

Social Responsibility Standards
for the Production and Sale
of Alcoholic Drinks: Scotland
with
Guidance for Implementation



March 2007

Promoted by:

Advertising Association



National Association of Cider Makers



Association of Convenience Stores



Scotch Whisky Association



Association of Licensed Multiple Retailers



Scottish Beer & Pub Association



Bar Entertainment and Dance Association



Scottish Grocers Federation



British Hospitality Association



Scottish Retail Consortium



BII Scotland



Society of Independent Brewers Scotland



Gin and Vodka Association



The Portman Group



Guild of Master Victuallers

Wine and Spirit Trade Association



These Standards are supported by the above trade associations and organisations who will undertake to ensure the guidance contained in this document is widely communicated to all their members.

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Ministerial Foreword



Alcohol is widely used and enjoyed in Scotland, and the majority of us do this in a responsible way. We are all too aware, however, of the effects alcohol misuse can have on our health, our relationships, and our communities.

It is encouraging to see that the alcohol industry recognises it has a part to play in tackling alcohol misuse. That is why I am pleased to introduce one of the first results to emerge from the Partnership Agreement between the Scottish Executive and the alcohol industry, which sets out a range of actions to complement our recently launched Updated Plan for Action on Alcohol Problems.

As I have said before, this is not about being anti-alcohol; it is about being anti alcohol misuse. Government has a part to play in tackling the problems, but we can achieve much more by working in partnership with the alcohol industry, the medical profession and others; and we need individuals to take responsibility for their own behaviour.

A handwritten signature in black ink that reads "Lewis MacDonal". The signature is written in a cursive, slightly slanted style.

Lewis MacDonal MSP

Deputy Minister for Health and Community Care

Statement of Purpose

This Scottish Standards Document sets out existing good practice and advice, it complements the Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK, launched in November 2005 and should be read in conjunction with it.

The purpose of this document is to support and underpin the industry's commitment to social responsibility in Scotland, within the context of Scotland's new licensing regime as set out in The Licensing (Scotland) Act 2005 and also the Up-dated Plan for Action on Alcohol Problems. The sponsoring organisations have drawn up this guide for their members to assist them in implementing the Standards and to support the promotion of the broader social responsibilities that go with the sale of alcohol.

Member companies have undertaken to adopt these Standards, to ensure that they are adhered to and maintained within their respective businesses, working in partnership with the Scottish Executive, licensing boards, licensing forums and local communities.

This guide is also recommended to all those producing or selling alcohol who are not members of the sponsoring organisations.

Alcohol Social Responsibility Principles

Member companies of the Trade Associations supporting these Standards who are involved in the production, distribution, marketing and retailing of alcoholic drinks agree to follow these Principles **within their own areas of responsibility** in all their commercial activities:

- To promote responsible drinking and the 'Sensible Drinking Message'.
- To avoid any actions that encourage or condone illegal, irresponsible or immoderate drinking such as drunkenness, drink driving or drinking in inappropriate circumstances.
- To take all reasonable precautions to ensure people under the legal purchase age cannot buy or obtain alcoholic drinks.
- To avoid any forms of marketing or promotion which have particular appeal to young people under the age of 18 in both content and context.
- To avoid any association with violent, aggressive, dangerous, illegal or anti-social behaviour.
- To make the alcoholic nature of their products clear and avoid confusion with non-alcoholic drinks.
- To avoid any suggestion that drinking alcohol can enhance social, sexual, physical, mental, financial or sporting performance, or conversely that a decision not to drink may have the reverse effect.
- To ensure their staff and those of companies acting on their behalf are fully aware of these Standards and are trained in their application in their own areas of responsibility.
- To ensure that all company policies work to support these Standards.

1. Introduction and Scope

The alcoholic drinks industry in Scotland fully accepts its responsibility to help tackle alcohol misuse and to promote sensible drinking by consumers. Producers, importers and retailers of alcoholic drinks are committed to the socially responsible marketing and sale of alcohol, and to encouraging responsible consumption.

The Scottish industry supports the rigorous enforcement of existing legislation and, where self-regulation applies, is committed to the regular and transparent review of its codes to ensure the most up-to-date, relevant and effective regulatory framework

In November 2005 the Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK (the 'Standards Document') were launched. A comprehensive statement of the rules, regulations and additional commitments to which the various parts of the industry currently adhere, the core of the Standards is the "Alcohol Social Responsibility Principles". These should underpin all sales and marketing activities relating to alcoholic drinks.

