

Title - ServeWise Cardiff

Keywords - Employability

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School / Dept - Welsh School of Hospitality, Tourism & Leisure Management

Institution - University of Wales Institute, Cardiff

Subject - Hospitality

Activity - Two three-hour units delivered at flexible times to suit the students.

Group - Either full-time level one Licensed Trade or Hospitality Management BA / HND students, as part of the Contemporary Issues in Licensed Trade Module, or delivered to small groups of employees working within the Licensed Trade Industry as a part time course.

Aim - The aim of this short course is to help students and those who work in the Licensed Trade / Hospitality Industry understand their legal and social rights and responsibilities. In particular the aim is to enable participants to develop their knowledge and self-confidence, so that they are able to maintain a safe, professional and sociable environment. After the pilot scheme in Cardiff it is hoped that the short course will go national, and by raising awareness of alcohol related violence across the industry generally, help to reduce it.

The course covers basic licensing and associated laws and an introduction to alcohol, its effect upon the body, and potential for damage. It also covers social skills relating to working with alcohol, the physiological and psychological aspect such as understanding causes of aggression, body language plus strategies for defusing potentially dangerous situations. Active participation from the students is encouraged, since they will all have experiences which can be discussed and analysed to enhance the learning process.

Context / Background - For an enormous number of the people who work in pubs and clubs etc, their customers are young people, often students. Many, for a multiple of reasons, become involved in alcohol related violence, whether directly or indirectly. The Home Office has set up the Targeting Alcohol-related Street Crime (T.A.S.C.) project to try to look at ways of reducing alcohol-related crime. The ServeWise Cardiff initiative fits into this project as part of the continuing search for ways to reduce violence. ServeWise was originally developed in Scotland by Alcohol Focus Scotland, and is currently being piloted in Cardiff as ServeWise Cardiff.

Other comments - The University of Wales Institute, Cardiff (UWIC) became involved in this project because of the value that this area of study adds to their BA (Hons) and HND Licensed Trade programmes. Whilst knowledge of

the product, primarily alcoholic and non-alcoholic drinks, is fundamental to those who work within the trade, and many managers in other hospitality related positions, it was felt that more input was needed to be placed upon the social, moral and ethical areas.

Helping full time students to understand the full dynamics of the 'wet' side of the hospitality industry should enable them to have more self-confidence and ultimately be able to provide a professional environment for their customers.

On the lecturer side there is a small team of staff whose research interests lie within the food and drink area. The team has become aware over time of the dearth of reliable statistical information specifically relating to alcohol and impact upon the hospitality industry as a whole. It is anticipated that the current work with the Cardiff Police Force, and future work with Alcohol Focus Scotland, amongst other sources, will enable us to investigate and publish pedagogic research. This research will in turn enhance the student learning experience at UWIC.