



## **Alcohol Policy for Students**

### **1.0 INTRODUCTION**

Keele University and Students' Unions (Keele SU and the Keele Postgraduate Association) are committed to providing a safe and healthy learning community for students. The overarching premise is one of support and education, focusing on making healthy choices, setting a framework of acceptable and responsible behaviour, and the action that may be taken in the event of a breach of acceptable and responsible behaviour.

We recognise that, for many students, alcohol can be an important part of student life, and does not wish to discourage sensible drinking. However, we do not condone the misuse of alcohol.

### **1.1 Purpose**

The purpose of the policy is to:

- Clarify the University and SU approach to issues arising from the misuse of alcohol in order to minimise problems or confusion for members of our community.
- Help facilitate the safe and sensible use of alcohol and to provide appropriate information, advice and guidance on alcohol use.
- Make students aware of the support and guidance available both within the University and externally for students affected by alcohol related problems.
- Promote an awareness of the health and legal issues associated with alcohol use.
- Set a clear framework of acceptable and responsible behaviour and be clear regarding the possible disciplinary action for related misconduct.

### **2. SCOPE**

This policy sets out the guidelines for the use of alcohol at Keele University, as well as Keele's commitment to ensuring students are educated and supported in regards to alcohol consumption. All students who are working, researching and studying at the University are expected to adhere to the expectations set out in this Student Alcohol Policy.

The Policy particularly applies to students in circumstances where there is a risk to themselves or others, or where their conduct or quality of work affects others or the reputation of the University or Students' Unions. It applies whether students are on University premises, elsewhere on University

business or study activities or in the local community. The Policy also applies to the Students' Unions' clubs and societies and sports teams.

### **3. COMMITMENTS**

There is longstanding commitment by the University and Students' Unions to change attitudes towards alcohol, and to build a healthier, safer and more productive student community. Keele has a duty of care to all its students and will ensure that support, advice and information is provided to any student who is experiencing problems with alcohol (this includes referral to suitable external services). We will ensure this by:

- Assisting students to make informed decisions about alcohol use
- Promoting a community which is supportive and which recognises and respects different attitudes towards alcohol use
- Complying with the legal duty of care to staff, students and visitors
- Ensuring that events/facilities are accessible to students who do not wish to drink alcohol

The wellbeing of the student community is the key driver for this Policy and to enable this Policy's approach of shared responsibility, we have established a set of commitments from staff and students (further commitments from key stakeholders can be found in Annex 1):

#### **3.1 Students**

- Be aware of and understand this Policy, supporting documents and services.
- Engage with information and education about alcohol to enable healthy choices to be made for themselves and their fellow students.
- Commit to taking personal responsibility for their own actions and behaviour if choosing to consume alcohol.
- Be aware of the behaviour of students around them and do their best to ensure their support, safety and wellbeing taking action where appropriate.
- Alert an appropriate member of staff to any problems they see developing within the institution, particularly where legal or health and safety concerns are an issue.
- Be aware of the behaviour of students around them and do their best to ensure their safety and well-being.

#### **3.2 Staff**

- Be aware of the policy, procedures, available services and referral procedures available for dealing with student alcohol-related issues. This information should be included in student welcome activities.
- Encourage students to access appropriate support if there are concerns about their well-being in relation to alcohol. Contribute to the development and facilitation of awareness raising activities.
- Be mindful of the potential impacts of excessive alcohol when conducting risk assessments on proposed activities.

- Investigate accidents and incidents for signs of alcohol misuse and liaise with the relevant departments.
- Ensure there is no misuse of/pressure to misuse alcohol during university social functions. Non-alcoholic drinks must be available at these occasions.

