

Alcohol Programme Board
SDG 2 : Availability

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
1. Key Priorities 2012/13						
National Licensing Changes						
1.1 Late Night Levy	<ul style="list-style-type: none"> § Reduced late night opening § Funding stream for taxi marshalls and Safe Space § Revenue for Sussex Police 	<ul style="list-style-type: none"> § Monitoring and response to Home Office consultation § Report to Licensing Committee § Anticipation of regulations § Engagement of Council, Sussex Police and PCC § Consideration within Licensing Strategy Group (1.00am commencement) 	<ul style="list-style-type: none"> § Commencement October 2012 § Election of PCC in Nov 2012 § PCC police strategy 	<ul style="list-style-type: none"> § Theoretically collection self funding § Concern over complexity of collection and sufficient funding for projects § Potential cost to local economy 	Head of Regulatory Services; Sussex Police; PCC; Licensing Committee	<ul style="list-style-type: none"> § Changes to late night authorisations § Revenue realised § Funding of Taxi Marshalls and Safe Space (Income may not cover. LSG feel 1.00am will return pubs to earlier

		<p>t for late night authorisation and hotel exemption?)</p> <p>§ Calculation of revenue for different late night authorisations + exemptions</p>				closing times)
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1.2 Early Morning Restriction Orders	§ Reduced late night opening in locality	<p>§ Monitoring and response to Home Office consultation</p> <p>§ Report to Committee</p> <p>§ Anticipation of regulations</p> <p>§ Consideration within Licensing Strategy Group (As a measure unlikely to counter general</p>	§ Commencement October 2012	§ Potential cost to local business (lost revenue)	Head of Regulatory Services; PCC; Residents' Associations; Licensing Committee	§ Late night opening hours reduced

		disturbance in city centre)				
2. Business as Usual Reducing Illegal Alcohol Sales						
2.1 Investigation of smuggled, falsely described and illicit alcohol supply	Reduction of duty, labelling, food standards and trademark offences, reducing cheap illicit alcohol in the market.	Intelligence led investigations, licence reviews and formal action All food enforcement staff checking wine, etc. provenance as part of inspection programme. Intelligence sharing: Sussex Police, HMRC, TS, EH, licensing.	2012/13 Business Plan (Trading Standards)	Fair Trading Officer (£25k) Part of programme (10 food safety officers inspecting 1,200/3,300 FBOs pa	§ Trading Standards Officers § EHOs § Sussex Police Licensing Unit § Licensing Panels	§ Reviews and formal action § 13 Reviews and 1 prosecution since 1.4.10 § HMRC raid
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2.2 Proxy purchase and underage sale investigations and test purchase operations	Reduction of age restricted sales offences	<u>2012/13, 1st quarter</u> 13 premises – test purchase operations; 40 business support visits	2012/13 Business Plan (Trading Standards)	Fair Trading Officer (£25k) Unit cost/TP operation = £110	§ Trading Standards Officers § Sussex Police Licensing Unit	§ Review and formal action § 5 Reviews in 2011/12 (3 also concerned counterfeit)

					§ Licensing Panels	
2.3 Street drinking	Reduce sale of high strength lager and cider and street drinking.	Sale of high strength beer and cider, incorrectly labelled beers attracting street drinking in over 20 specific off licences serving street drinkers around the city, particularly: York Place/London Road, Queen's Road and Western Road, Brighton/Hove boundary. Policy currently recognises Level.	2013/14	Fair trading officer with Sussex Police Licensing Unit	§ Trading Standards Officers § Sussex Police Licensing Unit	Informal action to convince off licence proprietors. Potential new policy considerations.
2.4 Business Support Training	Reduction of supply of alcohol to children and young people	<u>2012/13, 1st quarter</u> 25 businesses (65 staff)	2012/13 Business Plan (Trading Standards)	Business charged £40 (2012/13 budget)	Trading Standards Officers	Businesses trained
3. Inclusion and engagement						

