

POLICY

Bars and Venues

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Alcohol Policy

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V01-JB	10Apr23	Reformatting	Update
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Introduction

Students' Union UCL recognises the need to ensure we take a responsible approach towards the retail of alcohol, given that a large part of our commercial services is heavily based in the entertainment and licensed trade sector with several licensed premises on campus. Students' Union UCL also recognises that it plays a part in the communities in which it operates - both on Campus and within the central London community.

The provision of a safe and secure environment in our outlets is especially important to us. We have a responsibility to provide this environment to our members and wider customer base, and it is a commercial strength that we do so.

Regarding our licensed trade operations, the issue of social responsibility is one inextricably linked with alcohol consumption. In response to this, we have developed a policy in five key areas:

- Responsible Retailing, Community Engagement and Communications
- Health & Safety
- Adherence to Licensing Objectives

Expected Standards

There are 4 licensing objectives of equal importance:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

Responsible Retailing

We recognise we have a responsibility to consider issues under our control such as drinks service policy, pricing, promotions, and advertising within our outlets and at our events. We believe all responsible retailers have an obligation to consider these issues. As a Students' Union, we have a commitment to the general welfare provision to our members.

Our focus is in providing considered information to student consumers both about the products on sale and their effects.

Drinks Service Policy

- We will not sell spirits in quantities greater than a double measure (max. 50ml) in one glass.
- We will not mix spirits in the same glass other than as part of recognised cocktails.
- We will not serve spirits into draught alcohol products e.g., pour a measure of whiskey into a pint of lager.
- We will not normally stock any product over 50% ABV. Where we do, it will be only with the approval of the Director of Operations.
- Staff on any shift will be specifically reminded of their legal obligation not to serve those who are excessively under the influence of alcohol.

- We will refuse service of alcoholic products to those who have already drunk too much, and either ask them to leave the premises or encourage them to have a soft drink or water as appropriate.
- With regards to proxy sales, we will aim to identify friends of customers we have refused service to reduce the likelihood that alcoholic products will be passed to the intoxicated individual.
- We will always have free water available to students in a visible place on the bar or on request.
- We will serve hot food or allow food to be bought in alongside alcohol trade whenever reasonably possible.
- Age ID is required on entry after 19:00 and we will always practice the Challenge 25 policy within our venues regarding the purchase of alcohol.
- We will review this policy on an annual basis.

Alcohol Promotions Policy

Tone of Advertising

The following points are taken from the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (5th Edition) (<https://www.portmangroup.org.uk/code-guidance/>). The Students' Union embraces these points and will widen the meaning to also apply across its range of events. The tone of advertising should therefore not in any direct or indirect way:

- Have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme.
- Suggest any association with bravado, or with violent, aggressive, dangerous, or anti-social behaviour.
- Suggest any association with, acceptance of, or allusion to, illicit drugs.
- Suggest that consumption of the drink can lead to social success or popularity.
- Encourage illegal, irresponsible, or immoderate consumption, such as drink-driving, binge-drinking, or drunkenness.
- Urge the consumer to drink rapidly or to "down" a product in one.
- Have a particular appeal to under 18s.
- Incorporate images of people who are, or look as if they are, under 18 years of age, unless there is no suggestion that they have just consumed, are consuming or are about to consume alcohol.
- Suggest that the product can enhance mental or physical capabilities.

Promotions Guidelines

We will not run promotions that:

- Have any promotional activity which implies drinks being 'downed in one' or which incentivises speed drinking.
- Have any promotion that relies on an unpredictable event e.g., 'first goal scored,' and therefore encourages urgent and / or unplanned alcohol consumption.
- Have any promotions that involve drinking games.
- Have all-inclusive promotions that include enormous quantities of, or all drinks, in the admission fee.

- That involve an initial payment to obtain reduced price alcohol for a sustained period –e.g., ‘Quid’s In.’
- Have any promotional activity which presents alcohol abstinence or choosing soft drink alternatives in a negative light.
- Have sampling activity involving staff under the age of 18.
- Have sampling activity which offers more than 1.5 units of alcohol per person.
- Where all day events are run - we will not serve alcohol before midday, unless previously agreed by the Director of Operations. If agreed the venue must ensure food is readily available to all attendees, throughout the event).

Examples of good promotions include:

- The inclusion of responsible drinking messages, ABV information and alcohol units where appropriate.
- Promotions that are run over periods of time to ensure prizes such as drinks vouchers can be redeemed later, not just on the day they are won.
- All promotional activity will incorporate soft drinks offer cheaper than the same volume of alcohol (e.g., cheapest pint of lager or cider £2.20 and pint of soft drink £1.60).
- Any time-limited promotion should be for 2 hours or longer.

Advertisement Guidelines

Advertisements or advertising materials will not:

- Condone, encourage, or glamorise excessive drinking or drunkenness or encourage anti-social behaviour. Effects of intoxication should not be referred to in any favourable manner, including any mentioning of ‘hangovers.’
- Be linked to sexual imagery implying sexual success or prowess.
- Refer to consuming alcohol to recover from previous over-indulgence.
- Be disrespectful of contemporary, prevailing standards of taste and decency, and avoid degrading or gratuitously offensive images, symbols, figures, and innuendoes. Advertising material should not demean any of the protected characteristics, including cultural, racial, and social stereotypes (for example, a ‘chavs’ themed night or something similar).
- Appeal, through images / symbols, primarily to those under the legal purchase age. Characters should only be used if it is clearly established that their primary appeal is to adults.
- Contain any direct or indirect references to drug culture or illegal drugs.
- Have any association with violence or anti-social behaviour.

