



2011 CHAPTER 18

PART 2

REGISTRATION OF CLUBS

Irresponsible drinks promotions

10 After Article 31 of the Registration of Clubs Order insert—

“Irresponsible drinks promotions

31A.—(1) Regulations may prohibit or restrict a registered club from carrying on an irresponsible drinks promotion on or in connection with the premises of the club.

(2) A drinks promotion is irresponsible if it—

- (a) relates specifically to any intoxicating liquor likely to appeal largely to persons under the age of 18,
- (b) involves the supply of any intoxicating liquor free of charge or at a reduced price on the purchase of one or more drinks (whether or not intoxicating liquor),
- (c) involves the supply free of charge or at a reduced price of one or more extra measures of intoxicating liquor on the purchase of one or more measures of the liquor,
- (d) involves the supply of unlimited amounts of intoxicating liquor for a fixed charge (including any charge for entry to the premises),
- (e) encourages, or seeks to encourage, a person to obtain or consume a larger measure of intoxicating liquor than the person had otherwise intended to obtain or consume,

Changes to legislation: There are currently no known outstanding effects for the Licensing and Registration of Clubs (Amendment) Act (Northern Ireland) 2011, Section 10. (See end of Document for details)

- (f) is based on the strength of any intoxicating liquor,
 - (g) rewards or encourages, or seeks to reward or encourage, consuming intoxicating liquor quickly, or
 - (h) offers intoxicating liquor as a reward or prize, unless the liquor is in a sealed container and consumed off the premises.
- (3) Regulations may modify paragraph (2) so as to—
 - (a) add further descriptions of drinks promotions,
 - (b) modify any of the descriptions of drinks promotions for the time being listed in it, or
 - (c) extend or restrict the application of any of those descriptions of drinks promotions.
- (4) If any provision of regulations under this Article is contravened—
 - (a) the registered club,
 - (b) every official of the club at the time of the contravention, and
 - (c) any other person permitting the contravention,is guilty of an offence and liable on summary conviction to a fine not exceeding level 5 on the standard scale.
- (5) Regulations shall not be made under this Article unless a draft of the regulations has been laid before, and approved by a resolution of, the Assembly.
- (6) In this Article “drinks promotion” means, in relation to the premises of a registered club, any activity which promotes, or seeks to promote, the obtaining or consumption of any intoxicating liquor on the premises.”.

Commencement Information

II [S. 10](#) in operation at 1.1.2013 for specified purposes by [S.R. 2012/405](#), [art. 2](#), [Sch.](#)

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