You should also train your staff in the policies and procedures your business operates to prevent underage sales and the consequences of not following them. This training should be given to all staff, including family members who may help out occasionally and staff who do not normally work behind the bar.

Written records of training, detailing the date and content, should be kept for each staff member. Training material should be signed off by the trainer and the staff member receiving the information. To ensure staff have understood the training a test of knowledge should be completed. A copy of this test should be kept with your training records. Any incorrect answers should be discussed with the staff member to clarify their knowledge and a re-sit should be considered.

After the initial training, staff should be given refresher training every 4 to 6 months; however, you must check your licence conditions to see if you are required to carry out refresher training more often. This refresher training can be in the form of a test of knowledge or a refresh of information combined with a test of knowledge. Again, a record of any refresher training should be signed, dated and kept with your training records.

When training your staff in relation to the prevention of underage sales the important points to cover include: the relevant legislation/ offences; spotting underage persons; Challenge 25, No ID No Sale; making and recording challenges/ refusals; what ID is acceptable; identifying fake ID and avoiding proxy sales; the **LT Booklet** provides detailed advice on all of these things.





The **LT Booklet** clearly lays out the ID deemed acceptable by the Police and Trading Standards, however it is accepted that there are a small number of other forms of ID available, so you need to create and implement your own policies on acceptable ID and the confiscation of fake ID. Primarily other potentially acceptable ID would be Military ID and Foreign Driving Licences. You need to be aware that it is up to you to risk assess each form of ID. If you are in an area where Military personnel are frequent visitors, and you are confident you can train your staff to spot a fake Military ID, you might decide it is an acceptable form of ID. However, you are not allowed to take a Military ID off the person in order to closely inspect it so, you need to offset this risk. You could put up a polite notice asking all Military personnel to bring an alternative form of acceptable ID and explain your reasons (i.e. transfer the blame to Trading Standards/ Police). Foreign Driving Licences do not need to be accepted because the owners should have a passport instead. For guidance on EU passport validity see the PRADO website (provided in the useful sources section at the end of this book).

It is important to have a policy around the confiscation of fake ID. Agree, with your Local Policing Team or the Police Licensing Unit, how and when you will transfer fake ID to their custody. Make staff aware of the policy. Do not force staff to retain ID if there's a threat of violence as you are not legally able to seize the ID. See the Home Office False ID Guidance (July 2012) for help creating this policy.

Another acceptable form of ID is one that bears a PASS hologram, but some venues won't accept them because they believe they are fake or have been provided to people who have lied about their age. Yet, Driving Licences are more likely to be non-genuine. From June 2014, the new PASS cards will all have a standard new layout, making it consistent across the different brands. The PASS card is the most sensible form of ID for people to carry because losing it poses less risk from identity theft or cancelled holidays. If your business doesn't accept these cards it may be losing out; as those customers with a PASS card, and their friends, will go elsewhere.

It is expensive and inconvenient to replace a passport (especially if it is close to your travel date!), not to mention the risk of identity theft. You can be asked to produce a driving licence at any time, by the Police, and the risks mirror that of a passport – the risk of identity theft and the cost and inconvenience to replace it. The PASS card contains the photo and date of birth that you need to make an age assessment, along with the customer's name; thus eliminating or reducing the risk associated with a passport or driving licence.

Allegations that underage persons are issued with cards where they have lied about their date of birth are unfounded. The card issuers have to ensure they go through various checks to ascertain the age and identity of the applicant. You need to trust in that process and as long as you are happy the ID is genuine and belongs to the customer you can serve the customer. If it is later proved incorrect then it is down to the issuer to provide evidence of what steps it carried out to ensure the identity of the applicant. Visit the PASS website detailed in the resources section at the back of this book.

## **Prominent Notices**

Signage advising members of the public of the policies that your business has in place, such as 'No ID No Sale' and 'Challenge 25', will help deter potential underage purchasers. It sends out a constant and consistent message that under no circumstances will the business serve alcohol to somebody who is not the required age.

## **Till Prompts**

A useful way of reminding staff that they need to check the customer's age is by using till prompts. Programme tills so that a message such as 'Challenge 25!' is displayed, when alcohol is put through, to ensure staff verify the purchasers age before continuing with the sale. Ideally the bar staff should have to key in the purchasers age, or a button should have to be pressed to confirm that they have performed the age check. If your till doesn't have this function then a written reminder on the till may assist your staff.

