**Extreme Video Ltd T/as Epic Studios**

**Alcohol Policy & Procedure**

**It is against the law:**

* **To sell alcohol to someone under 18 anywhere and can lead to a maximum fine of £20,0001 for bar staff/managers or premises may eventually be shut down.**
* **To knowingly sell alcohol to someone is drunk.**
* **To knowingly buy/get, or try to buy/get, alcohol for a drunken person on a licensed premises, e.g. a bar or club.**
* **For an adult to buy or attempt to buy alcohol on behalf of someone under 18\*.**
* **For someone under 18 to buy alcohol, attempt to buy alcohol or to be sold alcohol.**
* **Retailers can reserve the right to:**
* **Refuse the sale of alcohol to an adult if they’re accompanied by a child and think the alcohol is being bought for the child.**

\*It is not illegal for someone over 18 to buy a child over 16 beer, wine or cider if they are eating a table meal together in licensed premises. It is also not illegal for a child aged five to 16 to drink alcohol at home or on other private premises.

It’s a criminal offence to use false or borrowed ID to gain entry to licensed premises or to buy alcohol. The maximum penalty is a £5,000 fine and up to 10 years in prison

This Premise Licence Policy & Procedures contains instructions and guidance covering policies and procedures for Epic Studios. The intention of this manual is to:

* assist staff training and awareness
* as an ‘aide memoire’ for all staff
* referencing important information quickly and easily
* providing guidance to staff as part of their on-going training and
* development.

The Training Regime:

All on-site staff must read the training material provided before being allowed to sell alcohol. It is important that all of this information is fully understood, should a staff member not satisfy the Designated Premises Supervisor (DPS) that they understand all of this then the DPS will not authorise that staff member.

You are at risk of prosecution for making unauthorised sales.

Refresher training must be undertaken at least on an annual basis to sell alcohol.

Due Diligence Measures:

• Training Statement, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).

• Staff Authorisation sheet, to be signed by staff member and countersigned by Designated Premises Supervisor (DPS).

All staff training must be recorded as well as individual staff authorisations to sell alcohol. You should complete both the alcohol training statement sheet and the authorisation record sheet.

Epic Studios must have confirmation of having received their initial training, whether under this regime or any alternative proprietary system, keeping copies for your own records.

Premises licence – Licensable Activities:

You can only carry out the sale of alcohol off the premises during the licensable hours of the premises licence. The penalty for selling outside permitted hours is substantial - max £20,000 fine and/or six months imprisonment plus a possible licence review.

Staff Authorisation:

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

Underage Sales:

It is an offence to sell alcohol to anyone under the age of 18, or to anyone purchasing alcohol on behalf of someone under the age of 18. It is an offence for any person under the age of 18 to buy or attempt to buy alcohol. It is an offence for anybody under 18 to sell alcohol unless authorised to do so by a responsible person.

Responsible person are defined as:

• The holder of the premises licence

• The Designated Premises Supervisor (DPS) if any, for the Premises Licence

• An individual aged over 18 authorised (ideally in writing) to sell alcohol for consumption on the premises by the Premises Licence Holder.

It is an offence to allow alcohol to be served to someone under 18 if the staff member could have prevented it.

Epic Studios operate a Challenge 25 scheme as a condition of the licence then each customer wishing to purchase alcohol who is unknown to the cashier serving as a person who is over 18

years of age must be asked for satisfactory identification to prove their age. If they cannot or are not asked then the cashier may be committing an offence should the condition wording be specific in this regard.

If a customer looks under 25 they **MUST** be challenged to prove that they are over 18 by producing photographic proof of age which must include a photograph and state the full date of birth of the customer.

The only forms of proof of age that we will accept are:

• A passport

• A photographic new style driving licence

• A PASS accredited Proof of Age ID card such as: the Citizen Card

**Do not accept any other form of ID under any circumstances.**

Note: the penalty for the member of staff selling alcohol to an under aged person ranges from a fixed penalty notice to a criminal conviction and a substantial fine. You must ensure that you are completely satisfied as to the customer’s age **BEFORE** you make the sale.

Do not `take someone’s word’ that, they are over 18 and always use CHALLENGE 25.

Due Diligence Procedure:

All staff are to be regularly briefed on the following topics:

* Test purchasing
* Age restricted products
* How to check proof of age
* Follow the guidelines
* What the law says
* Due diligence procedure

Protection of Children from Harm:

To protect children from harm and comply with the law, the vast majority of retailers take under age sales very seriously. There can be serious consequences for businesses, licensees AND individual members of staff.

Penalties for breaking the law include substantial fines, loss of licences, even imprisonment. Individual members of staff can be taken to court and prosecuted. They could also lose their job.

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

Test purchasing:

Trading standards and the Police (sometimes together) check that the law is followed and can carry out test purchases of all age restricted products as part of their enforcement duties. The test purchases are made with volunteer young people who are to look their age. These test purchases follow procedures supported by the government. They are allowed as evidence of underage sales. Following these guidelines and asking for proof of age and receiving appropriate proof (asking by itself is not a defence), should make sure that you don’t make an illegal sale.

Age restricted products – age restrictions:

**Alcohol Products 18**

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

How to check proof of age?

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

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

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

checks.

Always follow these checks:

1. Check that the PASS hologram is genuine and flush with the body of the card.

2. Check that the photo matches the person using it and that it is printed on the card, not just stuck on top of it. Ask them to remove helmets, hoods and sun glasses if you are not sure.

