



(6411) 10/01/08
Appendix 1

Off Licences Social Responsibility protocol

Social Responsibility Scheme

This protocol is to be introduced amongst off licences in areas where there is considered to be a problem of binge drinking amongst young people leading to crime and anti social behaviour, as well as having a detrimental impact on a young person's health and wellbeing. Signing up to the protocol would demonstrate that a retailer is acting responsibly in the interests of young people and the wider community and could be used to support any licence application in terms of meeting the 4 licensing objectives i.e. the prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm.

Criteria for such a scheme, depending upon local circumstances will include:

- PASS (Proof of age standards scheme) that prohibits sale of alcohol to anyone under 21 years. Posters / literature could be displayed in shops promoting "No Proof - No Sale" policy.
- Training and accreditation of staff which could include guidance from young people on how to avoid under age sales, intimidation and conflict.
- Establishing radio / text pager schemes linked to Police (similar to town centre pub watch schemes).
- Undertaking measures to discourage young people congregating outside retail premises e.g. removal of low level walls and improving external lighting etc.
- Offering financial incentives / support to retailers who have signed up but are experiencing resulting hardship.
- Alcohol bottle badging.

We the undersigned agree to work in partnership to achieve the above criteria.

Licensee
Wood Road Mini
Market

PS 6050

West Midlands
Police

JUDITH ASHFORD

Neighbourhood
Management

M CHAMBERS

Trading
Standards