## **Self Checks & Assessments**

You should be checking that your staff are following procedures. You can use the **Refusals/ Challenge Register** to check the entries staff are making. Where entries are not being made you should discuss this with relevant staff, as it may identify a training need and at what time of day you need to take extra care. Sign and date the **Refusals/ Challenge Register** each time you check it, which should be at least every two weeks.

A test of knowledge after training helps identify what your staff have understood from the information provided and identify any gaps in the training.

You can supervise staff or use CCTV to monitor staff and check they are asking for ID.

Do not send in underage persons to test your staff as you would be breaking the law; only the Police and Trading Standards can authorise underage persons to buy alcohol. Your volunteers can be friends or family who are over 18 but look under 25. Get them to feedback to you as to whether or not they were challenged for ID and, if they were, whether their ID was taken from them and adequately scrutinised to assess its authenticity. There are companies who can be commissioned to carry out these checks for you if you do not feel you are able to do it yourself.

## **Problem Prevention/Proxy Sales**

Being proactive in preventing underage persons attempting to purchase alcohol is good practice. By monitoring the premises inside and out, you can ensure gangs of underage persons don't gather. These gangs are often intimidating for other customers. By liaising with and building up a relationship with the Police you can discuss your concerns and problems. They may be able to help by visiting the premises during problem periods. Advising the Police of your concerns should not be seen as you not being able to cope with the problem, it is far better to tackle the problems in a joint approach.

Use a book to create an Incident Log so that you can record all relevant incidents such as for proxy sales or aggression (e.g. after refusal or ejection).

The LT Booklet talks about how to spot potential proxy sales so you need to stand by staff who implement the guidance; never go against what your staff member has decided otherwise you will damage their confidence and make them less likely to prevent underage sales by proxy or even directly. Always stand by what your staff member has said when in front of the customer and if you think they misinterpreted the situation just talk to them afterwards and explain how you would prefer it to be interpreted.



You should have a policy that requires designated, or all staff, to walk through the premises and any outside areas checking for proxy sales. Staff should feel empowered to ask for ID from anyone at any point if they are in possession of an alcoholic beverage within the premises. Door staff are ideal for carrying out a walk through as they will be able to look out for underage persons as well as drunks and potential trouble makers; plus they will have the power to eject a person if necessary.

A good way to tackle proxy sales is to limit the number of drinks each purchaser can buy. So consider a 2 drink per customer limit during busy periods. This means that staff will serve customers more quickly and the queue of customers at the bar will be a lot less agitated at having to wait whilst someone orders 20 drinks for all their friends. It also provides your staff with a more reasonable chance at spotting potential underage/ drunk or proxy purchasers.



Another consideration is the fact that in certain circumstances it is not an offence to allow a proxy sale. By law 16/17 year olds can consume beer, wine or cider with a table (substantial) meal but the alcohol still has to be purchased by an over 18 who is accompanying them. There is no limit set out in law about the number of drinks they can drink.

This means that your staff have to be aware of the tables this activity is taking place at and take steps to monitor them to ensure the 16/17 year olds do not drink copious amounts of alcohol that leads to them being drunk. Therefore, not allowing alcohol to be supplied to 16/17 year olds with their meals reduces the risk of having drunken underage persons on the premises. If you are going to allow them to be supplied with alcohol, alongside food, you need to have clear guidelines around it. For example, your staff still need to see a proof of age (so they don't serve an adult buying on behalf of a 14/15 year old, just on the say so of the adult who may be claiming to be the parent); your staff should be told how many drinks the 16/17 year old is allowed.

A strong recommendation would be to only allow them to have one drink which must be ordered at the same time as the food; this avoids them buying drinks from different staff members throughout their visit.



However, best practice would be to avoid this situation by not allowing the supply of alcohol to 16/17 year olds eating a table meal. **Remember**, you have the power to implement this procedure regardless of the fact it is allowed in law because you are going over and above what the law requires and not breaking it.

