

Appendix A

The Intoxicated launch

The campaign will be launched during the 17th and 18th of November.

To highlight the campaign, eye-catching posters have been produced for display in the licensed premises, together with a variety of marketing materials including bar runners, t-shirts for staff and soft shell jackets for security staff.



Posters produced for the campaign.

In the North division, Safe & Responsible manuals have been updated and rebranded with the intoxicated campaign logos and will be handed out to participating licensed premises. These included a 'Top Tips' section for the Designated Premises Supervisor (DPS) along with a variety of logs to assist with essential record keeping.

(Please note that this is an old photo of folder)



Safe and Responsible Folder

Bar Staff Training – Responsible Alcohol Retailing

An integral part of the campaign is training for bar staff, in order to develop their understanding of their own responsibilities and legal requirements in serving alcohol. The training should be completed by the premises licence holder / DPS / Manager and should be a refresher so staff working;

- Understand the main points of the licensing law.
- Recognise the responsibilities associated with the retail sale of alcohol.
- Understand their duties concerning under-age sales and serving persons who are drunk.
- Support the designated premises supervisor to retail alcohol responsibly

Bar staff will be issued with branded T-shirts and bar runners.





Intoxicated – No Entry

It is recognised that Door Supervisors and their roles are key to the night time economy, and as a result, the Intoxicated – No Entry scheme will be re-launched.

Door supervisors are the first port of call for those entering pubs and clubs and as such, the aim of this scheme was to bring them on board. They have the key role in deciding who can and can't come into licensed premises, whether due to being intoxicated, underage or otherwise.

Posters will be issued to be placed on doors of the premises they work in and two staff from every venue chosen will be issued with Jackets with the logo "Intoxicated – No Entry" on the front.

Two door staff will be issued with branded soft shell security jackets.

Vulnerability training will be given by licensing / vulnerability team staff via the pub watch scheme.



Police Officer Training

Police Officers will be encouraged to refresh their knowledge of licensing matters and to hone their awareness of their enforcement powers, in order to support the initiative.

Training will delivered via the Night Time Economy Briefing sites and a pop up will be designed for initial log on, and aide memoires will be distributed. Posters will also be printed for prominent display in the station.



Adult buys or attempts to buy alcohol for consumption on relevant premises by person under 18yrs.

The following offences can be dealt with by way of Penalty Notice E96.

Drunk in the Highway;
Consume alcohol in Designated Public Place contrary to requirement of Constable not to do so.
Allowing consumption of Alcohol by under 18yrs on relevant premises.
Relevant premises are any premises that have been issued a premises licence or temporary event notice to carry on licensable activities.

Licensing visits
Ask the DPS manager to produce the Safe and Responsible folder for you to inspect. This will ensure compliance with licensing law and conditions.

The Licensing Objectives

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

Activities Requiring a Licence

- The retail sale of alcohol
- The supply of alcohol by a club to a member
- The provision of regulated entertainment
- The provision of late night refreshment

Types of Licences

- Premises Licence
- Personal Licence
- Club Premises Certificate / Licence
- Standard and Late Temporary Event Notices (TEN)

Licensing Act 2003 - Police Powers
Sale of alcohol to a person who is drunk - s141
It is an offence to sell or attempt to sell alcohol to a person who is drunk.

Right of entry to investigate licensable activities - s179
A constable may enter any premises they have reason to believe are being, or are about to be used for a licensable activity and to see whether that activity is authorised - reasonable force may be used.

Right of entry to investigate offences - s160
A constable may enter and search any premises he has reason to believe an offence has been, is being, or is about to be committed - reasonable force may be used.

Closure Order - s161
An Inspector may issue a closure order for up to 24hrs where he believes -
a. there is, or is likely imminently to be, disorder on, or in the vicinity of and related to the premises and their closure is necessary in the interest in public safety, or
b. a public nuisance is being caused by noise coming from the premises and the closure is necessary to prevent that nuisance.

