

ROAR

RECOGNITION OF
ALCOHOL RESPONSIBILITY

THE COMMUNITY RETAILERS CERTIFICATION

wakefieldcouncil

WFD
B I D

 **Spectrum**
COMMUNITY HEALTH CIC
a spectrum of care and recovery

 WEST YORKSHIRE
POLICE

ROAR

Be The Change You Want To See



The Community Retailers Certification

What problem am I helping to solve?

High levels of alcohol use are an increasing problem for the residents and businesses of the Wakefield District. Our aim is to work together with retailers like you, to reduce the level of anti-social behaviour and the devastating effects of alcohol abuse within our community.

The way people consume alcohol and their attitude towards it has changed drastically. In 2014, the volume of beer sales in the off sale sector exceeded that of on trade for the first time. People are choosing to purchase their alcohol locally, and consume it within the home or on the street rather than go out to pubs, bars and restaurants. Alcohol use is no longer just a social pastime. It has become engrained within our culture and most worryingly; it has become habitual for many within our community.

We understand that retailers need to adapt in changing times, whether they are a family run, independent store, or a large supermarket chain. Many have done this by acquiring a licence to sell alcohol as a part of their business.

The **ROAR (Recognition of Alcohol Responsibility)** certification is designed to demonstrate to customers that you as a business have a social conscience and employ ethical and responsible practices when it comes to the sale of alcohol.



A Change For All

What are the benefits for my business and me?

Once you have successfully completed the scheme, you will receive a certificate in Recognition of Alcohol Responsibility and your commitment to ensuring that your community is a safe and happy place to live. You will also receive posters and window stickers to let your customers know of your achievement and that you are a reliable retailer that they can trust.

The benefits don't end there. We are working with the media to gain publicity for those retailers who choose to take part in the scheme. This will allow the people in your community to make informed choices about where they shop and know that your business is a good choice for them.

We know you care about standards; our aim is to help you to raise the bar when it comes to customer service and the relationships you share with stakeholders, law enforcement, industry partners and community groups.

Ultimately, taking part in the scheme is not only an excellent way to promote your standing in the community, but also a sound business decision.



Making Change Happen

What do I have to do?

You will be provided with an accreditation pack, which contains everything you need to know about the scheme and what is expected of you. The pack will assist you in conducting a self-assessment of how responsible your business is when it comes to the sale of alcohol.

01

You will need to show that you have sound practices and policies in relation to:

- Knowledge of the law regarding the sale of alcohol
- Preventing the sale of alcohol to minors
- Providing a safe environment for both staff and customers
- Understanding your responsibilities and influence within your community

02

Working together we will agree a timescale for a comprehensive assessment, which will be carried out by one of our scheme assessors.

03

Your business will be judged on criteria laid out before the assessment takes place. This will be discussed with you, but to give you an idea, the criteria are based on the following licensing objectives:

- The prevention of crime and disorder
- Public safety
- Prevention of public nuisance
- Protection of children from harm
- Improving Public/Community Health

04

Once the assessment is completed, you will receive detailed feedback, your score and the star rating you have been awarded. Your star rating will be promoted online by Spectrum and Wakefield Council. You will then be presented with a certificate to be displayed in your store.

Lasting Change, A Brighter Future

Do I need to do anything after the assessment is over?

As a business owner with standing in your community, you will know that your commitment to safe practices and social responsibility are on going, whether you choose to take part in the scheme or not.

Should you opt in (and we hope that you do), there's a small amount of work required to ensure that you keep your certification in place. To allow for re-assessment all you need to do is collect evidence and maintain accurate records in relation to the responsible sale of alcohol. It's that simple.

In the unlikely event that there are any test purchase failures, the Police and/or Trading Standards will notify the assessors and your star rating and certification will be suspended. You will then be given the opportunity to put corrective measures in place and have your rating and certificate re-instated.

Who oversees the scheme and who am I working with?

The Recognition of Alcohol Responsibility is a partnership of Spectrum, Wakefield CAP, Wakefield Business Improvement District, Wakefield District Council and West Yorkshire Police.

Spectrum CIC

Spectrum Community Health CIC is a social enterprise that delivers a range of community and offender healthcare services on behalf of the NHS, Local Authority Public Health services and other partners. Spectrum is a Community Interest Company (a form of social enterprise) and a not-for profit organisation. Any surpluses are ploughed back into initiatives and projects that improve public health and wellbeing.

This enables them to work flexibly, innovatively and respond to the needs of local communities and deliver care that is personalised and effective. This also means that they remained focus on people (patients, service users, staff, partners and the community). Their ambition is to deliver the best in health and wellbeing on a values-driven ethos and to maintain the highest standards of patient care and service.

Community Alcohol Partnership (CAP)



CAP is the lead organisation for this scheme and they are a partnership between alcohol retailers, local authorities, the Police, schools, alcohol services and communities that aim to tackle underage drinking and related anti-social behaviour. Launched in 2007, CAP was originally developed by the Retail of Alcohol Standards Group; it is now an independent Community Interest Company with over 106 partnership schemes across the UK.

