

APPLICATION FOR A NEW PREMISES LICENCE

BY LIDL GREAT BRITAIN LIMITED

FOR A PREMISES LOCATED AT
5 RAINHAM ROAD, RAINHAM RM13 8SP

LONDON BOROUGH OF HAVERING

INDEX TO BUNDLE SUBMITTED BY APPLICANT

DOCUMENT	PAGE NUMBER
Age Restricted Sales Procedures	1 - 13
Screenshots of online training	13 - 16
Age Restricted Sales Register	17
Age Restricted Sales – Signage	18 - 19
Sample of Lidl industry awards	20
Information about Lidl working with the NSPCC	21 - 24
Information about Community Alcohol Partnerships	25 - 29

10.01 Age Restricted Sales – General

Operational Procedure

Further Info:

Risk Assessment: -
 Procedure: -
 Form: **16.02**

General

The following procedure covers the selling of age restricted products within the store. It is essential age-restricted products are not sold to underage persons to ensure legal compliance and to fulfil Lidl’s moral responsibility.

Age-Restricted Sales

Certain products that are sold are classed as age-restricted products to protect the health and wellbeing of younger people within the community.

In order to prevent underage sales from occurring it is imperative that store colleagues are:

- Aware of and understand the Lidl age restricted sales policies and procedures.
- Comply with the procedures to ensure underage sales do not occur.

Repercussions if an Underage Sale Occurs

If a colleague sells an age-restricted product to someone who is underage:

- The cashier can be liable to a criminal conviction.
- The cashier may receive a fine of up to £5,000 and/or 6 months imprisonment.
- The cashier may be dismissed from their employment.
- The company may be contributing to behaviour that is damaging to the health and wellbeing of the community.
- The company could be contributing to the sort of anti-social behaviour that often results from the misuse of some age-restricted products.

If you sell an age-restricted product such as sharp implements, alcohol or fireworks to anyone under the age of 18, you face a fine of up to £5,000 and/or imprisonment.



IF IN DOUBT ALWAYS CALL STORE MANAGEMENT.

Types of Age-Restricted Goods

The minimum purchase age for age-restricted products sold at Lidl are:

Age Restricted Product	Examples	Minimum Age	Penalties
<p>Alcohol</p> 	<p>Beer Cider Spirits Alcopops Liqueurs</p>	<p>18</p>	<p>A £90 fixed penalty notice or, if convicted, a fine of up to £20,000.</p> <p>Closure order.</p> <p>Review or suspension of licence.</p>

Age-Restricted Product	Examples	Minimum Age	Penalties
<p>Solvents</p> 	<p>Gas lighter refills containing butane</p> <p>*Correction Fluid *Marker Pens *Glue</p>	<h1>18</h1>	<p>A fine of up to £5,000 and/or up to 6 MONTHS IMPRISONMENT for each offence</p>
<p>Offensive Weapons</p> 	<p>Knives Knife Blades Open Edged Razor Blades Axes Scissors (with a pointed edge)</p>		
<p>Fireworks</p> 	<p>Sparklers Rockets Table Bombs Fountains, etc.</p>		
<p>Corrosive Substances</p> 	<p>Drain cleaners and un-blockers</p>	<h1>16</h1>	<p>A fine of up to £2,500</p>
<p>Aerosol Spray Paint</p> 	<p>Spray Paint</p>		<p>A fine of up to £5,000 and/or up to 6 MONTHS IMPRISONMENT for each offence</p>
<p>Party Poppers</p> 	<p>Caps Crackers Throwdowns Novelty Matches</p>		<p>Voluntary age-restriction</p>
<p>Energy Drinks (more than 150mg of caffeine per litre)</p> 	<p>Energy Drinks</p>		

Age Restricted Product	Examples	Minimum Age	Penalties
<p>Christmas Crackers</p> 	<p>Christmas Crackers</p>	<p>12</p>	<p>A fine of up to £5,000 and/or up to 6 MONTHS IMPRISONMENT for each offence</p>
<p>Videos, DVD's & Computer Games</p> 	<p>Videos DVD's Playstation or Xbox Games</p>	<p>As marked:</p> 	<p>A fine of up to £20,000 and/or up to 2 YEARS IMPRISONMENT for selling or hiring an age-restricted video or DVD to someone who is under the age of the classification</p>

*Solvents (excluding butane gas) may however be sold to persons under 18 for their normal intended use. It is an offence however where the Seller knows or has reasonable cause to believe that the substance is, or its fumes are, likely to be inhaled by that person (18 years and under) to cause intoxication.

As part of our moral responsibility, 'no alcohol' and 'low alcohol' beer, wines and spirits will be subject to our age-restricted sales procedure and **THINK 25** should be followed.

Lidl may sell food containing low levels of alcohol. Products with an alcohol content below 0.5% ABV are not age-restricted items and therefore our age-restricted sales procedure does not apply.

Age-Restricted Sales Procedure

Lidl operates a "**THINK 25**" policy. The **THINK 25** policy requires all cashiers to challenge anyone they believe looks under 25 who is attempting to purchase an age restricted product.



