

Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK



November 2005 issued

Promoted by:

Advertising Association



Association of Convenience Stores



Association of Licensed Multiple Retailers



Bar Entertainment and Dance Association



British Beer & Pub Association



British Hospitality Association



BII



British Retail Consortium



Federation of Licensed Victuallers Associations



Gin and Vodka Association



Guild of Master Victuallers



National Association of Cider Makers



Scotch Whisky Association



Society of Independent Brewers



The Portman Group

THE WINE AND SPIRIT TRADE ASSOCIATION

Wine and Spirit Trade Association

These Standards are supported by the above trade associations and organisations.

Table of Contents

SECTIONS

STATEMENT OF INTENT	4
THE ALCOHOL SOCIAL RESPONSIBILITY PRINCIPLES	5
1. INTRODUCTION	6
2. SCOPE OF THE STANDARDS	6
3. THE SENSIBLE DRINKING MESSAGE	7
4. MARKETING OF ALCOHOLIC DRINKS	8
5. RETAILING OF ALCOHOLIC DRINKS	11
6. THE ON-TRADE	14
7. THE OFF-TRADE	17
8. CONTACTS	19

ANNEXES

1. THE RULES FOR TV ADVERTISING OF ALCOHOLIC DRINKS	21
2. THE RULES FOR RADIO ADVERTISING OF ALCOHOLIC DRINKS	24
3. THE RULES FOR NON-BROADCAST ADVERTISING OF ALCOHOLIC DRINKS	27
4. THE PORTMAN GROUP CODE RULES	30
5. THE PORTMAN GROUP'S GUIDELINES ON UNIT LABELLING	31
6. DISPERSAL POLICY BY THE BAR ENTERTAINMENT AND DANCE ASSOCIATION	33
7. OTHER RELEVANT INDUSTRY INITIATIVES / PUBLICATIONS	36
8. HYPERLINKS	39



Statement of Intent

These standards have been compiled by the sponsoring organisations in partnership with Government and other agencies drawing together existing good practice and advice into a cohesive set of standards.

They have been produced in order to assist businesses, individuals and organisations involved in the production and sale of alcohol in promoting the broader social responsibilities that go with the sale of alcohol.

Member companies have undertaken to adopt these standards, to ensure that they are adhered to and maintained within their respective businesses, working in partnership with Government, Crime & Disorder Reduction Partnerships and local communities.

These standards are also recommended to all those producing or selling alcohol who are not members of the organisations promoting these standards.

Alcohol Social Responsibility Principles

Member companies of the Trade Associations supporting these Standards who are involved in the production, distribution, marketing and retailing of alcoholic drinks agree to follow these Principles **within their own areas of responsibility** in all their commercial activities:

- To promote responsible drinking and the 'Sensible Drinking Message'.
- To avoid any actions that encourage or condone illegal, irresponsible or immoderate drinking such as drunkenness, drink driving or drinking in inappropriate circumstances.
- To take all reasonable precautions to ensure people under the legal purchase age cannot buy or obtain alcoholic drinks.
- To avoid any forms of marketing or promotion which have particular appeal to young people under the age of 18 in both content and context.
- To avoid any association with violent, aggressive, dangerous, illegal or anti-social behaviour.
- To make the alcoholic nature of their products clear and avoid confusion with non-alcoholic drinks.
- To avoid any suggestion that drinking alcohol can enhance social, sexual, physical, mental, financial or sporting performance, or conversely that a decision not to drink may have the reverse effect.
- To ensure their staff and those of companies acting on their behalf are fully aware of these Standards and are trained in their application in their own areas of responsibility.
- To ensure that all company policies work to support these standards.





1. Introduction

- 1.1 The alcoholic drinks industry fully accepts its responsibility to help tackle alcohol misuse and to promote sensible drinking by consumers. In particular, the producers, importers and retailers of alcoholic drinks in the UK are committed to the socially responsible marketing and sale of alcohol, and to encouraging responsible consumption.
- 1.2 These “Social Responsibility Standards” present a comprehensive statement of the rules, regulations and additional commitments to which the various parts of the industry currently adhere. Some of these are statutory, some are self-regulatory, others are voluntary commitments. Companies supporting the Standards undertake to follow these principles.
- 1.3 Compliance with the Standards set out in this document is monitored and publicly reported where appropriate by the relevant body or authority. The industry supports the rigorous enforcement of existing legislation and, where self-regulation applies, is committed to the regular and transparent review of its codes to ensure the most up-to-date, relevant and effective regulatory framework.
- 1.4 The core of these Standards is the “Alcohol Social Responsibility Principles”. These should underpin all of the sales and marketing activities relating to alcoholic drinks within the UK. The subsequent sections of these Standards indicate how the principles should be implemented through the supply chain.

2. Scope of the Standards

- 2.1. These Standards apply to all alcoholic drinks produced and sold within the UK, however packaged or dispensed. They include alcoholic products marketed similarly to “drinks” even if they are solid or heavily textured.
- 2.2. These Standards cover all forms of sales and marketing activity including packaging, merchandising, point of sale material, web sites, sponsorship, press releases, sampling, promotions, advertising, and retailing activity.
- 2.3. Spirit of Standards: Companies acknowledge that it is not possible to cover every eventuality and therefore agree to observe the spirit as well as the letter of the Standards in both scope and content.

3. The Sensible Drinking Message

- 3.1 The industry agrees, where feasible, to carry a sensible drinking message on advertising, point of sale and other communications, including labelling of products and to work with the Department of Health to develop such messages.
- 3.2 The Drinkaware website (www.drinkaware.co.uk) has been established to raise awareness about how the sensible drinking message as set out below relates to specific products. An increasing number of companies are referring to this in their sales and marketing activity.

The Sensible Drinking Message

The sensible drinking message was revised in 1995.¹ There are three main elements of the sensible drinking advice:

- benchmarks for sensible drinking;
- reducing episodes of excessive drinking and intoxication; and
- supplementing the general advice with specific messages addressed to particular groups of the population or people drinking in particular settings.

Men

- The health benefit from drinking relates to men aged over 40 and the major part of this can be obtained at levels as low as one unit² a day, with the maximum health advantage lying between 1 and 2 units a day.
- Regular consumption of between 3 and 4 units a day by men of all ages will not accrue significant health risk.³
- Consistently drinking 4 or more units a day is not advised as a sensible drinking level because of the progressive health risk it carries.³

Women

- The health benefit from drinking for women relates to postmenopausal women and the major part of this can be obtained at levels as low as one unit a day, with the maximum health advantage lying between 1 and 2 units a day.
- Regular consumption of between 2 and 3 units a day by women of all ages (excluding pregnant women) will not accrue any significant health risk.⁴
- Consistently drinking 3 or more units a day is not advised as a sensible drinking level because of the progressive health risk it carries.⁴

¹ 'Sensible Drinking - the report of an inter-departmental working group' (DH, 1995). Published on the [Department of Health website](http://www.dh.gov.uk)

² A unit of alcohol is 8g of ethanol.

