

Responsible Retailing in Haringey.

Alcohol: the impact within the local
communities you serve and your
responsibility as licensee.

The Law: Licensing Act 2003

An alcohol licence not only brings opportunities; but also brings Responsibilities.....

As licensee you need to stay within the law and avoid prosecution and stick to the rules:

- Ensure the DPS (designated Premises supervisor) authorises the sale of alcohol at the premises.
- Read and Comply with Mandatory conditions.
- Ensure you have a written underage policy to avoid sales to underage people and cascade it to your staff.
- Do not sell to young people under 18 and enter the refusal book if a sale is refused.
- Do not allow anyone under 18 to sell alcohol unless authorised by an approved person at the time of sale.
- Do not sell to anyone who is suffering the effects of alcohol i.e. Drunk.
- Do not sell alcohol outside the hours as stipulated in your licence.
- Do not allow drinking on the premises unless stipulated in your licence.

The Retailer: Your Role

- Train staff to be confident to challenge for proof of age.
- Refuse sales if in doubt of age or no proof, remember that your licence is on the line.
- Do not sell if customer appears drunk or known to be a street drinker, because they will cause anti social behaviour on your door step and surrounding area.
- Do not offer irresponsible drinks promotions.
- Do not sell single cans this encourages anti social drinking
- Do not encourage street drinking, you do not want problems on your door step.
- Consider not selling high strength beers/lagers/ciders – remember your social responsibilities.

THE PROBLEM:

Street drinkers do attract strong feelings, litter, public urination and feeling intimidated by larger groups of rowdy drinkers were consistent complaints. They also contribute to serious violent crime and disorder. By encouraging street drinkers you risk a Review of your Premises Licence for failing to uphold the licensing objectives: The Prevention of Crime and Disorder and The Prevention of Public Nuisance.

How to deal with

Be Cautious – it is not always easy to tell if a person is drunk ensure that staff are vigilant and confident to refuse the sale.

Be Consistent – always check, and concentrate even if you think you've served the customer Before. Responsible selling is not placing the alcohol in a black bag for the street drinker!

Be Clear and firm – use signage to inform customers that they will be refused sale if suspected to be under the influence or a known street drinker.

Be Conscientious – in certain circumstances it may be useful to ensure that you and your staff record all refusals including date, time, appearance of the customer, items refused and staff name for every refusal.

Be Careful – there is evidence that retail staff can often fail to challenge purchasers if they feel afraid of the

- consequences, abuse and violence. Make sure you and your staff feel safe when serving and confident to challenge the customer.

Be careful – do not lose your licence due to irresponsibility!

Penalty for non compliance

- Your licence can be put under Review;
- Suspension;
- Conditions imposed;
- Lose ability to sell alcohol;
- Revocation.