The following offences can be dealt with by way of Penalty Notice E90.
Drunk and Disorderly in a public place
Supply of alcohol by a club to a person under 18yrs.
Sale of alcohol to a person under 18yrs.
Buy or attempt to buy alcohol on behalf of person under 18yrs.
Delivery of alcohol or allowing delivery to under 18yrs.
Sells or attempts to sell alcohol to person who is drunk.

Aide memoire





intOXicated?
No sale!

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A Constable may enter any premises they have reason to believe are being, or are about to be used for a licensable activity and to see whether that activity is authorised - reasonable force may be used.

Right of entry to investigate offences - s160 of Licensing Act 2003
A Constable may enter and search any premises he has reason to believe an offence has been, is being or is about to be committed - reasonable force may be used.

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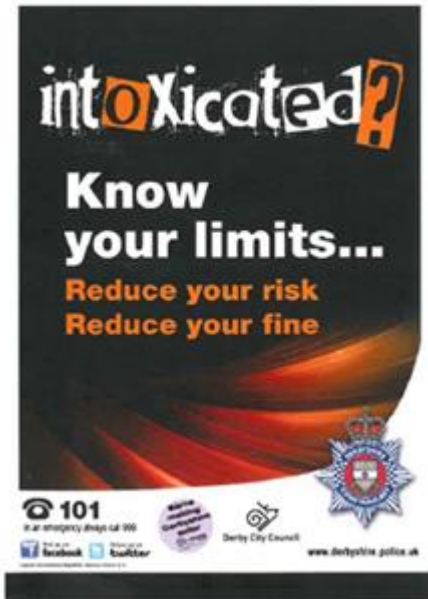
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Officer Training Posters

Alcohol Diversion Scheme

The Alcohol Diversion scheme will be re branded and advertising. This scheme is aimed at those arrested for Drunk and Disorderly or section 5 of the Public Order Act where alcohol was involved. Those arrested will be given the opportunity to accept a fixed penalty ticket and to reduce the fine, attend a 3 hour course to understand the effects of drinking, potential risks around over consumption of alcohol, alcohol units and how to identify risk situations. Licensing staff will attend custody suites and custody investigation teams and reinforce the scheme.



Have you received this ticket for one of the following offences?

- **Drunk and Disorderly**
(Section 91 Criminal Justice Act 1967, code DA00)
- **Section 5 Public Order Act where drinking was involved**
(Section 5 Public Order Act 1986, code DA00)

If so, you have an opportunity to attend a three hour course where, in an interactive and relaxed environment, you will gain understanding around:

- the longer term effects of drinking
- the potential risks to you and others in alcohol fuelled situations
- alcohol units
- how to identify risk situations

You will also be able to make informed decisions on your future drinking habits and reduce the risk of re-offending. A second offence can have more serious consequences on your future.

Druglink are a local charity working with the Police and Local Community Safety Partnerships to help reduce the level of alcohol fuelled crime and minimise the risk to individuals and the wider community.

We will share your personal information with Druglink so that they can contact you to invite you on to one of the courses. **If you attend you will only pay 50% of the fine and the fixed penalty notice fine will be cancelled.**

Druglink will retain your information securely and in accordance with the Data Protection Act (DPA) 1998. Druglink will always respect your confidentiality and not share your details with anyone else.

To find out more or to book your place on the course, contact us on 01932 211762. If no one is available please leave a message and a contact number and we will return your call.

If you choose not to take the course Druglink will dispose of your personal data securely.

If you do not consent to your details being passed on please ring 0300 122 8769 within the next seven days. Please note that under these circumstances the fine remains as detailed on your fixed penalty notice.

Alcohol Diversion Scheme Leaflet

Schools and Colleges

This tier of the intoxicated campaign is aimed at educating young drinkers and those yet to reach legal drinking age about the dangers and legal implications of excessive drinking. This will be branded under 'Intoxicated – stay safe'. Licensing staff will attend the opening week (fresher's week) and will have merchandise available for students.

Training for students at sixth form, college and the upper years of senior school is currently being explored.

A training session / input on alcohol awareness will be held for the fresher's students.



Marketing Materials for Schools and Colleges