

---

## ***Explanation***

Once you have signed up and complete our briefing process - you will then be ready to start completing audits. Below, is a template of 4 of our briefing document's and 2 of reports.

The briefing documents outline exactly what you must do for each audit and what information you must collect. Each brief will vary, but will be detailed enough to provide all of the information you need.

The reports will show what information you must collect and the detail you must provide back to us. Reports will vary from client to client, but the below will give some examples of how they work.

You will also have dedicated managers to help you each day, and provide support and guidance throughout.

---

## ***Contents***

PAGE 2-3 - MYSTERY SHOP - BRIEFING DOCUMENT

PAGE 4-6 - MEDIA COMPLIANCE - BRIEFING DOCUMENT

PAGE 7-8 - ALLERGENS - BRIEFING DOCUMENT

PAGE 9-12 - TILL COMPLIANCE - BRIEFING DOCUMENT

---



## Before arriving

**Context:** The purpose of this audit is to check if the correct promotional/marketing materials are visible in the venues, if the shop is clean, tidy, and compliant, and if staff are able to efficiently respond to a customer query about betting odds. You must be in the shop for at least 5 minutes so you can provide detailed and accurate feedback.

**Shop opening times:** You must check you audit this location whilst the store is open, using the store's shop locator. If the store is shut when you arrive, please inform your Area Manager. Providing you have gone during their opening hours, you may abort the audit.

**Additional information:** This is not an ID audit, however you must still take ID with you in case you are asked to provide it.

## Audit process

### Outside the shop

**1. Geo-tag your location:** You must do this when you arrive at each audit.

**2.** Check to see if the shop's trading hours and Think21 material are clearly visible on the front door (see page 2 for examples of these materials). Note if the front of the venue is clean, tidy, and free from litter and weeds.

### Inside the shop

**3.** Enter the shop, recording the time you entered, and begin to browse (do not approach the counter unless you are called over to show ID).

**4.** Make a note of the following:

- Did the shop team greet you on entry? Were the shop team friendly and polite?
- Were staff names clearly displayed on a board behind the counter?
- Were all of the shop team wearing a branded polo shirt or branded fleece?
- Were any of the team using a personal mobile device during your audit?
- Could you hear audio commentary inside the venue?
- Is the Fixed Odds Betting Terminal (FOBT) area clean and tidy?
- Did you see any handwritten messages or non-branded branded marketing material?

**5.** In the shop's compliance zone (this is usually near the shop entrance), check that they are displaying the **correct materials in the correct order** (see page 2 for an example). The correct order should be:

- Front – 'Worried about your gambling?'
- Second – 'Self-Exclusion'
- Third – 'Self-exclude from more than one bookmaker in your area'
- Fourth – 'Worried about your gambling?'
- Back – 'Did you enjoy your betting experience?'

(cont...)

## Notes to take

- Was entrance clean and tidy?
- Were the correct items displayed on the door?
- Entry/exit time.
- Notes specified in point 6.
- Compliance zone displaying correct leaflets in correct order? If no, what was there?
- Did staff process your bet efficiently?
- Overall experience rating 1-5 and reason
- Anything to clarify

## Expenses

You may reclaim the following expenses at the end of the report:

- Up to £2 for the bet placed at the counter under '**Specific purchase requirement**'.

## Extra Info

You will need to give a rating (1-5) of your overall experience in the venue (1 = Poor, 5 = Perfect). Whether the window displays are correct or not **should not influence your rating**.

**Do not collect any winnings** before taking a photo of your bet slip as this is required for your report.



SITE  
PHOTO



BET SLIP  
REQUIRED

## Audit process continued

6. You must be in the shop for at least 5 minutes so you can provide detailed and accurate feedback of your audit from start to finish. Ensure you use your phone or watch to accurately record this.

7. Fill in a blank betting slip to place a £2 bet on **any team to win the Premier League or Champions League**, then approach the counter and ask the staff member for the odds on your selection. Note how knowledgeable and efficient the staff member is at finding this information.

8. If a staff member directs you towards the Self-Service Betting Terminal (SSBT) to place your bet, you should ask them to help you, stating that you don't know how to use the machines.

