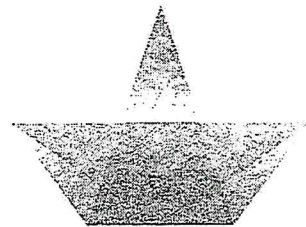


SECTION 1

Nisa



Nisa
RETAIL
ACADEMY



AGE RESTRICTED SALES



SUPPORT GUIDE

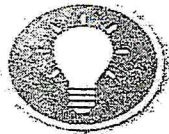
Guidance for the trainer



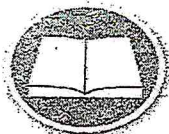
How to use the training guides

Every member of staff should have their own workbook for each piece of training. The workbooks are designed to be portable so that training can take place on the shopfloor, warehouse, delivery area, checkouts and wherever else the training needs to be carried out! The training guides have been developed to be as flexible as possible to suit individuals and business needs: it can be self-study, one to one training or training as part of a group. Just make sure you choose the right training method for the trainee.

Throughout the training guides you will come across various symbols. Here is an explanation of what the symbols mean:



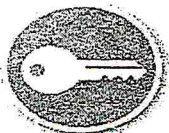
Learning Outcomes
Outlines the key learning's from the training.



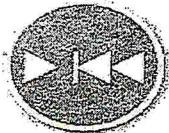
Key Definition
Clarifies a meaning or legal phrase.



Challenge
Encourages the learner to find out store specific information



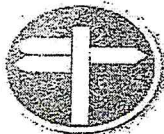
Key Point
Emphasis an important point or issue.



Go and Practice
Chance to put into practice what has just been trained.



Stop and Check
Checking knowledge and understanding at the end of the training.



Signpost
Directs to further reading and resource.

Supporting the training

As the role of the trainer you will need to make sure your trainees have understood the subject they have been trained in and also put into practice what they have learnt. The Stop and Check exercises within the training guides will show if the trainee has understood what they have learnt. The Stop and Check exercises will need your final sign off to ensure all the questions and activities have been completed correctly. Once you are confident that the trainee has fully understood all elements of their training they should sign their training record to show that the training has been understood and completed.

Under the member service documents section on the Nisa members website you find the following supporting documents:

- Stop and Check answer sheet
- Training record card
- Example training plan

Welcome to Nisa Retail Academy



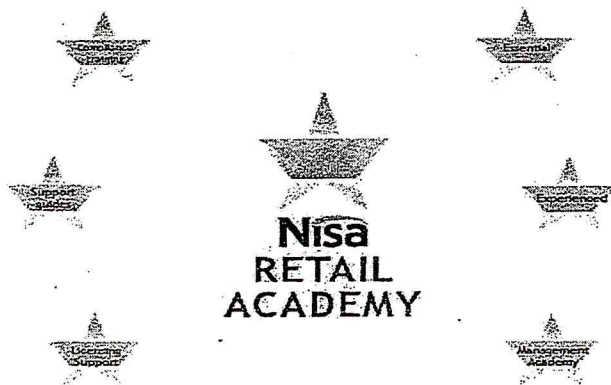
Welcome to Nisa Retail Academy: the complete training solution for your business. The Nisa Retail Academy will provide your business with a suite of comprehensive training solutions that build the capability of your team, improve their performance and have a positive impact on your business:

As a retailer you will be well aware of how competitive the grocery retail market is. This means keeping up with your competitors, staying ahead when it comes to pricing, promotions, range and customer experience.

The benefits of having a team which is well trained are simple: training helps keep your store legal and shows due diligence; high customer service levels will be consistent and will help to drive customer loyalty; well trained staff have a higher morale leading to increased productivity. All of this will have a positive impact on your stores profit.

Nisa Retail Academy - Complete Training Solution

What you have in your launch pack today is only just the start. The Nisa Retail Academy is a complete training solution:



Over the next couple of months further training guides will be launched to cover a fully comprehensive training programme for your teams. These guides are just the beginning: early next year will see the launch of the Management Academy, followed by an app to create fully mobile learning and shortly after an eLearning solution, where training becomes fully interactive.