The following procedure must be adopted:

1. Customer attempts to purchase an age-restricted product.
2. **THINK 25** – does the customer look under 25?
3. If a customer looks under 25 inform the customer that it is Lidl procedure that anyone who is lucky enough to look under 25 is required to produce valid identification and a member of store management must check it.
4. Call a member of store management to the till area.
5. Store management should request the customer produces identification.
6. Store management should check the identification to ensure:
 - That it is genuine and an acceptable form of identification (see below).
 - It confirms that the customer is at least the required age (18 / 16 etc.).
7. If the identification is acceptable and the customer at least the required age, the sale should proceed. If the customer cannot produce identification or the identification is not acceptable, the sale should be refused.

Important: Colleagues must always be cautious. If in any doubt – store management must be called to ask for proof of age.

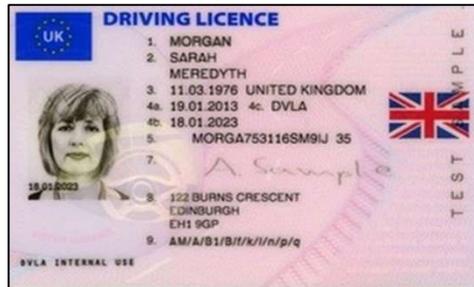


Acceptable Identification

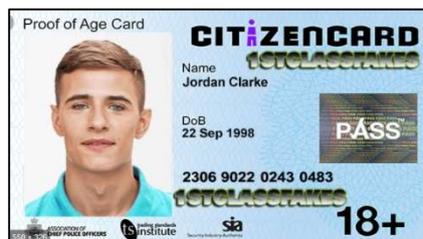
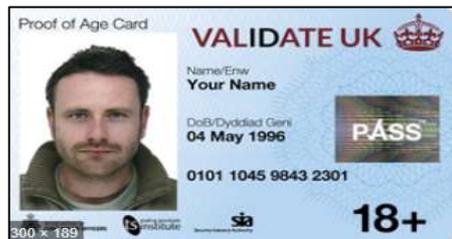
Acceptable forms of identification include:

Passports (not limited to UK)

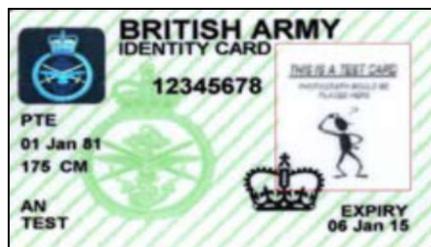
Driver licence with photograph (not limited to UK)



Proof of age cards bearing the PASS hologram



Military I.D.



National ID cards



Store management should ensure that I.D:

- Has not been tampered with.
- Dates or names have not been overwritten.

To ensure that age-restricted products are not sold to under-age persons, store management must ensure that the I.D. presented correctly identifies that person. Customers may wear religious clothing such as a burqa that obscures their face. Burqas are worn in some religions to cover themselves in public. If a customer wearing a

burqa attempts to purchase an age-restricted product a member of management should be called to ask for identification. The customer should be asked if they are happy to remove their burqa to confirm that the identification presented belongs to them. Store Management should offer the customer privacy in the store managers office to remove their burqa if they are happy to do so. The customer may also request the identification check is carried out by a female colleague in the office and this should be accommodated if a female colleague is available. If the customer does not agree to remove their burqa and their identity cannot be verified, then the sale should be refused.

Proxy Sales

A proxy sale is where a person over the legal minimum age attempts to purchase an age-restricted product on behalf of someone who is under the legal minimum age.

It is a criminal offence to complete a proxy sale therefore it is important that store management and cashiers remain vigilant of potential proxy sales. Indications of a proxy sale include:

- Groups of youths congregating outside approaching members of the public who enter the store.
- If members of the public who might have been approached, ask for the same alcohol product / age restricted item which you have just refused to sell to an underage person.
- If the adult wishes to pay separately for the age-restricted product and keeps the change separate.
- If the age restricted product is kept separate from their other shopping.
- If you know your local community and your customers, and the purchase of such an alcoholic product is totally out of character, remind them that it is an offence to “proxy” purchase.
- If the adult re-enters the store just to buy alcohol after they have left.
- If an adult is with a child, and you see the adult asking the child what alcohol they would like or their behaviour suggests the alcohol is for the child, you should refuse the sale. **Important:** Just because a child accompanies an adult, it does not mean that they are attempting to buy alcohol for the child.
- If a group of young people approach the till and appears to be purchasing alcohol for the entire group, the whole group should produce a valid form of identification.

Important: You are under no obligation to sell an age-restricted product! If in doubt, refuse the sale.



Refusing the Sale of an Age-Restricted Product

By refusing to sell age-restricted products to under age persons or to those who it is believed are buying for under age persons (proxy sale), colleagues may be exposed to hostility and aggression.

Due to the age-restricted sales procedure a member of store management should be present or on their way to the checkout. Store management should take the lead in dealing with the customer.

If a customer protests about a refusal to sell a product, the following basic calming techniques should be adopted:

- Keep your voice calm, your hands open and try to maintain eye contact.
- Do not respond to verbal abuse.
- Do not waiver. Stick to your reasons for refusing the sale.
- Try to ensure that the potential buyer understands why the sale cannot take place.



- Complete the Refusals Log (only when prior authorisation for use of a refusals log has been given by TC).

