



ASSOCIATION OF
CHIEF POLICE OFFICERS



Managing World Cup Success

Advice for licensees showing World Cup 2014 games



The World Cup 2014 is a major opportunity to attract customers who want to watch live matches in the great atmosphere provided by pubs.

If you are planning to show World Cup 2014 games in your pub, you may well already have management practices in place to deal with any issues that arise. If not, the advice below is intended to be helpful, concise guidance to ensure that you have busy and successful events over the tournament. This guide has been produced by the BBPA in partnership with the Local Government Association and the Association of Chief Police Officers with the aim to encourage police, licensing authorities and the licensed trade to work together to ensure a safe and successful tournament.

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Advice for licensees

- Consideration be given to contacting the police and/or your licensing officer to let them know in advance of your plans for showing World Cup events where there could be implications for either (or both) of these bodies, so that they can incorporate these plans into any actions they may be taking.
- Check conditions on the Premises Licence to make sure that you are complying with all requirements, and if a Temporary Event Notice is needed. It would be helpful to the police to submit your TEN as early as possible. If you are running promotions, check they comply with the Mandatory Conditions regarding this area;
- Make sure that the DPS is on duty if possible. If not, a duty manager should be available to oversee the event;
- Ensure sufficient staff numbers are in place to cope with the anticipated number of customers;
- Make sure that the event is discussed with all staff and that any local police concerns are addressed and staff are aware;
- If you feel admission and control could be an issue, consider use of Door Supervisors (remembering that they must be SIA registered) to help control the number of people watching matches/events;
- Review access to premises and consider restricting the number of entrances (should fire regulations permit);
- Whilst fixtures involving England will naturally attract large numbers of customers to watch the game in your pub, also be aware of games where the national team playing may also attract a large following from the local community and plan accordingly;

- Consider the use of tickets to control admission and prevent overcrowding, if this is likely to be an issue in your pub;
- Consider use of plastic glassware such as polycarbonate if necessary, particularly for use in outside areas and to avoid unnecessary waiting for service and/or to lessen the risk of injury;
- When serving glass bottles, consider the use of PET bottles or decanting into plastic glassware if appropriate;
- If you do use glass, ensure that empties are collected regularly and any broken glass is quickly cleared away;
- Be aware that under-18s may be attracted to watching events and matches in your venue, continue to be vigilant about preventing the sale of alcohol to them;
- Given the late finish of some matches during this tournament, consider making taxi numbers/late night public transport information readily available to assist customers in leaving the venue safely;
- Think carefully about where TV screens are situated so as to avoid potential congestion. For similar reasons it is advisable, as far as possible, to prevent screens being viewed from outside the premises;
- If you have CCTV, ensure that it is fully operational with all cameras recording. It would be advisable as good practice that a staff member able to operate the CCTV system is available;
- Be sure to monitor and control smoking areas where appropriate, especially at half-time and at the end of the match;
- Pass on any concerns or reports of disorder to local police (and other premises if you are in a Pubwatch);

- In the event of trouble outside the premises, keep customers inside;
- Make sure that the DPS/duty manager holds the keys for the front doors and can secure them at any stage;
- Make sure that there is no excessive consumption of alcohol - remember it is an offence to continue to serve somebody who has had too much to drink;
- Consider food and soft drink offers if you feel it appropriate;
- If there is trouble at your premises, call the police immediately and cease serving alcohol;
- Ensure there is sufficient room available for expected level of customers, and that there are contingency plans in place if this exceeded e.g. refusing entry if capacity is reached;
- Check that all fire exits are completely clear and unobstructed and your fire risk assessment is reviewed accordingly;
- Check whether there is a public outdoor large screen event in the immediate area. Some unfortunate incidents have occurred in the past when people have spilled out of these events and into local pubs. Consider refusing entry if this is likely to happen;
- Contact your Licensing Officer for any information on local requirements, and ensure noise is kept to a reasonable level for local residents.

Further guidance

The BBPA strongly advises licensees to carry out a risk assessment and record any decisions made – such a record will be useful if despite your best efforts some individuals are determined to cause trouble in your premises. The BBPA has produced a guide, 'Managing Safety in Licensed Premises' which may be of help when developing risk assessments. This is free to download from www.beerandpub.com

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