

Cheltenham – Alcohol Policy

2018



CHEL TENHAM

A Jockey Club Racecourse

Cheltenham Racecourse
Evesham Rd,
Prestbury,
Cheltenham
GL50 4SH

Prepared by:

Signed:

Head of Operations

Date

Signed:

Safety Officer

Date

1. Statement

Cheltenham Racecourse is committed to creating a safe and positive environment for all customers to enjoy. The Designated Premises Supervisor at Cheltenham Racecourse, is authorised by the licensing authority to supply alcohol at the Racecourse. The Designated Premises Supervisor is responsible to ensure all of the staff who sell alcohol do so within the law and the Premises Licence.

The policies and procedures outlined in this document apply to all individuals, paid, unpaid, voluntary, and racegoers who attend the racecourse. Everyone has a responsibility to safeguard young people and vulnerable adults.

2. Principles

The Jockey Club is committed to promoting sensible and responsible drinking and the provision of a safe and secure environment where customers can meet, socialise and enjoy alcohol in a responsible manner and has implemented a range of policies and strategies designed to meet the four licensing objectives (as defined in the Licensing Act 2003).

- The Prevention of Crime and Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

It is a criminal offence to sell alcohol to persons who are under the age of 18 and the person buying, the bar staff selling and the Designated Premises Supervisor could be prosecuted or receive a fine of up to £5,000. It is also illegal to knowingly sell alcohol to a person who is drunk. Breaking the law could result in a fine of up to £1,000 for that member of staff.

The following good practice is in operation to facilitate these commitments:

- All Bar Supervisors to be trained so they understand their legal responsibilities under the Licensing Act 2003, which includes the monitoring of excessive consumption of alcohol and how to deal with it.
- All staff receive induction training with specific focus on issues relating to alcohol abuse and under-aged drinking.
- A Challenge 25 policy is operated across all premises. If a customer appears to be under 25 then we require proof that they are over 18, before alcohol will be sold. In these circumstances, our bar teams will ask to see an acceptable form of proof of age identification. If a customer cannot provide this, they will be politely refused service and advised to return with the necessary ID. In accordance with the Home Office guidelines, we only accept 4 types of proof of age ID:

Proof of age card with 'PASS' accredited hologram, International passport, UK photo-card driving licence (full or provisional), Military identification card.

- All instances of a person being unable to provide acceptable ID to prove their age are reported on the electronic tills present in each bar, which is reported live to the catering management team and the control room. An in-house Test Shopping scheme is operated, in order to check use of the Challenge 25 policy by the bar serving teams.
- Free tap water 'hydration stations' are available from all bars throughout our sites.
- We operate the '4 Drink Rule', only 4 drinks will be allowed to sold per customer per transaction.
- We take a responsible approach to drink promotions to ensure they do not encourage over consumption. We will not promote offers that encourage excess drinking.
- All spirit measures are served in 25ml quantities and 'doubling up' is not encouraged.
- We provide reasonably priced soft drinks in all our bars and ensure that soft/non-alcoholic drinks are given prominent positions and adequately promoted.
- We ensure that information regarding the alcoholic strength of products is clearly displayed on all price lists and promotional literature. We are improving labelling of alcohol to include alcohol unit information on tariffs and posters. Posters on daily

limits are also displayed.