#### 4. EDUCATION AND AWARENESS

We will endeavour to increase awareness and understanding of alcohol related issues. We will do this by:

- Raising student awareness with posters, leaflets and through the website and social media channels with links to established help sites e.g. <http://www.drinkaware.co.uk/> and <http://www.talktofrank.com/> and online self-help resources <http://www.selfhelpguides.ntw.nhs.uk/keele/>.
- Ensuring students are aware of the dangers of the excessive use of alcohol.
- Training relevant staff, such as student services staff, accommodation service managers, personal tutors, bar staff, staff in student residences, i.e. Resident Advisers, Domestic Assistants and security officers.
- Inviting representatives from our partner agencies including the Police Liaison Officer to deliver talks at 'Welcome' events and other appropriate forums.
- Engaging students in awareness raising campaigns such as Alcohol Awareness Week/Dry-January etc.

#### 5. STUDENT SUPPORT

- The University has a legal duty of care to its students, and aims to provide a safe, healthy and high quality study and work environment. This includes addressing the risks posed by alcohol misuse, informing students of their responsibilities and providing information, advice, guidance and support on request. All students have a legal responsibility to take care of their own safety and that of others.

- The University recognises that the majority of students will not be affected by alcohol misuse but, where a student declares that they have a problem, their case will be treated sympathetically. The University regards a student's dependency on alcohol as a health problem.

- Students who feel that their, or a friend's use of alcohol is becoming problematic are encouraged to talk to somebody about this. A student may feel comfortable talking in the first instance to family or friends. They can also talk to their Personal tutor or to a member of staff in Student Services (Counselling and Mental Health, Student Services Centre, Chaplaincy).

- If a student discloses such an issue to a member of staff or support service and agrees to engage in support either within the University or through relevant support services in the community then the university will allow reasonable absences for advice/therapy/treatment as 'sick leave' and will take this into account when assessing coursework and exam results, as long as the student has kept their School aware of their progress and that it is clear that they are attempting to resolve any difficulties they may have. Students must provide confirmation/evidence from Student Services, their GP or an external agency if appropriate to confirm their attendance and progress.

- Keele has a range of services available to students with alcohol concerns. These services are freely available to all students who wish to access help and support:

- [Student Services Centre](#)

- o [Counselling and Mental Health Support](#)
- o [Keele Health Practice](#)
- o [The Chapel](#).
- o [Advice and Support at Keele \(ASK\)](#)
- Additional help can be found on the following websites:
  - o [One Recovery Staffordshire](#)
  - o [Drinkaware](#)
  - o [Alcohol Concern](#)
  - o [Talk to Frank](#)
- The university recognises that students may have experienced coping with a problem drinker, whether it's a close or distant relative, friend or colleague. This could result in the student being more vulnerable to alcohol related issues themselves. Any student in this situation who feels like their alcohol use is becoming problematic can seek specific support from both [AL-Anon](#) and [Adult Children of Alcoholics](#) (ACA).

## **6. RESPONSIBLE ALCOHOL RETAILING**

The University and Students' Unions recognise that the provision of a safe, secure and enjoyable environment in their outlets is a key business objective. With regard to licensed trade operations, the issue of social responsibility is one inextricably linked with alcohol consumption. In addition to ensuring compliance with The Licensing Act 2003 and The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014, the student venues will ensure best practice by taking direction (where appropriate) from industry bodies such as the Portman Group and participating (where appropriate) in schemes such as Best Bar None. Specific measures in relation to the responsible retail of alcohol are detailed in Annex 2.

## **7. CODE OF STUDENT BEHAVIOUR AND DISCIPLINARY PROCEDURES**

Students who misuse alcohol to the extent that it is a risk to the safety of themselves or others may be subject to disciplinary action. Examples of this may include: driving, operating machinery or engaging in sports activities while under the influence of alcohol. Failure to comply with these requirements will lead to disciplinary action.

## **8. CONFIDENTIALITY AND DATA PROTECTION**

All cases will be dealt with in confidence and all personal information will be processed securely in accordance with the Data Protection Act 1998 Information may be used by relevant personnel to establish any support that may be needed and to manage the academic relationship. The confidential disclosure of information by students will be respected except in extreme circumstances where the student or someone else is at serious risk of harm. Keele staff should clearly state from the outset that limited confidentiality applies and that confidentiality will not be maintained if the withholding of information constitutes a serious risk to the individual or others.