The purpose of this document is not to replace those Standards, but to highlight those specific areas where companies can take action to ensure the Standards are implemented, taking into account the Scottish context in which the industry operates.

An important point which is worth re-iterating is the commitment to support the spirit as well as the letter of the Standards.

2. The Sensible Drinking Message

The Sensible Drinking Message was reviewed and revised in 1995 when the focus moved from weekly to daily benchmarks. The industry fully supports the sensible drinking message and has agreed, where feasible, to carry a sensible drinking message on advertising, point of sale and other communications, including labels. Full details of the Sensible Drinking Message are set out below. The industry has agreed to work with both the Scottish Executive and UK Government to develop such messages.

The Drinkaware website (www.drinkaware.co.uk) has been established to raise awareness about how the sensible drinking message relates to specific products. This is increasingly being referred to by companies in their sales and marketing activity.

The Sensible Drinking Message

The sensible drinking message was revised in 1995.¹ There are three main elements of the sensible drinking advice:

- benchmarks for sensible drinking;
- reducing episodes of excessive drinking and intoxication; and
- supplementing the general advice with specific messages addressed to particular groups of the population or people drinking in particular settings.

Men

- The health benefit from drinking relates to men aged over 40 and the major part of this can be obtained at levels as low as one unit² a day, with the maximum health advantage lying between 1 and 2 units a day.
- Regular consumption of between 3 and 4 units a day by men of all ages will not accrue significant health risk.³
- Consistently drinking 4 or more units a day is not advised as a sensible drinking level because of the progressive health risk it carries.³

Women

- The health benefit from drinking for women relates to postmenopausal women and the major part of this can be obtained at levels as low as one unit a day, with the maximum health advantage lying between 1 and 2 units a day.
- Regular consumption of between 2 and 3 units a day by women of all ages (excluding pregnant women) will not accrue any significant health risk.⁴
- Consistently drinking 3 or more units a day is not advised as a sensible drinking level because of the progressive health risk it carries.⁴

(Footnotes)

¹ 'Sensible Drinking - the report of an inter-departmental working group' (DH, 1995). Published on the [Department of Health website](#)

² A unit of alcohol is 8g of ethanol.

³ In communications this is generally presented as 'men should not regularly drink more than 3 to 4 units a day'

⁴ In communications this is generally presented as 'women should not regularly drink more than 2 to 3 units a day'

3. The Marketing of Alcoholic Drinks

Marketing of alcoholic drinks is subject to a number of different codes of practice, set out below:

- Television advertising is bound by the statutory [Television Advertising Standards Code](#).
- Radio advertising is bound by the statutory [Radio Advertising Standards Code](#).
- Non-broadcast advertising (excluding most point-of-sale advertising) is subject to the self-regulatory Committee of Advertising Practice [Code on non-broadcast advertising](#).
- Pre-packaged alcoholic drinks are subject to self-regulation through The Portman Group's [Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks](#). This Code covers below-the-line promotion of alcoholic drinks including websites, sponsorship, branded merchandise and most point-of-sale material.

(Note: The television, radio and non-broadcast codes are overseen by the Advertising Standards Authority.)

As well as the statutory and self-regulatory obligations, companies are also encouraged to consider other initiatives that help to underpin the social responsibility principles. Points for consideration are set out below.

Points for Consideration

- Companies should ensure that they take account of all relevant code provisions when developing promotional and marketing campaigns.
- All design and advertising agencies, market research companies, media buyers and other external consultants should be briefed on all aspects of these Standards and the requirements of the above Codes to ensure that they are familiar with the requirements and that they undertake to abide by their provisions in any work they do on behalf of a company.
- Companies should take advantage of The Portman Group's pre-launch advisory service and their topic specific help notes.
- For companies operating websites, it is good practice for such websites to carry a reminder of the need to adhere to the legal purchase age in the country in which the consumer is located.
- For those companies offering online sales, it is good practice to use age verification entry on such sites. This typically requires a consumer to enter their country of residence and date of birth, which cross-references to the legal purchase age of a particular country, prior to granting or denying access to the site.
- Where practicable, companies should consider adoption of unit labelling on all packaging labels. To achieve a consistent approach companies are encouraged to follow the protocol drawn up by The Portman Group.