³ In communications this is generally presented as 'men should not regularly drink more than 3 to 4 units a day'

⁴ In communications this is generally presented as 'women should not regularly drink more than 2 to 3 units a day'



4. Marketing of Alcoholic Drinks

- 4.1 Marketing of alcoholic drinks is subject to a number of different codes of practice. The breadth of activities undertaken by companies in the modern drinks market makes it increasingly difficult to define companies exclusively as producers or retailers. Companies should therefore ensure that they take account of all relevant code provisions when developing promotional and marketing campaigns. They should also brief all design and advertising agencies, market research companies, media buyers and other external consultants on all aspects of these Standards and ensure that they undertake to abide by its provisions in any work they do on behalf of a company.
- 4.2 **Broadcast and non-broadcast advertising.**
- 4.2.1 Advertising for alcoholic drinks is subject to a comprehensive framework of regulation, both statutory and self-regulatory. The advertising codes of practice are split according to media. Each code has a special set of rules relating specifically to alcoholic drinks. Each code is backed by an independent complaints body and includes sanctions for non-compliance.
- 4.2.2 Television advertising is bound by the statutory [Television Advertising Standards Code](#), overseen by the Advertising Standards Authority. Pre-clearance of advertisements is compulsory and is generally carried out by the Broadcast Advertising Clearance Centre. (See Annex 1 for the Code rules for alcoholic drinks).
- 4.2.3 Radio advertising is bound by the statutory [Radio Advertising Standards Code](#), overseen by the Advertising Standards Authority. Pre-clearance of advertisements is compulsory and is carried out by the Radio Advertising Clearance Centre. (See Annex 2 for the Code rules for alcoholic drinks).
- 4.2.4 Non-broadcast advertising (excluding most point-of-sale advertising) is subject to the self-regulatory Committee of Advertising Practice (CAP) [Code on non-broadcast advertising](#) overseen by the Advertising Standards Authority. Advice where necessary can be obtained from the Committee on Advertising Practice. (See Annex 3 for the Code rules for alcoholic drinks).

4.3 Naming, packaging, sponsorship, point of sale materials, branded merchandise, sampling and press releases.

4.3.1 Pre-packaged alcoholic drinks are subject to self-regulation through The Portman Group's [Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks](#). This Code covers below-the-line promotion of alcoholic drinks including websites, sponsorship, branded merchandise and most point-of-sale material. (See Annex 4 for the Code rules). Complaints under the Code are ruled on by an Independent Complaints Panel.

4.3.2 Companies should take advantage of The Portman Group's Advisory Service for confidential pre launch advice or consult their topic-specific help notes designed to help compliance with the Code. Help notes are available on multi-purchase promotions in the on-trade, children's size replica sponsored sports kits and sampling. These are available from The Portman Group (tel: 020 7907 3700).

4.4 Company websites

4.4.1 Company websites also need to adhere to the above Standards. Companies should also consider following these additional guidelines with respect to their websites:

- Carry a reminder of the need to adhere to the legal purchase age in the country in which the consumer is located.
- Use age verification entry in relation to on-line sales.

4.5 Additional voluntary initiatives.

4.5.1 In addition to the above statutory and self-regulatory obligations there are a number of specific social responsibility initiatives designed to promote awareness of sensible drinking and to prevent alcohol misuse which are being undertaken by a growing number of companies (including all Portman Group⁵ members). Where practicable companies should consider undertaking the following:-

- Include information on alcohol content in terms of units on packaging labels. Companies that adopt unit labelling are encouraged to follow the protocol drawn up by The Portman Group (see Annex 5) and include reference to The Portman Group's Drinkaware website www.drinkaware.co.uk.

⁵ Currently Bacardi Brown Forman Brands, Beverage Brands (UK) Ltd, Carlsberg UK, Coors Brewers UK, Diageo Great Britain, InBev UK Ltd, Pernod Ricard UK, Scottish & Newcastle





- Develop other brand-based responsibility initiatives, such as responsible drinking messages on packages or advertisements, dedicated responsibility advertisements and use of sponsored events to communicate responsibility messages. Responsible drinking messages should be based on the Government's sensible drinking message (see section 3).
- Promote the Drinkaware website on brand advertising and packaging, and through brand website links. Companies wishing to make reference to Drinkaware should obtain a licence, available free of charge, from The Portman Group (tel: 020 7907 3700).
- Take all necessary steps to ensure that brands are not used as part of irresponsible promotions.

5. Retailing of Alcoholic Drinks

5.1 This part of the Standards applies in general to the retailing of alcoholic drinks in both the on and off trade. Separate sections outline additional areas that have particular relevance to one or other area.

5.2 All licensed premises are regulated under the Licensing Act 2003 and many other relevant pieces of legislation. These provide:-

- A rigorous legal framework within which organisations are obliged to operate.
- Extensive powers for public authorities to take action against those who breach the law.
- Comprehensive sanctions in the form of fines plus power to review, restrict and remove licences.

5.3 General Responsibility

5.3.1 Companies are strongly encouraged, to work with local police, relevant local licensee forums and Crime and Disorder Reduction Partnerships to examine ways of minimising alcohol-related crime and disorder in the neighbourhood, working through good partnership to help manage wider issues such as dispersal and transport policies. Good partnership includes sharing intelligence with other retailers, the police and statutory services. For example, persistent trouble-makers can be identified and 'black listed' from on- and off-trade premises. It could also be helpful to have protocols in place dealing with procedures to be followed in the event of violent behaviour arising from refusals to sell and other causes.

5.3.2 Retailing is at the "front line" in ensuring 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.

5.3.3 Companies should work together to ensure that products are sold in a responsible manner.

5.3.4 Companies have a prime role in the enforcement of The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (See Section 4 and Annex 4) through their observance of Retailer Alert Bulletins. These ask retailers not to replenish stocks of pre-packaged alcoholic drinks or their promotions which have been found to be in breach of the Code.





5.4 Display of Alcohol Content and Sensible Drinking Messages

5.4.1 Where practicable, it is advised that retailers display information regarding sensible drinking including alcohol content in terms of units. Companies that provide unit information are encouraged to follow the protocol drawn up by The Portman Group (see Annex 5).

5.5 Promotions

5.5.1 Promotions or promotional material **should 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.
- 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. Promotional material should not be demeaning to any gender, race, religion, age or minority group.
- 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. Use of any cartoon character popular with children is unacceptable.
- Contain any direct or indirect references to drug culture or illegal drugs.
- Have any association with violence or anti-social behaviour.

5.5.2 Licensees should consider the risks of planned promotions taking into account possible impact on crime and disorder.

5.5.3 Licensees should assess the impact of their promotions and modify as appropriate.

5.6 Prevention of Under-age Purchases

It is illegal to sell alcohol to persons under the age of 18.