## 9. ROLES AND RESPONSIBILITIES

The Keele Drug & Alcohol Group has strategic oversight of the Student Alcohol Policy and will review and monitor the policy over time. If you have any questions about the policy please contact the chair of the group Claire Snape on [c.v.snape@keele.ac.uk](mailto:c.v.snape@keele.ac.uk).

## 10. RELATED POLICIES AND PROCEDURES & LEGISATON

**The Health and Safety at Work Act 1974** places a duty of care on employers to ensure, as far as is reasonably practicable, the health, safety and welfare at work of staff, students and other users of its premises.

**The Road Traffic Act 1988** states that a person is guilty of an offence if driving or attempting to drive a motor vehicle in a public place while unfit through drink or drugs.

The University, Keele SU and KPA operate their licensed premises within the legislation defined in **The Licensing Act 2003** and **The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014**.

## 12. REVIEW, APPROVAL AND PUBLICATION

The University Executive Committee are responsible for reviewing the Student Alcohol Policy, and the policy will have a maximum 3-year approval period after which it will be reviewed again.

The policy will be published on the university website ([www.keele.ac.uk/alcoholanddrugs/](http://www.keele.ac.uk/alcoholanddrugs/)) and the Students' Union website ([www.keelesu.com/advice/health/drugsandalcohol/](http://www.keelesu.com/advice/health/drugsandalcohol/)). The policy will also feature on the University Policy webpage (<https://www.keele.ac.uk/policyzone/>).

## 13. Document Control Information

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<b>Related University Policy Documents</b>	
<i>For Office Use – keywords for search function</i>	

## **Annex 1**

### **Commitments**

We have established a further set of commitments from key stakeholders:

#### **1.1 University**

- Ensure that the University community is proactive with regard to setting policy, procedures (including site specific restrictions and processes as appropriate) alongside available support services and referral procedures available for dealing with student alcohol related issues.
- Ensure students comply with the relevant discipline regulations and behave responsibly and respectfully towards our neighbours both on campus (in halls of residence) and in the local community.
- Ensure students do not behave in a way that might damage the University's reputation.
- Provide support services that help to maintain a proactive approach to supporting students to make healthy choices around alcohol and act as a confidential self-referral facility for students.
- Liaise and communicate with internal stakeholders and other alcohol support agencies to help maintain ongoing focus and development of student wellbeing activity with regard to alcohol.

#### **1.2 Keele SU and the KPA**

- Education, information and campaign work relating to alcohol will form part of our commitment to student wellbeing and will be run regularly by the Students' Union, in partnership and agreement with Student Services, to encourage students to make healthy choices and promote a sensible approach to alcohol use.
- Work with students to set out (and uphold) clear expectations of student members regarding their behaviour relating to alcohol consumption on and off campus.
- Form strong partnership and communication links with the University and external networks for information, education and support relating to alcohol and work to ensure that students are engaged with relevant messages and services.
- Offer information and advice about services available to students who have concerns about their alcohol use.
- Provide and support educational events, awareness campaigns and activities that promote health and well-being in cooperation with other departments.
- Ensure that student related policies reflect attitudes to alcohol which are conducive to student well-being.

- Provide support for student societies or clubs entering into any sponsorship contracts with alcoholic venues to ensure they promote student wellbeing and discourage excessive drinking.
- Ensure that social events are not themed around excessive drinking and that publicity for these events is not themed exclusively around alcohol.
- Uphold the requirements of the licensing laws.

### **1.3 Student Services**

- Act as a confidential self-referral facility for students.
- Provide information, advice, guidance and support to students presenting with alcohol related issues.
- Operate appropriate confidentiality and referral policies to ensure students receive the most appropriate support.
- Develop and publish information for students on the potential impacts of alcohol misuse.
- Adhere to confidentiality guidelines and the Data Protection Act when a student presents for support for an alcohol related issue.
- Have in place systems of referral to community based alcohol support agencies Raise concerns to appropriate university personnel if a particular alcohol related welfare issue is presenting repeatedly for the service.
- Take all necessary steps to ensure that students with alcohol related issues do not present a risk to themselves or others.
- Deliver support and training for University/Students' Union staff – e.g. knowledge and skills development around alcohol interventions where appropriate.
- Work with all relevant partners to ensure that students are safe and supported during their time at Keele and in the surrounding local area and that, as residents of the local community, they are proactively informed and signposted to the relevant services.

