

ALCOHOL SALES GUIDANCE



TRAIN YOUR STAFF

All staff should be aware of their legal responsibilities, particularly regarding sales to underage/intoxicated customers.



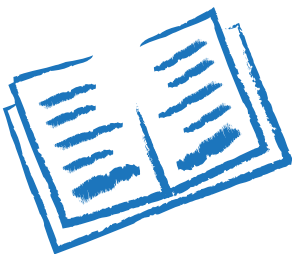
GIVE REGULAR REMINDERS AND UPDATES

Ensure new staff are trained before they have responsibility for selling alcohol or other age-restricted products. It is particularly important to train staff on techniques for refusing a sale. It should include a question-and-answer test to demonstrate the employee's knowledge and highlight how to improve. Many staff do not ask for proof of age as they are embarrassed to do so. Keep written records, so you can demonstrate your staff have been trained properly.



CHALLENGE 25

If you think a person looks 25 years or younger, always request ID. If the purchaser provides valid identification, continue with the sale. If they cannot provide ID, refuse the sale. You must clearly display a notice showing you will ask for proof of age in this way to comply with the Equality Act and discrimination laws. You can obtain free challenge 25 posters from Challenge25.co.uk.



KEEP A REFUSAL RECORD

A log should be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused it. This is an ideal way to demonstrate that you are being diligent and not selling to persons underage. It can also act as a deterrent for young people attempting to buy.



DISPLAY WARNING NOTICES/POSTERS

These are a legal requirement under the Equality Act when requesting proof of age and useful deterrents for young people attempting to buy, as well as acting as a reminder for staff of the age limit.



USE TILL PROMPTS

Prompts such as stickers on till points can act as a useful prompt for staff to check identification or seek authorisation from another member of staff.



NO ID, NO SALE

Implementing such a policy for age-restricted products can have a significant impact on underage sales.

What proof of age is acceptable?

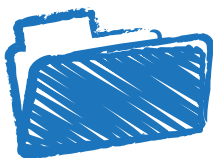
We suggest that the following forms of identification would be acceptable as proof of age. If in doubt, please contact Trading Standards for advice:

- PASS (Proof of age standards scheme)
hologram-approved card – examples can be found at pass-scheme.org.uk
- Passport
- Driving license with photographic evidence



DOOR SUPERVISORS

Where applicable please ensure you have the appropriate number of SIA-registered door supervisors to promote the licensing objectives, and work with the local Safer Neighbourhood Teams.



KEEP AN INCIDENT LOG

An incident log should be kept at the premises to be used by all staff, including door supervisors to record ejections of customers, incidents of disorder, crimes reported to the premises, any faults with the CCTV systems, and any visit by a relevant authority or emergency service.