

University of Sheffield Union of Students

Responsible Retailing of Alcohol – Code of Practice

SUMMARY

We recognise the need for social responsibility, and the fact that a large part of our commercial business is in the entertainment and alcohol retail sector. We play a part in the communities in which we operate - both in the University community and the wider Sheffield community. In line with the NUS Code of Practice, we have developed policy in 6 key areas:

1. Responsible Retailing

Drinks service policy:

Restrictions on how and what the Union will serve, and refusal of service to those who have already drunk too much.

Alcohol Promotions Policy:

Details how promotional activity complies with the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic and the BBPA (British Bar and Pub Association) Social Responsibility Standards. Also covers additional measures the Union takes, and examples of acceptable promotions.

Examples from this policy include:

- 1.1 We will not sell spirits in quantities greater than a double normal serve measure in one glass.
- 1.2 We will not mix spirits in the same glass other than as part of recognised cocktails.
- 1.3 Promotional activity will not have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme.
- 1.4 Promotional activity will not suggest that consumption of the drink can lead to social success or popularity.
- 1.5 Promotional activity will not urge the consumer to drink rapidly or to “down” a product in one.
- 1.6 Promotional activity 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.
- 1.7 Promotional activity will not refer to consuming alcohol to recover from previous over-indulgence.
- 1.8 We will avoid any promotion that relies on an unpredictable event e.g. ‘first goal scored’, and therefore encourages urgent and / or unplanned alcohol consumption.
- 1.9 We will avoid promotions that involve drinking games.
- 1.10 We will avoid any promotion that involves an initial payment to obtain reduced price alcohol for a sustained period – e.g. “Quid’s In”
- 1.11 All promotional activity will incorporate a soft drinks offer.

Sports Initiations:

Defines what behaviour is considered unacceptable, and demonstrates how the Union, University and U Sport are working collaboratively to prevent any such behaviour.

Minimum tariff policy:

Since 2005 we have imposed a minimum price policy. We have reviewed this to be 40 pence per unit whether standard price or promotional price.

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 £1.00 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, glass of wine, or a bottled lager / alcopop.

Consumer Safe Drinking:

Our general policy is one of awareness and education. We 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. We will run a number of campaigns during an academic year, focused on providing information about key issues at key times.

2. Health & Safety

The Union's commitment to Health and Safety is covered by a wide variety of internal policies and procedures, elements that relate to the responsible retailing of alcohol are included in outlets' Standard Operating Procedures (SOP) and the Security Staff Procedures Manual. Specific risk assessments are carried out for Safeguarding Children, Fire, and key events. This section also covers smoking, staff Health & Safety training, and the provision of a Women's Safety Bus.

3. The Prevention of Crime & Disorder

This section covers measures included in the Security Staff Procedures Manual, CCTV, and the Union's approach to noise control.

4. Community Engagement

Provides a context for Community Engagement and covers the measures taken by the Union, including:

- Community Involvement
- Trade Representation
- Involvement with Best Bar None
- Litter / Waste Control
- Noise Control

5. Dispersal

The Union building is a complex one with a variety of operations including bars, cafes, nightclubs, a cinema, meeting rooms and offices. This section details the key principles that we apply to dispersal, and also covers customer noise.

6. Communications

The Union has a separate policy to deal with external communications, developed and reviewed by the Marketing department. This policy is enacted in relation to any incident or event requiring external communications management.