## **Door Staff**

If you employ SIA registered door staff you need to make sure you lay out your expectations for them. Though they have already received training you should still get them to complete the **LT Booklet** and relevant test of knowledge. This will help them familiarise themselves with your policies and they might be able to add valuable insight into some aspects of the training. Do not be afraid to task door staff with the responsibility of assessing age and drunkenness at the door. Police compliance operations, on premises with door staff, have highlighted that most premises who failed, allowed the door staff to stand within the premises (i.e. in the doorway). Conversely the underage volunteers

were more likely to be refused entry where the door staff were stood outside the premises, clear of the distractions within the doorway. They are well placed to assess age by monitoring customers as they approach the business. You can issue UV lights for them to use on ID to help identify fakes. However remember, bar staff are ultimately responsible for checking ID as they get the fine if they sell to U18s.

## **Other Precautions**

Other precautions you may wish to consider:

- Regular examination of any CCTV – check on what your staff are doing in your absence. Are they regularly asking for ID and checking for potential proxy sales.
- Senior/experienced staff on duty at the time of most risk.
- Consider installing an ID Scanner. (see page 16 for more info)

## SECTION TWO – Social Responsibilities



As with the prevention of underage sales it is important to implement written, regular training for your staff regarding their social responsibilities when selling alcohol. It should also include your policies around drug use and not serving drunks.

The Social Responsibilities you need to consider are as follows:

- Promote responsible drinking and sensible drinking practices.
- Avoid encouraging or condoning illegal; irresponsible or immoderate drinking (i.e. drunkenness, drink driving, drinking inappropriately).
- Take all precautions against underage sales
- Avoid marketing or promotions directed at those under 18 years of age.
- Avoid any association with violent, aggressive, dangerous, illegal or anti-social behaviour.
- Make the alcoholic content of drinks clear and avoid any confusion with non-alcoholic drinks.
- Avoid suggesting that alcohol may enhance social, sexual, physical, mental, financial or sporting performance, or suggesting that not drinking will decrease such performance.
- Thorough staff training.
- Policies in support of these responsibilities.

The DPS should assess their current policies against these responsibilities to ensure they are covering all of them. Some venues could promote access to a free telephone for, calling a taxi to prevent drink driving for instance, perhaps working with a particular local firm to obtain a discount for customers. Work with support charities for victims of violence or domestic violence and advertise that fact to your customers, to discourage their behaviour and remind them it will not be tolerated in your venue.

In some town centres a Street Pastor/ Late Night Listener scheme is in operation and these schemes can be very good at diffusing aggression or anti-social behaviour. It is recommended that you develop a working relationship with the scheme and support their work, as it will undoubtedly help your business if they are outside dealing with potential issues from customers leaving your venue. Join your local Pubwatch/ Licensee Forum because knowledge is power and working with your fellow businesses will help to ensure a better environment in the local area for you and your customers.

Attending a Pubwatch/ Licensee Forum means you can ban troublemakers from your premises before they've even had chance to step through your door because they've been identified in another venue.

A Pubwatch/ Licensee Forum could agree what drinks promotions are unsuitable, because they promote irresponsible drinking that will cause a number of issues, so by agreement all businesses in the area will avoid such promotions. The group could invite the local Police into a meeting to discuss sensible drinks promotions.

The LT Booklet provides you and your staff with information around sensible drinking and the health impacts of alcohol use. You need to understand sensible drinking in order to promote it.

There are a number of ways to promote sensible drinking. You could consider only serving the smallest measure of relevant drinks and don't make doubles cheaper than two singles. Advertise the fact that free water is available which will help people to rehydrate and slow down their drinking.

Consider promoting alcohol-free beer and wine to encourage people to take the alcohol-free option. They will get the illusion of drinking alcohol without the harm. Another option would be to look at selling low or reduced strength alcoholic drinks which have a lower calorie count; so you can promote the lower calorie option to encourage more responsible drinking. Consideration can be given to promotions on soft drinks.



A common practice in some venues is to have roving bar staff selling shots. These shots are usually high strength alcoholic drinks that are made easily available to customers and drunk quickly, so this practice does not support the promotion of responsible drinking. These shots could be swapped out with a reduced strength alcohol drink or you could use non-alcoholic shots. There are lots of alcohol-free alternatives you could be offering instead. All you need to do is get creative with the kind of drink offered and how you promote it. You could research which drinks would be a health benefit and the most hydrating, to help with your promotion of it.

Another important responsibility is avoiding association with violent, aggressive, dangerous, illegal or anti-social behaviour. A tool that is initially meant to help with preventing underage sales can be used to help uphold this responsibility. That tool is an ID Scanner. There are an increasing number of businesses that are installing this device in their premises to tackle underage sales and the subsequent benefit of a reduction in disorder.

