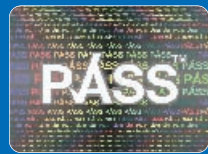


# change on the cards



With the festive season approaching, under-age drinking will once again be top of the agenda and pub retailers are being asked to remember to look for the 'PASS' hologram when asking for proof of age.

The Portman Group stopped issuing its proof of age card from October 1. Application kits should be removed from all bars but cards already in use will remain valid.

Passports and driving licences aside, there are a number of alternative ID cards that are accredited by the national Proof of Age Standards Scheme (PASS), including several local authority-run cards and two key national ones: Citizen and Validate.

For a free point-of-sale application pack, contact:

- Citizen – 0870 240 1221 or visit [www.noidnosale.com](http://www.noidnosale.com)
- Validate UK – 01434 634996 or visit [www.validateuk.co.uk](http://www.validateuk.co.uk)

For more advice, visit [www.pass-scheme.org.uk](http://www.pass-scheme.org.uk) or call the British Institute of Innkeeping (BII) on 01276 684 449.



**NO PASS, NO SALE:** Only ID cards, such as this ValidateUK one, which carry the PASS hologram should be accepted

# risky business

**Maintaining a safe and comfortable environment is fundamental to running a pub. But it often doesn't take much for a potential flare-up to rear its ugly head – especially on a busy Friday night.**



The British Beer and Pub Association (BBPA) has produced a guide to help retailers make their pubs a safer environment. 'Managing Safety in Bars, Clubs and Pubs' examines some of the main issues and suggests various practical ways of preventing them.

To get started, retailers are asked to conduct an assessment of their premises using the document provided, which covers identifying the risks, the existing measures or solutions in place and any further action required. The assessment should be reviewed regularly.

A copy of Managing Safety in Bars, Clubs and Pubs should be inside this issue of Eagleye – if it is missing, or you need more advice, call the BBPA on 020 7627 9191. Or you can download another at [www.beerandpub.com](http://www.beerandpub.com)



## festive fare

Enterprise has teamed up with Kall Kwik for another year to provide quality, value-for-money Christmas menus in a variety of designs.

The options start at 250 menus for under £100. Also available are a range of posters and tent cards to help promote your Christmas plans.

Orders are taken until mid-November and there's a 10% discount if you pay up-front, in full.

**For more information or a sample set call 023 8061 0557.**

## bounceback cards



Why not run a post-Christmas promotion to help remind your regulars that there's life after the festive season. Enterprise is offering a range of bounceback cards, which you can personalise from £160 for 500. If you haven't received an order form, or for more information, call Plus One on 0121 707 8384.



# countdown to christmas

Here are some ideas to help you plan a cracking Christmas.

## Top Tips

**Planning is the secret to success;** but it's no use if you don't promote your plans well ahead of the holidays. Don't let your nearest competitor bag all the office parties and family lunches

**Advent offers:** devise a different (but responsible) promotion for each day from the start of December to Christmas Eve. One idea could be free soft drinks for drivers

**Only the best.** Stock up on a good quality range of premium spirits, wines and champagnes. It's proven that pub-goers trade-up at Christmas

**Responsible retailing.** High spirits may mean high alert. Have you got a contingency plan in place? Be strict with ID checks (see page 18 for more advice)

**All fresco festivities are a golden opportunity** if you have a large outdoor area that can be used all-year-round. Even if it's just decorating the garden with lights and serving up mulled wine

**Spread Christmas cheer – it's not just about lunches and dinners;** why not hold a charity event that pulls the community together, for example a Christmas quiz or carol singing

**Keep them coming.** Pull your punters out of their armchairs with Boxing Day brunch and football. And tempt consumers back during the lull with a value-for-money bounce-back offer. Enterprise can help with this (see panel on the left for details)