

# Managing Euro 2024 Success - Advice for licensees showing European Championship football matches



## Introduction

**The 2024 UEFA European Championship is a major opportunity to attract customers who want to watch live matches in the great atmosphere provided by pubs. The tournament will be played from 14<sup>th</sup> June, culminating in the final on 14<sup>th</sup> July.**

If you are planning to show Euro 2024 games in your pub this summer, 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 and concise guidance to ensure that you have busy and successful events over the tournament. This guide has been produced by the SBPA in partnership with the British Institute of Innkeeping (BII), the Scottish Licensed Trade Association (SLTA), TLT LLP, and UK Hospitality Scotland with the aim to encourage licensing authorities, the licensed trade and the police to work together to ensure a safe and successful tournament.

June 2024



## Advice for licensees

- Consideration should be given to contacting the police and/or your local authority Licensing Standard's Officer to let them know in advance of your plans for showing Euro 2024 matches 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, including checking your licensing layout plan to ensure any external areas are licensed as needed. If you are running promotions, check they comply with the Mandatory Conditions on the Premises Licence regarding these;
- If there is trouble at your premises, call the police immediately, cease serving alcohol, keep CCTV footage;
- In the event of trouble outside the premises, keep customers inside;
- Pass on any concerns or reports of disorder to local police (and other premises if you are in a local Pubwatch scheme);
- Make sure that your nominated Premises Manager is on duty if possible. If not, a duty manager with suitable management experience and a personal licence should be available to oversee the event;
- Make sure that the Premises Manager/duty manager holds the keys for the front doors and can secure them at any stage;
- Ensure sufficient staff numbers are in place to cope with the anticipated number of customers, and that all staff, both permanent and temporary, have had all relevant training and consider whether that training needs to be refreshed;
- Make sure that the event is discussed with all staff and that any local police concerns are addressed and staff are aware;
- Make sure that there is no excessive consumption of alcohol - remember it is an offence to serve somebody who is drunk or to buy a drink for somebody who is already drunk. Posters reminding customers of the law are available to download free of charge from [the BBPA's website](#) ;
- Whilst fixtures involving England or Scotland are likely to attract larger 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;
- Ensure there is sufficient room available for the expected level of customers, and that there are contingency plans in place if this exceeded e.g. refusing entry if capacity is reached;
- If you feel admission and control could be an issue, consider the use of Door Supervisors (remembering that they must be SIA registered) to help control the number of people watching matches/events. The SIA's approved contractor scheme register can be found here [Register of Approved Contractors \(sia.homeoffice.gov.uk\)](#);
- Review access to your premises and consider restricting the number of entrances (should fire regulations permit);
- Check that all fire exits are completely clear and unobstructed and your fire risk assessment is reviewed accordingly;
- Consider the use of plastic glassware such as polycarbonate if necessary, particularly for 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; and ensure that their presence in compliance with your licensing conditions.
- Be aware of the need to prevent the use of illegal drugs. The BBPA has produced a guide ["Drugs and pubs: a guide to keeping a drug-free pub"](#) which is free to download from [the BBPA website](#);
- Think carefully about where TV screens are situated to avoid potential congestion. For similar reasons it is advisable, as far as possible, to prevent screens being viewed from outside the premises by non-customers;
- 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;
- Check that your premises remains accessible to all – please see the BBPA's ["An Open Welcome"](#) guidance on its website for further information;
- 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 local authority Licensing Officer for any information on local requirements, and ensure noise is kept to a reasonable level for local residents, particularly if screening any matches outdoors;
- Consider making taxi numbers/late night public transport/train information readily available to assist customers in leaving the venue safely after evening games;
- Ensure any counter-terrorism measures are reviewed and that staff have been made aware of the signs to look out for.

