



KNOCK BACK

NEWSLETTER

Issue 1, March 2006

Welcome to the first Knock Back Newsletter. Underage drinking has become a big problem in our communities, resulting in the increase of anti-social behaviour, youth disorder and potential long-term health problems for our children. Through this newsletter we hope to keep you up to date on how we are tackling the problem and give you the opportunity to get involved and help.

Knock Back is an initiative produced by Trading Standards Services across Merseyside designed to assist those who work in the licensed trade in preventing underage alcohol sales, reducing underage drinking and anti-social behaviour.

The original Knock Back was launched in December 2004 and provided training and guidance to off licences and supermarkets in the difficult task of underage sales prevention. Following on from the success of the 'off licence' Knock Back, December 2005 saw the launch of a an 'on licence' pack designed for pubs and nightclubs with guidance for licensees, bar staff and doormen.

Sefton's Cabinet Member Environmental, Cllr David Tattersall, said: "Underage drinking is a problem as everyone knows. The Knock-Back scheme is a real attempt to make sure that alcohol does not fall into the wrong hands.

"The pack provides practical guidance on underage sales prevention for licensees, staff and doormen, and is a great example of many local agencies



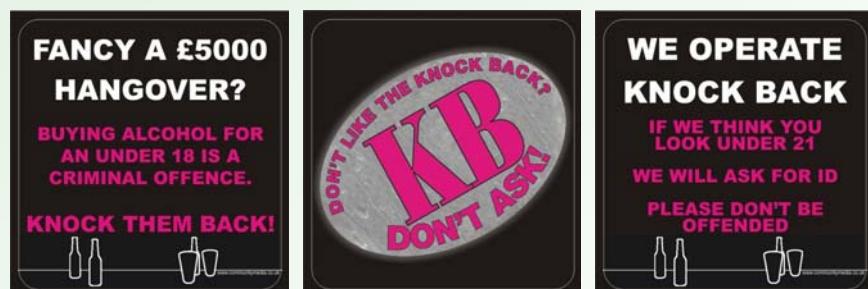
Knock Back On-Licence Pack launch December 2005

working together to solve a common problem.

"It is a really positive and snappy campaign which first started on Merseyside and has now attracted attention from all over the country."

During the launch, Richard Marbrow, then Executive Member for Community Safety Liverpool City Council said, "This initiative gives bar staff confidence to refuse to serve or sell alcohol to youngsters who are underage. It sends out a strong message to underage drinkers that if they try and buy alcohol, they will be Knocked Back."

Knock Back premises will be recognisable with the distinctive KB window stickers, pink & silver for pubs, red & green for off licences. Inside the premises will be posters, beer mats and other promotional material explaining that Knock Back is



Watch out for Knock Back beermats (above) in pubs & clubs soon. Along with other materials including posters, fact sheets, and stickers, licensees are working in co-operation with Trading Standards to get the Knock Back messages across to customers of all ages.



Sefton



Liverpool



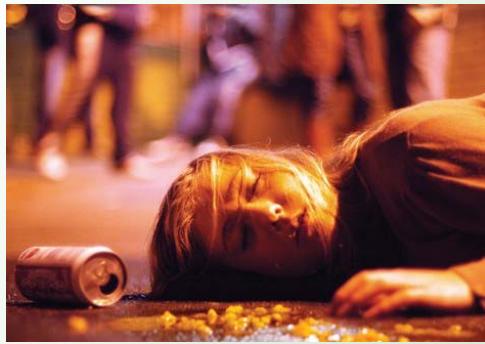
Knowsley



St.Helens



A FEW DRINKS UNDERAGE DOESN'T HARM ANYONE... DOES IT?



More than 4,500 under 18s are admitted to hospital each year with acute alcohol poisoning. Some of these admissions prove fatal.

10% of 15 and 16 year olds have been in trouble with the police as a result of drinking alcohol.

28% of 14 to 15 year olds admitted to damaging or destroying property after drinking.

10% of underage drinkers have either been too hungover to go to school the next day, have needed a drink in the morning, or have got into trouble at school as a result of drinking.

The National Alcohol Harm Reduction Strategy calculated the overall annual cost of crime and anti-social behaviour linked to alcohol misuse to be £7.3 billion.

NEW POWERS

The new Licensing Act not only introduced longer opening hours, it also provided Police and Trading Standards with more powers and made available new sanctions when dealing with underage alcohol sales.

These include:

- Fixed penalty notices
- Prosecution
- Premise licence review
- Closure of premises

These sanctions have already been used by Police and Trading Standards throughout Merseyside. Fixed penalty notices have proved particularly useful, meaning that an underage sales offence can be dealt with quickly without the expense to the tax payer of pursuing a prosecution.

However, prosecutions of sellers, licensees and owners of businesses will still be taken where appropriate.

The changes have also led to a closer working

relationship with Police and Trading Standards resulting in more efficient enforcement.

A store in the Clickham Wood area of St Helens has recently had its 'alcohol licence' refused following evidence to the Licensing Sub-Committee from Merseyside Police, St Helens Trading Standards and local residents, relating to underage sales of alcohol, youth alcohol-related disorder and anti-social behaviour in the immediate vicinity of the premises.

This type of action is mirrored across the Knock Back areas and is evidence of the enforcement agencies responding to information and concerns of local residents.

If you have any information concerning underage sales in your community contact your local Trading Standards or Crimestoppers (0800 555 111).

ID? WHY ME?

Under the Knock Back scheme if a member of staff thinks a customer looks **UNDER 21** they are instructed not to serve alcohol unless the customer can prove they are over 18.

