

A woman wearing a dark hijab is shown in profile, smiling and clapping her hands. She is wearing a red long-sleeved top and a ring on her finger. The background is a dimly lit social event with other people and warm lighting. In the top right corner, there is a white speech bubble containing the logo for 'the Crew drinkaware'.

the
Crew
drinkaware

Drinkaware Crew:

supporting safer, more positive

nights out at **your venue**

What is **Drinkaware Crew**

and how **can it support me?**

Drinkaware Crew are trained staff working in clubs and venues to help support the welfare and wellbeing of young people on a night out.

Working in pairs, Drinkaware Crew mingle with customers to promote a positive social atmosphere and help those who may be vulnerable as a result of drinking too much alcohol. This can include reuniting lost customers with friends, helping people into taxis, or simply providing a shoulder to cry on.

Employed by the venue, Drinkaware Crew work with other members of staff, like security and first aid, providing an extra layer of support to ensure customers have a happy evening where the risk of harm is minimised.

Introducing Drinkaware Crew demonstrates a commitment to improving customer experience and care. It will also help you to operate a smoother running venue.

‘The project has been a really valuable exercise so far, it has not only helped some of our customers to remain safe but it has also freed up managers and security staff to keep the venue operation running effectively when they would have been otherwise tied up.’

**Julie Tippins, Head of Compliance,
DHP Family**

‘Since Drinkaware Crew have joined the team we have found ourselves with a lot more time and free person power to deal with the job in hand. The Drinkaware Crew are a great asset in making sure we maintain our duty of care.’

**Craig Franks, Axien Security
(University of Plymouth
Student Union)**

Is Drinkaware Crew right for my venue?

Drinkaware Crew works best in late-night venues with approximately 700+ capacity. This includes university venues, and larger venues.

Drinkaware also offers an Alcohol Vulnerability e-learning course for venues who want to train staff, but can't run a dedicated Drinkaware Crew team.

How many Drinkaware Crew do I need?

Drinkaware Crew always work in pairs. You need a pair of Drinkaware Crew to support 700 to 1,000 guests – plus an extra member to cover holidays and sickness. If your venue is larger, or on busy nights, you will need more than one pair on each shift.

Five ways **Drinkaware Crew**

benefits your venue

1. Helps show you're a responsible venue.

Having Drinkaware Crew in place shows your corporate social responsibility in action while providing a reassuring safety net for your customers.

2. Frees up staff time.

Drinkaware Crew gives your management and security staff the space to do what they're best at: running your venue effectively.

3. Provides industry-endorsed expertise.

Our training is endorsed by the British Institute of Inn keeping (BII) – so you can be sure staff are trained to the highest standard.

4. Puts recommended best practice in place.

Drinkaware Crew has been recommended as best practice in the Government's 2016 Modern Crime Prevention Strategy.

5. Builds relationships with your local community.

Drinkaware Crew has won praise from venue operators, student unions, licencing officers, police forces and crime prevention and community safety initiatives. It can therefore help you build and strengthen relationships within your local community.

How we developed Drinkaware Crew

We've developed Drinkaware Crew to provide expert support in venues like yours.

The inspiration for Drinkaware Crew was fuelled by our 2013 review into how we could reduce the harm caused by drunken nights out: Drunken nights out: motivations, norms and rituals in the night-time economy.

Originally, we focused on providing support to young women, since the review revealed how common sexual harassment was on drunken nights out.

However, after extensive development work we expanded this to include other situations where young people were vulnerable because they'd drunk too much alcohol.

The scheme was extensively trialled in seven venues across South West England and Nottingham, and the feedback used to make the scheme as effective as possible.

'I feel a lot safer – if you ever needed something they'd be there to help.'

21-year-old woman, Cardiff



What's included in the scheme?

We provide everything you need to recruit and run Drinkaware Crew to achieve greatest impact.