Nisa Retail Academy - Three Tier Approach

The basics of the Academy are formed of three tiers: Essential, Experienced and Expert. The first two tiers, Essential and Experienced, cover all legal, operational and behavioural skills your teams need for their everyday work.

Essential and Experienced tiers cover the following:

Nisa Retail Academy	
Essential	Experienced
Induction	Developing Behavioural Skills
Staff guide to the workplace	Conversational Selling
Keeping Safe, Staying Legal	Being a Great Trainer
Health and Safety	Being a Great Coach
Food Safety level 1	Keeping Calm in a Crisis
Age Restricted Sales	Handling Customer Complaints
Fire Safety	Developing Operational Skills
Security	Daily Routines
Fireworks	Security
Service Excellence	Safe and legal around the store
Delivering Dazzling Service	Store excellence
Mystery Shopper	Community
Standards Excellence	Food Safety level 2
Delivering Store Standards	
Working Safely	
Around the stockroom and delivery area on the Forecourt	

The third tier, Expert, is the Management Academy. This tier will be launched in the new year and will be a combination of practical workbooks and interactive web based learning. The Management Academy will provide training in all aspects of retail management, developing current and aspiring managers in areas such as: profit and loss; managing a team; becoming part of the community; marketing and problem solving.

Your Nisa Retail Academy Pack

Contained within this pack are five of the Essential training guides:

- Food Safety level 1
- Fire Safety
- Security
- Fireworks
- Health and Safety

And one support guide:

- Age Restricted Sales

Also included in this pack are guidance notes for the trainer.

Where can I find the training?

All the Nisa Retail Academy training guides and supporting documents can be found at the member services website under member services/documents/training.

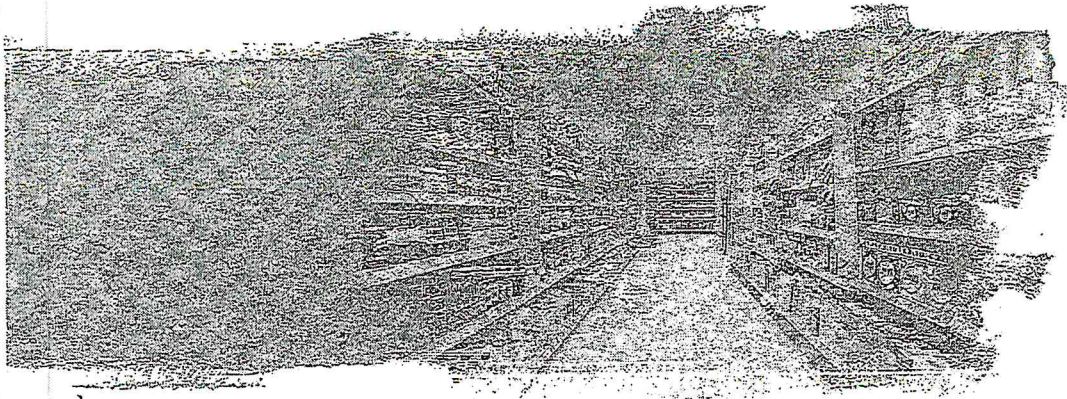
In the Training tab you will find the following training and support documents:

- Training guides (received today)
- Compliance training
- Training record cards
- Example training plan
- Stop and Check answers

How to order more?

There is an order form which you can complete under the training tab in member service documents. Hardcopies will be sent to the address you provide on the order form.

Please visit www.nisaretail.com and follow this path: member service documents/training. There you will find all the training guides and supporting documents that have been developed and launched so far for the Nisa Retail Academy.



Responsible retailing

The laws around age restricted products exist to safeguard the health of young people and protect the community from their harmful effects. Preventing underage sales can help to ensure communities are kept safe and secure and are nice places to live and work.

As a responsible retailer you must:

- Train all staff on age restricted sales and have a robust refresher training plan in place.
- Adopt a policy with your staff that if there is ANY doubt they are to refuse the sale.
- Display the statutory notices required by law and deterrent posters.
- Ensure that ALL staff ask for proof of age and adopt the 'Challenge 25' policy.
- Keep a record of refusals.