If a potential customer uses abusive language or becomes aggressive, then try to stick to these guidelines:

- Do not allow yourself to be provoked.
- Do not shout or interrupt.
- Keep to a safe and non-threatening distance.
- Keep your voice low and your movements slow.
- Be consistent in your reasons for not selling.
- Make it clear that you are not picking on anyone and that the same law applies to everyone.

If an underage person persistently attempts to buy an age-restricted product or colleagues feel threatened in anyway, the police should always be called.

Selling Alcohol

In addition to the general age-restricted sales procedure there are additional requirements for the sale of alcohol:

- Selling alcohol requires a license from the local council. All Lidl stores that sell alcohol are licensed to do so.
- Every licensed store has a Designated Premises Supervisor (DPS) / Premises Manager (PM) who is usually the SM. In order to be a DPS / PM the colleague must:
 - Have attended and successfully completed the BIIAB training course held by a qualified Regional Training Consultant (RTC)
 - Be a Personal Licence Holder
 - Received a satisfactory police check (in some cases via interview)
- All Store Managers and Deputy managers should hold a Personal Licence. Training in BIIAB Award for Personal Licence Holders is carried out at the RDC by the RTC (Regional Training Consultant).
- There should be a sufficient number of Personal Licence holders at each licensed store to ensure that if the DPS leaves, a Personal Licence holder can be nominated to replace them.
- The DPS / PM is the person nominated as being in day-to-day control of alcohol sales in the store and provides a single point of accountability in the event of problems occurring at the store.
- The DPS / PM is permitted to authorise the sale of alcohol. It is normal for all members of store management including the DPS / PM to hold a personal license.
- Every member of colleagues that sells alcohol must be authorised by the DPS / PM. The DPS / PM authorises store colleagues by ensuring colleagues sign the Age-Restricted Sales Register Signature Sheet.
- The DPS / PM must ensure that every colleague (temporary and permanent) understands the age-restricted sales procedure and sign the signature sheet. This includes colleagues visiting the store from another location.
- The DPS / PM must ensure that this procedure is regularly re-iterated and closely monitor colleagues at all times.
- The DPS / PM must ensure that only colleagues over the age of 18 serve on a till.
- Customers carrying open alcoholic drinks are not permitted on the premises.



The DPS / PM must also ensure that:

- All colleagues have received age-restricted sale training.
- A constant awareness is maintained with regard to alcohol sales.
- The Alcohol Premises Licence Summary must be displayed as close to the entrance as possible in the designated frames.
- The certified copy of the Premises Licence must be stored in the store safe.

In addition to ensuring that alcohol is not sold to underage persons (directly or via proxy sales) all colleagues should ensure that alcohol is not sold:

- To anyone who appears to be under the influence of alcohol or drugs.
- To Outside the hours permitted by the premises license.

Identifying a person under the influence of alcohol or drugs

When serving, cashiers should be aware of the signs of a person under the influence for alcohol or drugs. Signs and symptoms may include:

- Smelling of alcohol
- Involuntary eye movements
- Bloodshot eyes
- Difficulty standing
- Swaying
- Staggering
- Vomiting
- Violence
- Slurred speech

If an issue with 'street drinkers' is identified, HO Trading Compliance should be contacted for further advice.

Selling Knives and Offensive Weapons

During 2020 there were approximately 46,937 reported crimes involving a knife or offensive weapon with 765 deaths from stabbings in England and Wales alone. It is therefore important that the selling of knives and offensive weapons is strictly controlled.

Knives or offensive weapons include:

- A knife, blade or non-safety razor blade.
- An axe.
- Any article, which has a blade or which is sharply pointed and which is made or adapted for use for causing injury to a person.
- Scissors with a point.



To prevent theft and minimise risk, knives are displayed in secure double blister packaging. Store management must take a risk-based approach when deciding the merchandising location for knives or offensive weapons on sale in their store e.g. in high knife crime areas offensive weapons may be stored in the office instead of the shopfloor if required. The SM must discuss this with the AM and HoS.

Knives and offensive weapons may have adhesive security tags attached to them in high risk areas. If this is required it must be discussed with the AM.

In addition, Lidl work closely with local enforcing authorities including the local council and Police and will cooperate with any reasonable requests to amend the merchandising location of knives and offensive weapons if required. HO Trading Compliance department must be notified immediately if any contact is made from local authorities regarding the display or sale of offensive weapons.

The **THINK 25** procedure should be applied for knives / offensive weapons.

Selling Fireworks

At certain times of the year Lidl stores are registered to sell fireworks with the local Trading Standards Department or the local Fire Service. Fireworks can only be sold from the 15 October and ending on the 10 November and, from 26 December and ending on 31 December.

Fireworks can be dangerous if handled / used incorrectly and can become a nuisance to the local neighbourhood due to the associated noise.

Fireworks must not be sold to any person under the age of 18.

In preparation for the sale of fireworks and prior to fireworks arriving at the store, a fireworks training pack will be sent to all stores. The training pack contains the fireworks risk assessment and associated safety procedures required to be implemented. Store management should ensure all colleagues receive refresher training in line with the training pack.

Selling Corrosive Substances

Corrosive substances are products that contain acid as an active ingredient. From time to time Lidl sells corrosive substances such as drain cleaner. These products are becoming increasingly used during attacks to inflict permanent personal injury.