Wakefield District Council

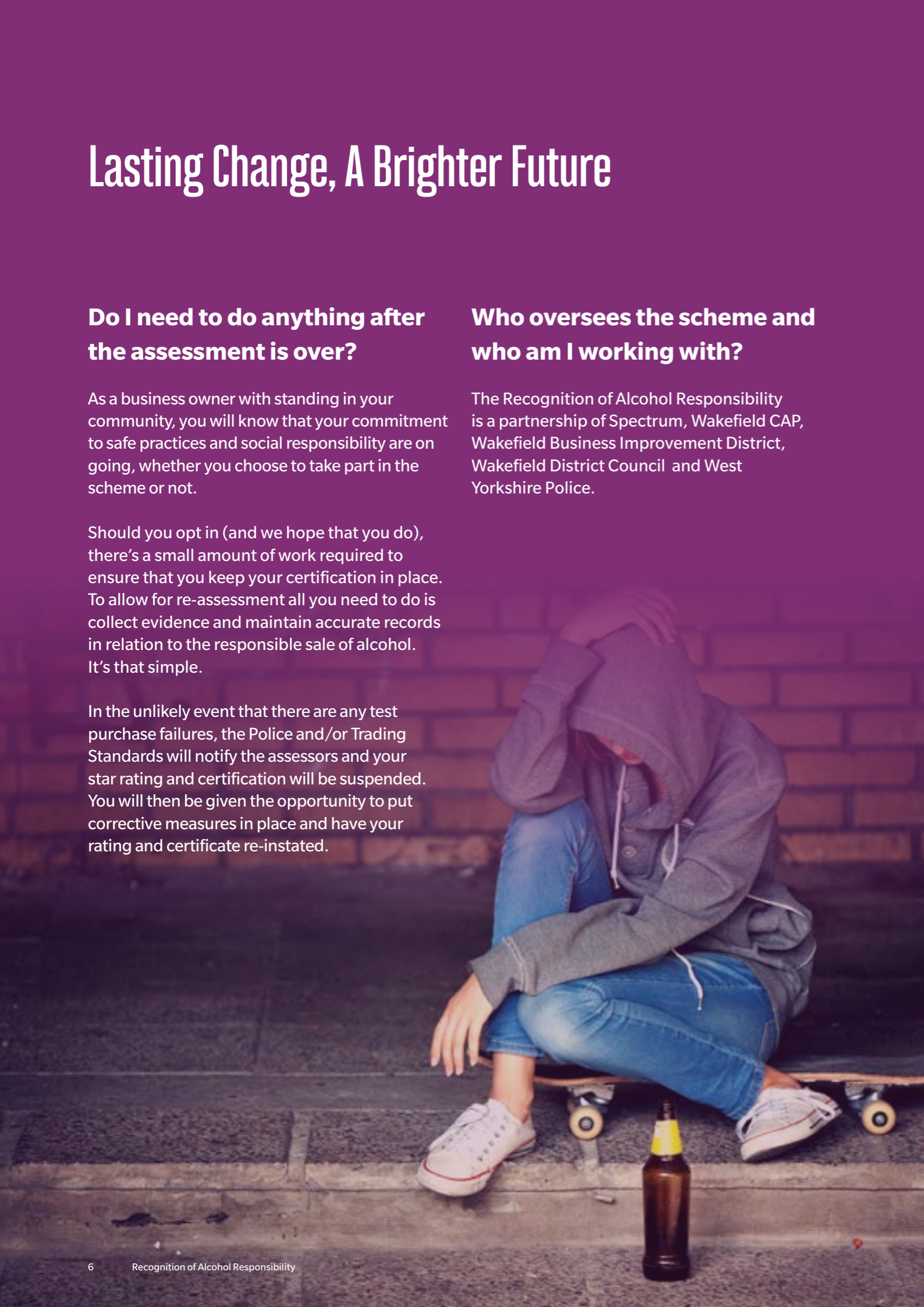
Wakefield District Council is committed to reducing Anti-Social Behaviour and street drinking in Wakefield. Wakefield Council has been involved in a Home Office Initiative to reduce the negative impacts of alcohol misuse throughout the district. Engaging with responsible retailers is a priority for the development of the district.

Wakefield Business Improvement District (BID)

Wakefield BID was established in 2017 when the businesses in Wakefield City Centre voted for the introduction of a business improvement district. One of the BID's objectives is to:

“Tackle anti-social behaviour and crime issues which impact upon the visitor experience and businesses in certain areas both day and night, by developing the existing business crime prevention schemes, and working with partners and organisations in the city centre including voluntary organisations, the Police and the council's CCTV”

If you choose to take part in the Recognition of Alcohol Responsibility scheme, you will be playing a significant role in helping to achieve this objective.



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