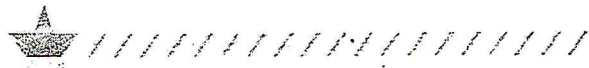
KEY POINT

All staff must have a good knowledge and understanding of the law when selling age restricted items - as a retailer you are legally responsible for your staff's actions. You could be prosecuted if they sell to someone under age.

The sale of age restricted products to those under age is a criminal offence. As a retailer you MUST ensure that, as part of your defence, you can show that everything has been done to avoid committing the offence. This is showing a due diligence defence.

You can show you've exercised due diligence by carrying out the following:

- **Implement a robust training policy**
Evidence of the training process would need to be shown; evidence of a refusals register being used; Challenge 25 policy adopted by all staff.
- **Adopt a procedure if staff are unsure about the age of a customer**
This could be that they consult with another member of staff before continuing.
- **Provide staff training**
Ensure that training is kept up to date, staff are re-trained regularly and a signature is gained after the training and recorded on their training record.
- **Notices**
Statutory notices must be on display at all times and are prominent.
- **Refusals register**
Refusals logged in the register every time. Having a history of refusals logged as evidence shows that as a responsible retailer you are attempting to comply with the law.
- **Till prompts**
Your till system should be equipped with the facility of reminding staff when an age restricted item goes through the till. The staff member should then use their training to carry out the sale.



Alcohol

All premises that sell alcohol must have a licence. The law governing the sale of alcohol is the Licensing Act 2003.

Facts

- An alcoholic drink is defined as containing more than 0.5% alcohol (abv).
- A recent survey found that 63% of 16-17 year olds and 10% of 12-15 year olds who had drunk in the last year, usually bought the alcohol themselves, even though they are underage.
- Long term effects of alcohol can result in liver damage, stomach cancer and heart disease.
- 36% of all crimes committed by people under the age of 18 take place under the influence of alcohol.
- Young people who begin drinking before the age of 15 are four times more likely to develop alcohol dependence than those that start at 21.

You need to know that

- It is illegal to sell alcohol to anyone under the age of 18.
- It is illegal for a person under the age of 18 to attempt to buy alcohol.
- It is illegal to buy or attempt to buy alcohol for someone under the age of 18 (proxy purchasing).
- It is illegal to sell alcohol to someone that is drunk.
- It is illegal to sell liqueur chocolates to persons under the age of 16.
- Alcohol ordered 'online' or purchased over the phone must not be delivered to persons under the age of 18.

The maximum penalty for breaking the Licensing Act 2003 is a fine of up to £5,000 and/or six months in prison.

KEY POINT

If you are under the age of 18, you must not sell alcohol without getting authorisation from the licensee or a responsible person who is over 18. You must seek authorisation each time alcohol comes to your till point.

Asking for proof of age

If you are not 100% certain that the customer is over 18 you **MUST** ask for proof of age.

Adequate ID is:

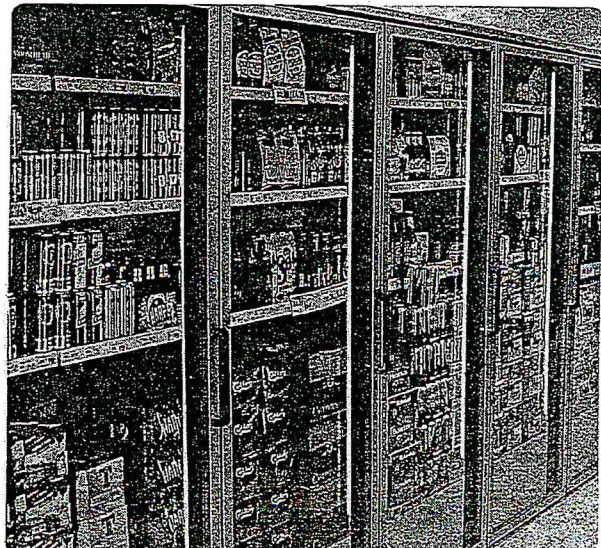
- Passport.
 - Photo card driving licence.
 - PASS accredited ID card.
- (there is a section on ID further on in this guide)

If you are still unsure or adequate ID has not been produced, refuse the sale. When refusing any age restricted product sale always record it in the refusals register.