9. Once the odds have been confirmed, pay for your bet and ensure you keep your bet slip to upload for your report.

## Extra Info !

Example of the compliance zone leaflets order:



## Examples



See the FAQ section for an example of the compliance zone leaflet order.

You **must** note if the correct leaflets are displayed and in the correct order.

Ensure you check to see if the shops trading hours and Think21 material are clearly visible on the front door. Refer to point 3 under 'Outside the shop'.



## Before arriving

**Context:** These audits are used by to identify sales leads, and to initiate legal proceedings against infringing premises. This is a **covert audit**, meaning the pub staff/customers should not know what you are doing. See our “remaining undercover” briefing document for more advice or speak to your Project Manager.

**Audit times:** You will be told a specific game in which to conduct your audits. You can **only** audit between kick off and full time in the specific game you are looking out for.

**Additional information:** There is the possibility that multiple games may be televised at the same time; if you come across a site showing football, ensure you take particular in recording the teams playing and the channel on which the game is being broadcast, in case it is not the game we are looking out for.

All photos taken for this audit **must** be taken with an app that adds **both a time and GPS stamp**.

## Planning form

You will be emailed a planning form by your Project Manager, which you will need to fill out and return by the deadline stated in the email, including your route plan and any sites that might be closed. If you have any queries during this stage, you can include in the planning form.

The planning form is design to help you on the day of your audits - you will not be paid if you go to an incorrect site. Full planning instructions will be found in the planning form. Failure to complete and return you planning form may result in your audits being unassigned and you not being paid for the audits, even if they are completed.

## Auditing

1. Unless told otherwise, you will receive contact from the Match Day Co-Ordinator (MDC) before kick off. It is important that you let them know that you are still completing your audits. They reserve the right to reassign your audits if you do not reply in a timely fashion. The MDC is your point of contact throughout the rest of the auditing process, should there be any need to contact them or if you have any questions during the game.

2. Have access to your planning form and a pre-set notes document (i.e. the Grid) with you to record relevant information.

3. We recommend you are at your first site around 5-10 minutes before kick-off so you can proceed with the audits as soon as the game begins. Please do not start auditing until the game has kicked off; the MDC will let you know when this is.

4. In each venue:

a. Observe and record whether the venue has any sports advertising either internally or externally. This may include posters, banners, stickers, or chalkboards. (cont...)

## Notes to take

- If the site name matches the report info
- Any sports advertising displayed inside/outside the venue?
- Number of screens?
- If on, what are they showing?
- Channel name?
- Sport and teams playing?
- Watermarks?
- Music being played in the venue?
- Anything to clarify?

## Expenses

There are no reclaimable expenses for this audit.

## Extra Info

Unless otherwise informed, the Match Day Co-ordinator will be in contact with you on the day of the game; they will be your point of contact if you have any issues whilst conducting your audits. Ensure you maintain a good level of communication with your MDC.

If one of your sites has a different name to the one stated on your report information, confirm you are at the correct location and then conduct the audit as normal. There will be an option to update the name in the report.

The content you will be looking out for is **exclusive to x**.

Ensure you take detailed notes of every site you visit, and keep these for a minimum of **8 weeks** after the date of the game, in case the client wants to query any of the information.



## ***Auditing continued***

b. Enter the venue and record the time. Note the number of screens (including projectors). Ensure you check the entire venue. We run analysis on this, if your audits show a disparity with previous audits you will be asked to explain the disparity. If you are unable to access the venue entirely, record why this is in the report.

c. Note if the screens are switched on, and if so, what they are showing.

- i) The sport being shown
- ii) The channel on which it is being broadcast (please provide full names)
- iii) The team names (this will likely be displayed as a club crest, refer to the 'Club Crest' document if you are unsure which teams the crests are for.
- iv) Any visible watermarks or codes on screen
- v) Any other relevant information, such as the quality of the picture

d. Listen out for any music being played in the venue, such as radio or live music.

**5.** Once you have made the required observations, leave the venue and take a **GPS and time stamped site photo**. Your site photo will be used to verify that you have been to the correct location, and must be taken at the time of the audit. If you do not have a site photo, or it is not of a good enough quality to determine the location, then **you will not be paid** for that audit. You **must not** use a site photo that was not taken at the time of the audit, e.g., from Google or social media.