### **1.4 The Campus Bars (University, Keele SU and KPA)**

As responsible retailers of alcohol the campus bars (University, Keele SU and KPA) will have their own local policies in place (See Annex 2) to ensure responsible retail and consumption of alcohol in their own venues. In addition to these, all venues will adhere to the following best practice / legislation:

- Pricing in the bars will be set at a competitive level that encourages students to use the venues but not so low as to encourage excessive consumption.
- The cheapest non-alcoholic drink on sale will always be cheaper than the cheapest alcoholic drink on sale.
- 'Initiation' activities will not be permitted within the venues or in any external areas adjacent to the venues.

- In order to ensure that the venues are inclusive for all, student customers will be expected to follow a code of conduct (See Annex 2) designed to prevent 'anti-social' behaviour and eliminate 'lad culture'. Customers failing to follow the venues' code of conduct will be subject to action under the disciplinary procedures of that venue.
- Events will be accessible for students who choose not to drink alcohol as well as those who do.
- Venues will be proactive in the provision of healthy drinking, alcohol impact and other wellbeing campaigns in partnership with the Students' Union.
- Where appropriate venues will participate or work within the framework of relevant national schemes such as Best Bar None.
- In accordance with The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014, the venues will not permit or conduct irresponsible promotions within or in any external areas adjacent to the premises. An irresponsible promotion is defined as any of the following activities, or substantially similar activities, carried out for the purpose of encouraging the sale or supply of alcohol:
  - 'Drinking Games' or any other activity that require or suggest that an individual drink alcohol as a result of the outcome of that game or activity. This includes requiring or encouraging individuals to drink a quantity of alcohol within a time limit, or to drink as much as possible. This does not include "drinking up time" where staff can ask customers to finish their drinks shortly before the end of licensed hours.
    - Provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee.
    - The provision of free or discounted alcohol or any other thing as a prize to encourage or reward the consumption of alcohol over a period of 24 hours or less.
    - The use of promotional material on, or in the vicinity of, the premises which can be reasonably considered to condone, encourage, or glamorise antisocial behaviour or refer to drunkenness favourably.
    - The dispensing of alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
- In accordance with The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014 the venues will ensure that free potable tap water is provided on request for customers where it is reasonable available.
- In accordance with The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014 the venues will ensure that the following drinks if sold or supplied for consumption on the premises are available in the following measures:
  - Beer or Cider – Half Pint
  - Gin, Rum, Vodka or Whisky – 25ml or 35ml
  - Still Wine in a glass – 125ml



The availability of these measures will also be made clear on menus, price lists and other printed material. Staff will also make customers aware of the measures available should the customer order a drink without specifying the alcohol measure.

- In accordance with The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014 the venues will not supply alcohol below the permitted price of duty plus VAT.

### **1.5 Newcastle-Under-Lyme Borough Council**

- Proactively support the University and Students' Unions in delivering a community-based information, advice and guidance approach to student alcohol use.
- Take practical steps to ensure that direct communication and innovations from students are included in the local activity and information relating to alcohol.

## **Annex 2**

### **Local Policies**

The following local policies are in operation within the campus bars (University, Keele SU and KPA) to ensure the responsible retail and consumption of alcohol within their venues.

#### **2.1 Keele University Hall Bars - Responsible Alcohol Retailing Policy**

The following measures have been adopted to ensure the safety of our customers and compliance with The Licensing Act 2003, and The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014:

##### **2.1.1 Age Verification & Duty of Care**

Any customer, who appears to a member of staff to be under the age of 18 will be asked to produce a valid form of identification to prove they are over 18. Accepted forms of ID are a full or provisional driving license or a passport. Keele Cards are not a valid form of ID for proof of age.