Training

Drinkaware Crew staff attend a full-day training session with accredited trainers that covers every aspect of the role. This is delivered through industry-recognised training providers such as CPL Training. We'll also provide a recruitment pack to ensure you employ the right people for the job.

Uniform

Drinkaware Crew have their own uniform, which includes a branded t-shirt, hoodie and jacket. It's been designed for maximum visibility in your venue so vulnerable customers can quickly get support. Along with

the eye-catching Drinkaware Crew posters, our high visibility approach showcases your commitment to creating a safer, more positive night out for everyone to see.

Kit bag

To ensure Drinkaware Crew are fully equipped in their role, each member carries a branded bag containing key items. Sick bags, wet wipes, tissues and hand sanitisers are all included – while lollipops help form positive connections with customers.

PR toolkit

A range of assets are provided to help you promote the scheme in your venue and the local area. This will help you raise awareness of what you're doing to support customer experience and well-being.

Monitoring

If you're interested in monitoring or reporting on the shift activity of Drinkaware Crew, Drinkaware have an online reporting system available as part of the scheme at no extra cost.



'Hearing feedback from people that we've helped makes us feel really great about our jobs and we know we are making a difference.'

Drinkaware Crew at Rock City, Nottingham

'We have had incredible feedback from other management and customers, we are definitely going to keep them all on board because it frees up time for management and security and increases the safety of our customers.'

Alex Black, General Manager of Thekla, Bristol

How much does it cost?

Drinkaware support you through the recruitment, activation and initial promotion of Drinkaware Crew. Drinkaware Crew are employed by you, and all wages are covered by the venue.

Training cost breakdown*	Full-day training course	£1200	For a minimum of 8 people and a maximum of 15 people – training course can be shared between venues to reduce costs	Total training costs £1344
	Training manual	£12 each		
Uniform cost breakdown	Branded t-shirt	£4.99 each	Set of uniform per Drinkaware Crew member is £37.48 - additional items of uniform are charged as extra	Total uniform costs per Drinkaware Crew £43.47
	Branded hoodie	£9.99 each		
	Branded jacket	£22.50 each		
	Kit bags	£5.99 each	One kit bag per pair of Drinkaware Crew	
Kit costs breakdown	Kit contents**	£34.40	To last approximately one month depending on venue size and footfall	Total kit costs £34.40***

Activation costs depend on location and size of scheme.

Alcohol Vulnerability Awareness e-learning

Providing the right training on alcohol and vulnerability helps keep people safe, while showcasing your commitment to customer care.

With this in mind we have also designed an e-learning course to increase awareness of customer alcohol vulnerability amongst bar and venue staff. It is perfect for smaller venues, and can complement Drinkaware Crew training in larger venues.

This training covers:

- How to spot alcohol-related vulnerability
- How to spot harassment and how to help
- Practical advice for staff
- How to act in situations involving vulnerable people

Alcohol Vulnerability e-learning costs £20 per person (excl. VAT) however discounts will apply for bulk purchase orders****



Get started with

Drinkaware Crew

To find out more about how the scheme can benefit you, or to activate Drinkaware Crew in your venue, please email drinkawarecrew@drinkaware.co.uk or phone **020 7766 9900**

See drinkaware.co.uk/drinkawarecrew for more details.

'Definitely a worthy scheme to have as so many people appreciate the help!'

Drinkaware Crew, Cardiff Metropolitan University Students' Union

About Drinkaware

Drinkaware is an independent charity which aims to reduce alcohol-related harm by helping people make better choices about their drinking. We achieve this by providing impartial, evidence-based information, advice and practical resources; raising awareness of alcohol and its harms, and working collaboratively with partners.

* All costs exclusive of VAT

** Water should also be available for Drinkaware Crew to give to customers – to be supplied by bars/venues

*** Costs are exclusive of handling and delivery of items

**** There is no upper or lower limit for the number of people who can complete this training course

drinkaware