**6.** If you observe any sites that are showing the relevant game, you **must** text the MDC immediately, stating the premises name and postcode, teams playing, and the channel being shown.

**7.** If the venue is closed, take a **GPS and time stamped site photo** and make note of the reason for the closure, e.g., out of hours, private event, closed down. If the site is members only or requires pre-booking (such as a restaurant), you must still attempt to access the site. If you are asked to leave, politely do so. You must still take a **GPS and time stamped site photo**.

### **Timestamp Camera for iPhone**

### **Timestamp Camera for Android**

Press the clock in the bottom right, and ensure "show map" is enabled

## ***Channel info***

## ***Submitting reports***

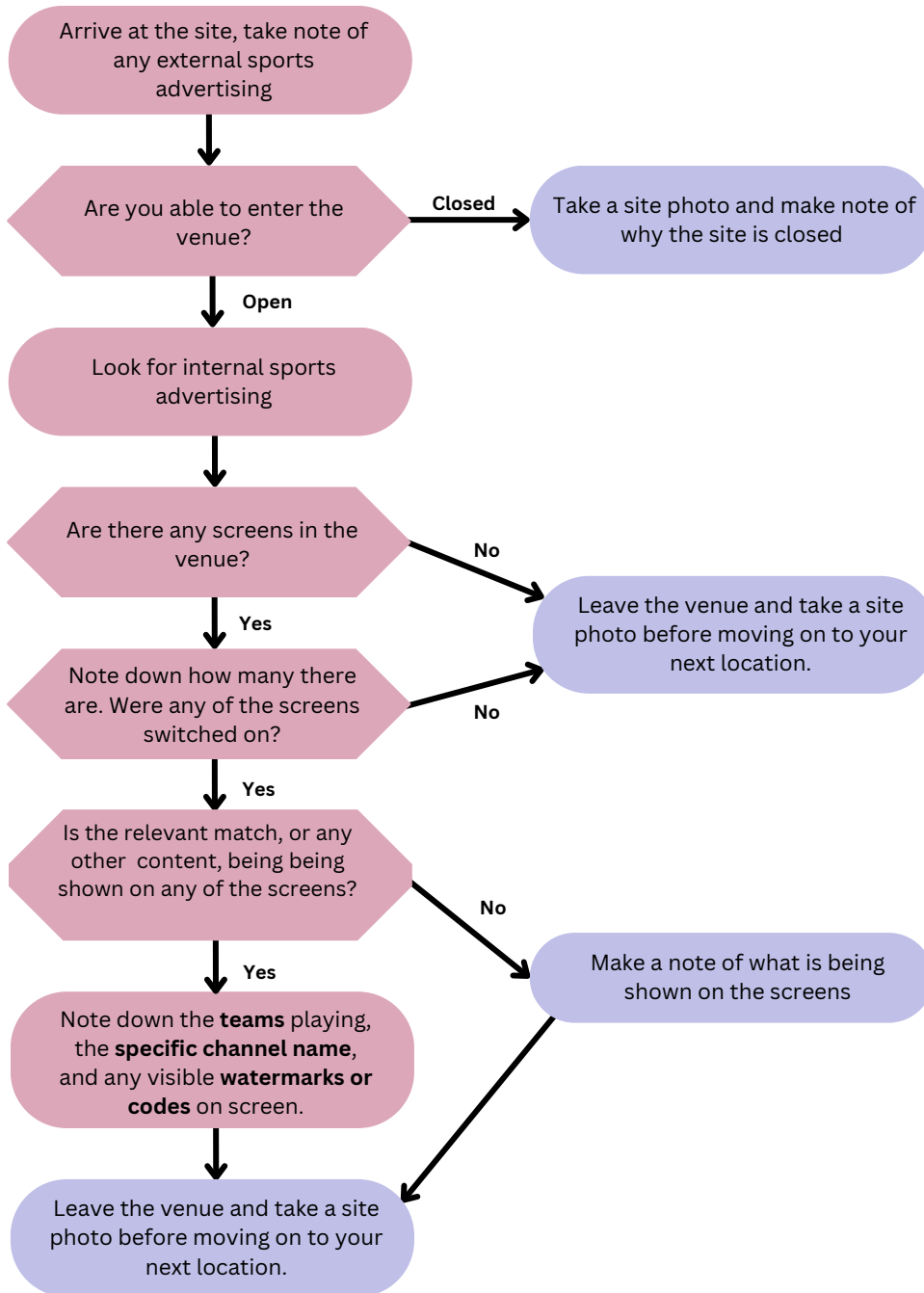
**8.** Reports **must** be submitted within **3 hours** of full time. If you have any issues with meeting this deadline, please communicate with the MDC.

