

VENUE ALCOHOL POLICY FOR ORGANISERS AND EXHIBITORS

IT IS THE RESPONSIBILITY OF THE EVENT ORGANISER TO INFORM ALL THEIR EXHIBITORS OF THIS POLICY.

The sale and supply of alcohol is controlled under the Licensing Act 2003. To comply with the premises license, there are rules set out by the local licensing authority and the HCC Designated Premises Supervisor who is responsible for ensuring HCC's compliance with the Licensing Act 2003.

This alcohol policy applies to any situation alcohol is distributed to delegates, visitors or exhibitors within the venue.

Wherever possible, HCC supply alcohol through our in-house catering Matcham's to ensure compliance with the Licensing Act 2003 and the HCC Premises License.

Sampling of alcohol is also regulated under the Licensing Act 2003.

Sample should be no more than the following:

Beer/Cider/Lager/Alco pops	50ml
Wine / Champagne	25ml
Spirits	5ml

Alcohol supplied above sampling sizes for immediate consumption not purchased from Matcham's will be subject to venue corkage charges.

Where alcohol is not supplied via Matcham's, it may only be supplied with prior approval and remains subject to this policy and the Premises Licence.

All alcohol supplied at the Event shall be supplied under the authority of the Premises Licence held by Harrogate Convention Centre. The Designated Premises Supervisor (DPS) retains overall responsibility for alcohol supply.

The Event Organiser may be authorised by the DPS, in writing, to supervise and manage the supply of alcohol on behalf of the Premises Licence Holder for the duration of the Event.

No person or exhibitor shall supply alcohol in their own right. All alcohol supply is deemed to be made by or on behalf of the Premises Licence Holder.

Further information can be found in the [AEV eGuide](#).

Any alcohol sampling or service conducted by an Exhibitor shall be carried out strictly under the control and authority of the Event Organiser acting on behalf of the Premises Licence Holder.

Exhibitors acknowledge that:

- They are not licensing the activity in their own right.
- They are acting as agents of the Organiser, who is authorised by the DPS on behalf of the Premises Licence Holder
- All alcohol supply is legally made by or on behalf of the Premises Licence Holder.

Exhibitors must comply with all instructions issued by the Organiser and DPS in relation to alcohol service, including refusal of service, age verification, and responsible retailing practices.

Control of alcohol

All alcohol brought onto site by Exhibitors must be declared in advance and is subject to the control of the Event Organiser and DPS.

The Organiser and DPS reserve the right to:

- approve or refuse any alcohol products.
- control quantities and serving sizes.
- remove alcohol from service at any time.

For licensing purposes, alcohol supplied at the Event shall be treated as stock controlled by the Premises Licence Holder via the Organiser

Mandatory operating conditions**Alcohol Management Plan**

- A personal licence holder will be present at all times alcohol is supplied (either via HCC/Matcham's or the Organiser authorised by DPS)
- The DPS is contactable and retains oversight.
- All service is authorised under HCC's premises license.
- All persons serving alcohol will be over 18 years of age (and are able to produce photographic ID if requested at any point).

Challenge 25 / age verification

- Challenge 25 applies across the entire event and posters must be displayed on every stand serving alcohol.
- No exhibitor discretion – central policy only.

Refusals

- A central refusals log is kept.
- Exhibitors must escalate to the event organiser.
- Organiser and HCC have authority to stop service at any stand.

Intoxication control

- No service to intoxicated persons.
- Organisers are empowered to remove exhibitor serving rights.
- All persons serving alcohol must not carry out, arrange or participate in anything which may be considered irresponsible promotion of alcohol.

Operational Control

The Event operates a single, unified alcohol control system.

Individual exhibitor stands are not independent licensed bars.

All alcohol service points operate under central supervision and direction of the Organiser on behalf of the Premises Licence Holder.

Prohibited activities

The following are strictly prohibited:

- Independent sale or supply of alcohol by exhibitors.
- Charging for alcohol without written HCC approval.
- Service outside of authorised hours
- Service without organiser / DPS authorisation
- Irresponsible promotion of alcohol by any persons serving alcohol.

Breach may result in immediate suspension of the exhibitor's participation and removal of stock.