Corrosive substances must not be sold to any person under the age of 18. To ensure that sales are controlled, the **THINK 25** policy should be implemented at all times when selling corrosive substances. In addition, all applicable corrosive substances will have a till prompt assigned to them. This negates the requirement for store colleagues to determine what products are age-restricted corrosive substances.

Selling Solvents

Under the Intoxicating Substances (Supply) Act 1985 it is an offence to supply any solvent based products or aerosols if the person is under 18 **and** if you have reason to believe that the product will be used for intoxication.

Solvent abuse is the inhaling (sniffing) of fumes given off by a wide range of solvent based products and aerosols. The fumes give a drug-like effect and are often inhaled from a plastic bag.

The following are examples of products that are classed as solvents:

- Glue
- Office correction fluid
- Plaster remover
- Nail varnish
- Nail varnish remover
- Paint strippers
- Aerosols e.g. deodorant, hairspray, air freshener etc.

When serving, cashiers should be aware of the signs of a possible solvent abuser:

- The smell of glue or solvents on a person's clothes.
- Slurred speech or behaviour similar to drunkenness.
- Spots and sores around the mouth.
- Young people who buy solvents frequently or who make multiple purchases.
- Young people buying solvents who are acting suspiciously or are very giggly.
- The purchase of plastic bags at the same time.

If anyone appears to be under 18 and you have a reason to believe that the product will be used for intoxication you should call a member of store management immediately. A member of store management will then ask



the customer the reasons for buying the solvents. If the customer cannot give a genuine reason for buying the product then the sale must be refused.

As a solvent can be sold to a person under the age of 18 for its intended purpose, a till prompt is **not** automatically applied.

There are however certain solvents, including butane gas, that the Company has imposed conditions over and above what the law requires. These products include certain glues, weed burners etc. and they must not be sold to a person under the age of 18. These products will be highlighted at the till by a prompt that is automatically applied. When selling these products, and when the till prompt activates, the Lidl age-restricted sales procedure including **THINK 25** must be adopted.

Selling DVDs

The age limit on DVDs will depend on the DVD and could be 12, 15 or 18. When selling DVDs, it is important to check the age-rating of the DVD. Till prompts are not assigned to DVDs on manned checkouts. On self-checkouts DVDs are assigned as a high risk item (see self-checkout section below for further details). The **THINK 25** policy should be adopted at all times when selling an age-rated DVD. Age-rated DVDs must not be sold to persons under the relevant age limit.

Selling Energy Drinks

As part of our moral responsibility, Lidl GB has decided to implement a voluntary age-restriction on energy drinks containing more than 150mg of caffeine per litre. When selling energy drinks, a till prompt will not appear on manned checkouts. Cashiers must apply their discretion and ask for suitable proof of age, if they believe the customer to be under 16. In these instances, there is no requirement to call for a member of store management, the identification can be checked by the cashier. On self-checkouts energy drinks are assigned as a high risk item (see self-checkout section below for further details).



Local Council and Police Test Purchasing

Trading Standards Officers and the police carry out test purchases using children to check that underage sales are not occurring in stores.

If an underage sale occurs the following people can be prosecuted:

- The person making the sale.
- The DPS / PM.
- Lidl.

In the event that a test purchase is failed, the AM must be notified immediately. The AM should then inform HoS and HO Trading Compliance. Age-restricted refresher training must be carried out following the sale with all colleagues re-signing 16.02 Age-restricted Policy Register.

An “on the spot” fine for the sale of an age-restricted product to an underage customer may be offered to the offender. It is the decision of the individual whether they choose to accept this.

All correspondence from the local authorities must be forwarded to HO Trading Compliance immediately upon receipt.

Self-Checkouts

Self-Checkouts (SCOs) are enabled with a non-blocking alert for alcohol, knife and corrosive substance age-restricted products. This means that if a customer attempts to purchase an age-restricted product, the transaction will continue up until the point of payment. At this point, the Checkout Supervisor must **THINK 25**, call the manager on duty if required to check the customer’s ID, and only authorise the age-restricted products when satisfied that the customer is over the required age.

DVD's that have differing age-restrictions (i.e. 16, 12), party poppers, paint spray aerosols, energy drinks and Christmas crackers are categorised as "high risk" items. This means that if a customer attempts to purchase a DVD, an alert will be triggered. This allows the customer to continue the transaction up until the point of payment, when the Checkout Supervisor must authorise the sale and ensure the customer is over the required age to purchase the product.

Only colleagues who have received full age-restricted sales training, and who have signed the Age-Restricted Policy Register are permitted to assume the role of the Checkout Supervisor.

Minimum Pricing

In Scotland and Wales there is a minimum price which can be charged per unit of alcohol. Minimum pricing will apply to the price of all alcoholic drinks. Each alcoholic drink will have a minimum price based on the amount of pure alcohol that it contains. As a licensed premise, Lidl must ensure that alcoholic drinks are not sold below their minimum price.

Prices displayed to customers must be clear and unambiguous. Prices are determined by Head Office and tickets should not be altered by store colleagues. If an issue with pricing or tickets is highlighted by a local authority, the item should be immediately removed, and the issue raised with the AM and HO Buying department.

It is an offence to sell alcohol for less than the minimum price per unit. Failure to comply with this is a criminal offence.

