Local alcohol partnerships

How the alcohol industry can support local areas in creating healthier, safer high streets
WORKING TOGETHER TO IMPROVE LOCAL COMMUNITIES

Business as part of the solution

The alcohol industry has been committed to tackling crime and disorder and underage sales for many years. Based at the heart of local communities and an important economic driver for many towns and cities, the alcohol industry has worked hard to raise standards in licensed premises and improve the local social environment to the benefit of the community as a whole. The industry has developed and funded new and innovative partnerships with local authorities and police forces to great effect.

Business-led schemes can help address a range of night time economy issues, including:

- Tackling crime and anti-social behaviour
- Creating safer high streets
- Preventing underage drinking
- Ensuring responsible alcohol marketing
- Improving the local commercial environment
- Providing alcohol education and information

These partnerships complement each other, and can be integrated into existing local partnership structures to create a valuable toolkit to tackle specific alcohol-related issues.

This booklet provides a brief outline of each industry-led initiative, their purpose, and how to get in touch with them. The industry-funded schemes work alongside the Street Pastors and Business Improvement Districts (also listed in this booklet) and together this partnership forms the Social Responsibility Alliance.

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Pubwatch

www.nationalpubwatch.org.uk

Pubwatch is an effective network of licensees working together to combat crime, disorder, and anti-social behaviour in towns, cities and local communities.

Pubwatch is a long-established national initiative run by licensees and supported by the Police. There are approximately 1,000 local Pubwatches in the UK.

The scheme works by bringing together licensees, enabling them to:
• Take action against individuals through collective banning from Pubwatch member premises
• Provide an early warning system
• Develop good working relationships between licensees, the Police and local authorities.

It has proven effective in:
• Reducing violence
• Reducing drug dealing
• Reducing vandalism.

“91% of police and 92% of licensing departments stated they would recommend the scheme to others. Almost 80% of councils and police forces surveyed also believed local Pubwatch schemes had a significant impact on reducing alcohol-related violence and anti-social behaviour in licensed premises and in their local area overall.”

Dr Alexandra J Kenyon, Penny Wymer and James Clark, Leeds Metropolitan University, 2013

“Pubwatch schemes working together with the Police can make a real difference to improving the safety of people working and socialising in our town and city centres.”

Adrian Lee, Former Chief Constable of Northamptonshire Police

“Schemes like Pubwatch allow premises to share information effectively and are invaluable in helping local businesses to work closely with the police and other agencies.”

Lynne Featherstone, Former Crime Prevention Minister
Best Bar None

An award scheme which drives up management standards in pubs and nightclubs.

BBN is a national award scheme endorsed by the Home Office that aims to improve standards in local night time economies by:

- Promoting management best practice in alcohol licensed premises
- Reducing alcohol-related crime and disorder
- Building positive relationships between the licensed trade, police and local authorities.

BBN has been adopted by 70 towns and cities and over 900 venues across the UK and is now being taken up internationally.

British Beer & Pub Association - Poster Campaign

With input from the Home Office, the BBPA has worked alongside National Pubwatch and Drinkaware to create a poster campaign designed for use by licensed premises to help raise awareness of the laws on buying alcohol for a drunk person, or knowingly selling alcohol to a drunk person. The new campaign aims to support staff in upholding these laws and ensuring a safe and sociable drinking environment for all.

The posters are free for licensees to download from the BBPA and Pubwatch websites and have been made available to Local Alcohol Action Areas and to BBPA and Pubwatch members to promote or distribute to their pubs.

“This award winning scheme is a huge testament to each and every licensee that has participated in the past...every single business has played their part in maintaining a huge 87% drop in violent crime for 2 years running in 2010 and 2011 and a fantastic 57% reduction in violence against the person, over the course of 2012, that was a staggering 385 fewer offences.”

Chief Constable Mike Barton, Durham Constabulary
**Purple Flag**

www.purpleflag.org.uk

Purple Flag is the accreditation programme that recognises excellence in the management of town and city centres in the early evening and night time economy.

Purple Flag provides a comprehensive set of standards, management processes and good practice examples designed to help transform town and city centres at night with an extensive research, training and development programme, to help towns and cities improve their evening and night-time economy. It is a positive initiative that indicates an entertaining, diverse, safe and enjoyable night out.