- Provision of information on responsible drinking, by reference to, for example, the Drinkaware website on brand advertising, packaging, point-of-sale, brand websites and other company communications.
- The use of responsibility messages on packaging and in all advertisements, and dedicated responsibility advertisements helps to support the Sensible Drinking Message.
- When sponsoring events, companies should consider including a responsibility element into that event. For example, communicating responsibility messages or the company's approach to supporting the socially responsible use of its products.
- Take all necessary steps to ensure that brands are not used as part of irresponsible promotions.

4. Retailing of Alcoholic Drinks

The retailing of alcoholic drinks, whether in the on- or off-trade, is in the front line when it comes to ensuring a number of the key social responsibility principles are delivered. Key issues include: preventing illegal sales to those under the age of 18; or those who are intoxicated; and ensuring that all promotions are conducted in a socially responsible manner.

The Licensing (Scotland) Act 2005, replacing existing legislation in 2009, will regulate all licensed premises in Scotland, providing the legal framework in which organisations are obliged to operate. Industry best practice as set out below goes beyond the requirements of current licensing legislation and ensures the industry is well placed to meet the requirements of the new regime.

Consistent and strict enforcement of the licensing laws are fully supported by all those involved in the drinks industry. The industry supports the piloting of test purchasing of alcohol in Scotland and its full implementation under the Licensing (Scotland) Act 2005.

General Responsibilities

This section sets out the current general responsibility all retailers are strongly encouraged to consider in order to comply with the Social Responsibility Principles.

Points for Consideration

- Companies are strongly encouraged to work with and develop good relationships with local police, community safety partnerships, licensing boards, licensing forums and other relevant bodies to examine ways of minimising alcohol-related crime and disorder. Working through good partnership can help manage wider issues such as dispersal and transport policies.
- Companies should consider the best ways of sharing intelligence with other retailers, the police and statutory services. The partnership approach can help to identify and clamp down on persistent trouble-makers who can then be 'black-listed' from on- and off-trade premises.
- Consideration should be given to developing protocols with procedures to be followed in the event of violent behaviour arising from refusals to sell and other causes.
- Companies should work together to ensure that products are sold in a responsible manner.
- Companies have a prime role in enforcement of The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. Companies should comply with all Retailer Alert Bulletins (RABs) issued by The Portman Group and take the necessary steps to ensure products found in breach of The Portman Group Code are not replenished.
- Where practicable, information should be displayed regarding sensible drinking including alcohol content in terms of units. For consistency of approach, companies are encouraged to follow The Portman Group Protocol on unit labelling.

Promotions

The new licensing regime in Scotland will introduce measures to tackle 'irresponsible promotions' through a new standard national condition on all licences. In advance of these being introduced many retailers already comply with industry Standards and Codes of Practice banning 'irresponsible promotions.'

The Licensing (Scotland) Act 2005 outlaws irresponsible drinks promotions including those which:

- relate specifically to an alcoholic drink likely to appeal largely to persons under the age of 18,
- involve the supply of unlimited amounts of alcohol for a fixed charge (including any charge for entry to the premises),
- are based on the strength of any alcohol,
- reward or encourage, or seek to reward or encourage, drinking alcohol quickly, or
- offer alcohol as a reward or prize, unless the alcohol is in a sealed container and consumed off the premises.

All these promotional activities are already prohibited by industry Codes of Practice and Promotions Standards, including the British Beer and Pub Association's '[Standards for the Management of Responsible Drinks Promotions](#)'. Pub operators recognise that these Standards represent industry best practice in this area and they are being adopted widely across Scotland's beer and pub industry, not just by the Scottish Beer and Pub Association's members.

Promotions and promotional material SHOULD NOT:

- Condone, encourage or glamorise excessive drinking or drunkenness or encourage anti-social behaviour. Effects of intoxication should not be referred to in any favourable manner.
- Be linked to sexual imagery implying sexual success or prowess.
- Refer to consuming alcohol to recover from previous over-indulgence.
- Be disrespectful of contemporary, prevailing standards of taste and decency and avoid degrading or gratuitously offensive images, symbols, figures and innuendoes. Promotional material should not be demeaning to any gender, race, religion, age or minority group.
- Appeal, through images / symbols, primarily to those under the legal purchase age. Characters should only be used if it is clearly established that their primary appeal is to adults. Use of any cartoon character popular with children is unacceptable.
- Contain any direct or indirect references to drug culture or illegal drugs.
- Have any association with violence or anti-social behaviour.

