

POLICY:	Ludlow Market Sale of Alcohol Policy
Policy number:	LTC / SAP / 23 / v.3
Available to:	All Staff, Councillors & Public (published on website)
Supersedes Version:	Ludlow Market Sale of Alcohol Policy V.3 – Adopted 24/10/22
Approved by:	Full Council
Approval date:	13 th March 2023
Review due:	March 2026 / or updated with legislative change

1. Description

Policy on the sale of alcohol on Ludlow Market.

2. Purpose of this policy

To regulate the sale of alcohol on Council property and ensure that all traders abide by the law.

3. Scope

To cover all trade of alcohol on Ludlow Market.

4. Procedure

4.1 Market traders who wish to sell Alcohol must:

- hold a Personal Licence
- provide a copy to the Licence to the Town Clerk
- receive permission to sell alcohol on the market from the Town Clerk, who is the Designated Premises Supervisor.

4.2 Market traders who have permission to sell alcohol must comply with the law. **It is against the law:**

- to sell alcohol to someone under 18 anywhere and can lead to a maximum fine of £10,000 for bar staff/managers or premises being shut down.
- for an adult to buy or attempt to buy alcohol on behalf of someone under 18.
- for someone under 18 to buy alcohol, attempt to buy alcohol or to be sold alcohol.

4.3 Retailers can reserve the right to:

- refuse the sale of alcohol to an adult if they're accompanied by a child and think the alcohol is being bought for the child.

4.4 Market traders must challenge anyone who appears to be under 25 years.

Acceptable forms of ID to prove age:

- a photo driving licence
- a passport
- a PASS card from the national Proof of Age Standards Scheme.

4.5 Ludlow Town Council only permits the sale of closed containers of alcohol, it does not allow alcohol to be dispensed in open containers on the market, except during Festivals.

- A list of official market festivals can be obtained from the Market Officer.
- Small alcohol samples may be offered at any time but must comply with the law.

4.6 **Infringement is a serious matter:**

- **Stall holders who fail to ask for ID will not be permitted to trade.**
- **A maximum fine of £10,000 is payable by traders who break the law.**

4.7 **It's a criminal offence to use false or borrowed ID to buy alcohol. The maximum penalty is a £5,000 fine and up to 10 years in prison.**

4.8 **Challenge 25**

If the person asking to buy alcohol looks under 25 – traders must ask for ID

5. **Legal**

Licensing Act 2003

6. **Other relevant policies**

Market Regulations
Specialist Market Regulations

Implications

Wards Affected (All)

Financial (as stated in report)

Health & Safety (None specified)

Law & Order (None specified)

Environmental Implications (None specified)