

Health Overview & Scrutiny Panel

Trading standards current key alcohol
activities

Neil Fitzpatrick (Principal)

Business services and underage Sales

Under age sales & proxy sales – best practice training

Offered to all **off sales** premises. (shops and supermarkets)

The core aims :

- increase key areas of staff knowledge
- reduce sales to minors, particularly in the areas of alcohol and tobacco
- reduce sales to drunks
- reduce anti-social behaviour

The alcohol training programme has been developed by PCC trading standards officers and has been endorsed by DOH smoke free south east and the chief executive of Portsmouth City Council. The training covers all age restricted goods with a special emphasis being placed on alcohol and tobacco sales.

We provide the training to businesses or individuals that have expressed a desire or shown a need to increase their knowledge within the workplace to avoid illegal sales.

Key triggers for this are:

- new alcohol license applications and variations
- officer compliance visits
- test purchase failures
- responses to marketing
- requests for guidance and advice from businesses
- changes in legislation

Candidates take a test at the end of the training under strict exam conditions and if successful receive a certificate from Trading Standards demonstrating their competency.

Underage sales and proxy sales - Best Practice Guide and Toolkit

The syllabus used to deliver the best practice training is available as a stand alone best practice and due diligence toolkit. Developed by experts and endorsed by chief executive the toolkit enables retailer managers to deliver their own in house training at a low cost whilst ensuring their own knowledge is maintained on a year to year basis as legislative updates are provided.

The product can be obtained when facilitated training takes place or ordered directly as a result of marketing.

This stand alone option offers a minimum standard of compliance to SMEs wishing to purchase a low cost training solution and require more flexible time scales as to when and where their staff are trained.

The core aims are to:

- increase key areas of staff knowledge
- reduce sales to minors, particularly in the areas of alcohol and tobacco
- reduce sales to drunks
- reduce antisocial behaviour
- provide a low cost training and due diligence solution

Award in Responsible Alcohol Retailing (ARAR) (on licence)

The ARAR meets an industry wide need to demonstrate commitment to responsible alcohol retailing in **pubs and clubs**. This national award is designed to train persons responsible for the sale of alcohol the key points of the licensing Act such as public and staff safety, protecting children from harm, as well as reducing drunkenness and crime.

Portsmouth City Council trading standards service is the only local authority in the country accredited by the British Institute of Inn keeping (BIIAB) to deliver this nationally recognised qualification.

Alcohol Awareness Award (AAA)

The AAA has been developed by the BIIAB in response to a government initiative to raise awareness of issues linked to alcohol consumption by young people aged 13-16 and young adults. This nationally recognised award aims to increase the learner's knowledge of the harmful effects of alcohol and what constitutes safe drinking.

Portsmouth trading standards service is currently the only local authority service accredited to deliver the service which involves 10 hours structured training to each pupil. The cost of the training is paid by local retailers wishing to sponsor a child and become part of a city wide solution whilst demonstrating they care about their community. £1,500 has been donated already which will fund 30 local children.

Key aims of the award are to:

- understand the nature of alcohol strengths and different drinks
- how alcohol effects the body and the dangers of drinking too much
- the effects of binge drinking and alcoholism
- the risks of irresponsible drinking and sexual health
- the dangers of drink / drug driving, basic licensing law and offences

- drugs and offensive weapons on licensed premises
- how the industry promotes sensible drinking and its value to the economy

National Certificate for Personal Licence Holders (NCPLH)

The NCPLH covers the syllabus set by government to enable candidates to understand the law in relation to:

- the roles, responsibilities and functions of licensing authorities within the framework of the licensing objectives
- the application process for a personal licence
- the role and legal responsibilities of the personal licence holder, and the penalties relating to failure to comply with the law
- the premises licence
- the content and purpose of operating schedules
- the role and duties of the designated premises supervisor
- unauthorised and temporary licensable activities
- rights of entry to licensed premises
- police powers with regard to suspension and closure of licensed premises
- the specific prohibitions for the sale of alcohol
- the strengths of alcoholic drinks, and the effects of alcohol on the human body
- the protection of children from harm
- the responsible retail sale of alcohol.

All licensed premises require at least one individual who holds a personal licence

Test purchase operations

Trading standards run regular intelligence test purchase operations to assess the impact of their work, check premises due diligence and follow up leads from partners and members of the public. Since the introduction of our training programme the city test purchase failure rate has fallen from 34% to just 2.8% currently one of the lowest in the country. (We test circa 100 per year)

Licensing

Trading standards actively challenge all new license applications and variations if they do not demonstrate the required levels of due diligence and training. We take a proactive stance to instigating licensing committee hearings and had a number of reviews successfully upheld.

Enforcement

As a responsible authority trading standards have substantial powers under the Licensing Act 2003 to instigate closures, hearings and prosecutions if advice and training fails to achieve compliance in the first instance.

Proxywatch

Trading standards maintain the Proxywatch intelligence hot lines and advises shops in accordance with intelligence received. Resources permitting, operations are conducted with the police to deal with adults who actively purchase and supply children with alcohol. Typically this occurs when members of the public are approached outside of licensed premises. Of the 200 plus member stores committed to the scheme 77% stated they had a reduction in ASB since joining and 58% stated they had noticed a reduction in youths outside their shop approaching adults.

If you're asked to buy alcohol for a child, contact ProxyWatch



The information that you supply us with will help make your community a safer place. Simply let us know when and where you have been asked and you can become part of the solution.

You don't have to give your name.

Text 07730 704892 • Call 023 9268 8777

Email proxywatch@portsmouthcc.gov.uk

Police and Trading Standards are operational in this area.

**If you buy alcohol for anyone under 18
you could face a fine of up to £5,000.**