



# The SABMiller Scholars Programme

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Supporting careers, communities  
and the night-time economy



## Foreword by Sally Keeble

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*Scholars Programme Patron*

**SABMiller invited me to become patron of its Scholars Programme in 2013 and I was delighted to accept**



As someone with real concerns about the impact of irresponsible drinking on individuals, families and communities, I commend the way that the programme targets urban centres with the worst problems of alcohol-related anti-social behaviour, and provides free qualifications and tuition for independent licensed businesses and their staff in those areas. This focused and effective tuition helps to raise standards in the industry and equips staff with the knowledge and skills they need to manage the risks involved with selling alcohol. The tutors set out the scale of the challenges and speak directly to the concerns of the mostly young staff over practical problems like refusing to serve alcohol to under-18s or to people who are already drunk.

The Scholars Programme supports the UK's night-time economy by helping pubs, bars, clubs and off-licences stay on the right side of the law and create a safer, more pleasant environment for their customers and the public. It maximises impact by building partnerships across the community – with the police and local authorities and with training providers. Above all, it is based on partnership with the licensees who release staff to attend courses. The fact that these businesses support the programme in ever-increasing numbers, and speak so highly of the positive impact on their staff, is clear evidence of its continued relevance and effectiveness.

## Introduction by Gary Haigh

*Managing Director  
Miller Brands (UK)*



### **SABMiller in the UK**

People across the UK enjoy drinks produced by SABMiller. Brands such as Peroni Nastro Azzurro and Pilsner Urquell are now fixtures in British pubs, clubs and off-licences and are helping to drive growth in the world beer sector.

Our UK operations are highly successful – and that benefits the British economy through jobs, sales and growth. But our business does not exist in isolation. We are part of the great British tradition of social drinking and entertainment, and our aim is to foster a positive drinking culture in which adults can relax and have fun without impacting their health, well-being or safety.

Since 2009, we have worked to promote this positive culture in communities across the UK through our Scholars Programme, in association with the British Institute of Innkeeping Awarding Body (BIAB).



This report provides a snapshot of how the programme fills a training gap for many independent businesses, provides a portable qualification for learners, and supports the objectives of licensing authorities and the NHS.

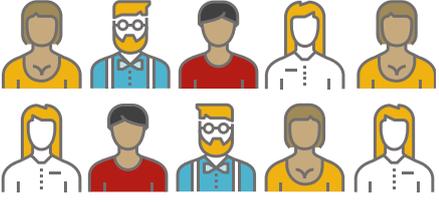
### **Committed to helping 6,000 UK small businesses**

Our operations in every part of the world are guided by shared principles of sustainability, social development and economic growth. We call this global programme “Prosper”. Two of these guiding principles directly impact our relationship with UK society and the economy:

- Accelerate growth and social development
- Make beer the natural choice for the moderate and responsible drinker

In the UK, Prosper is focused on supporting small businesses such as pubs, bars and off-licences, with a particular focus on those that are independently owned and managed. We want to see them thrive within a vibrant UK economy and are committed to supporting them.

Our aim is to have helped 6,000 small businesses in the UK by 2020 to enhance their business growth and family livelihoods, which will in turn support the UK economy and encourage the responsible retailing of alcohol. The Scholars Programme will play an important role by continuing to support the training needs of small businesses.

We agreed to increase the number of people trained through the Scholars Programme to

**10,000**  
**BY END 2016**

## *Scholars Programme background & objectives*

We set up the Scholars Programme in 2009 to fund tuition for people who work at licensed premises and off-licences. By providing free places on courses for the BIIAB Level 1 Award in Responsible Alcohol Retailing (ARAR), we support smaller, independent (non-chain) businesses, which may have limited budgets for training. To qualify for the programme, a learner must be a permanent staff member and have been an employee for at least six months.

The ARAR offers an introduction to licensing law and the responsibilities of licensees and bar staff. It gives candidates guidance on key areas for reducing alcohol-related harm, such as recognising when a customer is intoxicated and understanding how to refuse service in a firm but sympathetic way.

This kind of tuition is particularly relevant in areas with a high incidence of problems such as sales to people under the age of 18 and alcohol-related disturbances in urban centres. In 2014, we signed a three-year agreement with the BIIAB to increase the number of people trained through the Scholars Programme to 10,000 by the end of 2016.