Other Advertising Rules

In addition, use of paper, social media and website advertising will:

- Carry the Drink Aware logo and/or website information.
- Include some key personal health and social responsibility messages on a rotational basis, dependent on the time of year (e.g., the Full stop campaign, Ask Angela, etc).
- Where appropriate, actively promote soft drinks and hot drinks where available.

Naming Protocols

Event names or elements of events:

- It Will not have connotations that may indicate glamorising or be suggestive of promoting volume drinking e.g., Exam Slam, Afternoon session, Bar One lockdown.
- Will not include or suggest connotations of anything that may be considered demeaning of any of the protected characteristics, including gender identity, sexuality, or any cultural, racial, or social stereotypes.

Supplier Sponsorship

In accepting sponsorship for events from suppliers:

- We will incorporate safe drinking messages.
- Both ourselves and the suppliers will comply with all elements of our advertising rules and Full Stop Policy.
- Sponsors will work closely with the Venues and Entertainment manager to ensure their participation in our events and/or promotions comply with our rules.

Sports Initiations

The Union works collaboratively with the Team UCL & RUMS Sports Officers.

Staff and security are trained to monitor and intervene in the instance of initiation ceremonies and the excessive consumption of alcohol. Staff are trained to recognise this behaviour and are given guidelines for reporting any such behaviour.

Minimum Tariff Policy

- We have reviewed this to be 70 pence per unit whether standard price or promotional price.
- We believe the key to a good and popular operation lies in the quality of service, entertainment, and environment. We are happy that, because of our focus on quality, we can sustain the 70 pence minimum.
- We recognise that in bars and clubs price perception is different to that in retail, and heavy discounting can lead to excessive consumption regardless of a standard minimum price. Therefore, in bars and clubs, in addition to the above, we will maintain our £1.80 per drink minimum price for an alcoholic drink, where a 'drink' is the normal measure of service e.g., pint of lager or cider, single measure of spirit (ABV 30% or more), glass of wine, or a bottled lager / alcopop.
- It is a challenge to remain competitive while maintaining a minimum pricing policy and this must be acknowledged when reviewing pricing structure.

Consumer Safe Drinking

Our main consumers are students. It is our view that they are adults, and we are not here to dictate or control their actions or choices. Our policy is one of awareness and education. We do aim to use our knowledge of how to market effectively to students, to get key messages across regarding their safety and well-being, by providing relevant and timely information and reminders.

Spiking Prevention Measures

We have 'drink caps, class covers and drug dip tests available on request, free of charge in Union venues, if a customer wishes to use one. These are offered at request because we would never put the responsibility of deterring 'spiking' on the individual themselves.

Customers observed by security or the Venues Manager inside, outside or leaving our premises are informally assessed. If their demeanour causes sufficient concern, that person will be treated initially as a casualty, then be assessed further, and given appropriate assistance by the Venues Manager & security team. This could include consensual first aid, assistance getting home, or locating a friend to accompany them. Aggravating features to cause concern are intoxicated people leaving alone, or when challenged, the casualty cannot positively identify a companion. Where we suspect someone's, drink may have been spiked we will also treat it as a criminal act, investigate further to gain evidence, and involve the emergency services. All actions to be taken by the Venues Manager are to be given consent to do so by the individual involved whenever possible.

In Welcome Week

We will ensure that a trained events team, security and/or steward staff are present at entry points of all events to assist any student that seems distressed.

We will have security staff present at all events in Freshers Week over a potential capacity of 450 attendees and/or that sell alcohol, ensuring briefings include the need for all staff to be particularly vigilant and supportive to students, many of whom would be away from home for the first time.

For larger events or days when we expect higher turnout of students in our outlets, we will have at least one First Aid trained individual at all events, and a First Aid patrol team at events that exceed a potential capacity of 450 attendees.

We will work with campus security and our own internal security team to actively discourage and eject non-students, promoters etc. from attending any events/venues or promote town venues/events on the University campus during Freshers' Week.

In Web Information

As well as the above active and promoted campaigns, we also provide basic information on our website, and signpost to drinkaware.co.uk, we will also actively encourage partners to do so when working with us. In addition to this, all web and social media advertising will fit in the above marketing and advertising guidelines.

In Union Elections

Candidates will not be allowed to use alcohol as a gateway to self-promotion during their elections campaign.

Health and Safety

The Union's commitment to Health and Safety is covered by a wide variety of internal policies and procedures, the elements that relate to the responsible retailing of alcohol are summarised here.

Training Summary

We have a commitment to the development of our people throughout all levels of the organisation, and believe training and development strengthens our operation as well as ensuring compliance with legal and self-imposed service standards.

All bar staff are given a minimum of 3 hours induction training prior to working on any of our bars, in addition to 5 or more hours further training during their introductory period; this includes training on the policies included in this framework document, and on the legal obligations to uphold the key licensing objectives as set forth in the Licensing Act.

Additional training and pre-session briefings take place, with a focus on drink awareness, during campaign periods including the critical Freshers period.

All Venues Managers, including those who are not the Designated Premises Supervisors achieve the BII National Licensees Certificate with all managers expected to have personal licences.

Risk Assessments for Key Events

All Students' Union organised events will have their own General Risk Assessment in place; however, for larger events there will be a series of risk assessments carried out. We will produce the following risk assessments for events that potentially exceed a capacity of 450 attendees:

- A General Risk Assessment, including an assessment of the site, access and other needs and facilities etc.