ID Scanners are used to scan ID that is provided by customers, who have been identified via a Challenge 25 policy, and verify its authenticity. This takes the responsibility of determining the validity of ID from the staff member. It also stops the customer from arguing with the staff member about its validity, preventing the coercion or intimidation of the staff member into allowing entry or the service of alcohol.

Some businesses that have installed an ID Scanner report that it is beneficial to ID every customer. The requirement to have their ID scanned can initially upset your customer base but soon after, your customer base will return and potentially increase. There are some customers who you would prefer not to have in your premises and they are the ones most likely to be put off visiting due to the ID Scanner. So, you are avoiding association with these people without any confrontation. The lack of this type of customer in your premises will then allow more of the customers that you do want, to frequent your premises.

You can use an Incident Log to record any incidents of confrontation/ ASB resulting from upholding your responsibilities.



## **Dealing with Drunken People**

It is an offence to serve alcohol to a person who is already drunk and you will find guidance on assessing drunkenness in the ***LT Booklet***.

However, as the person responsible for the premises you need to ensure you have a robust policy around handling drunken people. You need to provide your staff with the appropriate steps to take once they have identified and refused a sale of alcohol to a drunken person.

Your staff need to be aware of the health risks associated with being drunk, such as the lowering of body temperature; so if your door staff cast them out onto the street in the middle of winter they are putting them at risk of hypothermia. It may be worth investing in training certain staff members to be able to identify different stages of drunkenness and give them the responsibility of assessing drunken customers. Staff can then be directed to identify the customer they have refused to serve to the responsible person and for that person to make an assessment of next steps.

Can the drunken person simply be ejected from the premise and their description passed onto other venues through a radio link? This should prevent them accessing any further venues and leading them to catch a taxi home. Or will the drunken person prove too drunk to walk around independently, so will need a taxi being called for them and a 'safe' place within the venue to wait for that taxi? Though, it may be that the person requires medical attention and that an ambulance should be called. Of course there may be other less drunken customers who are with your drunken customer and they may wish to take responsibility for their friend. This is a resolution as long as the person you are leaving them in the care of has the ability to look after themselves and their friend.

Some drunken customers, or their friends, may be aggressive if you eject them and they may cause trouble on the street which will then be linked to your premises. So, having a close relationship with the Street Pastor service may help you to deal with this aggression on ejection because their calming presence can usually prevent a situation escalating. However, Street Pastors are usually volunteers with only basic training and are not there for breaking up already violent situations. In the case of violence the Police should always be called. Remember that any incidents of this nature should be recorded in the incident log; as well as the original member of staff recording the refusal in the Refusals/ Challenge Register.

It is advisable to contact your Local Policing Team or your Police Licensing Unit for guidance regarding drafting your Drunks Policy. They will be able to help you implement a policy better tailored to your premises.

## **Drugs**

Another social issue you have to deal with in your business is illegal drug use. The most important thing is for you to implement a robust Drugs Policy which clearly details your procedures for preventing drug use in your business. You need to agree with your local policing team what the procedure will be when you have confiscated drugs in regards to where you keep it until it can be handed over to the Police. Ideally you will have a method of securing/ sealing the drugs and storing them securely, along with a specific way of dealing with recording who took the drugs, from whom and to which Police Officer they were handed over (including the times of confiscation, sealing and transfer). Your policy should clearly identify what steps your staff need to take when they suspect drug use and have a chain of responsibility. For example, door staff may find drugs during an entry search so will have the necessary competence to deal with the confiscation of them and refusing entry to the customer they've removed them from. Remembering they need to now seal, secure and record all their actions. However, another member of staff may not have the necessary training/ confidence to deal with confiscation when they



suspect drug use in the premises, so they need to know who to report it to. Will it be to a member of door staff, or to a manager or other person in charge? They need to record why they suspected the drug use and who they informed of their concerns.

Here are some of the options you can consider implementing to prevent drug use.