Purple Flag’s ‘Core Agenda’ focuses on encouraging centres to be: welcoming and safe; to be easy to arrive in, circulate and depart from; to offer a broad choice of entertainment and culture for everyone; to be stimulating and well designed; and to be well managed by a strong partnership.

There are many benefits for those areas that reach Purple Flag standards, including improved profile and public image, higher footfall, and reductions in crime and anti-social behaviour.

There are over 65 towns and cities in the UK and Ireland which hold Purple Flag status, ranging from large cities like Liverpool and Birmingham to small towns such as Stockton Heath and Enniskillen. The programme is overseen by the Association of Town and City Management and the Purple Flag Advisory Committee - a partnership of key stakeholder groups, including central and local government, Police, business and consumers. Purple Flag has contributed to improving town centres across the UK, including:

- **Bath**: 30% reduction in violent crime (2011-2012); anti-social behaviour also down 17%
- **Kingston**: 70% reduction in crime inside key venues (2012-2013) and an 11% reduction in violent crime in the town centre
- **Bournemouth**: violent crime down 37% (2009-2013)
- **Oxford**: 87% of residents are satisfied that the city centre is safe and secure (2012)

“I believe the scheme is making a positive impact, helping to create better, safer nights out for everyone and in tackling issues such as crime and anti-social behaviour is helping to turn around the perceptions of the night time economies of many of our towns and city centres.”

Baroness Newlove, Government Victims Commissioner
Street Pastors

Volunteers from the local church community who give up their time to help people out for the evening.

Street Pastors care about their communities and want to support them. They usually work in teams of twelve, which are divided into smaller groups across the city or town centre. They typically work from 10pm to 4am on Friday and Saturday nights and volunteers go out at least once a month. The teams patrol the streets, visiting pubs and nightclubs and building good relationships with these premises, the doormen, the police, and taxi marshals among others. Street Pastors provide a range of assistance, for example, tending grazed knees where people have tripped over, finding taxis to get people home safely if they have lost their friends or become disorientated, providing flip flops where shoes have been lost or broken, and offering kindness and support.

“an extraordinary and inspiring movement...it is high time London knew more about what Street Pastors did and the whole of London should follow your example”

Boris Johnson, MP, Mayor of London
Proof of Age Standards Scheme (PASS)

PASS is the UK’s national proof of age accreditation scheme and a valuable tool against underage sales.

Endorsed by the Home Office, the Association of Chief Police Officers (ACPO), the Security Industry Authority (SIA), the Trading Standards Institute (TSI), Police Scotland and the Scottish Government, PASS delivers a common standard for proof of age cards through its easily recognised logo, which is backed by a robust audit and accreditation process to help protect retailers of age restricted goods, and their employees, against being taken in by fake cards. It is a legitimate form of ID and a less costly alternative to driving licences and passports for young people. During 2014 all proof of age schemes accredited to carry the PASS hologram moved to a standard PASS design for cards issued to those aged 18 and over. This has improved the recognition and acceptance of PASS accredited cards across the UK.
Community Alcohol Partnerships
www.communityalcoholpartnerships.co.uk

CAP is a retailer-led partnership to tackle issues of underage drinking and promote greater awareness and understanding of alcohol among young people.

Community Alcohol Partnerships (CAP) aim to tackle underage drinking in local communities through co-operation between alcohol retailers and local stakeholders, such as Police, Trading Standards, education providers, the local authority and health networks.

By providing advice, guidance and resources, CAP support communities in developing their own capacity to deliver a co-ordinated, localised response to underage alcohol misuse. CAPs address both the demand and supply side of underage drinking through education, enforcement, evaluation and addressing public perception.

To date, over 80 CAPs have already been set up across the UK with schemes in Scotland, Wales, Northern Ireland & 15 counties in England – and the numbers are growing strongly.

