

CHRIST CHURCH
STUDENTS'
UNION



'to better student life and enrich student experiences'

RESPONSIBLE RETAILING OF ALCOHOL POLICY

Officer Champions	President (Education & Wellbeing) President (Sports)
Staff Champions	Advice and Campaigns Coordinator The Lounge General Manager
Approval bodies and date passed	Board of Trustees, 20th October 2017
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Introduction

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The Protection of Children from Harm - guidelines for under 18's

Alcohol and Social Responsibility

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1. Introduction

- a. This Policy will inform the retailing of alcohol in Union premises and at licensed Christ Church Students' Union (the Union) events, such as the Summer Ball.
- b. This Policy has been drafted in collaboration with the Partnership (Canterbury Christ Church University and Christ Church Students' Union), as well as with the commercial operator in the St. George's Centre in Canterbury, Elior.

2. Promotion of alcohol

- a. All promotional activity involving alcohol will avoid (this list is not exhaustive):
 - i. Association with antisocial behaviour;
 - ii. Appealing particularly to under 18's rather than to adults;
 - iii. Suggestion of sexual success or prowess;
 - iv. Association with illicit drugs;
 - v. The 'glamorisation' of excessive alcohol consumption;
 - vi. Encouragement of illegal, irresponsible or immoderate consumption.
 - vii. Promotions which involve drinking games;
 - viii. 'Free' alcohol inducements – no customer will receive additional alcohol without asking for it;
 - ix. 'Multi-buy' offers on alcohol;
 - x. Promotions involving alcohol will be at a fixed price point and will not involve 'free' additional volume;
 - xi. Unreasonable price based volume inducements;
 - xii. Volume purchase exceeding four normal measures (e.g. no pitchers for sharing larger than four pints), and in all cases these will not represent a purchase saving in excess of 20% of the full normal price;
 - xiii. Time limited promotions that lasting less than three hours;
 - xiv. Events where an initial payment is made in exchange for free or reduced price alcohol; and
 - xv. Any alcoholic drinks to be sold for less than £1.50.
- b. The Union and Elior will not:
 - i. Condone or allow the irresponsible consumption of alcohol. This is to be determined and enforced by the Duty Manager who will all be Personal License Holders;
 - ii. Serve more than 4 measures in any glass;
 - iii. Devise events where the main draw for customers is cheap alcohol; and

- iv. Give undue prominence to alcohol price or promotions in advertising and promotion.
- c. The Union and Elixir will:
 - i. Class the Lounge as a designated Safe Space and will operate a Zero Tolerance Policy (see separate Policy);
 - ii. Participate in desired accreditation schemes for the responsible retailing of alcohol and management of licensed venues (e.g. NUS Best Bar None, NUS Alcohol Impact and Purple Flag Canterbury);
 - iii. Focus more on food promotions than alcohol promotions;
 - iv. Ensure there is always an alcohol-free or low-alcohol lager available;
 - v. Signpost welfare and advice services in all advertising, promotion and within premises;
 - vi. Participate in and actively support campaigns and activity under the 'Expect Respect' banner;
 - vii. Monitor and log all incidents at licensed venues, and actively monitor these; and
 - viii. Operate a comprehensive barring procedure if any over the above is breached (see Zero Tolerance and Safe Space Policy).

3. The Protection of Children from Harm - guidelines for under 18's

- a. The Union and Elixir will at all times observe the law and ensure that alcohol is not served to those under 18 years old.
- b. If a customer appears to be under 25 then proof of age will be requested. In these circumstances staff are required to:
 - i. Explain that it is against the law to serve alcohol to under 18's; and
 - ii. Ask for identification in a polite and tactful manner. Only two types are acceptable; a passport or photo driving licence. NUS Extra cards are not acceptable forms of ID.

4. Alcohol and Social Responsibility

- a. Elixir and the Union are committed to thorough and comprehensive training and development programmes. Each member of staff receives a comprehensive programme of training. This includes education as to the legal requirements of their role, including their responsibility not to serve under 18's and those who are intoxicated. Manager training programmes include compulsory completion of the British Institute of Innkeeping's (BII) licensee certificate which is the recognised national qualification in the licensed trade.
- b. The above also applies to contracted staff, including door staff.
- c. All door staff will be Security Industry Authority (SIA) trained and accredited and a log of badge numbers will be kept.

5. Intoxication

- a. Elicor and the Union are committed to safe and responsible socialising and do the welfare of Members and customers is always paramount.
- b. Elicor and the Union will comply with all licensing legislation, and refuses to serve alcohol to those who appear intoxicated.
- c. All staff are instructed not to serve alcohol to customers they believe to be drunk, as a customer service provision we would expect staff to offer free drinking water to drunk customers.
- d. Door supervisors are instructed not to permit entry to customers they believe to be intoxicated.
- e. All staff will be trained how to identify intoxicated customers and actions they should take (where appropriate) in dealing with drunk customers. In any matters of doubt, a member of staff should refer the matter to a member of management, where they will either offer free drinking water, offer to call a local licensed minicab for them or ensure they are escorted home by a friend.