**9.** Every report will require a **GPS and time stamped site photo**. If any sites are showing the relevant game content, you will also be required to take and upload a screenshot of the Google listing and confirm whether the postcode/eircode on the listing matches the information provided on the audit report.

**10.** Questions on the report **must** be answered honestly and with integrity; the data you provide may be used as primary evidence in legal proceedings between the client and the venue. If you are found to have provided false information, your employment with Serve Legal will be terminated.



## Flow Chart



## Watermarks

Platform ID	Example
White Pint Glass/Red Pint Glass	
White Dot (Top Right)	
Red Dot/Red Dot With Text	
White Dot In Box (Top Right)	
Red Dot With "I"	
Unfilled Rectangle	
Upside Down Tear Drop / Guitar Pick	
10 Fading White Dots	
10 Fading White Dots With Football Above	
Triangle Facing Right	
White Circle Outline	
Tide	
Tick In Circle	
Celtic Cross	



## Before arriving

**Context:** The audit is testing whether staff follow the stipulated allergen process according to the company's policy and training.

**Shop opening times:** Check the Audit Info to see whether you need to book in advance or conduct a walk-in audit, as well as any time restrictions on when you have to audit. You must check you audit this location whilst the store is open, using the store's shop locator. If the store is shut when you arrive, please inform your Area Manager. Providing you have gone during their opening hours, you may abort the audit.

**Additional info:** In this audit, you **must** state that you have an **allergy** and **not** an intolerance. For this audit, state that you have one of the following allergies: **Peanuts, Nuts, Dairy, Eggs, Gluten, Fish, or Sesame.**

*Allergies, intolerances, and lifestyle choices are all very different; mistakes for individuals with severe allergies can be fatal.*

## Notes to take

- Name badge and description
- Posters and allergen statements
- Staff's understanding of allergens
- Anything to clarify

## Expenses

Check with your Area Manager how much you are able to reclaim for this audit process. This amount can be claimed under **'Specific Purchase Requirement'** on your report.

## Audit process

### Booking Ahead:

2. Unless the Audit Info specifies to conduct a Walk-In audit, make a dining reservation for the relevant venue. This can be either done online or via a phone call. Record the date/time when you make the reservation, as this will be required for the report.

- a. If booking online, state your allergy in the 'Special Requests' box, and record the exact wording for the report.
- b. If booking over the phone, note if the staff member proactively asks about any allergy requirements. If they do, you should inform them of your allergy; if they do not, then inform them of your allergy at the end of the booking process.

### At the venue:

2. Geo-tag your location. You must do this when you arrive at each audit. Note the time you enter.

3. Look out for a name badge, and also get a server description of the person who seated and greeted you.

4. Get a description of the area within the venue where you are seated.

5. Look around the venue for A4 'Food Allergies and Intolerance' posters, and note where they are visible. If they are not visible, you must state in the report exactly where you looked. It is very important that you look for these posters thoroughly. You must be 100% they are not visible before noting this on your report.

6. Look out for the following statements on your menu:

*"Some of our food and drinks may contain nuts and other allergens. If you have any special dietary requirements, please speak to a member of our team before placing an order so that we can advise you on your choice. As we handle all allergens in our kitchens, we unfortunately cannot guarantee to be trace free."*

## Extra Info

You may conduct this audit with another person, who does not need to pretend they have an allergy.

You may choose any one of the allergies stated at the top of the brief.

Ensure that you **dress appropriately** for a bar visit, or you may be denied entry to the venue – no trainers, hooded tops, or sportswear.

Please continue onto page 2...



## Audit process cont...

OR

“Some of our food and drinks may contain nuts and other allergens. If you have any special dietary requirements, please speak to a member of our team before placing an order so that we can advise you on your choice.”