In order to maintain a 'duty of care' as mandated by the Licensing Act 2003 no customer will be served alcohol who is either drunk or suspected to be under the influence of any illegal substance or drug. If a member of staff believes a customer to be in either of these conditions they will refuse service and inform the manager/ supervisor as well as any other members of staff on duty. All staff reserve the right to refuse service under any circumstance.

##### **2.1.2 Door Policy**

Only Keele University students, staff and bona fide guests thereof will be permitted to use the premises during term time. Staff will ask to see a valid Keele Card if they have any doubts regarding a customer's connection with the university. Separate arrangements may be put in place for opening during vacation periods. Customers are not permitted to consume their own alcohol on the premises.

##### **2.1.3 Drinks Service**

The following measures have been put into place to encourage and promote responsible alcohol consumption on the premises:

- Customers will not be sold more than 3 units of alcohol, for their own consumption, in any single transaction.
- Spirits/ Liqueurs will not be mixed in the same glass other than in a recognised cocktail as detailed on a cocktail menu.

- No more than a 50ml measure of a Spirit/ Liqueur (or combination of) will be served in one drink. This excludes recognised cocktails as detailed on a cocktail menu (none of which will be over 3 units in strength).
- No spirits/ liqueurs will be mixed with draught beer or cider other than in recognised cocktails as detailed on a cocktail menu.
- No items over 50% ABV will be sold.
- Only alcohol served in a sealed container (e.g. screw cap, cork or crown capped bottle) will be sold for consumption off the premises.
- Free potable water will be available to customers at all times, even if they are not making a purchase.

#### **2.1.4 Organised Group Events**

In order to ensure compliance with this policy, as well as maintaining fire safety limits and preventing disruption to other customers; all organised groups are expected to contact the bar prior to their event to make a booking request. These requests will be confirmed by a manager/ supervisor and suitable space will be reserved for the event. Customers booking events of this nature will also be requested to inform their group of the terms and conditions that must be adhered to when holding organised events within the bars. Bookings can be made via e-mail to [halls.bars@keele.ac.uk](mailto:halls.bars@keele.ac.uk).

#### **2.1.5 Prohibited Activities**

In order to ensure compliance with the law and to promote responsible alcohol consumption the following activities will not be permitted on the premises or in external areas surrounding the premises.

- Excessive Drinking
- Encouragement of customers to engage in 'Fast Drinking' or 'Downing' of drinks (excluding 'Drinking up time' at the end of licensed hours).
- Participation or organisation of 'Drinking Games'. A 'Drinking Game' is defined as any game or activity which requires or suggests that an individual drink alcohol as a result of the outcome of that game or activity.
- Creation of 'Dirty Pints' from different drinks intended for consumption.
- Pouring alcohol directly, or via any other apparatus, into the mouth of another person (except in circumstances where a person is not able to drink without assistance because of a disability).

All staff will be expected to be vigilant for customers undertaking prohibited activities. Should staff suspect any group is partaking in any prohibited activity it is their responsibility to report it to the most senior member of staff on duty.

It is the responsibility of the most senior person on shift to deal with any groups carrying out prohibited activities. When doing so they will take the following steps; polite reminder in

the first instance taking a firmer stance if they continue with the final step of asking the group to leave.

Staff members will be made aware that, as this policy covers a range of our legal obligations as operators of licensed premises, any person not following or enforcing it on their shifts may be subject to disciplinary action.

## **2.2 Keele Students' Union - Responsible Alcohol Retailing Policy**

### **2.2.1 Age Verification Policy**

Door supervisors are on duty to stop underage persons entering the establishment after the day time services have ceased trading.

Bar staff are trained to follow the Challenge 25 scheme and are trained to request photographic identification from any potential consumer they believe to be under 25 years of age whether door supervisors are present or not.

Every till has an age verification prompt before a transaction can be made. There is no access to alcoholic products from the 'Underage' screen.

All staff are trained in the recognition of valid photographic identification and limited to accepting Passports, Full Driving License, Provisional Driving License and photographic identification bearing the PASS hologram as valid forms of identification. Staff are further trained to ask questions relating to the identification shown, such as the postcode, date of expiry or the reference number.

