

# golden rules of responsibility

Are you aware of the newly launched social responsibility standards?

Follow this handy four page guide to help you and your staff retail responsibly.

The handbook, which has been rubberstamped by the Government, The Portman Group, British Institute of Innkeeping (BII) and British Beer and Pub Association (BBPA) among others, offers clear guidance for the industry and includes a licensee's responsibilities following the start of the new licensing regime.

For a copy of the handbook, call your Regional Manager.

## Department of Health Alcohol daily intake guide

Men	
Women	

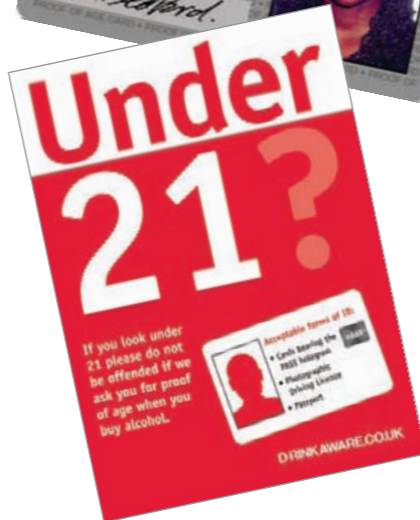
1 unit = 1 small glass of wine or half a pint of beer

**For unit information, log onto [www.portmangroup.org.uk](http://www.portmangroup.org.uk) or [www.drinkaware.co.uk](http://www.drinkaware.co.uk) – both include a unit calculator, which shows how many units of alcohol are in hundreds of real brands and serving sizes.**

## The sensible drinking message

'Sensible drinking' is all about moderation and keeping within safe limits of alcohol consumption. Licensees need to display clear information regarding sensible drinking, including alcohol content in units – remembering to avoid confusion with non-alcoholic drinks – on pricelists /menus, chalkboards and all other promotional material. It is important that staff are trained to offer this advice to customers.

The Department of Health has advised that men should stick to a limit of 3-4 units of alcohol per day, women 2-3 per day; any more could carry a significant health risk. One unit is equal to 8mg.



## Underaged drinking

It is illegal to sell alcohol to people under the age of 18. Licensees need to take all reasonable precautions to ensure this does not happen.

Follow the "No ID, No Sale" and make it clear that under-18s will not be served. When age is in doubt licensees, bar-staff and door-staff should request and only accept a legitimate form of identification. As well as a firm approach, there are tools that can help you:

- **PASS-accredited proof of age cards** (The Portman Group's card is one of the most recognised), a valid driver's licence (with photograph) or passport. Proof of age cards kits are available from your regional manager.
- **'Challenge 21' point of sale kits**, which warn customers who look under the age of 21 to be ready with the appropriate ID.

## Drunken customers

It is illegal to sell or attempt to sell alcohol to a person who is intoxicated. Licensees need to set out a firm policy of not selling to, and how to deal with, customers who are drunk. 'Front line' staff are key here – it is the responsibility of the licensee to arrange the right training.



## Retail alert bulletins

Retailer Alert Bulletins are circulated via direct mail-outs, the trade press and website to warn licensees about products which have been found to be in breach of The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. Licensees must not order any of the products named. If they are already on sale, take them out of stock immediately.



## Drinkdriving

Clear information on "designated driver schemes" – such as The Portman Group's 'I'll be Des' kits – should be displayed. Include provisions for transporting customers home, for example, displaying details of reliable taxi services, providing free phone numbers for licensed mini-cabs and details of nearby taxi ranks, bus timetables or other local transport networks. Be aware of rogue/unlicensed taxi drivers or people posing to be taxi drivers.

## Managing the 'closing time exit'

Licensees should have an exit policy in place to minimise the potential for disorder and disturbance as customers leave the pub at the end of a trading session. If you don't have one, talk to the local police/licensing officers /licensee forums (like Pubwatch) about co-ordinating staggered timings with other venues. This plan should include encouraging customers to take taxis or other public transport – see above.



## Positive partnerships

Licensees are strongly encouraged to work with their local police, relevant licensee forums and Crime and Disorder Reduction Partnerships to come up with ways of minimising alcohol-related crime and disorder in the community.

Good partnerships will help you to:

- Share intelligence with other retailers, the police and statutory services. For example, persistent troublemakers can be identified and 'black listed' from pubs and off-licences. Prepare a system or set of actions that can be followed in the event of violent behaviour arising from refusals to sell and other causes
- Ensure alcoholic drinks are only sold to consumers aged 18 and over, and not merchandised or sold in any way that breaches any aspect of The Alcohol Social Responsibility Principles
- Manage wider issues such as dealing with how customers leave the pub safely after closing time and transport policies, for example shared mini buses
- Work together to ensure that products are sold in a responsible manner, and that products that breach the Portman Group's code are not sold at any pub or off-licence in the community

**SAFETY IN NUMBERS:** David Laylor, of the Station Inn, Derby, works with local licensees and the police to help keep communities safe