## What's new for the Scholars Programme?

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*The core objectives of the Scholars Programme have remained unchanged since 2009: to give learners a good grounding in the 2003 Licensing Act and to advise them how to cope with situations such as refusing service to someone who appears to be under 18. We also update the programme continually to reflect new priorities.*

### **Conflict resolution**

People who work at licensed premises or off-licences occasionally experience conflict when dealing with customers, so it is important they can identify and deal with problems before they escalate. The BIIAB Level 1 ARAR includes a new emphasis on this area to help learners anticipate potential conflict situations.

For example, tutors stress the importance of good security procedures and partnerships with the local police and crime-prevention schemes such as Pubwatch and Retailwatch.

### **Focused action**

Since 2014, the Scholars Programme has focused on parts of the country identified by the Home Office as being most in need of alcohol-related support (defined as Local Alcohol Action Areas).



*Left to Right:*

**Stacey Goodall**  
2014 Winner

**Emily Whewall**  
2015 Winner



| Investment (£) | Cost (£) | Year |
|----------------|----------|------|
| +70,000        | 70,000   | 2009 |
| +70,000        | 140,000  | 2010 |
| +70,000        | 210,000  | 2011 |
| +70,000        | 280,000  | 2012 |
| +70,000        | 350,000  | 2013 |
| +130,000       | 480,000  | 2014 |
| +130,000       | 610,000  | 2015 |
| +130,000       | 740,000  | 2016 |

**£740,000**

Investment in tuition  
by the end of 2016

## *Celebrating achievement: the Scholars Award*

*In 2014 we launched a new award to recognise learners who have successfully completed Scholars Programme tuition and applied it at work.*

In 2015, the SABMiller Scholars Award went to Emily Whewall of the Sugarmill live music venue in Hanley, Stoke-on-Trent. Her nomination said she had transformed from a shy barperson into a confident and trusted member of management and positive influence on other staff. Emily said: "The Scholars Programme has helped me to develop more confidence in my job. I think people take the job much more seriously when they understand they have legal responsibilities, such as not serving people who are already drunk. I have recommended it to other staff at the Sugarmill and would do for anyone who works in a pub or bar."

The 2014 award went to Stacey Goodall of Garforth Working Men's Club. Her nomination described the impact of the Scholars Programme tuition on her as "phenomenal", giving her the knowledge and confidence to contribute to the training and motivation of other staff.

## Preventing underage sales and proxy purchases

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### *Safeguarding children and young people*

The BIIAB Level 1 ARAR has always emphasised the legal obligation of retailers and their staff to protect children, mainly by preventing the sale of alcohol to under-18s. More recently, well-publicised cases across the UK have highlighted the role alcohol abuse can play in the exploitation of children by adults. In response, new guidance has been issued by the government.

Christopher Taylor, of training company Taylor Hall, said: “This year, as well as the standard curriculum, the BIIAB Level 1 ARAR course will introduce a wider section on child protection to include child sexual exploitation. While the course and its examination are only available to staff, we are also encouraging designated premises supervisors to attend to gain an update on this and other legislation that impacts their business. The tuition is designed to invite discussion and delegate involvement, with the aim of taking practical information and ideas back to their businesses.”

Local authorities in Derbyshire have welcomed the emphasis on safeguarding children and young people. Councillor Kewal Athwal, Chair of the Licensing and Public Protection Committee at Erewash Borough Council in Derbyshire, explained how the Scholars Programme dovetails with initiatives to safeguard children and young people.

*“The ‘Say Something if You See Something’ campaign will help us to eradicate underage and proxy sales and, importantly, give the staff working in licensed premises the key information they need to help us prevent it.”*

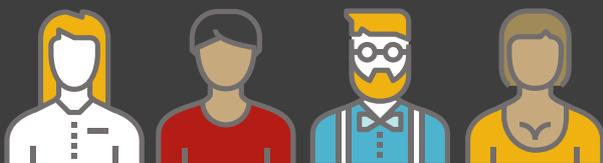


**Councillor Kewal Athwal**, Chair of the Erewash Licensing and Public Protection Committee



# SABMiller Scholars Programme

## FREE TUITION



*SABMiller sponsors free tuition in responsible alcohol retailing through*  
**THE SCHOLARS PROGRAMME**

This dovetails with local-authority priorities, such as

### PREVENTING SALES TO UNDER-18S

refusing service to people who are drunk & reducing town-centre disturbances



## EFFICIENT TRADING



### FILLS A TRAINING GAP FOR SMALL BUSINESSES

Potentially boosts their business and the night-time economy by helping them trade more efficiently and