Any persons found to be attempting to purchase alcohol when underage are reported immediately to Security.

Any persons found to be attempting to purchase alcohol for a minor are refused service and reported immediately to security. Staff are trained to ask an entire group for photographic identification if any doubts are had with any of the persons within it. Staff are informed that failure to check identification that leads to a minor being served could lead to a personal fine of up to £5,000 with the possibility of the venues license to sell alcohol being lost and further fines.

When external events which allow persons under the age of 18 to attend a policy of hand stamping will be in effect to indicate whether the potential customer is over 18 or not. Staff are briefed on the evening of the event before doors opening to what system is in place, and to be extra vigilant in ensuring all potential customers are over 18 years of age. Staff are informed to still check identification if there is any doubt over the person's age.

To see an example of what is given to members of staff before such an event takes place see [the Keele SU Alcohol Policy Online](#).

### **2.2.2 Drink Driving Deterrents**

KeeleSU aims to provide a fun and safe atmosphere for everyone to enjoy, including people that are driving home after the event has taken place. KeeleSU uses several deterrents and incentives to try and stop the temptation to drink and drive after visiting the venue.

KeeleSU offers a designated driver scheme. The scheme allows the designated driver to have a free drink of Coca-Cola, Diet Coke or Lemonade if they show keys when a round of drinks are being bought by the other party members. This is to encourage the potential driver to drink a soft drink rather than join in the likely alcohol based round.

Low alcohol options are available to purchase, however all bar staff are trained to discourage any drinking whatsoever by a person planning to drive home. For example, if a customer is asking about the ABV level in different drinks they may be looking for a low alcohol drink to have before driving, or even possibly ask for a recommendation for what to drink, in which instance bar staff have been informed to always recommend a non-alcoholic drink as they do not know the effect any amount of alcohol will have on any individual. Staff are trained to inform security immediately if they believe someone is about to drive after consuming alcohol.

KeeleSU offers a free Safety Bus service for any student – not even necessarily a customer on that evening – in order to make sure all students have the ability to get home safely for free. So drivers that intended to drive home but ended up drinking have a free and easy way to get home instead of getting behind the wheel. For more information, please see the Safety Bus Policy or enquire at the Security office.

Taxi Marshals are employed on busy evenings to record taxi and passenger details to ensure the taxis are used fairly and safely.

KeeleSU Bars department offers its full support to any initiative brought forward by the Elected Officers to promote sensible and safe drinking, including the provision and promotion of such items as 'Spikeys', further and beyond the initiatives already in place. KeeleSU strives to make sure there are always posters and/or campaigns to discourage drink driving.

KeeleSU Bars always offers free tap water, and furthermore, Coca-Cola, Diet Coke and Lemonade are always the cheapest items available to buy at the bar to make not drinking alcoholic beverages as appealing as possible.

### **2.2.3 Combating Drunkenness**

KeeleSU takes the issue of responsible drinking seriously, and it is regarded as the main tool in maintaining a trouble free event after the admittance policy. KeeleSU also understands the issues regarding customers turning the age of eighteen just prior to arriving at University.

When dealing with drinks promotions it is our aim to;

- Promote responsible drinking
- Help prevent the misuse of alcohol
- Encourage responsible marketing
- Foster a balanced understanding of alcohol-related issues

KeeleSU aims to promote drinking sensibly using the Portman Group Code of Practice on naming, packaging and more importantly, the promotion of drinks within the venue. A copy of this can be found [here](#).

The frontline defence of these policies are the bars and stewarding team. It is easily recognised that in the bars environment it is straightforward to pin point customers who should be refused service. However, the following is used as a guide and incorporated within the bar staff handbook and training documentation;

- Slurred speech
- Excessive bravado/rowdiness whilst at the bar
- Unsteadiness, swaying, disorientation etc.
- Confusion

When a customer is refused service it is common practice to notify the member of bars management working and the Security team to prevent service at another bar. Any customer deemed to be too intoxicated will be advised to leave the venue, security staff will offer the services of the Safety Bus to ensure that the customer returns home safely and are monitored during their journey. Particular care must be taken to ensure that a third party does not make a transaction on behalf of someone else. Be this someone underage or who has just been refused service. It is in the power of the Bars team to refuse service to anyone on these grounds. A Bars management person must also be called if a member of Bar staff feels the round being bought is excessive.