3. Check that the date of birth is properly printed on the card and that you have calculated the date of birth correctly.

4. Check that the card has not been tampered with in any way.

5. Check the person. If you are unsure about any of the above you must, and have the right to, refuse the sale.

Acceptable proof of age includes:

• 10 year passport

• Photo driving licence

• Citizencard

• “PASS ” accredited proof of age card scheme

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

whether over or underage, if you are unhappy with the sale in any way.

REMEMBER – If in doubt ………….refuse the sale

• Don’t try to judge ages. Only accept approved proof of age cards with photos

and date of birth.

• Follow the Challenge 25 Rule’ and ask for proof of age from anyone who does not look over 25. Remember, if you guess wrong you could end up in court!

• Make sure notices are on display.

• Know when dates of birth will be correct. Are they 18 yet? Just having today’s date with the relevant year of birth will do!

• Fill in a ‘refusals book’ each time a refusal takes place. The DPS will check entries regularly to make sure all staff are using the register.

• Do not sell to an adult you suspect of buying for underage young people. It is an offence for an adult to buy alcohol on behalf of someone under 18. This is called proxy selling.

• Support colleagues when they refuse sales. It can be difficult to say ‘no.’

Always ask for the identification to be handed to you for authentication purposes check that:

Passport

• is not altered in any way

• the passport date - it is valid

• the photograph - it belongs to the customer

• date of birth - the customer is old enough to complete the purchase

European Style Driving Licence

• not altered in any way

• the licence date - it is valid

• the photograph - it belongs to the customer

• date of birth - the customer is old enough to complete the purchase

PASS cards

• not altered in any way

• the card is completely flat with no raised edges around the photo or PASS logo - reject the card if it is not flat

• the PASS logo hologram 3D effect is working

• the card date - it is valid

• the photograph - it belongs to the customer

• date of birth - the customer is old enough to complete the purchase

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

What to watch out for regarding the ID of a person who is possibly under the influence of alcohol:

Signs of Intoxication

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

As blood alcohol levels rise; differences can be noticed in coordination, appearance, speech and behaviour.

An intoxicated person may typically show some of the following signs:

Behaviour and Physical Signs

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

**DUTY TO REFUSE SERVICE**

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

How to refuse a sale:

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

* Ask for proof of age. This helps the situation as it is not a direct refusal. It says that you will make the sale if they can produce valid proof of age.
* Only accept proof of age with a photo, and only if you are happy it is correct.
* Refuse politely. If necessary repeat your refusal clearly.
* Keep calm. Don’t get into an argument.
* Explain briefly why you cannot sell.

Try saying:

• ‘I’m sorry; if I serve you I might be breaking the law.’

• ‘We have a policy of `no proof of age, no sale.’

• ‘Our company policy is not to sell these products to young people.’

* Show customers notices, posters and stickers that indicate you will not Serve alcohol to under 18s or sell other age restricted products.
* Be positive in your refusal. Have a firm tone of voice, be confident and use direct eye contact. The law is on your side and you are doing the right thing.
* Call your supervisor or manager for support if necessary.
* Record details in your premises’ refusal register.
* Report incidents where you have felt threatened and/or intimidated.

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 your Line Manager or a member of the Security team and follow your company procedures in order to deal with the incident properly and safely.

**Training Form**

Staff member

 [Full name]………………………………………………………………

DPS or Personal Licence Holder delivering training

[Full name]………………………………………………………….……

1. What the law says about selling alcohol & the penalty staff and the business can face if an underage sale occurs?
2. That the venue has to have a licence to sell alcohol. That they understand what the licence requires and the consequences for them and the business should any person sell alcohol in breach.

A new checklist will be used to record when;

* a new staff member is appointed
* changes to the premises licence or policies have occurred
* when carrying out refresher training for existing staff.

This is paramount to our business and to demonstrate that we are showing our best endeavours to comply with the requirements of our premises licence and the licensing objectives of 2003 Licensing Act. of any aspect of the alcohol licence.

3. What the alcohol licence and conditions of the operating schedule require.

[i] ensuring alcohol is only sold during licensing hours,

[ii] mandatory conditions as well as any conditions that are set out in the Annexes to the alcohol licence that are specific to our individual premises.

4. Why selling alcohol underage and underage drinking is a problem for local communities, as well as the harm caused to underage drinkers themselves?

5. What our policy is for challenging customers for proof of age?

6. What our policy is, for the types of proof of age (ID) staffshould accept?

 7. How to operate any ‘till prompt’ system installed?

8. The signs to look out for that the customer may be buying alcohol for others who are underage (‘Proxy purchasing’)?

9. What staff should do if they suspect the person they are serving is a ‘proxy purchaser’?

10.Where and how to record any refusals to sell, challenges for proof of age, use of fake ID or any other incidents such as aggressive or abusive customers etc?

11.Why it is important to record incidents/refusals to sell?

12.The law that staff under the age of 18 are not allowed to sell alcohol to anyone and the consequences for breaking this law?

13.What the policy is for an under 18 year old to get authorisation for sales involving alcohol?

Date…………………………………………………………………

Full name(s) of trainer(s) ……………………………………………………………

Full name of Designated Premises Supervisor or personal licence holder, authorising

person trained to sell alcohol. ……………………………………………………………

*Last updated by Laura Rycroft on 21/4/2023*