- 5.6.1 Retailers should follow a “No ID, No Sale” approach, for example Challenge 21, and this should be made clear using point of sale material and other information stating that under 18s will not be served. When age is in doubt retailers should request and only accept a legitimate form of proof of age such as a card with a PASS logo, valid driver’s licence (with photograph) or passport.
- 5.6.2 Disciplinary procedures should be in place for staff contravening such a policy.

5.7 Serving Intoxicated Customers

It is illegal to sell or attempt to sell alcohol to a person who is intoxicated.

- 5.7.1 Companies engaged in retailing should follow a clear policy of not selling to intoxicated customers.
- 5.7.2 Disciplinary procedures should be in place for staff contravening such a policy.

5.8 Training

In order for a licensee to ensure compliance with the laws regarding the sale of alcohol, training of staff is vital. Retailers should:

- instruct all staff of the law and check their understanding before they are allowed to serve alcohol;
- provide the relevant company training/reference manual on the retailing of alcohol;
- consider formal qualifications to an appropriate standard (e.g. [BII qualifications](#) (see also Annex 7));
- if appropriate, training in how to deal with potential conflicts should be considered (e.g. situations arising from refusal to serve someone who is under the legal purchase age or already intoxicated).





6. The On-Trade

- 6.1 The following Standards outline areas that have particular regard to the on-trade.
- 6.2 The members of the British Beer & Pub Association (BBPA) are committed to the responsible management of licensed premises and the responsible promotion of their brands. For further information, please refer to the BBPA's [Point of Sale Promotions: Standards for the management of Responsible Drinks Promotions including Happy Hours.](#)
- 6.3 Promotions Specific to the On-Trade
- 6.3.1 As described above, promotions in the on-trade should in no way encourage irresponsible consumption. Responsible promotions, including "Happy Hours" should comply with the following guidelines:
- *Timing:* During early evening Happy Hours, some customers may be drinking on an empty stomach, so providing food/bar snacks at these times is helpful. It may also be helpful to consider the appropriateness of holding certain promotions on particular days.
 - *Duration:* Set a clear time period for the promotion. If the time period is vague, customers may hurry their purchases and therefore their drinking in case prices suddenly rise. The shorter the Happy Hour and the greater the discount available, the stronger the incentive may be to some customers to drink excessively.
 - *Discounts:* Bear in mind that the greater the discount available, the stronger the incentive may be to some customers to drink excessively. Operators should consider including a selection of soft drinks and/or low alcohol drinks at a reduced price during the Happy Hour, as this could encourage more customers to alternate alcoholic and soft drinks, and also provides a benefit to those customers not wishing to drink alcohol.
 - *Linked Discounts:* There are some practices which would not be a suitable basis for a Happy Hour. For example, discounting drinks according to unpredictable events, such as until the first goal is scored in a football match, or until the first yellow card etc., could encourage customers to drink more, more rapidly.

6.3.2 The following promotions should not be run as there is a disproportionate risk they will lead directly to alcohol misuse and anti-social behaviour:

- Reward schemes that are only redeemable over short periods thereby encouraging the purchase and consumption of large quantities of alcohol over a short period of time;
- Drinking Games - these tend to encourage either speed drinking or the drinking of large quantities of alcohol;
- Promotions that involve free drinks either in large quantities (e.g. Free vodka between 10pm and 12pm) or to specific groups (e.g. 'free drinks for women');
- Entry fees that are linked with unlimited free drinks (e.g. £x.99 on the door and all your drinks are free or all you can drink for £x.99);
- Promotions that are an incentive to speed drinking or encouraging people to 'down their drinks in one' (e.g. If you finish your first bottle of wine by nine, the next one is on us);
- Promotions linked to unpredictable events, (e.g. Free drinks for five minutes after every England goal);
- Promotions that encourage or reward the purchase or drinking of large quantities of alcohol in a single session;
- Promotional material that is linked to sexual imagery implying sexual success or prowess;
- Promotions that encourage either an excessive drinking session or a pub crawl;
- Promotions that involve driving in any way;
- Involvement of novel devices that do not dispense a measured amount of alcohol eg. sprays.

6.4 Controlled exit and dispersal

6.4.1 Where appropriate, licensees should prepare and implement a dispersal policy, in consultation with the Police and local licensing officers.

6.4.2 Such a policy would set out the steps the venue will take at the end of the trading session to minimise the potential for disorder and disturbance as customers leave the premises. The policy, which should be regularly reviewed, should include the following key areas:

- *Transporting customers home*

For example by displaying details of reliable taxi services, by providing free phone numbers for licensed mini-cabs and details of nearby taxi ranks, bus timetables or other local transport networks.





- *Keeping empty glasses on premise*

Regular collection of empty glasses and bottles is recommended particularly in the period immediately before closing. If necessary signage should indicate that leaving with glasses and bottles is not allowed.

- *Minimising noise on exit*

Where possible, notices should be displayed near the exit requesting exiting customers to leave quietly.

- *Door staff*

When door staff are employed, they can play a key role in the implementation of several aspects of any dispersal policy:

- encouraging customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
- drawing the attention of exiting customers to the notices in the foyer and asking them to be considerate;
- ensuring the removal of all bottles and glasses from departing customers;
- actively encouraging customers not to congregate outside the venue; and
- directing customers to the nearest taxi ranks or other transportation away from the area.

6.4.3 The elements for a dispersal policy for night clubs from The Bar Entertainment and Dance Association Dispersal Policy are attached at annex 6.

6.5 Other measures

6.5.1 Management of the premises should ensure that the risks of alcohol misuse are minimised. The premises should be monitored regularly, for example to clear away empty glasses, check the toilets and identify customers who are intoxicated or under the legal purchase age. Provisions for minimising risk of alcohol misuse will depend on a number of factors such as location, time, offering etc..

6.5.2 When practical, clear and prominent information regarding “designated driver schemes” should be displayed.

6.5.3 Premises should be designed in order to minimise the risk of crime and disorder, for example, by referring to the British Beer & Pub Association’s [“Security in Design”](#) publication.