Take a photo of whichever statement is on your menu.

7. When placing your order, you must order either a starter and a main course or a main course and a desert. You must also order a drink.

8. Get a server description, if served by a different member of staff to the one who seated you.

9. Note if the server mentions anything about the allergy you stated during the booking process, or proactively asks you about any allergy requirements. Do not volunteer any information about your allergy at this stage unless asked by the staff member.

10. If it is clear that no reference to allergies has been made by the staff member when taking your order, state your chosen allergy at the end of the ordering process, and provide a brief account of the interaction.

11. Note if the staff member says something similar to the following:

12. “We will take all reasonable precautions and ensure that allergen-free ingredients are used to prepare your food and drinks, but our kitchens do handle all manner of allergens and therefore we cannot guarantee that meals prepared in our kitchens are completely trace - free of any given allergen.”

13. Note if the staff member checks with the kitchen that your chosen meal is safe to consume, and provide an explanation of what happened.

14. When your food arrives, note if you were given the correct meal. You must take a photo of the food to upload to your report.

15. Taking into account all aspects of your experience, report how confident you feel in the allergen safety of the food and the knowledge/understanding of the staff member. Note if the staff member made you feel like a hinderance to the venue due to your allergy.

16. When you have completed the audit process, you may leave the venue.

### Submitting the report:

Both an **itemised till receipt and a VAT receipt** are required to upload to your report, showing the transaction codes. A card receipt will not show the correct details and will not be accepted. If the staff member does not provide a VAT receipt for you, you must ask for one.





## Before arriving

**Context:** The purpose of this audit is to test whether staff comply with key policies around the manned checkouts. These policies include managing queue length, trolley positioning and correctly scanning visually-similar items placed on and off the till belt. The audit should be completed undercover (act as a normal customer at all times), but you will have a Letter of Authority available to you, should you be questioned by staff during your audit.

**Shop opening times:** You must complete your audit **between 10:00 - 20:00**. If you audit outside these hours and there are **no staffed tills open**, we will be **unable to pay you** for the audit. You must check you audit this location whilst the store is open, using the store's shop locator. If the store is shut when you arrive, please inform your Area Manager. Providing you have gone during their opening hours, you may abort the audit.

**Additional info:** You **must pay with cash** for this audit; ensure you have **at least £8 in cash** with you, in case you need to purchase more expensive items from the list. You will also need a **£1 coin** to unlock the trolley.

Ensure you have a printed copy of the **Letter of Authority**, in case this is needed.

## Audit process

1. Ensure you have watched the [briefing video](#) before completing your audits.
2. **Geo-tag your location.** You must do this when you arrive at each audit. Note the time you enter, and collect a trolley.
3. You must purchase **four specific items from the product lists 1,2 and 3** for this audit (1. A carrier bag 2. A bottle of drink 3. A pair of bakery items) these are specifically listed on Page 3 and onwards. Please locate these items and add them to your trolley, noting the display price of each item. You will be asked to report if there was a variance between the displayed price of the items and the price you were charged (displayed on your receipt).
4. You should aim to purchase the product on the **primary list** for each item; if you are not able to find a product on the primary list, you should purchase the product from the **secondary list** for *that item only*. If the items on the secondary list are also unavailable, purchase the products from the tertiary list. If none of the products for that item are available across all lists, skip that item and continue with the rest of the purchase.
5. You must then **select multiple items from List 4** to make the total value of your shop as close to £7.50 as possible. The value must not exceed £7.50. You may choose which items you would like to purchase. Note: *If you are completing multiple audits, please try and make your shops somewhat different each time.* **Note:** You must **not** purchase more than 3 items of the same product from List 4 to make up the rest of the basket spend.
6. Once you have selected all the required items, take a **photo of your trolley** that clearly shows the labels of the items in the trolley, then head to the checkout area. **Do not** use a self-scan till to complete your purchase.

(cont...)