Points for Consideration

- Licensees should consider the risks of planned promotions taking into account possible impact on crime and disorder.
- Licensees should assess the impact of their promotions and modify as appropriate.
- Any learnings should be incorporated into any future promotion and where relevant be shared across the business.

Prevention of Under-age Purchases

It is illegal to sell alcohol to persons under the age of 18 except in certain limited circumstances on licensed premises.

Points for Consideration

- Retailers should follow a “No ID, No Sale” and ‘Challenge 21’ approach. This should be made clear using point of sale material and other information stating that under-18s will not be served.
- When age is in doubt retailers should request and only accept a legitimate form of proof of age such as a card with a Proof of Age Standards Scheme (PASS) logo, valid driver’s licence (with photograph) or passport. The Young Scot entitlement card bears the PASS hologram

Prevention of Sales to Intoxicated Customers

It is illegal to sell alcohol to a person who is intoxicated.

Points for Consideration

- Companies should operate a clear policy of not selling to intoxicated customers.

Training

Training is key to ensuring employees understand their legal obligations when selling alcohol and for embedding the principles set out in this document. Under the terms of The Licensing (Scotland) Act 2005 it will be mandatory for all those involved in the serving and selling of alcohol to be trained from when the new licensing regime comes fully into effect.

Points for Consideration

- All staff should be instructed in the requirements of the law and their understanding checked before they are allowed to serve alcohol.
- **In Scotland, it is illegal to sell alcohol to persons under the age of 18 except in certain limited circumstances on licensed premises; equally it is illegal to sell alcohol to a person who is intoxicated.** Companies should have in place effective disciplinary procedures for staff contravening such a policy.
- All staff should be provided with the relevant company training/reference manual on the retailing of alcohol.
- Consideration should be given to obtaining formal qualifications to an appropriate standard (such as BII qualifications or ServeWise).
- Where relevant, training should address people management skills including conflict resolution. In particular staff should be competent and confident in addressing situations arising from refusal to serve someone who is under the legal purchase age or already intoxicated.

4.1 The On-Trade

The Scottish Beer and Pub Association, the Bar Entertainment and Dance Association and BII Scotland are committed to the responsible management of licensed premises and the responsible promotion of alcoholic products.

This section specifically deals with those elements of the Social Responsibility Principles which are specific to the On-trade.

Promotions Specific to the On-Trade

Promotions in the on-trade should fully embrace the Social Responsibility Principles and in no way encourage irresponsible consumption. Responsible promotions, **should comply** with the following guidelines:

Timing: During early evening, some customers may be drinking on an empty stomach, so providing food/bar snacks at these times is helpful. It may also be helpful to consider the appropriateness of holding certain promotions on particular days.

Duration: Set a clear time period for the promotion. If the time period is vague, customers may hurry their purchases and therefore their drinking in case prices suddenly rise. The greater the discount available, the stronger the incentive may be for some customers to drink excessively.

Discounts: Bear in mind that the greater the discount available, the stronger the incentive may be to some customers to drink excessively. Operators should consider including a selection of soft drinks and/or low alcohol drinks at a reduced price during the promotion, as this could encourage more customers to alternate alcoholic and soft drinks, and also provides a benefit to those customers not wishing to drink alcohol.

Linked Discounts: There are some practices which would not be a suitable basis for a promotion, for example, discounting drinks according to unpredictable events, such as until the first goal is scored in a football match, or until the first yellow card etc., could encourage customers to drink more, more rapidly.