7. The Off-Trade

- 7.1 The following standards outline areas that have particular regard to responsible retailing in the off-trade.
- 7.2 For a full version of the [Responsible Retailing of Alcohol: Guidance for the Off-Trade](#) please contact the Wine and Spirits Trade Association, the Association of Convenience Stores or the British Retail Consortium.
- 7.3 **Prevention of under-age sales and sales to intoxicated customers**
- 7.3.1 When practical, retailers should clearly display information at each alcohol display area and at the point of sale stating that under-18s and intoxicated people will not be served.
- 7.3.2 Retail staff can often fail to challenge underage purchases or refuse sales to intoxicated people if they feel afraid of the consequences, abuse and violence. Retailers should try to ensure that their staff feel safe when serving and confident to challenge, and if necessary refuse, the customer.
- 7.4 **Promotions**
- 7.4.1 Point of sale promotions on alcohol are held for a number of reasons:
- To showcase a new brand or product
 - To increase customer awareness of a product
 - To introduce new customers to a particular product
 - To provide a special offer to customers for a limited period on a popular or established product.
- 7.4.2 Promotions on price, such as discounts on quantity or linked discounts, are legitimate promotions and an important part of business. However, any point of sale material must not encourage or promote irresponsible consumption and should comply with the guidance set out in Section 5.5 of these Standards.
- 7.5 **Instore tastings**
- 7.5.1 Free tastings are permitted under the law, but the following guidelines should be followed:
- Samples should not be provided to anyone under 18. Relevant checks should be made where there is doubt.
 - Samples should not be provided to anyone who is intoxicated.
 - The sample size should be appropriate.





- Care must be taken to ensure that customers do not return for further tastings and run the risk of becoming intoxicated.
- Alcoholic drinks should not be left unattended in the demonstration area.

7.6 Siting of alcohol in the store

7.6.1 Wherever possible the areas where alcohol is displayed should be covered by CCTV.

7.6.2 Alcohol is a key target for shop thieves, where practicable, it is best not to place alcoholic drinks near the entrance to the store.

7.7 Other measures

7.7.1 Retailers are encouraged to display information at each alcohol display area and at the point of sale regarding sensible drinking levels and sensible drinking messages.

7.7.2 Where necessary, retailers should take steps to ensure that young people do not congregate outside a shop or supermarket in order to avoid such meeting places leading to anti-social behaviour. Retailers should consider such measures as:

- Removing any low walls from outside the premises.
- Removing any canopies that might provide shelter.
- Ensuring the area outside the store is well-lit.

8 Contacts

A number of organisations have worked together to produce these Standards. If you would like any further information on any of the issues raised, contact the appropriate organisation listed below:

Advertising Association

www.adassoc.org.uk 020 7828 2771

Association of Convenience Stores

www.thelocalshop.com 01252 515001

Association of Licensed Multiple Retailers

www.almr.org.uk 020 8579 2080

Bar Entertainment and Dance Association

www.beda.org.uk 0161 429 0012

British Beer & Pub Association

www.beerandpub.com 020 7627 9191

British Hospitality Association

www.bha-online.org.uk 0845 880 7744

BII

www.bii.org 01276 684449

British Retail Consortium

www.brc.org.uk 020 7854 8900

Business in Sport and Leisure

www.bisl.org 020 8255 3782

Federation of Licensed Victuallers Associations

www.flva.co.uk 01484 710534

Gin & Vodka Association

www.ginvodka.org 01722 415892

Guild of Master Victuallers

0208 947 8671

National Association of Cider Makers

www.cideruk.com 01275 890351

Scotch Whisky Association

www.scotch-whisky.org.uk 0131 222 9200

Society of Independent Brewers

www.siba.co.uk

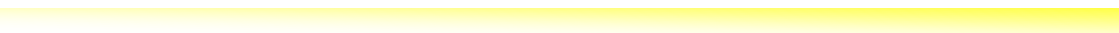
The Portman Group

www.portmangroup.org.uk 020 7907 3700

Wine and Spirit Trade Association

www.wsta.co.uk 020 7089 3877





Additionally, the following websites may be helpful:

Advertising Standards Authority
www.asa.org.uk 020 7580 5555

Drinkaware
www.drinkaware.co.uk

OFCOM
www.ofcom.org.uk 020 7981 3040



Annex 1: The rules for TV advertising of alcoholic drinks

For full details of this code and the complaints mechanism see the Broadcast Committee of Advertising Practice's [Television Advertising Standards Code](#). The rules applying to alcoholic drinks appear below.

11.8 ALCOHOLIC DRINKS

Notes to 11.8:

1. The Notes included with 11.8.1 and 11.8.2 are, in general, simply those which clarify the scope of the rules. Additional interpretative guidance will be produced by the Broadcast Committee of Advertising practice, subject to public consultation and to Ofcom's approval.
2. The spirit as well as the letter of the rules in this section apply whether or not a product is shown, referred to or seen being consumed. (See also rule 1.2).
3. Where soft drinks are promoted as mixers, rules 11.8.1 & 2 apply in full.

11.8.1 - Rules for all advertising

- a) 1) Advertisements must not suggest that alcohol can contribute to an individual's popularity or confidence, or that refusal is a sign of weakness. Nor may they suggest that alcohol can enhance personal qualities.
2) Advertisements must not suggest that the success of a social occasion depends on the presence or consumption of alcohol.
- b) Advertisements must not link alcohol with daring, toughness, aggression or anti-social behaviour.
- c) Advertisements must not link alcohol with sexual activity or success or imply that alcohol can enhance attractiveness.
- d) Advertisements must not suggest that regular solitary drinking is acceptable or that drinking can overcome problems.
- e) Advertisements must not suggest that alcohol has therapeutic qualities nor offer it as a stimulant, sedative, mood-changer or to boost confidence. There must be no suggestion that physical or other performance may be improved by alcohol or that it might be indispensable.
- f) Advertisements must not suggest that a drink is to be preferred because of its alcohol content nor place undue emphasis on alcoholic strength. (This does not apply to low alcohol drinks. See 11.8.3)





- g) 1) Advertisements must not show, imply or encourage immoderate drinking. This applies both to the amount of drink and to the way drinking is portrayed.
2) References to, or suggestions of, buying repeat rounds of drinks are not acceptable.
Note: This does not prevent, for example, someone buying a drink for each of a group of friends. It does, however, prevent any suggestion that other members of the group will buy any further rounds.
3) Alcoholic drinks must be handled and served responsibly
Note: 11.8.1(g)(1) and (2) do not apply to advertising for low alcohol drinks
- h) Advertisements must not link drinking with the use of potentially dangerous machinery, with behaviour which would be dangerous after consuming alcohol (such as swimming) or with driving.

11.8.2 - Additional rules for alcohol advertisements

- a) 1) Advertisements for alcoholic drinks must not be likely to appeal strongly to people under 18, in particular by reflecting or being associated with youth culture.
2) Children must not be seen or heard, and no-one who is, or appears to be, under 25 years old may play a significant role in advertisements for alcoholic drinks. No-one may behave in an adolescent or juvenile way.
Notes:
(1) See the exception in 11.8.2(a)(3).
(2) In advertising for low alcohol drinks, anyone associated with drinking must be, and appear to be, at least 18 years old.
3) There is an exception to 11.8.2(a)(2) for advertisements in which families are socialising responsibly. In these circumstances, children may be included but they, and anyone who is, or appears to be, under 25 must only have an incidental role. Nevertheless, it must be explicitly clear that anyone who appears to be under the age of 18 is not drinking alcohol.
- b) Advertisements for alcoholic drinks must not show, imply or refer to daring, toughness, aggression or unruly, irresponsible or anti-social behaviour.
- c) Advertisements for alcoholic drinks must not appear to encourage irresponsible consumption.
- d) Advertisements for alcoholic drinks must not normally show alcohol being drunk in a working environment.
- e) Alcoholic drinks must not be advertised in a context of sexual activity or seduction but may include romance and flirtation subject to rule 11.8.2(a) (Youth appeal).

