

Responsible Retailer Award

DORSET POLICE

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Summary

Title of Project: Responsible Retailer Award.

Young people in Shaftesbury Youth Action Group identified a problem with under-age sales and problems associated with this. Especially alcohol and public order incidents. This affected the way that the majority of adults viewed young people in the community. The Youth Action Group, led by a member of teaching staff, invited representatives from Dorset Police, Trading Standards, Health Centre, Youth Service, Local Council, District Council and Environmental Health to meet and discuss the young peoples concerns.

It was agreed that the young peoples concerns were genuine and that research was needed in examining the extent of the problem. Data was gathered from young people, parents, retailers, neighbourhood watch representatives, local crime prevention panel and the Chamber of Trade. Through analysing the data and further discussion the Responsible Retailer Award was designed. Retailers have to demonstrate responsible attitudes towards the sale of age-related goods. A check is carried out by Trading Standards and the Police. This includes checking staff training and records of refused sales. If Retailers demonstrate responsible attitudes they are awarded a certificate. This includes a high profile presentation on No Smoking Day, of the certificate by the young people and plenty of press coverage. Retailers then display the award on their premises. Awards are checked/awarded annually.

The growth and spread of the award reflects its success across the county and interest shown across the country. The young people involved have represented the Police in Birmingham, Bath, London, Plymouth and Northampton in promoting their work. The Responsible Retailer Award has gained recognition from the High Sheriff of Dorset and the Home Secretary. The Youth Action Group involvement in initiating the award is stated in the Dorset Crime and Disorder Community Safety Strategy Action Plans. It has proved to be effective in reducing the fear of crime in communities and reducing public disorder calls.

The multi-agency approach has brought communities closer together. The teacher involved in supporting the young people has matched the benefits of the Responsible Retailer Award to citizenship guidelines and where this can support Police Officers working with young people and associated agencies.

The Award evolves and develops as each community adapts it to its own needs. The Responsible Retailer Award's aim is to get National Promotion.

Description of Project

Name of Project: Responsible Retailer Award

Objectives of Project:

to reduce under-age sales of tobacco and alcohol in the community.

to reduce incidence of anti-social behaviour.

- to promote good community relations in a multi-agency approach.
- to promote good relationships with the young people of the community.

Nature of the problem:.

Within the town of Shaftesbury, North Dorset a problem had been identified with respect to young people drinking and causing concern within the community with the rising number of public order/disturbance complaints. The young **people at a local** school, **involved** in a Youth Action Group raised the issues and initiated a meeting with who they saw as supporting them in changing the situation. The young people, 16 representatives from the school, led by a teaching member of staff invited Dorset Police, Trading Standards, Health Centre, Youth Service, Local Council, Environmental Health and District Council representatives to a meeting to discuss their concerns.

Defining the problem:

Due to the sincerity and genuine concern raised by the young people the adults present agreed that the problems associated with excess alcohol intake and behaviour needed to be addressed. It was agreed that young people having access to alcohol was one target area and secondly associated under-age goods which may lead to problems would also be targeted (i.e. cigarettes, solvents and lottery tickets).

Analysing the problem:

The young people were the driving force behind the project and felt by carrying out research their peer group would be more inclined to give accurate information about access to under-age goods. Questionnaires were circulated to 500 young people, 500 parents. Meanwhile the adults from the respective agencies listed above formed the Shaftesbury Health Alliance and considered the following:

Features of offence

Features of places

Features of Victims

A presentation was made to the Shaftesbury Chamber of Trade to gain opinions and considering local crime figures. Other agencies involved were the local Crime Prevention Panel and local neighbourhood watch groups.

Results of the research:

The following results were gained from the young peoples questionnaires:

young people knew exactly which retailers to target (and named these to the young people).

young people knew which older members of peer group to approach when requiring access to under-age products.

parents were extremely concerned about the situation.

- young people gained access to alcohol in the home without parental knowledge.
- young people were very concerned that problems arose as there is nothing to do in the town.

young people felt no one listened to them.

Results from Shaftesbury Health Alliance research:

offenders tended to be youths aged 13 — 21 years.

offenders lacked self-esteem/self-confidence.

offenders felt no one interested or listened to them in the community.

- the town offered very limited facilities for young people.

youths met near residential areas so noise was felt to be misinterpreted.

victims of anti-social behaviour/public disturbance calls were from the older age section of the community.

- fear of crime was identified through the research.

retailers identified rudeness of youths and no proof of age as a concern.
Analysing Research.

All the above areas of research were discussed by the young people and the representatives of the multi-agency Shaftesbury Health Alliance.

Dealing with the Problem:

The Responsible Retailer Award was formed as a response to the above research. The Award was designed to reward Retailers who demonstrated responsible attitudes towards the selling of age related products. Retailers have to prove that staff are trained, records are kept up to date and Responsible Retailer Award signs are displayed. Trading Standards supported by Dorset Police visit premises to ensure this is carried out. On proof that criteria are met the Retailers are awarded a special certificate, at a special ceremony (usually held on No Smoking Day) to reward and recognise good practice.