Promotions which SHOULD NOT be run

The following promotions should not be run as there is a disproportionate risk they will lead directly to alcohol misuse and anti-social behaviour:

- Reward schemes that are only redeemable over short periods thereby encouraging the purchase and consumption of large quantities of alcohol over a short period of time;
- Drinking Games - these tend to encourage either speed drinking or the drinking of large quantities of alcohol;
- Promotions that involve free drinks either in large quantities (e.g. 'Free spirits between 10pm and 12pm') or to specific groups (e.g. 'Free drinks for women');

- Entry fees that are linked with unlimited free drinks (e.g. '£X.XX on the door and all your drinks are free or all you can drink for £X.XX');
- Promotions that are an incentive to speed drinking or encouraging people to 'down their drinks in one' (e.g. 'If you finish your first bottle of wine by nine, the next one is on us');
- Promotions linked to unpredictable events, (e.g. 'Free drinks for five minutes after every Scotland goal');
- Promotions that encourage or reward the purchase or drinking of large quantities of alcohol in a single session;
- Promotional material that is linked to sexual imagery implying sexual success or prowess;
- Promotions that encourage either an excessive drinking session or a pub crawl;
- Promotions that involve driving in any way;
- Involvement of novel devices that do not dispense a measured amount of alcohol e.g. sprays.

Points for Consideration

- All relevant personnel should be made fully aware of the above 'should' and 'should not' points.
- Management of the premises should ensure that the risks of alcohol misuse are minimised. The premises should be monitored regularly, for example, to clear away empty glasses, check the toilets and identify customers who are intoxicated or under the legal purchase age. Provisions for minimising risk of alcohol misuse will depend on a number of factors such as location, time, offering etc.
- When practical, clear and prominent information regarding "designated driver schemes" should be displayed.
- Premises should be designed in order to minimise the risk of crime and disorder for example, by referring to the British Beer & Pub Association's '[Security in Design](#)' publication.
- Companies should also consider the guidance as set out in the British Beer and Pub Association's '[Standards for the Management of Responsible Drinks Promotions](#)'. These Standards also give operators within the on-licensed industry advice on how they can operate responsible drinks' promotions which do not encourage excessive drinking, or incite anti-social behaviour.

Controlled Exit and Dispersal

Putting in place effective controlled exit and dispersal policies can have a positive role to play in reducing potential incidents of crime and disorder.

Points for Consideration

- Where appropriate, licensees should prepare and implement a dispersal policy, in consultation with the police and local licensing officers.
- Such a policy would set out the steps the venue will take at the end of the trading session to minimise the potential for disorder and disturbance as customers leave the premises. The policy, which should be regularly reviewed, should include the following key areas:
 - **Transporting customers home:** For example, by displaying details of reliable taxi services, by providing free phone numbers for licensed mini-cabs and details of nearby taxi ranks, bus timetables or other local transport networks.
 - **Keeping empty glasses on premise:** Regular collection of empty glasses and bottles is recommended particularly in the period immediately before closing. If necessary signage should indicate that leaving with glasses and bottles is not allowed.
 - **Minimising noise on exit:** Where possible, notices should be displayed near the exit requesting exiting customers to leave quietly.
 - **Door staff :** When door staff are employed, they can play a key role in the implementation of several aspects of any dispersal policy by:
 - encouraging customers to drink-up and progress to the exit within a venue throughout the latter part of drinking-up time;
 - drawing the attention of exiting customers to the notices in the foyer and asking them to be considerate;
 - ensuring the removal of all bottles and glasses from departing customers;
 - actively encouraging customers not to congregate outside the venue; and
 - directing customers to the nearest taxi ranks or other transportation away from the area.
- Companies should also consider the guidance set out in The Bar Entertainment and Dance Association [Dispersal Policy](#).

4.2 The Off-Trade

The Scottish Retail Consortium, the Scottish Grocers Federation, the Association of Convenience Stores and the Association of Licensed Multiple Retailers are committed to responsible retailing.

This section outlines Standards that have particular regard to responsible retailing in the off-trade and covers underage sales, sales to the intoxicated, promotions and in-store tastings. This section should be read in conjunction with specific guidance set out in the [Responsible Retailing of Alcohol: Guidance for the Off-Trade](#).

Prevention of under-age sales and sales to intoxicated customers

Points for Consideration

- When practical, retailers should clearly display information at each alcohol display area and at the point-of-sale stating that under-18s and intoxicated people will not be served.
- Retail staff can often fail to challenge underage purchases or refuse sales to intoxicated people if they feel afraid of the consequences, abuse and violence. Retailers should try to ensure, through training, that their staff feel safe when serving and confident to challenge, and if necessary refuse, the customer.
- Retailers are encouraged to adopt a policy to ensure deliveries of alcohol are not made to those under the age of 18.

Promotions

Promotions on price, such as discounts on quantity or linked discounts, are a legitimate part of the business model but businesses should take steps to ensure they are conducted in a responsible manner.