Store Management Responsibility

Store management should ensure that:

- All Lidl colleagues receive comprehensive age-restricted sales induction and refresher training at least every 6 months and sign the Age-Restricted Sales Procedure upon completion of training.
- A constant focus of age-restricted sales is maintained and promoted at every opportunity.
- New starters are supervised on the tills.
- Where required a training trolley containing age-restricted goods is used to train colleagues and to demonstrate the till prompt system.
- Queues at the tills are monitored for underage customers attempting to buy alcohol or other age-restricted goods.
- Possible underage customers in the alcohol aisle or looking at age-restricted products are approached and asked for identification.
- Colleagues are regularly reminded about underage sales, especially prior to school holidays.
- Colleagues under the age of 18 must not serve on a till.
- Store assistants are regularly reminded that only store management should ask for and check identification.

Scottish Stores Only:

Additional Procedures for Scotland

There are certain additional procedures in place for Lidl stores in Scotland. The below ensures compliance with Scottish Licensing Laws and supplement the general Age Restricted Sales Procedure.

In addition to the general offences for the sale of alcohol, the following offences relate to the sale of alcohol in Scotland:

- Selling alcohol outside conditions of the Operating and Layout plans.
- Altering the price of alcohol must take place and be implemented at the beginning period of licensed hours. No further change can take effect for 72 hours.
- Selling alcohol to a police officer in uniform.
- Irresponsible drinks promotion must not be carried out on, or in connection with the premises.

The Operating and Layout Plan

The Operating and Layout Plan determines when and where alcohol is permitted to be sold on the premises at any one time. A Licensing Standards Officer will audit compliance of the plans as part of their routine checks.

Sales Area

Alcohol must only be sold in a separate designated part of the store. Signage must be displayed as stated in the Age-Restricted Sales - Signage (Scotland) procedure.

The Alcohol Premises Licence Summary must be displayed as close to the entrance as possible in the designated frames. The certified copy of the Premises Licence must be stored in the store safe.

Alcohol must only be sold in one separate alcohol display area. The only non-alcohol products that may be displayed in this area are soft drinks, or products packaged and sold with alcohol.

In order to comply with The Licensing (Scotland) Act 2005, it is mandatory to display an A4 sign at the point where alcohol is sold within stores.

The A4 sign must be displayed on every till pole above the "Under 25?" Sign.

The A4 sign must be displayed on the pole at head height, at customers eye level to ensure clear visibility at all times. New and / or replacement A4 signs should be requested from the AM.

In addition, the AM is required to check the A4 signs are clearly displayed upon every visit and as part of the 6 monthly Trading Compliance Checklist.

In addition, an A4 sign advising that spray paints cannot be sold to under 16's must be displayed next to any spray paint devices.



Trading Hours

Lidl stores in Scotland are only allowed to sell alcohol for consumption between 10am and 10pm. Licensing Boards may further modify the hours alcohol is permitted to be sold in stores in line with their general policy. The Premises Manager (PM) must be aware of this and ensure licensing conditions are adhered to at all times.

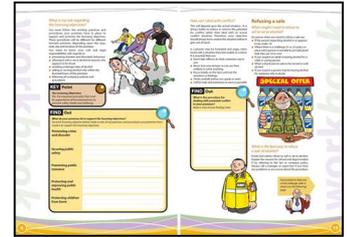
It is an offence to sell alcohol outside the restricted times. Failure to comply with the premises licence may incur a fine up to £20,000 and / or six months imprisonment.

Colleague Training

The PM must ensure that all colleagues are fully trained, and a constant awareness is maintained with regard to alcohol sales in conjunction with The Licensing (Training Colleagues) (Scotland) Regulations 2007.

All store colleagues must receive a minimum of 2 hours induction training that should be carried out by a Personal Licence Holder.

Training should be carried out using the approved training documentation. New colleagues must have completed induction training prior to selling alcohol. The age-restricted sales policy signature sheet must be completed and displayed in the welfare area at all times. Refresher training must be carried out at least every 6 months.



Training should include:

- The legal basis of the requirement for the training of colleagues to take place.
- The licensing objectives.
- The definition of “alcohol” in the Act.
- What constitutes an unlicensed sale.
- The functions of Licensing Standards Officers, including their powers of entry.
- The nature of an operating plan and its place in the licensing system.
- The different types of premises license conditions.
- Special provision for clubs.
- Licensed hours.
- Offences under the Act, particularly those involving persons under the age of 18.
- Proof of age and the Sale of Alcohol to Children and Young Persons (Scotland) Regulations 2007.
- Test purchasing of alcohol.
- Best practice as regards standards of service and refusing service.
- Units of alcohol and the relationship between units and the strength of different alcoholic drinks.
- The sensible drinking limits for males and females recommended by the British Medical Association.
- Good practice in managing conflict situations.

Putting Goods Through The Till Correctly

Click on the highlighted item.



ID Check



Under age = under 18 years of age

Think 25!

Even an unintentional breach of this law is a crime!