To prevent drunkenness, beyond that which is already stated, Bar Staff are instructed to never pour more than 50ml of spirit into a drink. This is to limit the amount of alcohol that one person can consume per order and prevent customers consuming a large amount of alcohol in a short period of time.

A full outline of measures and indications can be found in the Bars and Stewards Handbook and training documentation. All customers must conform to the KeeleSU Code of Conduct and Venue Regulations.

#### **2.2.4 Refusal of Service Policy**

KeeleSU is dedicated to providing a safe environment for customers to enjoy our venue. The first step of achieving this is making sure only persons of 18 years or age or older are able to purchase alcohol from the bar. We have an Age Verification Policy which explains the identification process included in this document. When any potential customer is asked for photographic identification and fails to produce satisfactory identification Bar Staff are trained to electronically record the details of the incident using the till POS system.

Bar Staff are trained to refuse service to intoxicated people. Details of which are provided in the Combating Drunkenness part of this document. Bar Staff are instructed to fill in the Refusal of Service form which is available on every till. When submitted, a report is emailed to Security and dealt with accordingly.

Staff are also trained on the dangers of serving drinks to customers under the influence of drugs or other substances. As a venue we have a zero tolerance on the use of drugs and so anyone considered to be under the influence of an illegal substance will be refused service and reported to Security. All refusals are recorded electronically using the till POS system.

#### **2.2.5 Price Promotion Policy**

##### **Marketing code**

##### Compliance with laws and regulations

All Licensed Trade marketing activities will be in keeping with both the letter and the spirit of all applicable national laws. The Marketing department will be responsible for ensuring this.

##### Licensed Trade promotional policy

The Company will ensure that drinks promotions will encourage responsible consumption by those adults who choose to drink and will not support activities which encourage excessive consumption.

All promotions will be at a price level where a pint of Coca-Cola, Diet Coke and Lemonade are the cheapest drink available from the bar. Free tap water is always available at the bar. All promotional activity will comply with the Portman Group policy.

#### **2.2.6 Glass Safety Policy**

To keep customers as safe as possible KeeleSU operates a Glass Safety Policy to restrict the amount of drinking glasses and bottles in the building that could cause – or be used to cause – harm to any person.

Glass bottles will only be given out on evenings when expected attendance will allow easy access to any finished bottles so they can be collected. When attendance is expected to cause any issue with the collection of glass bottles then all bottles must be decanted into plastic glasses before being given to the customer.

Pint and half-pint glassware will only be used during quiet daytime and evening periods. All drinks will be served in plastic glasses at least one hour before any event takes place to allow all glass to be cleared in a timely manner before the event starts.

**The KeeleSU Alcohol Policy can also be found online [here](#).**

### **2.3 Keele Postgraduate Association (KPA) - Responsible Alcohol Retailing Policy**

We recognise the need for social responsibility, and that a significant part of our commercial business involves the sale of alcohol. We play a part in the communities in which we operate - both the campus community and wider local community. The provision of a safe, secure and enjoyable environment in our outlet is a key business objective. We have a responsibility to provide this environment to our customers and it is a commercial strength that we do so. With regard to our licensed trade operations, the issue of social responsibility is one inextricably linked with alcohol consumption. In response to this, the following measures have been adopted to ensure the safety of our customers and compliance with The Licensing Act 2003, and The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014:

#### **Age Verification & Duty of Care**

Any customer, who appears to a member of staff to be under the age of 18 will be asked to produce a valid form of identification to prove they are over 18. Accepted forms of ID are a full or provisional driving license or a passport. Keele Cards are not a valid form of ID for proof of age.

In order to maintain a 'duty of care' as mandated by the Licensing Act 2003 no customer will be served alcohol who is either drunk or suspected to be under the influence of any illegal substance or drug. If a member of staff believes a customer to be in either of these conditions they will refuse service and inform the manager/ supervisor as well as any other members of staff on duty. All staff reserve the right to refuse service under any circumstance.