KEY POINT

Your shop will have a premises licence which allows the shop to sell alcohol during specified times. These times may be different from your opening hours, so make sure you ask your manager or a colleague what the hours are.

It is illegal to sell alcohol outside of these designated hours and could result in prosecution.



Alcohol

Enforcement

The sale of alcohol to persons under the age of 18 is enforced by the police and Trading Standards.

If alcohol is sold to an underage person, both the person who sold the alcohol and the licensee(s) can be held responsible.

Police officers have the power to issue a fixed penalty notice or report for prosecution for hearing in court, if a sale is made.

If a sale of alcohol to an underage person goes through it is possible that a review of the premises licence may take place.

A review of a premises licence may result in the following:

- Revocation of your licence.
- Suspension of your licence for up to three months.
- Increased conditions being placed on your licence.

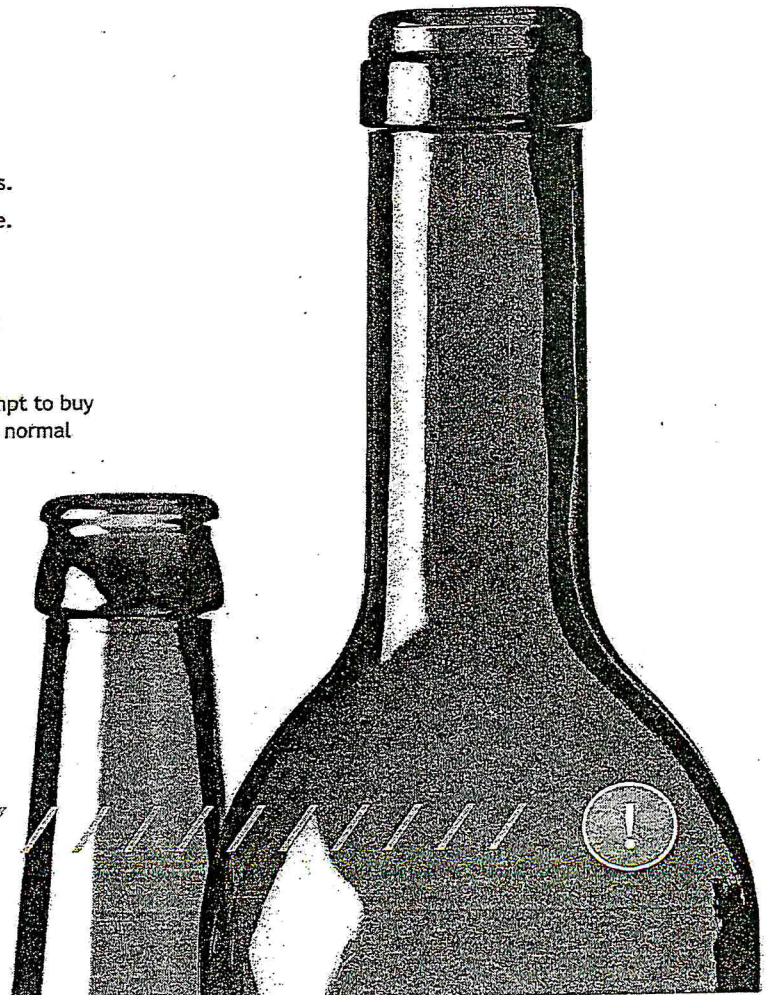
Test purchasing

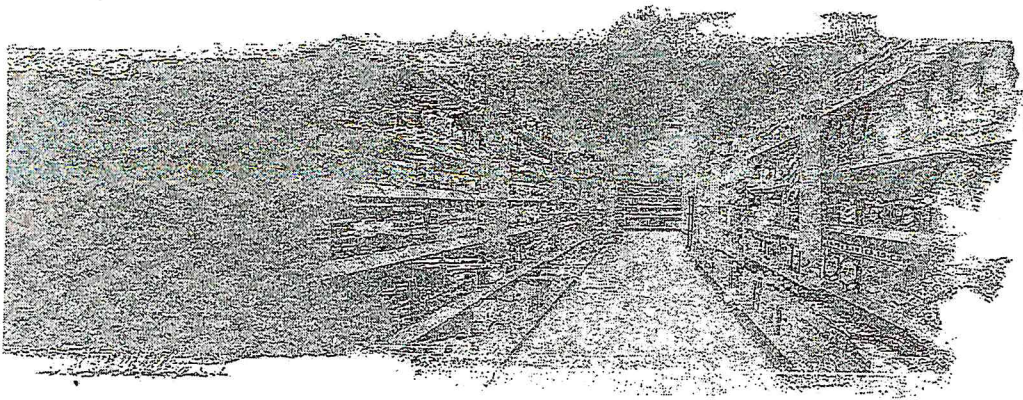
Both the police and Trading Standards conduct test purchase operations.