- Coffee and food is always available to purchase on site, while bars are open to the public.
- Drinks can not be taken into the Premier Enclosure trackside viewing areas during racing and there is a designated alcohol free zone where racegoers can purchase a range of hot and cold soft drinks and refreshments.
- The racecourse strongly supports local 'Pubwatch' schemes and crime prevention initiatives and aims to participate fully in the drive against 'binge drinking' and its related effects. Responsible drinking campaigns, such as the Pace Yourself campaign and initiatives with Drinkaware are obvious across the racecourse.
- All bags will be searched on entry to the site, any open bottles of water or soft drinks are swapped for sealed bottles of water and the customers own bottle disposed of.
- There are strict rules in force in the Garden Enclosure, which is the only enclosure where alcohol can be brought onto site, only if accompanied by a substantial picnic and limited to one bottle of wine or champagne per person or four cans of beer, cider or pre mixed aperitif. Spirits, fortified wine or and Pimms (or similar) are not allowed on course.
- We refuse entrance admission to our premises to anyone who appears to be intoxicated. We will refuse service to anyone who is, or appears to be intoxicated or under the influence of drugs or who is acting in a violent or disruptive manner. These persons will not be allowed to remain on the premises.
- Staff will refuse service to any person who appears to be drunk or have drunk too much, or attempts to obtain alcohol for someone who is deemed drunk or under the influence of alcohol or drugs. All refusal to serve incidents are reported on the electronic tills present in each bar, which is reported live to the catering management team and the control room, so that the CCTV and security stewards can monitor the situation and assist refusing further alcohol service if necessary.
- There is a designated site 'alcohol safety co ordinator' on each site who collates all information relating to refusal to serve reports and these are shared with the JCC General Manager and Racecourse Safety Management Team each raceday.

In developing the best possible standards Cheltenham Racecourse is committed to developing the appropriate policies and procedures and ensuring that everyone understands their roles and responsibilities in ensuring all customers are kept safe whilst on site.

Cheltenham Racecourse recognises that, despite all staff serving alcohol being fully briefed and monitored by area supervisors, some customers may become drunk while on site and there is a requirement to ensure that they are treated by the medical team on site if required, reunited with friends or family and suitable onward travel arrangements are made where necessary to assist customers.

The racecourse safety management recognises the dangers drunk people may be exposed to whilst on site and will endeavour through careful management and staff training to ensure the risks are removed or reduced to a minimum.

3. Definitions

Drunk – being in a temporary state in which one's physical and mental faculties are impaired by an excess of alcoholic drink.

Customers may become drunk whilst on site, despite the policies and procedures in place to ensure responsible alcohol service.

A person who appears to be drunk should wherever possible and if it is considered safe to be, monitored by members of their group. However, some customers may need to be taken to the medical room for medical treatment to ensure their health does not deteriorate, if their friends or family group are not in a position to look after them, or they do not appear to be with any group or other people.

4. Dealing with Intoxicated Persons Procedure

In the event that an intoxicated person is identified, the following procedure should be followed:

- The steward should speak to the intoxicated person, assess the level of intoxication and whether they require medical

assistance. If there is any doubt, the medical team should be called to fully assess.

- The control room should be informed of the situation as soon as possible and can arrange medical assistance or further monitoring, either in person or by the CCTV system.
- The steward should try to ascertain who the intoxicated person is at the racecourse with, and if the group can be identified and are able to assist with the care of the customer.
- If suitable the customer may be allowed to stay in the area in which they are found, to 'sober up', by not drinking any more alcohol, having a soft drink and something to eat and monitored by their friends or stewards, whichever is considered suitable.
- If the customer requires medical treatment they will be transferred to the public first aid room by whatever means suitable, assessed by the onsite medical team and given the appropriate treatment. If considered necessary an SIA security steward may be requested to monitor the intoxicated person in the medical room to ensure the safety of the medical team.
- At no point should an intoxicated person be left on their own anywhere inside or outside of the racecourse. The person reporting the intoxicated person should inform the control room and arrangements made to assist the intoxicated person with either medical treatment, onward travel if they are able to manage this or move the intoxicated person to a safe place inside the racecourse where they can be monitored and assisted to return home or given further medical treatment as appropriate.
- If possible the intoxicated person should be asked for their partner or family details and home contact details, alternatively these details may be located in their purse or wallet or mobile phone. When searching a person and accessing their personal belongings there should be a second person present to witness the actions.
- If a partner or family member cannot be located within 2 hours of the intoxicated person being first found, the racecourse management must be informed and they will then take the decision whether to continue to attempt to locate the partner or family member or to telephone the police. In this instance the Racecourse Management is deemed as Sarah Walters, Safety Officer Tel: 07973 982807.