



## **Alcohol Policy and Code of Practice**

### **Introduction**

We recognise the need for social responsibility, and the fact that a part of our commercial business is in entertainment and alcohol retail. We play a part in the communities in which we operate.

The provision of a safe and secure environment in the Rufus Centre is a key business objective. We have a responsibility to provide this environment to our residents and wider customer base, and it is a commercial strength that we do so. We also employ a Safe Space to further support this.

With regard to our licensed trade operations, the issue of social responsibility is one inextricably linked with alcohol consumption. In response to this, we have developed policy in 6 key areas:

1. Health & Safety
2. The Prevention of Crime & Disorder
3. Noise & Public Nuisance
4. Dispersal
5. Alcohol Promotions

### **Responsible Retailing**

Responsible retailing encompasses the key elements of our alcohol policy and considers the supply and demand for alcohol. On the supply side, we recognise that we have a responsibility to consider issues under our control such as, pricing, promotions and advertising. On the demand side, our only real influence on consumer demand is the provision of information to consumers. Our main focus is in providing information to consumers and reminding them of issues related to the consumption of alcohol (and going out generally). The advertising of alcohol, events, and promotions spans both the supply and demand side in the context that advertising is an opportunity as a supplier to influence customer demand, we believe that control over advertising, and issues such as timespan of promotions, are far more effective levers than price to encourage responsible consumption.

As such our drinks service policy and alcohol promotion policy are detailed and represent a level we believe is leading in the industry.