- Use overt CCTV on the exterior of the toilets.
- Regular checks of the toilets (usually 3 per hour) by staff, including checking cisterns for discarded bags. Do not include these checks on any hygiene checks which are detailed on a rota published in the toilets.
- Take 2 foot off the bottom of toilet doors to allow your staff to easily identify toilets containing more than one person which can often be a sign of drug use or dealing.
- Ultraviolet lights in areas where potential drug use could take place, such as in the toilets or on the bar.
- Coat problem surfaces with a substance to make drug use more difficult.
- Removal of toilet/ cistern lids if it is suspected they are being used for drug use.
- Drill holes into toilet roll holders/ turn them upside down.
- Signage stating your strict no drug use policy and that users/ dealers will be ejected from the premises.
- Increased searches of customers as a condition of entry.

- Request use of the mobile drugs machine by local Police, with relevant checks being a condition of entry.
- Train staff in the identification of signs and symptoms of drug use. The **LT Booklet** covers some of this but should not be relied upon to cover all necessary drugs training.
- Maintain a clean premise to give an image of a premise that is cared about and that does not want to be associated with drug use.

It is advisable to contact your Local Policing Team or your Police Licensing Unit for guidance regarding drafting your Drug Policy and activities to tackle drug use. They will be able to help you implement a policy better tailored to your premises.

## SECTION THREE – Licensing Requirements

It is an offence to continue selling alcohol when you are in breach of your Premises Licence. You will be in breach of your licence if you have no DPS at the time you are serving alcohol or if you are not compliant with all of your conditions. Information relating to Licensing should also be covered in your written staff training records. Again, the **LT Booklet** has detailed information for staff.



Your conditions are an important part of your licence and you must familiarise yourself with them to ensure you are compliant at all times. It may be that your conditions require you to go above and beyond some of the best practice detailed in this manual. It is recommended that you make your staff aware of your conditions as part of their training to make sure that they are aware of their role in maintaining compliance with your conditions. For example, if you have a condition that requires the use of polycarbonate glasses after a certain time; your staff need to know it is a condition and therefore is a legal requirement rather than best practice they can sometimes ignore.

On occasions where you have a Challenge 25 condition on your licence and you have failed a Police underage compliance test, you are not only committing the underage offence (s146) but also breaching your conditions (s136). An additional offence against you in a Licence Review could adversely affect the outcome of the review.

Ensure you have: a written Authorisation, by the DPS for staff to be selling alcohol in their absence; a full copy of your Premises Licence on site and that the Premises Licence Summary is displayed in the premises.

Detail the location of the Full Premises Licence and the DPS Written Authorisation in the LT Booklet so that your staff are also aware of it in case the premises is inspected, in your absence, by a Responsible

Authority (RA). Your staff should be aware of where the Premises Licence Summary is displayed. Section 179 of the Licensing Act 2003 allows RA Officers entry to your business for an inspection to be carried out, so your staff have to be aware that they must be co-operative with those Officers.

Remind all Personal Licence Holders that they must carry their Licence at all times and produce it when requested by an RA.

It is the responsibility of the Premises Licence Holder to inform their Licensing Authority (LA) of any detail changes, such as ownership; business name or DPS. The DPS should also ensure they inform the LA if they no longer work at a premises.

**Responsible Authorities include:**

- Police
- Fire And Rescue Service
- Trading Standards
- Local enforcement agency for the Health and Safety At Work Etc. Act 1974
- Environmental Health
- Planning Authority
- The relevant Licensing Authority
- Public Health or Local Health Board (LHB)

## SECTION FOUR – TOP TIPS



- Implement a **Challenge 25, No ID No Sale** Policy. Your customers are usually more dressed up than normal so the under 18's who try to access your venue will not look out of place when they dress up to look older. So it is probably more important for on licence premises to implement a Challenge 25 Policy in order to root out those customers.
- **Train all staff** regularly, including a test of knowledge, and keep records of that training.
- **Follow best practice** policies and procedures in relation to preventing: underage sales of alcohol; drunks and drug use.
- **Know your Premises Licence Conditions** and ensure they are being complied with at all times.
- **Pre-opening checks** – use the checklist provided to carry out daily checks which help you to stay compliant with the law.
- Always **support your staff** and encourage a culture of team working. Back up their decisions to make them feel empowered to make those decisions. Ensure your staff feel, and thus work, like a team so that they will support each other and encourage each other to comply.
- **Know your social responsibilities** as a business operator.



- Consider a **Limited Drinks Policy** – restrict the number of drinks to 2 drinks per customer. This will discourage proxy sales as well as making serving time quicker.
- Implement a **Drunks Policy** – make sure you have a clear policy on dealing with drunks that is known by your staff and customers so that it can be consistently enforced.