### **Screening matches outdoors**

You might choose to screen matches in outside spaces. If so there are additional points to consider as part of your risk assessment:

- Check that there are no conditions on your Premises Licence that would restrict the use of outdoor areas;
- Check that you have permissions on your Premises Licence to show televised sport;
- Positioning of any outdoors screens so that as far as possible they cannot be viewed by non-customers beyond the premises boundary;
- Consider the impact of increased noise levels outside with regards to local residents;
- Consider the increased use of staff in outdoor areas during the screenings and afterwards;
- Ensure that any temporary outdoor structures for either screening the match or sheltering customers have been properly constructed and that they remain safe and secure, especially in bad weather.

### **Extended licensing hours**

All fixtures take place at 5pm or 8pm, meaning the majority of matches should be concluded by 10pm. However, for knock-out fixtures (29 June onwards), there is the potential for matches to go to extra-time and penalties, which could extend the finishing time. You should plan ahead for this eventuality and consider whether an extension of hours should be applied for.

Aberdeen Licensing Board have agreed a jurisdiction wide relaxation of licence/conditions to allow premises with external areas to show matches and extend terminal hours of such areas where matches go into extra time.

### **High interest matches**

Scotland - and other matches - are likely to attract large audiences. Scotland are guaranteed three matches in competition, including the opening game of the tournament. It is worth considering whether increased staff are needed at this time.

- 14 June - 8pm; Germany v [Scotland](#)
- 19 June - 8pm; [Scotland](#) v Switzerland
- 23 June - 8pm; [Scotland](#) v Hungary

For the group round of matches, games on the first two matchdays will take place each day at 2pm, 5pm and 8pm (excluding the day of the opening match). For the third matchday, all games kick-off at 8pm. It might be worth considering, dependent on the teams involved and customer preference, to show more than game simultaneously.

Following the completion of the group section, qualifying teams will progress to the knock-out rounds.

- 29 June - 2 July; Round of 16 Fixtures: Kick-offs at 5pm and 8pm each day
- 5 July & 6 July: Quarter Finals: Kick-offs at 5pm and 8pm both days
- 9 July & 10 July: Semi Finals: 8pm kick-offs
- 14 July: Final - 8pm Kick-off

Other matches involving high profile teams are likely to attract large interest.

A full list of matches is available here: [UEFA - EURO 2024 fixtures and results](#)

### **Further guidance**

The SBPA 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 Pubs](#)" which may be of help when developing risk assessments. This is free to download from [the BBPA's website](#).

## Counter-terrorism considerations

Whilst no specific threat has been identified it is important that premises consider the risk from those intent on causing wide-scale harm and panic and should therefore remain vigilant for anything that seems out of place or unusual.

Licensed Premises remain attractive to terrorists seeking to attack publicly accessible locations where large numbers of people gather. A risk assessment should be carried out that takes into account the premises preparedness and resilience, the security culture of all staff.

**Threat Level:** UK Terrorist Threat Levels are published online. Knowing where to find the threat levels and understanding them is important when security planning. Understanding the threat can help inform your risk assessment and ensure appropriate and proportionate security arrangements are in place, and help prioritise actions as threat levels provide an indication of attack likelihood. Further information about threat levels is available on [MI5's website](#).

**Suspicious Activity:** Terrorists like all criminals will reconnoitre their targets. Staff must be vigilant and confident they can report suspicious behaviour without delay. **If you suspect there is immediate danger** you should tell a Police Officer by dialling **999** or if there is no immediate threat please call the **National Anti-Terrorist Hotline - 0800 789 321**. If you see something that doesn't feel right, the Police want to hear from you.

### Guidance Documentation and Support:

A range of counter-terrorism guidance and other resources is available on the [ProtectUK website](#), which includes posters and other resources for its Summer 2024 vigilance campaign, available [here](#).

It is highly recommended that management and staff undertake the free online **Action Counters Terrorism (ACT) E-learning Counter-Terrorism Awareness** product which is available for free on the ProtectUK website [here](#).

**Please contact your Force Counter Terrorism Security Advisors for further advice and assistance.**

### General

For further information on this document, please contact Andrew Green, at the BBPA, [agreen@beerandpub.com](mailto:agreen@beerandpub.com) or Paul Togneri, at the SBPA, [ptogneri@beerandpub.com](mailto:ptogneri@beerandpub.com)