- The St Neots CAP (2007) saw a 45% reduction in anti-social behaviour
- In the Durham CAP (2012), early intervention patrols resulted in a marked reduction in associated anti-social behaviour (37.2%) compared to the rest of the County (8.8%)
- The Barnsley CAP (2011) saw a 30% reduction in alcohol related anti-social behaviour compared with 7.4% in the control areas.
- Tower Hamlets CAP (2014) saw a decrease of 46% in anti-social behaviour rates;
- Brecon CAP (2013) - 90% of the retailers questioned said that the CAP has definitely or probably had a positive impact on the town;
- Great Yarmouth CAP (2012-14) the number of Section 30 letters sent to parents of young people found drinking alcohol reduced from 31 in 2011/12 to 5 in 2013/14 with officers reporting that they are simply not finding groups of young people congregating in public drinking alcohol anymore.
Challenge 21 / Challenge 25


Challenge 21 and Challenge 25 are industry-led schemes that require customers to prove their age when purchasing age-restricted products. The Government has recognised the effectiveness of the schemes in reducing underage sales in both the on and off trade.

To download Challenge 21 resources:
www.beerandpub.com

To download Challenge 25 resources:
www.challenge25.org

Providing alcohol education and information

Drinkaware
www.drinkaware.co.uk

Drinkaware is an independent organisation which aims to get people to think differently about alcohol. Their entire focus is on getting people to understand the harm it can do to their health, families and those around them. If people understand the impact drink can have, they’re more likely to make a change. An independent charity established in 2007, Drinkaware works alongside the medical profession, the alcohol industry and government to achieve its goals. For further information visit www.drinkaware.co.uk
The Portman Group issues alerts with their latest decisions, and councils may wish to sign-up for these alerts and encourage local retailers to do the same.”

Local Government Association, December 2014

The Portman Group has regulated the marketing of alcoholic drinks since 1996, and also regulates alcohol sponsorship of sports, music and cultural events.

The Portman Group’s Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks contains strict rules that prevent alcohol from being marketed irresponsibly or to children.

The Code is supported by all major producers and retailers of alcohol in the UK and has over 150 code signatories. These retailers agree not to re-stock products that break the rules of the Code.

To date over 150 products that have breached the Code have been removed from shelves across the UK.

Complaints-based system
Anyone can complain to the Portman Group if they think a product breaches these rules and an Independent Complaints Panel assesses each complaint made.

To make a complaint:
complaints@portmangroup.org.uk

Retailer Alert Bulletins
The Portman Group will issue Retailer Alert Bulletins (RABs) to all major retailers and every local licensing authority requesting that retailers do not re-stock products or point-of-sale materials that have breached the Code, until the packaging or promotion has been amended.

Section 182 of the Licensing Act (2003) guidance endorses the enforcement of Retailer Alert Bulletins and suggests how licensing authorities could act.

To sign up to Retailer Alert Bulletins:
info@portmangroup.org.uk

Advice and Training
The Portman Group provides free and confidential advice and training for producers, retailers, local authorities, and licensing teams on all aspects relating to the Code, Retailer Alert Bulletins and the enforcement of alcohol marketing rules.

To receive advice or training:
advice@portmangroup.org.uk
Business Improvement Districts

www.ukbids.org

A defined area within which a majority of businesses vote to pay an additional levy in order to fund projects within that area.

The concept of Business Improvement Districts has been imported to the UK from Canada and the United States.

It allows areas to build on existing local partnerships to raise funds to improve and manage a clearly defined commercial area. All those who pay business rates in the defined area are given the opportunity to vote in a ballot to pay or not pay an additional levy of 1 to 2% of their business rates. A successful majority vote is required for the BID to go ahead, following which the levy becomes mandatory on all local businesses in the defined area. There are over 150 successful BIDs in the UK, many of which pay towards measures which assist the night-time economy, such as taxi marshals and radios for local Pubwatch members.
USEFUL CONTACTS

Ascension Trust (Umbrella Trust of Street Pastors)
www.ascensiontrust.org.uk

Association of Licensed Multiple Retailers
www.almr.org.uk

Association of Town and City Management
www.atcm.org

British Beer and Pub Association
www.beerandpub.com

BII
www.bii.org

Drinkaware
www.drinkaware.co.uk

National Association of Cider Makers
www.cideruk.com

Portman Group
www.portmangroup.org.uk

Scotch Whisky Association
www.scotch-whisky.org.uk

Wine and Spirits Trade Association
www.wsta.co.uk

For copies of this booklet and more information on local schemes please contact the Portman Group on +44 (0)20 7290 1460 or email info@portmangroup.org.uk