11.8.3 - Low alcohol drinks

Exceptions to 11.8.1 and 11.8.2 apply to advertisements for drinks containing 1.2% alcohol by volume or less so long as the low alcohol content is made clear. (The exceptions are not granted if the advertising might promote a product of higher alcoholic strength or might conflict with the spirit of the rules).

The exceptions are:

(a) 11.8.2(a)(2): Anyone associated with drinking must be, and appear to be, at least 18 years old

(b) The advertisements need not comply with:

- 11.8.1(f)
- 11.8.1(g)(1) or (2)





Annex 2: The rules for radio advertising of alcoholic drinks

For full details of this code and the complaints mechanism see the Broadcast Committee of Advertising Practice's [Radio Advertising Standards Code](#). The specific rules applying to alcoholic drinks appear below.

11 Alcoholic Drinks

Central copy clearance is required. Alcoholic drink advertisements must comply with the minimum standards set out here. These Rules also apply to low alcoholic drinks, except where otherwise stated.

These Rules apply principally to advertisements for alcoholic drinks and low alcoholic drinks. However, incidental portrayals of alcohol consumption in advertisements for other products and services must always be carefully considered to ensure that they do not contradict the spirit of these Rules.

11.1 Scheduling of Advertisements for Alcohol

Advertisements for alcoholic drinks must not be broadcast in or around religious programming or programming aimed particularly at those aged below 18 years (see also Rule 11.2, below).

11.2 Protection of Younger Listeners

- a) Alcoholic drink advertising must not be aimed at those aged below 18 years or use treatments likely to be of particular appeal to them;
- b) Advertisements for alcoholic drinks must not include any personality whose example is likely to be followed by those aged below 18 years, or who has a particular appeal to those aged below 18 years;
- c) Advertisements for alcoholic drinks must only use voiceovers of those who are, and sound as if they are, at least 25 years of age;
- d) Advertisements for drinks containing less than 1.2% alcohol by volume must only use voiceovers of those who are, and sound as if they are, at least 18 years of age;
- e) Children's voices must not be heard in advertisements for alcoholic drinks.

11.3 Unacceptable Treatments

- a) Advertisements must not imply that drinking is essential to social success or acceptance, or that refusal is a sign of weakness. Nor must they imply that the successful outcome of a social occasion is dependent on the consumption of alcohol;

- b) Advertisements must neither claim nor suggest that any drink can contribute towards sexual success or that drinking can enhance sexual attractiveness;
- c) Advertisements must not suggest that regular solitary drinking is acceptable or that drinking is a means of resolving personal problems. Nor must they imply that drinking is an essential part of daily routine or can bring about a change in mood;
- d) Advertisements must not suggest or imply that drinking is an essential attribute of gender. References to daring, toughness or bravado in association with drinking are not acceptable;
- e) Alcoholic drinks must not be advertised in a context of aggressive, dangerous, anti-social or irresponsible behaviour;
- f) Advertisements must not foster, depict or imply immoderate or irresponsible drinking or drinking at speed. References to buying rounds of drinks are unacceptable;
- g) Advertisements must not offer alcohol as therapeutic, or as a stimulant, sedative, tranquilliser or source of nourishment/goodness, or link the product to illicit drugs. While advertisements may refer to refreshment after physical performance, they must not give any impression that performance can be improved by drink;
- h) Advertisements must not suggest that a drink is preferable because of its higher alcohol content or intoxicating effect and must not place undue emphasis on alcoholic strength.

11.4 Safety

- a) Nothing may link drinking with driving or with the use of potentially dangerous machinery, except in drunk driving messages (see also Section 3, Rule 18 Motor Vehicles);
- b) Nothing may link alcohol with a work or other unsuitable environment.

11.5 Sales Promotions

Advertisements for alcoholic drinks must not publicise sales promotions (including competitions) that appear to encourage excessive consumption.

11.6 Cut-price Offers

References to 'cut-price/happy hour drinks', 'buy two and get one free', 'money-off coupons' and the like must be considered with caution. References which encourage excessive or immoderate consumption are unacceptable. However, off-licences and alcoholic drink retailers may advertise price reductions for their stock.





11.7 Low Alcohol Drinks

Provided they comply generally with the Code and reflect responsible consumption and behaviour, advertisements for drinks containing less than 1.2% alcohol by volume will not normally be subject to Rules 11.3f), 11.4b) and 11.5. However, if a significant purpose of an advertisement for a low alcoholic drink could be considered to promote a brand of stronger alcoholic drink, or if the drink's low alcohol content is not stated in the advertisement, all the above Rules are applicable.

Annex 3: The rules for non-broadcast advertising of alcoholic drinks

For full details of this Code and the complaints mechanism see the [British Code of Advertising, Sales Promotion and Direct Marketing](#).

The Code does not apply to point of sale displays, except those covered by the sales promotion rules and the rolling paper and filter rules. When unsure if this Code applies, please contact the Committee on Advertising Practice on 020 7492 2222.

Alcohol Advertising

- 56.1 For the purposes of the Code, alcoholic drinks are those that exceed 1.2% alcohol by volume.
- 56.2 Marketing communications must contain nothing that is likely to lead people to adopt styles of drinking that are unwise. Alcohol must not be handled or served irresponsibly. The consumption of alcohol may be portrayed as sociable and thirst-quenching. Marketing communications may be humorous but must nevertheless conform with the intention of the rules.
- 56.3
 - a) As is implied by clause 2.8, the spirit as well as the letter of the rules in this section apply whether or not a product is shown or referred to or seen being consumed.
 - b) The rules are not intended to inhibit advertising on alcohol-related health or safety themes that is responsible and is not likely to promote a brand of alcohol.
- 56.4 Marketing communications should be socially responsible and should neither encourage excessive drinking nor suggest that drinking can overcome boredom, loneliness or other problems. Care should be taken not to exploit the young, the immature or those who are mentally or socially vulnerable.
- 56.5 Marketing communications should not be directed at people under 18 through the selection of media, style of presentation, content or context in which they appear. No medium should be used to advertise alcoholic drinks if more than 25% of its audience is under 18 years of age.
- 56.6 People shown drinking or playing a significant role should neither be nor look under 25 and should not be shown behaving in an adolescent or juvenile way. Younger people may be shown in marketing communications, for example in the context of family celebrations, but should be obviously not drinking.
- 56.7 Marketing communications should not be associated with people under 18 or reflect their culture. They should not feature or portray real or fictitious characters who are likely to appeal particularly to people under 18 in a way that might encourage them to drink.
- 56.8 Marketing communications should not suggest that any alcoholic drink has therapeutic qualities or can change moods or enhance confidence, mental





