



# smoking:

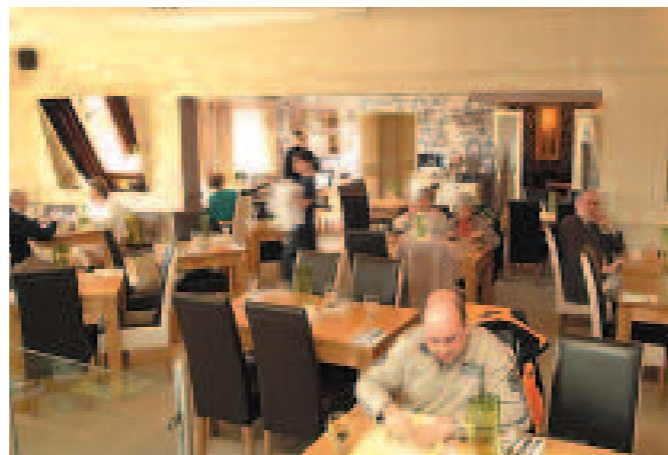
are you ready for the next step?

In just over seven months, smoking will be stamped out in English and Welsh pubs. With new details out on the ban, now is a good time to fine-tune those smoke-free strategies.

Whatever your line of action, this huge change in legislation presents the perfect opportunity to invest in your business. Enterprise's smoke-free solutions programme is well under way – thousands of weatherproof outdoor areas are to be built or improved by next spring. If you have not considered an al fresco development, talk to your RM as soon as possible.

As the biggest growth market for pubs, food is the obvious answer to bolster your food trade in time for the ban. Again, explore the options: it could be upgrading kitchen equipment, introducing table service or launching a take-away service. Pizza, jacket potatoes, or breakfast rolls for workers on the go have all been proven profit-boosters.

For details on suppliers, contact Leisure Supply Group on 08457 660166.



**WELL-EQUIPPED:** The World's End, Ecton, Northants, was a well-developed food offer and a brilliant outdoor area

Pubs have been urged to get their houses in order following the government's latest sting operation – which left some licensees more than red-faced.



**SPOT THE FAKE:** The genuine article (above) and the 'Check It! Age card' (left), which MA reporter John Harrington bought under a new name for just £12

# Pubs must do more

Nearly one in three pubs were found selling alcohol to underage drinkers during the operations carried out between May and June this year.

The fourth Alcohol Misuse Enforcement Campaign (AMEC) showed that 29% of the 1,400 venues tested were found to be serving under-18s, with all licensees receiving hefty fines.

### Counterfeit cards

But to avoid any illegal sales, door and barstaff must ask for PASS accredited ID cards, driving licence or passport ONLY. Otherwise, your licence could be at risk, no thanks to the latest wave of counterfeit ID cards, which mirror the look of the Portman Group's genuine 'Prove it' card.

An investigation by the Morning Advertiser has shown how easy it is to order these realistic-looking

fakes from the internet. So be careful, as while these cards are not illegal – they are marketed as “novelties” – using them to dupe pubs into serving alcohol to children is.

For more information, go to [www.morningadvertiser.co.uk](http://www.morningadvertiser.co.uk)

The message to all licensees is clear: don't let any underage drinkers slip through the net. Tackle the issue head on, take full advantage of the support materials available and ensure staff always ask for the right ID.



## Useful material

**Challenge 21.** Posters and POS designed to raise awareness of the critical nature of ID checking. Packs will have been sent to all pubs. If you need a spare set, ask your regional manager.

**ID cards.** The Portman Group's 'Proof of age' version is one of the most recognised. 'Proof of age' card kits are available from your regional managers.

**Responsible Drinks Retailing scheme.** All Enterprise pubs should have received packs containing a poster, window stickers and a handy guide, giving licensees the chance to show their communities – and the media – that they are committed to trading responsibly. More details on the initiative, which is backed by the Morning Advertiser and Home Office, go to [www.rdr06.co.uk](http://www.rdr06.co.uk)

# smoke ban

## Outdoor structures

If you are developing an outdoor area without the support of Enterprise's property team, ensure you carefully calculate openings because the ban will apply to premises that are:

**'Enclosed':** meaning they have a roof and – aside from doors and windows – are wholly enclosed on a permanent or temporary basis.

**'Substantially enclosed':** meaning if they have a ceiling/roof but also an opening or aggregate of openings (e.g. a gazebo with 'roll-down' sides) which account for less than half of the total area of the walls.

# UPDATE

## Signage

All pubs will need to display A5 no-smoking notices with wording along the lines of 'it is against the law to smoke in these premises/pub/hotel' at each entrance. Pubs failing to do so will face fixed penalty fines of £200 or on conviction a fine up to £2,500. Anyone found smoking in a pub will receive a penalty of £50 or £200 on conviction.