

# Alcohol and Social Responsibility Policy

- For Scotland



Mitchells  
& Butlers



# September 2009

## Introduction

As the leading operator of around 2,000 managed pubs across the UK, Mitchells & Butlers is committed to leading best practice in the responsible retailing of alcohol. Our businesses in Scotland total around 100 premises with the majority being located in Glasgow, Edinburgh and Aberdeen.

We operate in a highly regulated industry and recognise that attached to the grant of our licences is the primary obligation to ensure the responsible operation of our premises at all times for guests, staff and the community.

Our Alcohol and Social Responsibility Policy has been in place since 2000 and aims to ensure that all of our licensed premises are operated responsibly, safely and within the parameters of the law; while providing an inclusive environment for the sensible, controlled consumption of alcohol.



# Mitchells & Butlers - Alcohol and Social Responsibility Policy - For Scotland

## Policy Highlights

- The Company is committed to the responsible retailing of alcohol and recognises that it is a fundamental part of what we do, every day
- We do not serve alcohol to anyone whom we believe to be intoxicated
- We do not serve customers whom we believe to be under 18 - nor to anyone whom we suspect of passing alcohol to under 18s
- If a customer looks under 21 we will ask for a recognised form of ID
- We do not offer any incentives to our customers to drink irresponsibly and abide by the mandatory conditions set out in the Licensing (Scotland) Act 2005 regarding irresponsible promotions
- Our staff can easily access information about units of alcohol and alcohol by volume in order to provide that information to guests
- We value and respect the partnerships our managers have with the local Authorities
- Our senior managers are actively involved in setting industry standards and lead by example

## Operational Policy

1. Mitchells & Butlers is committed to operating all of its licensed premises responsibly, safely and within the law. We support the five prime objectives of the Licensing (Scotland) Act 2005:
  - Preventing crime and disorder
  - Securing public safety
  - Preventing public nuisance
  - Protecting children from harm
  - Protecting and improving public healthand we seek always to work closely and constructively with the key authorities, including Police, Fire, Environmental Health and local Licensing Boards in pursuit of these objectives. This includes encouraging our managers to work with local Licensing Standards Officers.

The Company does not operate any 24 hour licences.

We fully support local 'Pubwatch' schemes and local crime prevention initiatives, and aim to participate fully in the drive against 'binge drinking' and its related effects. It is Company policy for all managers to join and support a local 'Pubwatch' scheme if one exists, and for our Regional Managers to support Local Licensing Forums where possible. We also actively support our managers in participating in local Best Bar None schemes.
2. Mitchells & Butlers will at all times observe the law with regard to the sale of alcohol and all other products by:
  - Not serving guests who are intoxicated
  - Not serving alcohol to people who are under 18 years old and, where there is any doubt, following our Operational Guidelines for under 18s (attached)
  - Not serving alcohol to customers who are over 18 but whom we believe may be passing their purchase on to under 18s. We welcome all moves towards the introduction of a nationally recognised, mandatory proof of age card. A statement of the Company's responsibility towards under 18s is available on our website [www.mbplc.com](http://www.mbplc.com)
  - Supporting 'test purchasing' conducted by police as a way of helping to enforce the law
  - Observing all other conditions of licensing law



3. Mitchells & Butlers operates a Responsible Pricing and Promotions Policy for all alcoholic drinks, the guiding principles of which are:
- To offer guests real service and real value at fair, competitive prices
  - To seek to encourage increasing numbers of guests to visit and return to Mitchells & Butlers pubs, rather than to seek to encourage increased consumption by individual guests during any one visit
  - To ensure guests are offered choice and value without inducements to drink to excess

Mitchells & Butlers is an active member of the Scottish Beer and Pub Association (SBPA) and has senior management representing the Company at committee level.

All of Mitchells & Butlers' promotions comply with the mandatory conditions of the Licensing (Scotland) Act 2005 and with the additional guidelines set out in our own Responsible Pricing and Promotions Policy.

Mitchells & Butlers' detailed Responsible Pricing and Promotions policy is attached.

Mitchells & Butlers is a major funder of the Drinkaware Trust, an independent, UK wide, public facing body with the objective of positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm.