- or physical capabilities or performance, popularity or sporting achievements.
- 56.9 Marketing communications must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness, masculinity or femininity.
- 56.10 Marketing communications may give factual information about the alcoholic strength of a drink or make factual strength comparisons with other products but must not otherwise suggest that a drink may be preferred because of its high alcohol content or intoxicating effect. Drinks may be presented as preferable because of low or lower strength.
- 56.11 Marketing communications should not suggest that drinking alcohol is a reason for the success of any personal relationship or social event. A brand preference may be promoted as a mark of, for example, the drinker's good taste and discernment.
- 56.12 Drinking alcohol should not be portrayed as a challenge, especially to the young. Marketing communications should neither show, imply or refer to aggression or unruly, irresponsible or anti-social behaviour nor link alcohol with brave, tough or daring people or behaviour.
- 56.13 Particular care should be taken to ensure that marketing communications for sales promotions requiring multiple purchases do not encourage excessive consumption.
- 56.14 Marketing communications should not depict activities or locations in which drinking alcohol would be unsafe or unwise. In particular, marketing communications should not associate the consumption of alcohol with an occupation that requires concentration to be done safely, for example, operating machinery, driving or activity relating to water or heights. Alcohol should not normally be shown in a work environment.
- 56.15 **Low alcohol drinks**
Low alcohol drinks are those that contain between 0.5% - 1.2% alcohol by volume. Marketers should ensure that low alcohol drinks are not promoted in a way that encourages their inappropriate consumption and should not depict activities that require complete sobriety.

Note for Annexes 1, 2 & 3

The UK advertising industry is self-regulated. Operators in the industry are governed by codes of practice designed to ensure all advertising, wherever it appears, is honest and decent. The codes are created, revised and enforced by the two **Committees of Advertising Practice** - CAP (Broadcast) and CAP (Non-broadcast). The Committees' members include organisations that represent the advertising, sales promotion, direct marketing and media businesses.

The Codes of Practice are endorsed and independently administered by the **Advertising Standards Authority (ASA)**. The ASA has been responsible for regulating non-broadcast advertising (press, cinema, posters etc) for over 40 years, and assumed responsibility for broadcast advertising in November 2004. It is the ASA's responsibility to ensure that the self-regulatory system works in the public interest. A 'one-stop-shop' for all advertising standards and consumer complaints, the ASA investigates and adjudicates on complaints and conducts industry research.

Ofcom, the UK communications regulator, previously held day-to-day responsibility for broadcast advertising content, but contracted this role out to the ASA in November 2004. Ofcom retains ultimate responsibility for broadcast advertising and continues to have procedures in place to monitor the current system. Any proposed changes to the Broadcasting Code of Practice must be consulted on and approved by Ofcom.

For more information:

www.cap.org.uk 020 7492 2222

www.asa.org.uk 020 7492 2222

www.ofcom.org.uk 020 7981 3040





Annex 4: The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

For full details of the Code and the complaints mechanism see [The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks](#)

The core of the code is as follows: _

- 3.1 The alcoholic nature of a drink should be communicated at all times with absolute clarity.
- 3.2 A drink, its packaging and any promotional material or activity should not in any direct or indirect way:
 - (a) have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme;
 - (b) suggest any association with bravado, or with violent, aggressive, dangerous or anti-social behaviour;
 - (c) suggest any association with, acceptance of, or allusion to, illicit drugs;
 - (d) suggest any association with sexual success;
 - (e) suggest that consumption of the drink can lead to social success or popularity;
 - (f) encourage illegal, irresponsible or immoderate consumption, such as binge-drinking, drunkenness or drink-driving;
 - (g) have a particular appeal to under 18s;
 - (h) incorporate images of people who are, or look as if they are, under twenty-five years of age, unless there is no suggestion that they have just consumed, are consuming or are about to consume alcohol;
 - (i) suggest that the product can enhance mental or physical capabilities.

Annex 5: The Portman Group's Guidelines on Unit Labelling

Introduction

Unit labelling refers to the practice of labelling alcoholic drink containers with the number of alcohol units that they contain. Unit labelling is not compulsory in the UK. Some companies, however, choose to unit label their products to help consumers work out their alcohol consumption. These guidelines describe the standardised format that most of these companies follow. The guidelines are voluntary; a company may choose to unit label its products in a different format to that outlined in these guidelines. It is helpful, however, if companies keep to these guidelines because the adoption of a consistent format means that consumers will more easily recognise and understand the information that is given.

Calculating alcohol units

In the UK, a unit is defined as the equivalent to 8 grammes or 10ml (1cl) of pure alcohol (different definitions apply in other countries). The exact number of units in a particular drink can be calculated by multiplying the volume of the drink (in ml) by the strength (in alcohol %vol) and dividing the answer by 1000. For example, the number of units in a 440ml can of lager with a strength of alcohol 5%vol is: $\frac{440 \times 5}{1000} = 2.2$ units

Guidelines for the display of unit labelling information

- The number of units should be calculated for the whole container rather than for a typical serving, even if it is a re-sealable, multi-serve container (for example, a bottle of spirit).
- In the case of a re-sealable, multi-serve container, the number of units per typical serving may additionally be displayed if desired. The typical serving for wine (up to alcohol 15%vol) should be 175ml and the typical serving for spirits or liqueurs should be 25ml.
- The number of units should be rounded to one decimal place. For example, 1.42 units becomes 1.4 and 2.65 units becomes 2.7.
- The number of units should be stated with the suffix "Units" or "UK Units" and displayed within an appropriate icon (see examples overleaf).
- If the number of units in a typical serving has additionally been displayed (see above), the size of the typical serving should be stated (i.e. either 175ml or 25ml).
- The icon should be of sufficient size that the text within is easily legible.
- No other writing or visual should be used in conjunction with the unit information. In particular, there should be no attempt to make the unit alcohol content into a reason why consumers should prefer the product.
- On the outer packaging of retailed multi-packs, the individual container icon should be displayed, followed (or prefixed) by an indication of the number of containers within the pack.

Guidance on the sort of issues which need to be considered in designing the layout of a label has been provided by the Institute of Grocery Distribution in its report "Packaging legibility: recommendations for improvements". This guidance, which companies might find helpful, is available on the IGD's website at www.igd.com.

Examples of unit label icons

The examples below show the standard icon designs adopted by most UK drinks companies. The icons may be in any colour. Artwork of these icons (minus the text) is available from The Portman Group by emailing info@portmangroup.org.uk.



PROTOTYPES OF UNIT LABELS

All calculations are based on typical container sizes. The labels may state either "UNITS" or "UK UNITS".