### STAY ON THE RIGHT SIDE OF THE LAW





*Supports licensing objectives, small businesses, careers and the night-time economy*

**QUALIFICATION**



**LEARNERS ACQUIRE KNOWLEDGE & CONFIDENCE**

**AND A PORTABLE QUALIFICATION THROUGH THE SCHOLARS PROGRAMME**

**Staff with BIAB Level 1 ARAR understand their responsibilities under the 2003 Licensing Act:**

- ..... Staying within the law .....
- ..... Preventing underage sales .....
- ..... Preventing proxy purchases .....
- ..... Refusing to serve people who are drunk .....

**SAFER NIGHT-TIME**



**A CALMER, SAFER NIGHT-TIME ENVIRONMENT BENEFITS THE COMMUNITY AND**

**THE POLICE**

and local authority, who need to commit fewer resources to enforcement



**REDUCES PRESSURE ON THE**



because fewer people need treatment for alcohol-related injuries and illness



## Programme dovetails with licensing objectives



### *Northampton hosts Scholars course*



**Michael Ellis**  
Member of Parliament for  
Northampton North

Widespread positive feedback demonstrates the impact of the Scholars Programme on individuals, communities and night-time economies across the UK. Licensees and bar staff praise the course content and tuition, which give them practical skills and knowledge to help them stay on the right side of the law and run their businesses more efficiently. Community leaders and local authorities commend how the programme dovetails with local priorities and licensing objectives.

Michael Ellis, Member of Parliament for Northampton North, met Scholars Programme candidates at Northampton Guildhall on 18th September 2015.

After congratulating them on completing the course, he said: “By working to raise standards in the licensed sector through staff training, the SABMiller Scholars Programme plays a significant role in reducing the impact of irresponsible drinking on individuals, families and communities, and on the public purse. It is an excellent example of good practice in corporate social responsibility.

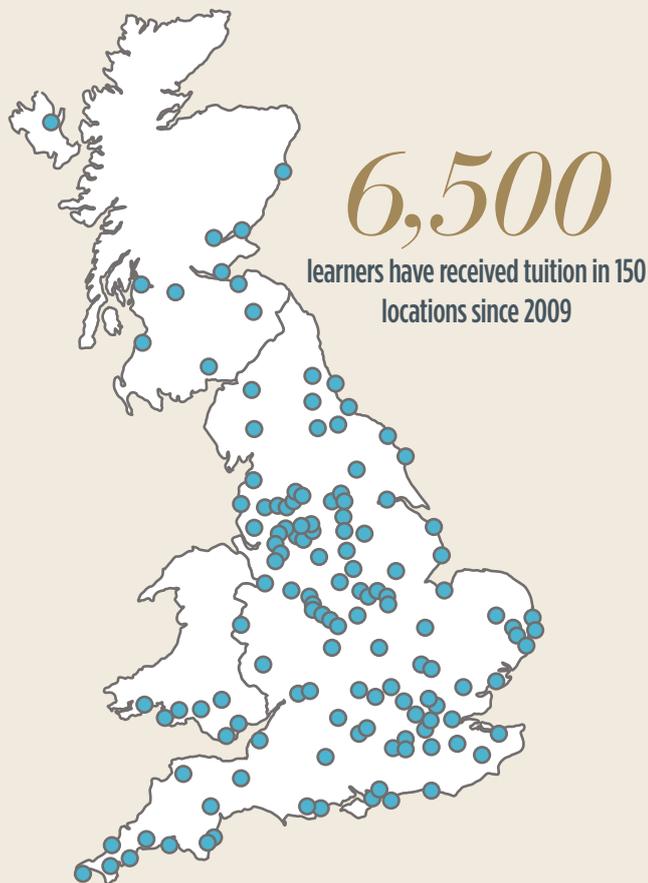
“Northampton’s night-time economy is an important source of revenue for local businesses and it provides people with a great deal of entertainment. However, we cannot ignore that a minority of people who drink to excess cause problems that are a drain on local resources – not least for the police and Northampton General Hospital. A recent survey by the hospital showed that over 70% of injuries treated in accident and emergency are in some way related to alcohol. This is a burden on the NHS, while issues such as underage purchases and proxy sales take up a lot of time for the police, the courts and the licensing authority.