Growth of the Award

Due to the tremendous success of the Award word rapidly spread and Dorset Police have initiated the award across the county with ever more towns requesting the implementation of the scheme especially to support Crime and Disorder Community Safety Action Plans. Weymouth and Portland have been the most recent community to initiate the scheme and acting on advice from Shaftesbury have developed the I.D. proof of age card. The young people in Shaftesbury had designed an I.D. card for local retailers but soon realised this would not be appropriate in other towns. Weymouth and Portland have developed a wider recognised I.D. card.

Success criteria:

- growth of Responsible Retailer Award across Dorset.
- reduction of recorded public disorder calls .
- developing facilities for young people in the town including the opening of a 'Drop-in Centre'.

facilities for the 11 — 13 year olds including new initiates at the local youth club.

raising self-esteem of young people by getting them involved in National recognition of projects and rewarding success appropriately.

respect gained by young people who now have more of a voice in the community.

Evaluating the project:



The project is evaluated on an annual basis by the young people and the Shaftesbury Health Alliance. The following are considered as part of the evaluation:

crime figures.

- survey of retailers.

spread of award.

annual check of awards.



Shaftesbury
Responsible
Retailers Award
1998-99

*This establishment will refuse to sell
age restricted products to anyone
under the legal age limits.*

*This diligence is demonstrated by
the good practice measures they
currently have in place.*





Awarded to

HealthWorks
Shaftesbury Town Council
King Alfred's Middle School

North Dorset District Council
Dorset Youth & Community Service
Shaftesbury Upper School

D.C.C. Trading Standards
Abbey View Medical Centre
Dorset Police

(This certificate remains the property of D.C.C. Trading Standards Service
and must be returned on request)



REGULATIONS

Illegal Sales of Alcohol (in off licences)

Please make sure all your staff have read and understood these points

- * It is illegal to sell alcoholic drinks or anyone under 16
- * If you are not sure that the customer's age ask for **PROOF OF AGE**. The only recommended forms of Proof of Age are The Postman Group 'Prove It' card or a valid to year Passport
- * If the customer cannot prove their age or you are still not sure that they are 18 then **REFUSE THE SALE**. Enter details of all refusals in your shop's refusals register.

REMEMBER

- * A member of staff under the age of 18 years cannot sell alcohol to anyone unless they are supervised by an employee over the age of 18 years.
- * Alcohol cannot be consumed on your premises, adjoining premises if they belong to your business or on the highway adjoining or near to your premises.
- * Alcohol can only be sold during permitted hours.
- * If you are open other than during permitted hours then any alcohol on display should wither be covered up or clearly marked as to the hours that it can be sold.
- * Alcohol should not be sold to persons who are drunk.
- * If you reasonably suspect that alcohol is being bought by a person over the age of 18 for the benefit of under 18s you are entitled to refuse the sale.
- * Ensure that you have adequate signage in your premises to ensure that people are aware that you will not sell to people under 18.
- * Ensure that you have available literature regarding the PROVE IT scheme on display in your premises.
- * **REMEMBER THAT BREACHES OF THE LICENSING ACT COULD LEAD TO A PROSECUTION AND THE LOSS OF YOUR LIQUOR LICENCE**

I have read and understood the above stated regulations

Signature	Date	Position Held

REGULATIONS

Illegal Sales of Tobacco

Please make sure all your staff have read and understood these points

- * It is illegal to sell cigarettes or any other tobacco product to anyone under 16
- * If you are not sure that the customer is over the age of 16, ask for proof of age
- * **IF YOU ARE NOT SURE, REFUSE THE SALE**
- * **REMEMBER, TOO, THAT THE LAW FORBIDS ALL TOBACCO SALES TO CHILDREN. IF A CHILD SAYS THEY ARE FOR SOMEONE ELSE THAT MAKES NO DIFFERENCE - EVEN IF IT IS TRUE**
- * It is illegal to break open a pack and sell cigarettes from it to anyone - child or adult
- * Make sure the statutory warning notice can be clearly seen at all times

REMEMBER

- * If you break the law and sell tobacco products to a child under 16, you can be fined £2,500
- * If you sell unpackaged cigarettes you can be fined £1,000
- * If you do not display the notice so that it can easily be seen, you can be fined £1,000
- * Trading Standards Officers are responsible for enforcing the law on illegal tobacco sales, including the display of warning statements is illegal to break open a pack and sell cigarettes from it to anyone - child or adult. If you require further advice please contact D.C.C. Trading Standards Service on 01505 224012
- * Make sure the statutory warning notice can be clearly seen at all times

I have read and understood the above stated regulations

Signature	Date	Position Held

REGULATIONS

Illegal Sales of Lottery Tickets

Please make sure all your staff have read and understood these points

- * It is illegal to sell lottery tickets to any child under the age of 16
- * If you are not sure that of the customer's age, ask for proof of age
- * **IF YOU ARE NOT SURE, REFUSE THE SALE**
- * This legislation applies to both draw tickets and scratch cards.
- * This covers *all* lotteries; the National Lottery or Local Lotteries

REMEMBER

- * If you break the law and sell to a child under 16 you can be fined £5,000 and/or serve two years imprisonment
- * Trading Standards Officers are responsible for enforcing the law on illegal sales of lottery tickets. If you require further advice please contact D.C.C. Trading Standards Service on 01305 224042

I have read and understood the above stated regulations

Signature	Date	Position Held

REGULATIONS

Illegal Sales of Videos

Please make sure all your staff have read and understood these points

- * It is illegal to sell or supply a video to a person below the age specified on the video classification (this includes hire). That could be below 12, 15 or 18 years of age.
- * If you are not sure that the customer is over the required age, ask for proof of age
- * **IF YOU ARE NOT SURE, REFUSE THE SALE**
- * It is illegal to sell a video with no age classification label.