700ml Bottle of spirits
(Alc 40%Vol)



750ml Bottle of Fortified Wine
(Alc 17%Vol)



750ml Bottle of Table Wine
(Alc 12%Vol)



275ml Bottle of Lager/Beer/Cider/RTD
(Alc 5.0%Vol)



330ml Bottle of Lager/Beer/Cider/RTD
(Alc 5.0%Vol)



330ml Can of Lager/Beer/Cider/RTD (Alc 5.0%Vol)



Multi-pack of 24 x 330ml Cans of Lager/Beer/Cider/RTD
(Alc 5.0%Vol)

24 x



(Optional) 175ml Glass of Wine (Alc 12%Vol)



Per 175ml serving

(Optional) 25ml Glass of Spirit (Alc 40%Vol)



Per 25ml serving

The number of units has been calculated by multiplying the declared volume (in ml) by the declared alcoholic strength (ABV) and then dividing by 1000.

Annex 6: Extract from the Dispersal Policy by the Bar, Entertainment and Dance Association

For full details of the full dispersal policy for night clubs contact the Bar, Entertainment and Dance Association (BEDA) see section 8.

Elements of a Dispersal Policy

Transport

Probably the biggest single factor triggering disorder and disturbance is a lack of public and private transport at the end of the evening, preventing the swift dispersal of customers away from the venue. There are a number of steps operators can take to reduce transport related problems:

- Promote safety on leaving, for example through operating a concierge service and providing a safe place for customers to wait for taxis (particularly lone females);
- Advertise reliable services by providing free phone numbers for licensed mini-cabs and details of nearby taxi ranks, bus timetables or other local transport networks.
- Agree an operating policy with local private and public hire vehicles, for example banning the sounding of horns after 11pm;
- Discuss with the council the location of taxi ranks to ensure they are easily accessible without causing bottlenecks outside venues;
- Consider, in discussion with the police and council, the use of stewards to act as marshalls at bus stops and taxi ranks; and
- Work with the local authority and transport providers to agree bus routes, stops and timetables.

Road Safety:

Should the venue exit onto a public highway, operators should ensure separation of customers and traffic - if necessary by the installation of permanent or removable barriers.

Car Parking

If appropriate, operators could advise customers of the best car park to use (either through their website or on printed material) so that they leave in a direction with minimum disturbance to local residents. Operators might also be able to negotiate with local car park operators to allow customer usage.





Staffing

During the last half hour of trading, the service points in each bar may be reduced and some staff reallocated to collect glasses or work in the cloakroom. This will assist customer departure and reduces the potential for people to carry glassware out of the premises.

Cloakroom

The cloakroom should be set up in order to assist the swift return of coats with staffing and control systems increased in the period prior to closure.

Music & Lighting (internal)

During the last 20 minutes of trading, the DJ may typically play slower music and reduce the volume of the music played. In addition, lighting levels can be manipulated to encourage the gradual dispersal of patrons during the last part of trading and the drinking up period (see winding down).

Lighting (external)

Operators have found that the use of bright lights at the exit of the venue encourages customers to leave more quietly. Operators should liaise with the local council to establish guidelines on the positioning of these lights which will also prompt customers to leave the area quickly and enhance CCTV coverage.

Minimising Noise on Exit

If possible, a manager should be in the area close to the main exit to oversee the end of night departure period. DJ announcements should be used to remind customers to be considerate on leaving the premises. While highly visible notices can be placed in the foyer requesting exiting customers to leave quietly and to respect neighbours and their properties.

Bottles or glasses

Signage should make clear that customers will not be allowed to leave the premises with bottles or glasses. This policy should be supported by a vigilant door team searching customers where necessary. If appropriate, bins can be provided at exits for use by customers. Operators could also provide advice on any drinking ban in the area.

Litter

Operators should send out a 'Rubbish Patrol' following closure. This patrol will pick up bottles, flyers, food wrappings etc in the immediate vicinity of the premises. As well as clearing rubbish, the patrol acts as another set of eyes and ears identifying potential disorder. Their activity, particularly sweeping the pavement, will also encourage customers to vacate the area outside the premises.

Door staff

The door team play a key role in the implementation of several aspects of any dispersal policy:

- encouraging customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
- drawing the attention of exiting customers to the notices in the foyer and ask them to be considerate;
- ensuring the removal of all bottles and glasses from departing customers;
- actively encouraging customers not to congregate outside the venue; and
- directing customers to the nearest taxi ranks or other transportation away from the area.

Marshalls:

The use of venue security staff as marshalls should always be in negotiation with the police and kept under review. A marshall is a patrolling security officer wearing high visibility clothing, who works close to the venue in a designated area and is in direct communication with the venue management. Their aim is to create a highly visible presence and to communicate, rather than deal with, potential problems.

Wind down period or "Chill out hour"

Many aspects of a model dispersal policy can be drawn together into a chill out hour that gently winds down the evening rather than bringing it to an abrupt halt. Operators might find there is a profit to be had from offering a taxi booking service and providing coffee, soft drinks and bar snacks as a way of keeping customers in the premises and thus spreading departures over a longer period of time.

Examples of good practice

Perhaps the most comprehensive example of the steps venues can take to reduce anti-social behaviour comes from Newport where a club has worked with local police to develop a model dispersal policy. Rather than be pushed out on to the street to compete for the all too few taxis operating late at night, customers can book a taxi through the club, wait in comfort, warmth and safety, purchase snacks and coffee while they wait and be escorted to the taxi when it arrives.

In Dursley, a club extended its hours to sell soft drinks and coffee after bar staff stop serving alcohol at 2.00am. This chill-out hour allows customers to disperse over a longer time period and reduce the risks of flashpoints in the centre of town. Previously, Dursley had three late night venues all closing at the same time with only one kebab house and one small taxi-rank.

In Edinburgh, one operator details staff to monitor customers on departure identify lone customers (particularly lone females) and hand them a small card which states, "If you are traveling alone and require a CLUBSAFE CAB please speak to a steward or a member of staff".

A Middlesbrough operator stocks lollipops to be given out free to people leaving late night events in a bid to curb noise. A taxi ordering system is also in operation to prevent people waiting in the street.