4. In relation to the drinks we serve:
- Anti-drink/drive activities are encouraged and supported and a range of soft drinks are available
  - Tap water is offered free of charge
  - There will always be a choice of soft drink at less than the price of a pint of beer, even during promotions or where discounts are offered
  - Mitchells & Butlers uses toughened glass, where possible, as standard in all our businesses and reviews usage on a regular basis
  - All of our pubs and pub restaurants serve 175ml measures of wine as a standard size. 250ml measures may also be served. Some of our premises also offer 125ml measures
  - Our standard spirit measure is a single 25ml
5. Mitchells & Butlers is committed to educating, training and supporting its managers and staff so that they are able to carry out their duties under this policy and the law. We are a registered training centre with the BII Scotland. Summary details of the company's training programmes in this regard are attached.
6. We recognise that good management has a direct bearing on the security of our pubs and pub restaurants. We only contract to use security staff who hold SIA licences and are from a company approved supplier.





## Pricing and Promotions

All promotional activity will comply with the standard mandatory conditions stipulated by the Licensing (Scotland) Act 2005 and will therefore avoid any drinks promotions which:

- Relate specifically to an alcoholic drink likely to appeal largely to persons under the age of 18
- Involve the supply of an alcoholic drink free of charge or at a reduced price on the purchase of one or more drinks (whether or not alcoholic drinks) e.g. 'buy one get one free' or 'buy 2 glasses of wine, get the bottle free'
- Involve the supply free of charge or at a reduced price of one or more extra measures of an alcoholic drink on the purchase of one or more measures of an alcoholic drink e.g. 'double up for a £1' or 'double up for the price of a single'
- Involve the supply of unlimited amounts of alcohol for a fixed charge (including any charge for entry to the premises) e.g. 'pay £10 entry, free drinks all night'
- Encourages, or seeks to encourage a person to buy or consume a larger measure of alcohol than the person had otherwise intended to buy or consume
- Is based on the strength of any alcohol
- Rewards or encourages, or seeks to reward or encourage, drinking alcohol quickly
- Offers alcohol as a reward or prize, unless the alcohol is in a sealed container and consumed off the premises

Regarding the running of any promotion which involves the price at which alcohol is sold in a premise to be varied, the following regulations will be adhered to:

- The price variation will be brought into effect only at the beginning of a period of licensed hours (therefore from when the pub opens / begins trading), and

- No further variation of the price at which that or any other alcohol is sold on the premises, will be made for a further 72 hours (beginning from the time at which the earlier price variation came into effect)
- Therefore all promotions have to last for a minimum 72 hour period

In addition, all promotional activity will comply with the Portman Group's Code of Practice and we will therefore not undertake:

- Association with anti-social behaviour or violence
- Purchase by or sale to under 18s
- Association with illicit drugs
- Suggestion that alcohol can enhance mental or physical capabilities
- Encouragement of illegal, irresponsible or immoderate consumption
- Promotions which involve driving in any way e.g. including cars as prizes

Any promotional activity must be approved by the marketing director and observe the following additional Company guidelines:

- The maximum serve of spirits in one glass is a double measure
- Any single full serve size alcoholic drink priced below £1.25 will require the approval of the managing director
- All pub/bar specific promotional activity is required to be agreed by the relevant retail operations director
- All promotions will take full account of both the substance and the spirit of this policy

## Operational Policy for under 18s

Mitchells & Butlers will at all times observe the law and do everything we can to ensure that alcohol is not served to people who are under 18 years old.

If a guest appears to be under 21 then we require proof that he/she is over 18. In these circumstances staff are required to:

- Explain that it is against the law to sell alcohol to under 18s
- Ask for identification. Only three types are acceptable:
  - Proof of age card with 'PASS' accredited hologram
  - International passport
  - UK photo card driving licence
- If a guest does not have identification, suggest that they return with some and they will be served when they do
- Be polite and tactful, but firm, when asking for identification. Do not antagonise the situation if a guest becomes aggressive and/or refuses to leave. Inform a member of management.
- We now automatically record instances where service has been refused for whatever reason

## Staff Training

With around 2,000 retail staff in Scotland, Mitchells & Butlers is committed to thorough and comprehensive training and development programmes.