## Notes to take

- Time of entry
- Any products from list 1 and 2 that were unavailable.
- Which items did you choose from list 3?
- Were product labels all correct?
- If you were charged for all items, *and* if you were charged the correct prices.
- Given the correct change?
- Anything to clarify

## Expenses

You may reclaim the following expenses at the end of the report:

- The cost of products purchased, up to the value of **£7.50**, under '**Specific Purchase Requirement**

## Extra Info

The prices of the items in this document are only a guideline, actual prices in store may vary. Ensure you are comparing the display price to the price you were charged on the receipt.

If there is no trolley available, use a basket instead and follow the same process leaving the specified items in the basket.

If the store is **closed during the advertised opening hours**, take a **site photo** for your report.



## Audit process continued

7. Whilst in the queue, make a note of the following:
  - If any closed checkouts have their gates open
  - If any closed checkouts have coins or money rolls clearly visible
  - How many checkouts are in the store, and how many are open
  - The length of the queue
  - Did the staff open a new till (if required)?
  
8. Place your items on the till belt so that the similar items are next to each other, except for the items which are specified to leave in the trolley (choice of drink; the carrier bag). When you get to the front of the queue, ensure you place your trolley so that it is not in the 'best' loading position.
  
9. As you go through the checkout, note the following:
  - Was the staff member was wearing the correct uniform?
  - Was the staff member was wearing a headset?
  - Was the staff member was wearing a name badge?
  - Did the staff member put your trolley in the 'best' loading position?
  - Did the staff member greet you?
  - Did the staff member engage with you?
  - Did the staff member ask if you had Plus?
  - Did the staff member thank you for shopping with and say goodbye?
  
10. Note what the staff member does with the items you left in the trolley - were you charged for them? And if so, did the staff member remove them from the trolley or comment on them? If the cashier notices the items in your trolley at the till point, please pay for them. Do not say you no longer need/want them.
  
11. Pay for your shopping **with cash**, and note if the staff member gives you the correct change. If you are asked if you are a **Plus Member**, you **must** say no.
  
12. Make sure you get a **receipt**; if one if not provided automatically, you **must** ask for one **before** walking away from the till.
  
13. Move over to the packing benches to pack your bag; any items that you were not charged for, you **must** leave behind on the packing bench. There is also usually a foodbank collection point near the exit, where you may wish to leave any non-perishable items. However, **do not** leave any items that you were not charged for in the collection crate.

## Extra Info

have a customer service policy called 'GREAT':

**Greet:** Does the colleague wait for the belt to be fully loaded and greet the customer?

**Review:** Does the colleague review the queue e.g. react if another till is required to open?

**Engage:** Does the colleague engage with the customer?

**Assist:** Does the colleague ask the customer if they are a Plus member?

**Thank:** Does the colleague thank the customer for shopping with us and say goodbye?

If carried bags are unavailable in the usual location at the till, ask the staff member for one.

If staff are unable to open a staffed till, politely accept this and then purchase a small item to get a receipt, then submit your report as unsuccessful.

**Do not** use the Plus App when making your purchase.



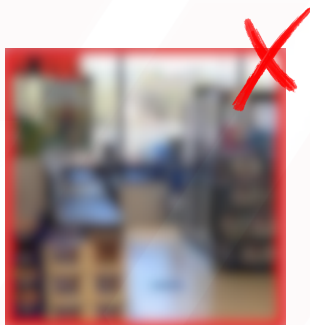
Headband



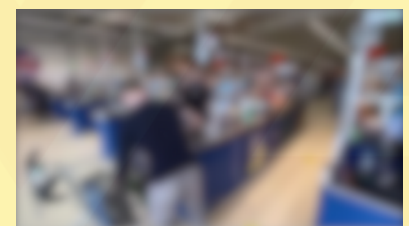
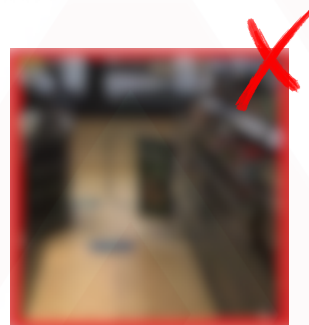
Neckband