During their test purchase, a school child will attempt to buy alcohol at licensed premises. They will behave as a normal customer but will be accompanied by police and Trading Standards officers.

Trading Standards and the police have very strict guidelines to follow when carrying out a test purchase to ensure all tests are fair. If a sale takes place legal proceedings will follow.

Nisa work together with Serve Legal to perform test purchase operations in your stores. The results of the test purchase operations will help you to be compliant in the sale of alcohol and tobacco and also further understand where training and guidance is needed within your store teams.





Challenge 25

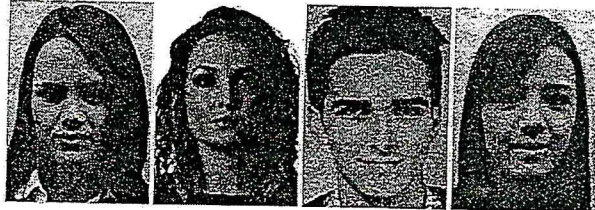
Challenge 25 is a policy supported by Trading Standards, Association of Police Officers and the NHS and is a way of helping you assess the age of a customer when they are purchasing an age restricted item. The policy has also been adopted by many retailers.

Challenge 25 is a simple process to ensure you are protecting yourself against selling age restricted products to people under the legal age.

Age perception

Sometimes it can be very difficult to put an age on a customer. Challenge 25 will help you gauge whether the customer looks old enough to buy an age restricted product as it gives you a margin of age to work with (in most cases, years).

Looking at the pictures below - how old do you think these people are?



All of the people above are under 25.

KEY POINT

Here's the process:

Assess - does the customer look under 25? If yes or you are unsure...

Challenge - ask for ID to prove their age

Check - check the age on the ID - are they old enough to purchase the product?

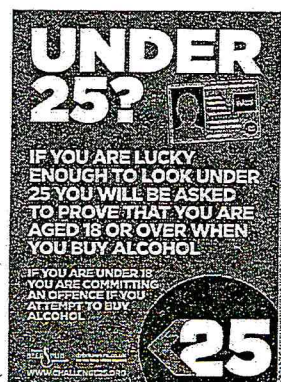
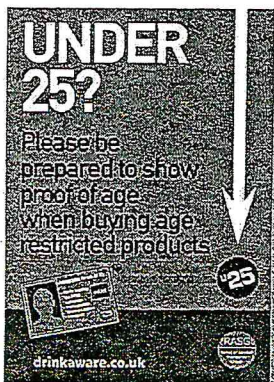
KEY POINT

It is not enough just to ask a customer their age - always Challenge 25 and ask for proof of age.

For Challenge 25 to work best for your business it's important that you let customers know that you have adopted the Challenge 25 scheme. Having clear signage and communication will help to ensure that Challenge 25 is welcomed positively by customers, and staff are able to use the policy with confidence.

Your local Trading Standards office can provide you with Challenge 25 signage which you can locate at the point of sale and also where age restricted items are located (e.g. BWS display) (this is often free of charge). You can also contact CitizenCard for signage at www.citizencard.com

Here are some examples of the posters you can display:



You don't just have your perception of how old the customer is to help you Challenge 25, you can also observe the person's body language and listen to what they say.

Look out for these signs which may indicate that they are under the legal age:

- Are they being over confident?
- Avoiding eye contact/not looking directly at you.
- Hiding their face (maybe using a scarf or collar to hide part of their face).
- Counting out small change to pay for items.
- Look at what they are purchasing - is it a strange mix?