REMEMBER

- * If you break the law and sell or hire a video to a child below the classification age, you can be fined £5,000 and/or serve six months imprisonment
- * If you supply an unclassified video, you may be liable for up to two years imprisonment or a fine of £20,000
- * Trading Standards officers are responsible for enforcing the law on illegal sales of videos. If you require further advice please contact D.C.C. Trading Standards Service on 01305 224042

I have read and understood the above stated regulations

Signature	Date	Position Held

REGULATIONS

Illegal Sales of Fireworks

Please make sure all your staff have read and understood these points

- * It is illegal to supply any firework to a person under the age of 18 (except crackers, caps, party poppers and throwdowns)
- * If you are not sure of the customer's age, ask for proof of age
- * IF YOU ARE NOT SURE, REFUSE THE SALE
- * It is also illegal to split a box of fireworks and sell them singly to a person of any age.

REMEMBER

- * If you break the law and sell to a child under 18 you can be fined £5,000 and/or serve six months imprisonment
- * The same penalties apply for breaking down boxes of fireworks to sell singly.
- * Trading Standards Officers are responsible for enforcing the law on illegal sales of fireworks. If you require further advice please contact D.C.C. Trading Standards Service on 01305 724012

I have read and understood the above stated regulations

Signature	Date	Position Held

REGULATIONS

Illegal Sales of Solvents

Please make sure all your staff have read and understood these points

- * It is illegal to supply any product containing solvents likely to be inhaled for the purposes of intoxication, to any person under 18
- * If you are not sure of the customer's age, ask for proof of age
- * IF YOU ARE NOT SURE, REFUSE THE SALE
- * It is also an offence to supply solvents to any person acting on behalf of someone under 18.

REMEMBER

- * If you break the law and sell to a child under 18 you can be fined £3000 and/or serve six months imprisonment
- * The same penalties apply if you sell to any person acting on behalf of a child under 18
- * Trading Standards Officers are responsible for enforcing the law on illegal sales of solvents. If you require further advice please contact D.C.C. Trading Standards Service on 01305 724012

I have read and understood the above stated regulations

Signature	Date	Position Held



SHAFTESBURY RESPONSIBLE RETAILERS - EVALUATION

The Responsible Retailer Scheme is a multi-agency project based in **Shaftesbury** town which commenced in March 1998.

Aims of the Scheme

Aims to reduce sales of the following age restricted products:-

Alcohol
Tobacco
Lottery Tickets
Solvents
Fireworks
Videos

in the local vicinity through retailer and community training and education.

Police Objective

To reduce anti-social behaviour by 5% on previous years recorded figures

Outline of the scheme

The multi-agency group is comprised of the following partners:-

District Council
Town Council
Police
Trading Standards
Local retailers
Local schools (Youth Action Groups)
Healthworks
GP Practices
Youth Service

The partners have worked on initiatives including:-

- Training, support and information for retailers to prevent sales
- Award of certificates to retailers successful in joining the scheme
- Talks to local schools by enforcement/community representatives
- Development of Youth Action Groups in schools to encourage young people to take the Lead in combating local problems
- * Supporting Youth Action Group initiatives
- * Encouraging dialogue **and** co-operation between all partners and in particular young people
- * On going monitoring of scheme, retailers and any sales or complaints which may occur



Achievements

- *. Reduction in recorded calls about anti-social behaviour of 28%.
- *. Scheme recognised as good practice.
- *. Youth Action Group recognised as the right way to involve young people in community issues.
- *. 100% support from retailers for continuing the scheme into its second year.
- *. Excellent multi-agency co-operation developed.
- *. Enquiries from all over the country on setting up the project.
- *. Retailers are more confident when refusing sales
- *. Retailers are experiencing lower levels of harassment when refusing sales
- *. Young people are asking for alcohol less frequently.
- *. Desire by Trading Standards and Healthworks to expand the project to all towns covered by County Council.

Conclusions

1. The project has reduced young peoples access to alcohol and other age restricted products.
2. The lower levels of reported anti-social behaviour may be partly due to the project.
3. The time spent setting up the project has been cost effective due to the positive effects experienced.

Recommendations

1. The scheme be continued in Shaftesbury, with a re-launch date 12 months after the initial start date.
2. Details of the project evaluation be forwarded to the Community Safety Department to update their information file.
3. Details of the project be forwarded to each Division for consideration.