Points for Consideration

- Point-of-sale material must not encourage or promote irresponsible consumption and should comply with the guidance on promotions set out in Section 4 above.

In-store Tastings

Free tastings are permitted under the law. Companies who conduct tastings should follow the guidelines set out below.

Points for Consideration

- Samples should not be provided to anyone under 18. Relevant checks should be made where there is doubt.
- Samples should not be provided to anyone who is intoxicated.
- The sample size should be appropriate.
- Care must be taken to ensure that customers do not return for further tastings and run the risk of becoming intoxicated.
- Alcoholic drinks should not be left unattended in the demonstration area.

Siting of alcohol in-store

The siting of alcohol in-store requires careful consideration.

Points for Consideration

- Wherever possible the areas where alcohol is displayed should be covered by CCTV.
- Alcohol is a key target for shop thieves. Where practicable, it is best not to place alcoholic drinks near the entrance to the store.

Other Points for Consideration

- Retailers are encouraged to display information at each alcohol display area and at the point-of-sale regarding sensible drinking levels and sensible drinking messages.
- Where necessary, retailers should take steps to ensure that young people do not congregate outside a shop or supermarket in order to avoid such meeting places leading to anti-social behaviour. Retailers should consider such measures as:
 - Removing any low walls from outside the premises;
 - Removing any canopies that might provide shelter;
 - Ensuring the area outside the store is well-lit.

Annex: Contacts and Additional Guidance

A number of organisations have worked together to produce these Standards. If you would like any further information on any of the issues raised, contact the appropriate organisation listed below. Also included are website addresses to the additional specific guidance referred to in the document.

Advertising Association

www.adassoc.org.uk 020 7340 1100

Association of Convenience Stores

www.thelocalshop.com 01252 515001

Association of Licensed Multiple Retailers

www.almr.org.uk 020 8579 2080

Bar Entertainment and Dance Association

www.beda.org.uk 0161 429 0012

British Beer and Pub Association

www.beerandpub.com 020 7627 9191

British Hospitality Association

www.bha-online.org.uk 0845 880 7744

BII Scotland

www.bii.org 0131 226 9880

British Retail Consortium

www.brc.org.uk 020 7854 8900

Drinkaware Trust

www.drinkaware.co.uk 020 7307 7450

Gin & Vodka Association

www.ginvodka.org 01722 415892

Guild of Master Victuallers

020 8947 8671

National Association of Cider Makers

www.cideruk.com 0117 906 6519

Scotch Whisky Association

www.scotch-whisky.org.uk 0131 222 9200

Scottish Beer & Pub Association

www.scottishpubs.co.uk 0131 225 4681

Scottish Grocers Federation

www.scottishshop.org.uk 0131 343 3300

Scottish Retail Consortium

www.scottishretail.org.uk 0870 609 3631

Society of Independent Brewers

www.siba.co.uk

The Portman Group

www.portmangroup.org.uk 020 7907 3700

Wine and Spirit Trade Association

www.wsta.co.uk 020 7089 3877

Guidance Documents

Guidance	Web address
Social Responsibility Standards for the Production and Sale of Alcoholic Drinks in the UK - The Standards Document	http://www.wsta.co.uk/images/stories/social_responsibility.pdf
Drinkaware	http://www.drinkaware.co.uk/
Scottish Executive	http://www.infoscotland.com/alcohol
Television Advertising Standards Code	http://www.asa.org.uk/asa/codes/tv_code/tv_codes/
Radio Advertising Standards Code	http://www.asa.org.uk/asa/codes/radio_code/
British Code of Advertising, Sales Promotion and Direct Marketing	http://www.asa.org.uk/asa/codes/cap_code/
The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks	http://www.portman-group.org.uk/codeofpractice/152.asp
BII qualifications	http://www.biiab.org/
Point of Sale Promotions: Standards for the management of Responsible Drinks Promotions including Happy Hours.	http://www.beerandpub.com/content.asp?id_Content=894
Security in Design	http://www.beerandpub.com/content.asp?id_Content=985
BEDA Dispersal Policy	email info@beda.org.uk to request a copy
Responsible Retailing of Alcohol: Guidance for the Off-Trade	http://www.wsta.co.uk/images/stories/responsible_retailing_ofalcohol.pdf