“Before becoming the Member of Parliament for Northampton North, I worked here as a lawyer and saw at first hand the number and variety of alcohol-related cases that come before the courts. These cases highlight the negative impact of irresponsible drinking, so anything we can do to mitigate the problem and to educate people is very welcome. The SABMiller Scholars Programme is a tremendous contribution to this important work.”

*Left to Right:*

**Baroness Dianne Hayter**,  
Shadow spokesperson in the House of Lords  
(Business, Innovation and Skills) and vice-chair of the  
All-Party Parliamentary Group on Alcohol Harm

**Baroness Lynne Featherstone**,  
former Home Office Minister



## *Praise for the Scholars Programme*

### **Comment from Baroness Dianne Hayter**

“As a vice-chair of the All-Party Parliamentary Group on Alcohol Harm, I care deeply about the problems caused by irresponsible drinking. SABMiller deserves great credit for its work since 2009 to address these issues through the Scholars Programme, which is an excellent initiative to promote the responsible retailing of alcohol.”

### **Comment from Baroness Lynne Featherstone**

“I would like to congratulate SABMiller on its continued commitment to helping small businesses and their staff raise standards in the responsible retailing of alcohol. I believe that communities are best placed to identify and deal with their own alcohol-related problems, so it is appropriate that the Scholars Programme has focused tuition in areas seeking to address licensing infringements and disturbances. By helping licensees and bar staff acquire the knowledge they need to apply the law and deal with difficult customers, the Scholars Programme makes a real contribution to the reduction of irresponsible drinking.”



*Left to Right:*

**Councillor Brian Sargeant,**  
Chair of Licensing for  
Northampton Borough Council

**Louise Faulkner,** Senior Licensing  
Officer at Northampton Borough Council

**Councillor Brian Sargeant, Chair of Licensing for Northampton Borough Council, observed the Northampton BIIAB Level 1 ARAR course.**

*“I thought it was spot on,” he said. “It gave the candidates a thorough introduction to the Licensing Act and got right to the heart of important issues such as preventing underage sales. Moreover, it helped the trainees understand their individual responsibilities under the law. I think everyone who works in a pub or bar should have access to this training.”*

**Louise Faulkner, Senior Licensing Officer at Northampton Borough Council, agreed that the Scholars Programme offered a valuable service to licensees and their staff.**

*“Small independent traders often have difficulty finding the budget to train staff in licensing law and the responsible retailing of alcohol, while some do not recognise its importance. However, staff training has a vital role to play in promoting licensing objectives. It can benefit the local community and prevent repercussions for the licence holder of poorly managed premises.”*

**Councillor Dave Allen, Derbyshire County Council Cabinet Member for Health and Communities, said:**

*“We had a lot of success with the Scholars Programme in Erewash and the High Peak before we expanded it across the whole county last year to target problem areas and issues. We have a strong track record of providing guidance, support and, where necessary, enforcement to ensure licensed premises operate responsibly and this training supports that work by emphasising the importance of not serving under-18s or people who have already had too much to drink.”*

**Peter Bellini of Bellini’s in Ilkeston, a former winner of Independent Off-licence of the Year, said:**

*“Since its inception we have supported the SABMiller Scholars Programme in responsible retailing. We find it an invaluable addition to our in-house training.”*

**Councillor Kewal Athwal, Chair of the Licensing and Public Protection Committee, at Erewash Borough Council in Derbyshire, said:**

*“In Erewash we strongly support the SABMiller Scholars Programme and the BIIAB Level 1 Award in Responsible Alcohol Retailing as a means of ensuring the safe and responsible sale of alcohol.”*

**Sally Thomas is an environmental health officer at Westminster City Council and delivers its Scholars Programme tuition.**

*“By the end of 2015 we will have trained more than 200 people through the programme since we began in 2012. The training has a huge impact on helping off-licences and other small businesses to meet licensing objectives and understand how to deal with issues such as underage drinking and drunkenness. This helps to create a better environment for people visiting and socialising in the district. The focus on conflict resolution is helpful because I often hear from learners that they fear for their own safety, so it is good that the course gives them tips on how to resolve difficult situations.”*

## Supporting learners' career development



*For all staff, including those with years of experience, the BIIAB Level 1 ARAR is a thorough update on the law and their responsibilities to uphold it. For people new to the licensed trade, it helps to build confidence and can provide a platform for further tuition and career progression.*