Implement a **Drugs Policy** – make sure you have a clear policy on drug use that is known by your staff and customers so that it can be consistently enforced.

- **Floor walks** to monitor activity in the premises. Identifying and removing drunks/ underage and proxy purchasers.
- **Advertise your policies** to your customers – i.e. Challenge 25 Posters prepare customers to show you their ID.
- **Don't allow alcohol to be supplied to 16/17 year olds** with their food.
- **Liaise with your Responsible Authorities** to get guidance on any issues of concern.
- **Create an Incident Log** to record any issues and your proactivity about resolving those issues. A hardback book will be better than loose sheets as it will keep incidents in chronological order.



## **SECTION FIVE – Other Sources of Information**

The information in this manual is primarily focused on areas relating to the Police, Trading Standards and the Licensing Authority. However, another Responsible Authority you may have to liaise with as part of your training for staff is the Fire Service. It is recommended that you contact your relevant Fire Service for advice relevant to your Premises Licence.

Trading Standards' contact details are at the front of this manual and here are some other Responsible Authorities' details you may need.

**The Licensing Authority** is your local District or Borough Council;

Cannock – 01543 464504/ [licensingunit@cannockchasedc.gov.uk](mailto:licensingunit@cannockchasedc.gov.uk)

East Staffs – 01283 508505/ [licensing@eaststaffsbc.gov.uk](mailto:licensing@eaststaffsbc.gov.uk)

Lichfield – 01543 308066/ [licensing@lichfielddc.gov.uk](mailto:licensing@lichfielddc.gov.uk)

Newcastle – 01782 742231/ [licensing@newcastle-staffs.gov.uk](mailto:licensing@newcastle-staffs.gov.uk)

South Staffs – 01902 696804/ [licensing@sstaffs.gov.uk](mailto:licensing@sstaffs.gov.uk)

Stafford – 01785 619375/ [ehlicensing@staffordbc.gov.uk](mailto:ehlicensing@staffordbc.gov.uk)

Staffs Moorlands – 01538 395468/ [licensing@staffsmoorlands.gov.uk](mailto:licensing@staffsmoorlands.gov.uk)

Tamworth – 01827 709445/ [publicprotection@tamworth.gov.uk](mailto:publicprotection@tamworth.gov.uk)

### **Police Licensing Units** (Staffordshire)

*Northern Licensing covers:* Newcastle and Staffordshire Moorlands.

01785 232840 or [northern.licensing@staffordshire.pnn.police.uk](mailto:northern.licensing@staffordshire.pnn.police.uk)

*Southern Licensing covers:* Cannock; East Staffs; Lichfield; Stafford; South Staffs and Tamworth.

01785 238222 or [southern.licensing@staffordshire.pnn.police.uk](mailto:southern.licensing@staffordshire.pnn.police.uk)

### **Fire and Rescue Service** (Staffordshire)

Staffordshire Fire and Rescue Service Headquarters

Pirehill, Stone, Staffordshire, ST15 0BS

Tel. 08451 22 11 55

**Other relevant sources of information are as follows:**

Retail of Alcohol Standards Group (RASG)/ The Wine and Spirit Trade Association (wsta)  
[www.wsta.co.uk](http://www.wsta.co.uk)

The British Institute of Innkeeping  
Wessex House, 80 Park Street, Camberley, GU15 3PT  
[www.bii.org](http://www.bii.org)

Citizencard/ No ID No Sale  
36 Bromells Road, London, SW4 0BG  
[www.citizencard.com](http://www.citizencard.com) or [www.noidnosale.com](http://www.noidnosale.com)

PASS – The National Proof of Age Standards Scheme  
[www.pass-scheme.org.uk](http://www.pass-scheme.org.uk)

PRADO – Public Register of Authentic Travel & Identity Documents Online (to identify EU identity documents)  
<http://prado.consilium.europa.eu/EN/homeIndex.html>

**Other useful websites:**

[www.nhs.uk/Livewell/alcohol/Pages/alcohol-units.aspx](http://www.nhs.uk/Livewell/alcohol/Pages/alcohol-units.aspx)  
[www.drinkaware.co.uk](http://www.drinkaware.co.uk)

Working in Partnership with Public Health and the following agencies;