The only acceptable proof of age is:

- Photo Driving Licence
- Valid UK Passport
- PASS Accredited Proof Of Age Card (containing the PASS hologram, above)



So if you are lucky enough to look under 21 you should consider carrying proof of age.

PASS proof of age cards can be obtained from:

Connexions	0808 172 3333
Portman Group	0207 907 3700
Validate UK	0143 463 4996
Citizen Card	0870 900 9930



Sefton



Liverpool



Knowsley

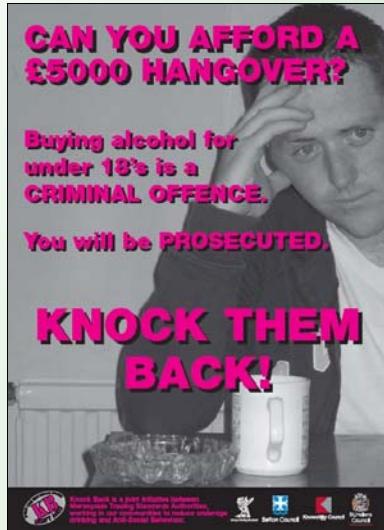


St.Helens



PLAY YOUR PART

Preventing underage drinking is a responsibility for everyone in our community not just the licensed trade, Police and Trading Standards. In a recent North West survey a large proportion of underage drinkers said that they obtained alcohol by asking adults to buy it for them. Those who work in the licensed trade have also reported that this is on the increase due to more youths being knocked back. This forces them to ask adults to buy for them.



Buying alcohol for underage drinkers is a **criminal offence** and anyone caught doing so could be **prosecuted** and receive a **fine of up to £5000**.

The licensed trade believes this is not widely known by the public. To get this message across posters have been produced and supplied

to all Knock Back premises. Knowsley Trading Standards also included this message in their "Wasted" campaign which raised awareness about issues surrounding underage drinking, using posters, beermats, bus and radio advertising.



Ongoing operations between Police and Trading Standards to deal with this problem has resulted in action being taken against adults purchasing for under 18s, as well as those under 18s asking for alcohol to be bought for them.

It is commonly accepted that underage drinking affects our communities and our children's health. You may think it is not doing any harm to buy the local kids a few cans of lager or the odd bottle of wine, but it is. Protect your community and the children in it. Under no circumstances buy alcohol for under 18's.

KB PREMISE NOMINATION

Most businesses act responsibly when selling alcohol. Owners, licensees and staff work hard to try and ensure alcohol does not end up in the hands of underage drinkers and as a result they are often the subject of abuse when refusing to sell alcohol. This hard work often goes unnoticed and as in most walks of life it is the minority who break the law that get all the headlines. We would like to redress the balance.

If you would like to nominate a trader or member of staff that you have witnessed go that little bit further when refusing underage sales please provide us with details on the form below. (NO STAMP REQUIRED)



CUT ALONG DOTTED LINE

NAME & ADDRESS OF NOMINATED PREMISE : _____

INDIVIDUAL MEMBER OF STAFF (IF KNOWN) : _____

REASONS FOR NOMINATION: _____

YOUR NAME: _____ TEL No: _____ EMAIL: _____
(Optional. We will only contact you if we need any further information)



Sefton



Liverpool



Knowsley



St.Helens



KB PREMISE SPOTLIGHT



Northfield Wines is a community based general store operating 7 days a week. A family run business it sells a wide range of goods including alcohol. Owner John Carton has operated the Knock Back scheme for two years and has found it to be an effective tool for helping his staff in the difficult task of underage sales refusals.

Marie Curran, the Designated Premise Supervisor said "This pack helps staff understand the law and their responsibilities when it comes to the sale of alcohol. Our customers are getting used to having to produce ID when challenged."

Mr Carton believes the pack has been easy to work

with and staff have found the training material format user friendly. The support posters have been helpful, allowing staff to refer to them when a difficult situation occurs during a sales refusal. Most notably the number of sales refusals have decreased as more children in the area become aware that his shop is a Knock Back premise. While this has been welcomed by Mr Carton he has become aware that a small number of children are willing to approach adults outside of his shop and ask them to purchase alcohol on their behalf.

A robust approach has been taken by Mr Carton and all staff are instructed not to serve any adult suspected of purchasing alcohol for underage drinkers. This approach has been supported by Trading Standards and a number of Knock Back posters have been produced to support his initiative. These posters are clearly displayed in the shop and advise customers that it is a criminal offence to purchase alcohol on behalf of under 18's.

VOLUNTEERS REQUIRED

Whilst we work together with the licensed trade to reduce underage alcohol sales, there will always be those who flout the law and the irresponsible traders who don't care who they sell to. We will continue to target these traders on underage sales operations, with underage volunteers attempting to purchase alcohol under the supervision of Police and/or Trading Standards Officers.

To carry out these surveys we need the help of volunteers aged 12-16. If you, or someone you know would like to help us in this area of our work contact your local Trading Standards for more information:

Liverpool Trading Standards	0151 233 3002
Sefton Trading Standards	0151 934 4024
Knowsley Trading Standards	0151 443 4713
St Helens Trading Standards	01744 456 432

Knock Back is produced by:



Liverpool Trading Standards



Sefton Council



Knowsley Council



St Helens Council

Knock Back is funded by:



Primary Care Trust

Knock Back is endorsed by:



**Sefton Metropolitan Borough Council
Environmental Protection Department
Trading Standards
FREEPOST - NWW1628A
BOOTLE
L20 1YX**



Sefton



Liverpool



Knowsley



St.Helens