All staff will receive training in their legal responsibility not to serve any person under the age of 18 and to maintain a 'duty of care' prior to their first shift, as well as refresher training a regular intervals. All staff serving alcohol will have been authorised to do so by the units Designated Premises Supervisor (DPS) following suitable training in these areas. This authorisation must take place prior to the staff member starting their first shift.

### **Door Policy**

Keele Postgraduate Association is open to both students of the University and local community provided they are over the age of 18. Customers are not permitted to consume their own alcohol on the premises.

### **Drinks Service**

The following measures have been put into place to encourage and promote responsible alcohol consumption on the premises:

- Customers will not be sold more than 3 units of alcohol, for their own consumption, in any single transaction. Units of alcohol will be calculated as follows:
  - Pint of Draught Beer or Cider = 2 units
  - 330ml Bottle of Beer or Cider = 1.5 units
  - 500ml Bottle of Beer or Cider = 2 units
  - 25ml of Spirit/ Liqueur = 1 unit
  - 187ml Single Serve Wine = 2.5 units
- Spirits/ Liqueurs will not be mixed in the same glass other than in a recognised cocktail as detailed on a cocktail menu.
- No more than a 50ml measure of a Spirit/ Liqueur (or combination of) will be served in one drink. This excludes recognised cocktails as detailed on a cocktail menu (none of which will be over 3 units in strength).
- No spirits/ liqueurs will be mixed with draught beer or cider other than in recognised cocktails as detailed on a cocktail menu.
- No items over 50% ABV will be sold.
- Only alcohol served in a sealed container (e.g. screw cap, cork or crown capped bottle) will be sold for consumption off the premises.
- Free potable water will be available to customers at all times, even if they are not making a purchase.

### **Organised Group Events**

In order to ensure compliance with this policy, as well as maintaining fire safety limits and preventing disruption to other customers; all organised groups (groups of roughly 15 people or more) are expected to contact the bar prior to their event to make a booking request. These requests will be confirmed by a manager/ supervisor and suitable space will be

reserved for the event. Customers booking events of this nature will also be requested to inform their group of the terms and conditions that must be adhered to when holding organised events within the bars. Bookings can be made via e-mail to [kpa.clubhouse@keele.ac.uk](mailto:kpa.clubhouse@keele.ac.uk).

### **Prohibited Activities**

In order to ensure compliance with the law and to promote responsible alcohol consumption the following activities will not be permitted on the premises or in external areas surrounding the premises.

- Excessive Drinking
- Encouragement of customers to engage in 'Fast Drinking' or 'Downing' of drinks (excluding 'Drinking up time' at the end of licensed hours).
- Participation or organisation of 'Drinking Games'. A 'Drinking Game' is defined as any game or activity which requires or suggests that an individual drink alcohol as a result of the outcome of that game or activity. Including, but not limited to the following:
  - 'Pub Golf'
  - 'Fox & Hounds'
  - 'Ring of Fire'
  - '21'
  - 'Fuzzy Duck'
  - 'I Have Never'
  - 'Save the Queen'
  - 'Boat Races'
  - Any other card related games involving drinking alcohol as a result of the outcome of the game.
  - 'Beer Pong'.
- Creation of 'Dirty Pints' from different drinks intended for consumption.
- Pouring alcohol directly, or via any other apparatus, into the mouth of another person (except in circumstances where a person is not able to drink without assistance because of a disability).

All staff will be expected to be vigilant for customers undertaking prohibited activities. Should staff suspect any group is partaking in any prohibited activity it is their responsibility to report it to the most senior member of staff on duty.

It is the responsibility of the most senior person on shift to deal with any groups carrying out prohibited activities. When doing so they will take the following steps; polite reminder in the first instance taking a firmer stance if they continue with the final step of asking the group to leave.

Staff members will be made aware that, as this policy covers a range of our legal obligations as operators of licensed premises, any person not following or enforcing it on their shifts may be subject to disciplinary action.