Each member of retail staff receives an induction programme of training through 'Stepping Stones'. This includes the mandatory 2 hours of training as stipulated by the Licensing (Scotland) Act 2005 which must be completed by all servers of alcohol and the necessary training record form signed, before they are allowed to serve alcohol. In order to support this training, Mitchells & Butlers has produced a specialist Team Member Licensing Training Workbook to assist the Personal Licence Holder in delivering the session. This training covers the following areas as prescribed in the regulations of the Act:

- 1 The legal basis of the requirement for the training of staff under paragraph 6 of schedule 3 of the Act
- 2 The licensing objectives
- 3 The definition of "alcohol" in the Act
- 4 What constitutes an unlicensed sale

- 5 The functions of Licensing Standards Officers, including their powers of entry
- 6 The nature of an operating plan and its place in the licensing system
- 7 The different types of premises licence conditions under section 27 of the Act
- 8 Special provision for clubs under section 125 of the Act
- 9 Licensed hours under Part 5 of the Act
- 10 Offences under the Act, particularly those involving persons under the age of 18
- 11 Proof of age under sections 102 and 108 of the Act and the Sale of Alcohol to Children and Young Persons (Scotland) Regulations 2007(a)
- 12 Test purchasing of alcohol under section 105(2) of the Act
- 13 Best practice as regards standards of service and refusing service
- 14 Units of alcohol and the relationship between drinks and the strength of different alcoholic drinks
- 15 The sensible drinking limits for males and females recommended by the British Medical Association
- 16 Good practice in managing conflict situations

As a matter of course, all staff, including door staff, are made aware of Mitchells & Butlers' legal and social obligations and of the need to ask for proof of age. In addition, stipulated six month refresher training sessions are completed for all members of staff to remind them of their responsibilities. A Team Member Licensing Responsibilities poster has also been specially produced to be displayed in the staff area at the business to remind them of the key points.

Regular updates are given at team meetings on any licensing matters which the Company may communicate in its in-house newsletter, security and licensing newsletter or brand newsletters, or through communication from line management.

Since the introduction of the new Scottish licensing qualifications, we have already trained more than 400 Retail Managers in the British Institute of Innkeeping's (BII Scotland) 'Scottish Certificate for Personal Licence Holders', which is the recognised national qualification in the licensed trade.

Mitchells & Butlers is recognised by the BII Scotland as a leading provider of training and is registered accordingly to deliver the training in-house.



Our retail staff can easily access information about units of alcohol and alcohol by volume for popular drinks brands in order to provide that information to customers.

Individuals have a degree of personal responsibility for the amount of alcohol they consume. Our employees cannot offer advice to customers, for example, about the Government's Sensible Drinking Message.



## Appendix 1

### UNITS OF ALCOHOL PER DRINK

#### Draught Beer & Cider

Brand	ABV%	Units/ pint	Units/ half pint
Carlsberg	3.80%	2.2	1.1
Carling	4.10%	2.3	1.2
Becks Vier	4.00%	2.3	1.1
Amstel	4.10%	2.3	1.2
Fosters	4.00%	2.3	1.1
Stella	5.10%	2.9	1.4
Premium Lager	5.00%	2.8	1.4
Tetley Smoothflow	3.60%	2.0	1.0
Worthington Smoothflow	3.60%	2.0	1.0
John Smiths Smoothflow	3.80%	2.2	1.1
Guinness	4.10%	2.3	1.2
Strongbow	4.50%	2.6	1.3

#### Wine

ABV%	Units/ 175ml	Units/ 250ml	Units/ 75cl
9.00%	1.6	2.3	6.8
9.50%	1.7	2.4	7.1
10.00%	1.8	2.5	7.5
10.50%	1.8	2.6	7.9
11.00%	1.9	2.8	8.3
11.50%	2.0	2.9	8.6
12.00%	2.1	3.0	9.0
12.50%	2.2	3.1	9.4
13.00%	2.3	3.3	9.8
13.50%	2.4	3.4	10.1
14.00%	2.5	3.5	10.5
14.50%	2.5	3.6	10.9

#### Spirits

Brand	ABV%	Single (25ml)	Double (50ml)
Baileys	17.00%	0.4	0.9
Malibu	21.00%	0.5	1.1
Pimms	25.00%	0.6	1.3
Southern Comfort	35.00%	0.9	1.8
Smirnoff Red	37.50%	0.9	1.9
Smirnoff Blue	45.00%	1.1	2.3
Bacardi	37.50%	0.9	1.9
Gordons	37.50%	0.9	1.9
Others	40.00%	1.0	2.0

A "unit" is equivalent to 10ml of pure alcohol  
To calculate units: %ABV x Vol. in ml / 10

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[www.mbpplc.com/socialresponsibility](http://www.mbpplc.com/socialresponsibility)