! Verify age with an ID check

DRIVING LICENCE

1: MARENCOV
2: ASEN
3: 21-08-79 BULGARIA
4a: 21-05-09 4b: 30-05-18 4c: DVLA
5: MAREN708219A99J 08
6: 8 LYNTON COURT, CEDAR ROAD, SUTTON, SMO 3DL
7: B.B.L.004

Provisions for protection of under-age persons



Party poppers and Aerosol spray paints

16 +



Alcohol, Fireworks, Knives and Solvents

18 +

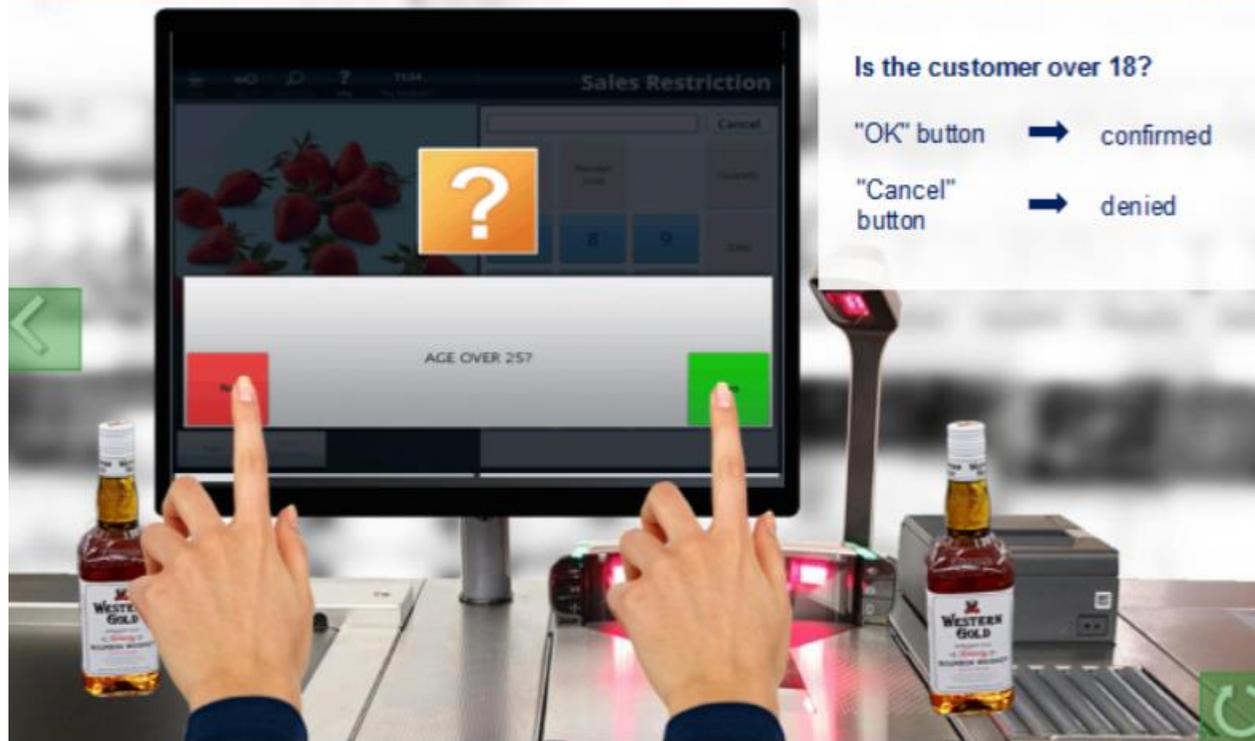


Computer games and DVD's have various age categories

Age rating

!

Age Enquiry



10.03a Age Restricted Sales – Signage (England & Wales)
Operational Procedure

Further Info:
Procedure: -
Form: **13.04a**

General

To ensure the highest levels of awareness regarding alcohol licensing laws and company procedures and policies relating to the sale of age-restricted products, it is important that signage is displayed in line with the following plan.

Standard Premise Plan and Signage Locations

Sign	Location
<p>1.</p> 	<p>Store Entrance: Signs should be A4 in size and displayed at the store entrance in a prominent position to ensure every member of the public entering the store is aware of the THINK 25 Policy in operation. This also reminds members of the public of the forms of identification that are accepted in Lidl Stores.</p>
<p>2.</p> 	<p>Store Entrance: The stores individual Premises Licence Summary should be displayed as close to the entrance as possible in the designated poster holders.</p>
<p>3.</p> 	<p>Alcohol Aisle: Sign should be A4 in size. Signs should be displayed in the alcohol aisle above alcoholic products. The signs act as a further reminder to customers that we THINK 25 and that they will be required to provide proof of age if buying an age-restricted product and look under 25 years of age.</p>
<p>4.</p> 	<p>Soft Drinks Aisle: Signs should be A5 or shelf strip and displayed above the energy drinks as a reminder to customers of the age-restriction on these products.</p>

<p>5.</p>		<p>Tills: A5 Signs should be displayed on every till pole to remind customers of our THINK 25 Policy prior to them arriving at a till.</p>
<p>6.</p>		<p>Tills: A sign should be attached to every till drawer, visible to the cashier during every transaction to act as a reminder regarding the sale of age restricted products.</p>
<p>7.</p>		<p>SCOs: A sign should be attached to every SCO above the receipt printer.</p>
<p>8.</p>		<p>Welfare Area: The 0.8m x 0.8m THINK 25 poster should be displayed in every welfare area reminding colleagues to THINK 25, always ask for ID of customers looking under the age of 25 and, that it is a criminal offence to sell alcohol to minors.</p>
<p>9.</p>		<p>Welfare to shop floor door: Sign should be A3 in size and displayed on the back of the door leading to the shop floor. Every member of colleagues sees this sign when commencing every shift, after every break and on their way to the till area.</p>
<p>10.</p>		<p>Offices: The premises & personal licences should be kept in the safe in a blue wallet. The folder should contain:</p> <ul style="list-style-type: none"> • The Premises Licence which details any restrictions the licence may have and who the DPS is. • Copies of the personal licences for every personal licence holder in store.