Annex 7: Other Relevant Industry Initiatives / publications

1. THE PREVENTION OF CRIME AND DISORDER

- **“BBPA Partnerships Initiative”**. This initiative involves representatives from member companies, local authorities and the Police in finding local solutions to local issues via the Government crime and disorder partnerships in England and Wales. It provides a mechanism for industry guidance material to be widely disseminated. Guidance for industry representatives working in local partnerships is available from the *British Beer & Pub Association*.
- **“Helping to Reduce Crime and Disorder”**. A leaflet explaining the BBPA Partnerships Initiative and citing examples of effective crime reduction measures. This has been produced in association with *The Home Office*. (www.beerandpub.com - *British Beer & Pub Association*)
- **“PASS card”**. Various schemes provide cards for young people to use to prove that they are old enough to purchase alcohol on licensed premises. A number of card schemes are accredited by the new DFES/Home Office backed Proof of Age Standards Scheme (PASS). These include The Portman Group’s “Prove It” card and Citizencard amongst others. PASS is an umbrella accreditation system, audited by the Trading Standards Institute. It will ensure that retailers and licensees know that any card presented to them bearing the PASS logo has met the PASS standards and contains accurate and reliable information. This will help them make an informed decision on whether to allow a purchase. (*British Retail Consortium / British Beer & Pub Association / BII / Wine and Spirit Trade Association*)
- **“Security in Design”** - A guidance booklet giving useful information about ways in which crime and violence can be reduced by careful design of licensed property. In partnership with the *Metropolitan Police*. (*British Beer & Pub Association*)
- **“Keeping the Peace”**. A publication of best practice and initiatives for crime reduction on licensed premises available in pdf format only. (www.portmangroup.org.uk - *The Portman Group*)
- **“Dealing with Drunkenness”**. A guidance leaflet for licensees and managers on Dealing with Drunkenness, containing advice on avoiding conflict with customers and taking positive action when dealing with drunkenness. (*The Portman Group / British Beer & Pub Association / BII*)
- **“I’ll be Des”**. A designated driver scheme designed to promote the message always to designate a non-drinking driver when going out for an evening. It was launched in conjunction with professional football in 1999 and was taken forward by police, road safety officers and health promotion professionals through a series of regional campaigns

sponsored by TPG. In 2001 "I'll be Des" won a Prince Michael International Road Safety Award. Since 2002 the British Beer & Pub Association has co-funded some of the material and is urging its members to display the "I'll be Des" information in all their pubs. (*The Portman Group / British Beer & Pub Association*)

- "Licensed Property: Noise Control". A publication of best practice for effective management of noise from licensed premises (*British Beer & Pub Association*)

2. RESPONSIBLE OR MODERATE CONSUMPTION

The Portman Group (TPG)

- www.portmangroup.org.uk - The website includes information on sensible drinking and an interactive "unit calculator" for users to assess whether they drink sensibly, and campaigns aimed at discouraging binge drinking.
- www.drinkaware.co.uk - A website dedicated to explaining the Government's Sensible Drinking Message, and giving consumers the chance to see how it relates to their lifestyle and circumstances. The site contains over 50 pages of information, including a unit calculator which shows how many units of alcohol are in hundreds of real brands and serving sizes. The site is supported by a range of printed materials, including a unit calculator, a leaflet explaining the Government's Sensible Drinking Message, and a more detailed question and answer booklet on sensible drinking. A number of drinks producers and retailers are already carrying the website address in their brand advertising, and alongside unit information on packaging and point of sale material.

The Scotch Whisky Association (SWA)

- **Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky.** A Scotch Whisky industry code promoting responsible consumption and setting out rules and guidelines relating to the manufacture and promotional activity for Scotch Whisky brands in the UK and abroad.

3. TRAINING

Professional trade body, the [BII](#), has a portfolio of qualifications for pub workers at all levels which are available through training centres across the country.

These courses include:

- The **Award in Responsible Alcohol Retailing**, is designated for anyone who works on licensed retail premises and who is, or likely to be, involved in the sale of alcohol including: bar staff, supermarket cashiers, waiters/waitresses and licensed shop cashiers.





- The **BIIAB Level 2 National Certificate for Personal Licence Holders**, has been specifically designed to meet the statutory requirements of the Licensing Act 2003. The Act states that anyone authorising the retail sale of alcohol will have to hold a personal licence, and that in order to qualify for a personal licence, an applicant must hold a relevant licensing qualification.
- The **Level 2 National Certificate for Door Supervisors**, is designed for those who wish to work as a door supervisor within licensed premises open to the public. The qualification consists of two units: **Unit 1 - Roles and Responsibilities of Door Supervisors**, this includes studying relevant legislation and how to comply with the law, admission policies and procedures, refusing entry, searching, seizing articles, eviction, use of force and offensive weapons; how to deal with emergencies, drugs, arrest, scene preservation and report writing.
Unit 2 - Conflict Management for Door Supervisors, this includes candidates managing conflict by applying dynamic risk approaches, understanding the importance of self-awareness and acting proactively; how to defuse conflict by overcoming communication blocks, signalling non-aggression and managing high-risk situations; how to resolve conflict and how to learn from conflict.
- The **BIIAB Level 2 National Certificate for Licensees (Drugs Awareness)**, provides licensed retailers and managers of all types of licensed premises, from the small country pub to the inner city club venue, with an awareness of the illegal drugs scene. It provides operation guidelines to help prevent drug problems arising, and also tactics to enable licensed retailers to deal with such problems, should they arise.
- The **National Certificate for Designated Premises Supervisors** (under development), is designed for those responsible for the day-to-day management of licensed premises and who, in line with the Licensing Act 2003, provides the single point of accountability for those premises. The qualification will focus on the application of strategies in order to comply with the legislation and will therefore cover areas such as the responsibilities of the designated premises supervisor in relation to the operating schedule and the promotion of the licensing objectives.

Annex 8: Hyperlinks

Page		
7	Drinkaware	http://www.drinkaware.co.uk/
7	Department of Health	http://www.dh.gov.uk/PublicationsAndStatistics/Publications/PublicationsPolicyAndGuidance/PublicationsPolicyAndGuidanceArticle/fs/en?CONTENT_ID=4084701&chk=rg1n70
9	Drinkaware	http://www.drinkaware.co.uk/
8 and 21	Television Advertising Standards Code	http://www.asa.org.uk/NR/rdonlyres/89548571-FA23-4642-B04D-8812C58D9FF3/0/BCAP_Television_Advertising_Standards_Code.pdf
8 and 24	Radio Advertising Standards Code	http://www.asa.org.uk/NR/rdonlyres/41D3786B-1B9A-4C6A-B2E9-09C6C5EB928C/0/BCAP_Radio_Advertising_Standards_Code.pdf
8 and 27	British Code of Advertising, Sales Promotion and Direct Marketing.	http://www.asa.org.uk/asa/codes/cap_code/CodeIndex.htm?code_id=22#expanded
8 and 30	The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks	http://www.portman-group.org.uk/uploaded_files/documents/35_152_3rdCode.pdf
13, 19 and 37	BII qualifications	http://www.biiab.org/
14	Point of Sale Promotions: Standards for the management of Responsible Drinks Promotions including Happy Hours.	http://www.beerandpub.com/content.asp?id_Content=894
16	Security in Design	http://www.beerandpub.com/content.asp?id_Content=985
17	Responsible Retailing of Alcohol: Guidance for the Off-Trade	http://site.wsta.co.uk/english2/pdf/Joint_Guide.pdf