**Rebecca Rattley and Michelle Webb (above) work at the Railway Tavern in Cotton End. They attended the Scholars Programme course at Northampton. Rebecca said:**

*"We both have a lot of experience of bar work, but it is always good to refresh your knowledge by doing some training outside of where you work. The information about what to do when a customer wants a drink but is already drunk was useful. You occasionally get those situations, so it was good to hear the official way of handling them. A polite but firm refusal is best."*

**Michelle said:**

*"I used to run a small shop that sold alcohol and I recognised the situations that came up in the training. If you are on your own in the shop you*

*are the only person responsible for enforcing the licensing law, and you could get into trouble if you make a mistake, so you need to keep your wits about you. It's the same now at the pub, but at least you have other staff around to support you."*

**Isabella Davis underwent BIIAB Level 1 ARAR tuition through the SABMiller Scholars Programme in January 2015 on a course run by Iain Wright of ABV Training.**

Iain described her as "an outstanding candidate" and nominated her for the SABMiller Scholars Award. She was sent on the course by her manager at The Cricketers, an Evan Evans pub in Cathedral Road, Cardiff.

**Isabella said:**

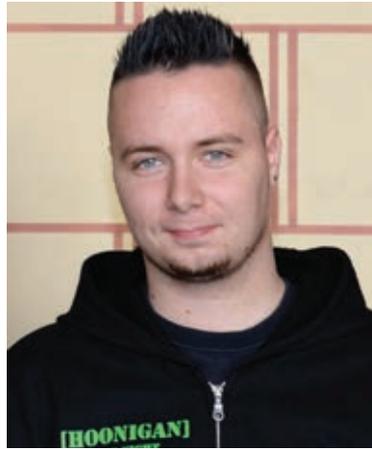
*"I do a mix of waitressing and bar work at the pub, so it's important to have a broad knowledge of the business and the legal side of the job. The course was great for bringing me up to date on licensing law. It brought home to me that individual bar staff have a legal responsibility to say 'enough is enough' if someone is drunk but still wants to buy alcohol. We also learned a lot about the correct measurements for different drinks, and that has given me more confidence behind the bar."*

*Left to Right:*

**Michelle Jennings**,  
Operations Manager at  
Evan Evans brewery

**Olly Chown** from the Bear  
pub in Northampton

**Mark Hollis**, Admin  
Executive at the Nene  
Whitewater Centre



**Michelle Jennings, Operations Manager at Evan Evans brewery**, said it was good for young bar staff like Isabella to have the opportunity to study for BIIAB Level 1 ARAR.

*“You can never give your staff enough training. It is brilliant that the Scholars Programme allows them to go on a free BIIAB course led by Iain, who has a vast wealth of experience and knowledge about the hospitality industry and can pass it on to our staff. It helps them to understand the importance of taking their position seriously as a bar person.”*

**Matt Tucker and Olly Chown** work at the Bear pub in Northampton and attended the Scholars Programme training at the Guildhall on 18th September 2015. Bar Manager Matt said:

*“The ARAR qualifications are a useful way to build up the skills and confidence you need to take on greater responsibility. Level 1 is a good grounding if you want to consolidate your knowledge and move on to get your personal licence.”*

Olly, a member of the bar staff, agreed.

*“Now I have the BIIAB Level 1 ARAR, I would definitely like to work for my Level 2.”*

**Mark Hollis**, Administration Executive at the Nene Whitewater Centre, attended the Scholars Programme course at Northampton.

*“One of my duties is to serve behind the bar when required and that means you need a good working knowledge of licensing law. I have been doing it for a while, so the value of this training was to bring me right up to date about the 2003 Act and its amendments. A lot of it is common sense, but it was very useful to be reminded about things like the age at which young people can consume alcohol with a meal. I would certainly recommend this training to anyone involved in bar work.”*

## About SABMiller

SABMiller is a FTSE-20 company, with shares trading on the London Stock Exchange, and a secondary listing on the Johannesburg Stock Exchange. We have around 69,000 employees in more than 80 countries, from Australia to Zambia, Colombia to the Czech Republic and South Africa to the USA. For more information, please visit [www.sabmiller.com](http://www.sabmiller.com) and [www.millerbrands.co.uk](http://www.millerbrands.co.uk)

## The SABMiller Scholars Programme

For more information about the BIIAB Level 1 ARAR and SABMiller Scholars Programme, please visit [www.biiab.org](http://www.biiab.org)



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