Our national charity partnership with the NSPCC – making every child heard



Our charity partnership with the National Society for the Prevention of Cruelty to Children (NSPCC) has already raised £3 million since launching in 2017. Since then, we have built a fantastic relationship with the charity, and we are thrilled to announce the extension of our NSPCC partnership to support their Childline service, founded by Dame Esther Rantzen.

It's now time to switch the focus over to our next challenge, as we aim to raise £2 million in support of NSPCC's life-changing service which helps to ensure no child goes unheard. The Childline service is a place for any child to turn to, whatever difficulty they're facing.

Childline needs support, now more than ever. With school closures, children and young people may suffer from increased levels of isolation, leading to further anxiety or mental health problems. They can talk to a Childline counsellor via online chat or over the phone, as well as get access to a whole range of support options on the Childline website. Whether a young person is struggling with mental health issues, bullying, or problems at home, Childline is always there for them.

Together, with the money raised through our partnership with the NSPCC, we aim to recruit 937 Childline volunteer counsellors, enable over 77,700 counselling sessions and provide over 2 million visits to the Childline website to provide children with online support in the next two years.



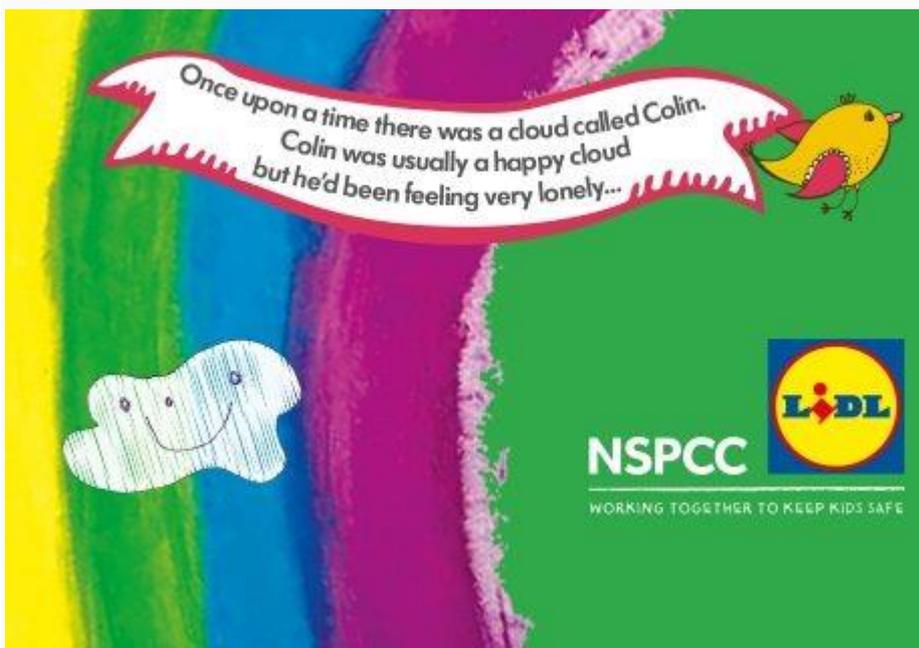
See the range of products here

THE CLOUD AND THE RAINBOW STORY



Discover the story of The Cloud and The Rainbow, read by Sam Faiers

Hear from Dame Esther Rantzen, the Founder of Childline



Discover the story of The Cloud and The Rainbow.

RAINBOW TRAIL

Together with our charity partner the NSPCC, we've joined The Rainbow Trail to support children's mental and emotional health. Keep a look out for our special billboards at stores across the country, featuring rainbow pictures submitted to us from talented Lidl'uns.

Rainbows send a message of hope at a time when things may be tougher for children and young people suffering with their mental and emotional health, and home is not a safe place for every child. We want to let children know that the NSPCC's Childline service is still there for them.

Please keep sharing your children's pictures with us on social. Tag us using @LidlGB and include #LidlRainbowChallenge on both Twitter and Instagram.

We've committed to raising **£2 million over 2 years** to support the NSPCC's vital Childline service. This comes at a time of unprecedented demand with children reaching out to Childline worried about coronavirus. With schools closed, many vulnerable children are at risk.

To make a donation to help Childline to be there for children, [just click here](#)



The Rainbow Trail delivers messages of hope to children and raises awareness that Childline is still here during these challenging times. Bring a splash of colour and a message of hope to your windows, and download our rainbow templates below.

A splash of colour

Make your own rainbow window display. Print template

THE #LIDLRAINBOW CHALLENGE

NSPCC'S CHIDLIN SERVICE



Take a look at this video to find out more about the NSPCC's Childline service.

Find out more about [NSPCC's Childline service](#)



WE'VE RAISED £3M FOR THE NSPCC!