Closed Till Gate



Open Till Gates



Best loading position



## Item List (page 1 of 5)

### LIST ONE (Carrier Bag)

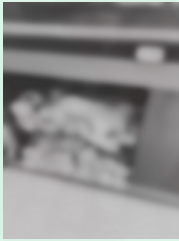
#### PRIMARY LIST

##### Carrier Bag

Product code:  
xxxxxxx

Price:  
£0.30

Item to be left in trolley



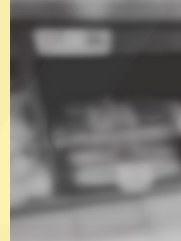
#### SECONDARY LIST

##### Heavy Duty Carrier Bag

Product code:  
xxxxxxx

Price:  
£0.65

Item to be left in trolley



#### TERTIARY LIST

N/A

### LIST TWO (Bottle of Drink)

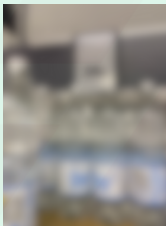
Please choose ONE of the below options:

#### Water

Product code:  
xxxxx

Price:  
£0.39

Item to be left in trolley

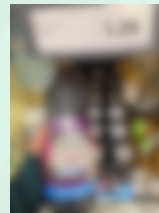


#### Squash No Added Sugar

Product code:  
xxxxxxx

Price:  
£1.29

Item to be left in trolley

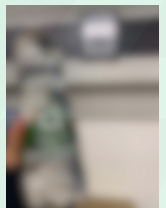


#### Sparkling Mineral Water

Product code:  
xxxxx

Price:  
£0.39

Item to be left in trolley

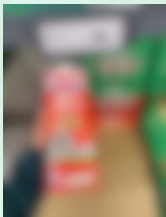


#### UHT Skimmed Milk 0.3%

Product code:  
xxxxxxx

Price:  
£0.89

Item to be left in trolley

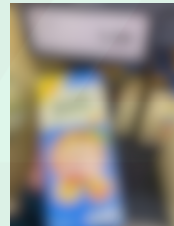


#### Orange Juice

Product code:  
xxxxxxxxx

Price:  
£1.59

Item to be left in trolley



#### Orangeade/Tropical Crush

Product code:  
xxxxx

Price:  
£0.65

Item to be left in trolley



#### Apple Juice

Product code:  
xxxxxxx

Price:  
£1.49

Item to be left in trolley

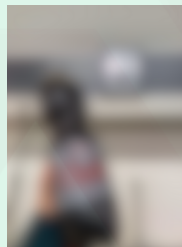


#### Cola

Product code:  
xxxxxxx

Price:  
£0.49

Item to be left in trolley

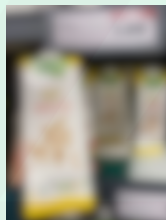


#### Oat Milk

Product code:  
xxxxxxxxx

Price:  
£1.09

Item to be left in trolley



Items continued on the next page...



## Item List (page 2 of 5)

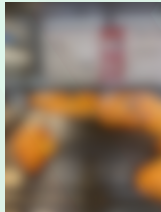
### LIST THREE (Bakery Items)

#### PRIMARY LIST

##### Croissant

Product code:  
xxxxxxx

Price:  
£0.59

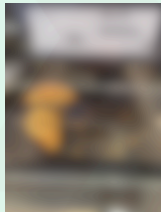


*and*

##### Hazelnut Croissant

Product code:  
xxxxxxx

Price:  
£0.69



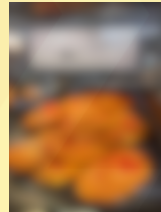
Items to be placed in the same bakery bag.

#### SECONDARY LIST

##### Margherita Slice

Product code:  
xxxxxxxxx

Price:  
£0.99

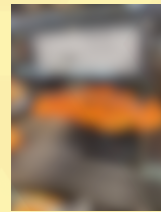


*and*

##### Vegetable Pizza Slice

Product code:  
xxxxxxxxxxx

Price:  
£0.99



Items to be placed in the same bakery bag.

#### TERTIARY LIST

##### Grain Roll

Product code:  
xxxxxxxxx

Price:  
£0.35

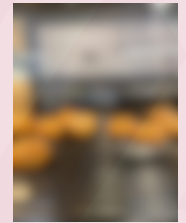


*and*

##### Roll

Product code:  
xxxxxxx

Price:  
£0.35



Items to be placed in the same bakery bag.

Items continued on the next page...