Over the last three years, we've have raised a massive £3 million to support the NSPCC through our charity partnership. This funding enabled the charity to reach 1 million children via the 'Speak out. Stay safe' service, teaching primary school children to recognise the signs of abuse and neglect and who to turn to for help.

Since the partnership began in April 2017 we've been busy raising these vital funds in all sorts of fun and creative ways, such as climbing London's Gherkin tower, baking a huge amount of delicious cakes and going green for Halloween.



About Community Alcohol Partnerships

Community Alcohol Partnerships (CAP) is a Community Interest Company (CiC) which brings together and supports local partnerships of councils, police, retailers, schools, health providers and community groups across the UK to reduce alcohol harm among young people, improve their health and wellbeing and enhance their communities.

The single most important function of CAP is as a catalyst for effective local partnership work to reduce alcohol harm. We work with local communities to bring together and support stakeholders with a shared interest in preventing underage drinking and encouraging responsible drinking among young adults.

Local CAP partners will typically include police, trading standards, relevant local authority departments such as public health, licensing, community engagement and youth services, schools, local charities, housing associations, resident associations and alcohol retailers/licenseses.

Each local CAP partnership is supported by a small head office team and local advisers, and is managed by a co-ordinator, who is often an employee of the local authority or police force.

CAP CiC has an independent Chair, Derek Lewis, and a [Board of Directors](#) which includes retailers, representatives of voluntary and charity sectors, the police and trading standards.

Funding for CAP CiC is provided by major alcohol retailers and alcohol producers who share our concerns about the harm of underage drinking. However, CAP's work is entirely independent of these funders. Local CAPs receive additional funding from a wide variety of sources, including community funds and regional grants.

Our core activities are:

Education



Diversions activities for young people



Enforcement



Business engagement



Funding

CAP is an alcohol industry funded initiative receiving funding from both alcohol industry retailers and producers. Since 2011, CAP funding has been augmented via the Responsibility Deal. Individual CAP schemes may also – and often do - receive funding from a range of other sources e.g. Local Authorities, Police forces.

The [Retail of Alcohol Standards Group \(RASG\)](#) was set up in 2005 by the Wine and Spirit Trade Association (WSTA) to share best practice and share common signage (Challenge 25) as part of a concerted campaign to prevent the sale of alcohol to under 18s. RASG members have provided funding for CAP since its inception in 2007. CAP retail funders are:

- ASDA
- Association of Convenience Stores
- Co-op
- Home Bargains
- Lidl
- Marks and Spencer
- One Stop Stores
- Sainsbury's
- Tesco
- Waitrose

In addition to funds provided by the RASG membership, the following alcohol producers have provided core funding for CAP since 2011 via the Responsibility Deal or joined since then to support CAP expansion plans for 2018-2021:

- Australian Vintage
- Brown Forman
- Diageo
- Edrington -Suntory (formerly Maxxium)
- Heineken
- Mast-Jaegermeister
- Treasury Wine Estate

Principles

CAP is based on the principles of partnership working, localism and value for money. CAP is unique in that it recognises that retailers/licensees are part of the solution.

Partnership

The underlying philosophy behind CAP is that a partnership approach is the best way of tackling the issues around underage alcohol misuse. Underage alcohol consumption is a complex issue and will typically be tackled by a wide range of interest groups including children's protection services, law enforcement agencies, community groups, health bodies, alcohol advisory groups, residents groups and retailers/licensees. The CAP model encourages and facilitates effective partnerships between these agencies and helps to align and maximise limited resources.

The types of partner organisations within a CAP would normally include:

- County Council
- Police
- Trading Standards
- Retail of Alcohol Standards Group (RASG) members
- Licensing teams
- Young People's Services
- Local health and youth groups
- Safer Community teams
- Drug & Alcohol Action Team
- Local retailers/publicans
- Local schools

A strength of CAP lies in its links with the Retail of Alcohol Sales Group (RASG) which brings together the main off trade alcohol retailers found on the high street. CAP has shown that a partnership approach, with retailers working with trading standards and police, is more effective than an adversarial approach in tackling problems of underage drinking.

Localism

Although CAP is a nationally recognised and funded initiative, individual schemes are designed to deliver locally devised and controlled solutions to problems that are unique to a specific locality. Each CAP scheme operates in a clearly delineated and usually compact community and draws on local partners to manage delivery at grassroots

level. This means in effect that it is local community that shapes, delivers and measures the impact of the CAP scheme.

The CAP area does not necessarily need to coincide with a local ward boundary but if it does so this is likely to make data collection for evaluation purposes easier. Experience suggests that CAP schemes are best managed in areas of no more than 25-30 off licence premises plus on trade establishment. Inclusion of one or two of the larger retailers who are part of the RASG helps ensure essential retailer support. Recently we have trialled larger sized CAPs - these include the borough wide Reading CAP and city wide Cardiff CAP. Early indications are that these work well, provided resources are deployed to areas of greatest need and appropriate partners involved at local level.

Value for money

CAPs are designed to be cost neutral; they do not duplicate existing activity but facilitate and encourage effective dialogue and partnership working amongst agencies who already have a statutory duty to prevent underage sales and/or are have as their aim the reduction of underage drinking and the associated harms to communities.