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3.1 Improve community involvement in licensing decisions	Increase representations on applications. More appropriate businesses serving communities	Presentation at LATS, weekly lists to Ward Councillors. Changes to website (PRSR). Public register published and advertised. Advice on representations. 2012/13 :	Continuous	Within Licensing core budget	Head of Regulatory Services	Presentations to LATs and Residents' Associations
		Moulsecomb LAT. EBRA, East Street LAT, CMPCA, BARG, Central Hove, Licensing Strategy Group				
3.2 Strengthen links with the local licensed trade	Increased understanding of policy, applications appropriate to community and better	Presentations at business association meetings. <u>2012/13</u> Village Pubwatch Tourism Alliance Destination	ongoing	Within Licensing core budget	Head of Regulatory Services	Presentations to business associations

	expectation for applicants. Inappropriate applications deferred.	Management Forum				
4. Government Alcohol Strategy						
4.1 <u>Minimum Unit Pricing</u> Likely Government consultation on 45p	Can beer (1.8 units) = 81p 1L spirit : £18 (40% abv) Scotland (50p MUP) anticipates 50 fewer deaths in year 1, 300 fewer deaths in year 10	Home Office consultation on new licensing measures to cut crime, save lives and reduce alcohol consumption. There's a 10-week consultation period on: <ul style="list-style-type: none"> 1. a ban on multi-buy promotions 2. a review of the mandatory licensing conditions 3. a minimum 	APB response to consultation and representation on two Home Office technical groups – health as alcohol licensing objective for cumulative impact and review of mandatory code.	None Cost to local economy? (increased revenue?)	Head of Regulatory Services	Alcohol related hospital admissions. National reduction in consumption measured in litres of alcohol.

		<p>unit price of 45p</p> <p>4. a new health-related objective for alcohol licensing</p> <p>5. cutting red tape for responsible businesses</p>				
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<p>4.2 <u>Licensing</u></p> <p>§ Health bodies as responsible authorities</p> <p>§ Licensing Authority as responsible authority</p> <p>§ Lower evidence test. Removal of vicinity test</p> <p>§ Child</p>	Reduced new outlets	<p>Policy and processes amended</p> <p>Liaison with DPH.</p> <p>Simplification of weekly application list.</p>	Current	None	Head of Regulatory Services	Trends in licensed premises numbers

protection – increased fine § Zoning permitted § CIZ/ Public health connection						
4.3 <u>Taxation</u> Escalator Reduced duty rate	General duty rates 2% over inflation 2014/15 <2.8% ABV beer					
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New tax	High strength beers (> 7.5% ABV)					
5. Responsibility Deal/Existing Licensing Enforcement						
5.1 Mandatory code	§ Designated premises supervisor	Under review (Home Office) Represented on	Risk based inspection programme	Existing core licensing budget	Licensing Officers	Inspection numbers

	<ul style="list-style-type: none"> § Personal licence holder authorisation § Irresponsible promotions § Age verification § Smaller measures (½pint beer, 25ml spirit, 125ml wine) 	Home Office technical group				
5.2 Health information on labels	<ul style="list-style-type: none"> Unit content CMO guidelines Pregnancy warning Drinkaware (optional) Responsibility statement (optional) 	Currently voluntary code (Portman Group)				

Discharged Activities – Achievements 2011/12

Activity Area	Impact	Subsequent Activity	Leads	KPIs
6. Licensing Policy				
6.1 Cumulative Impact Zone expanded January 2012	Special policy creating rebuttable presumption for refusal	Application to Licensing Panel hearings where representations made within CIZ	Licensing Officers and Members	Policy applies to 1.5% of administrative area (city centre). Outcome of applications within CIZ.
6.2 Statement of Licensing Policy Matrix policy	Zoned approach to applications	Application to Licensing Panel hearings where representations made within CIZ	Licensing Officers and Members	Outcome of applications within zones
7. National Alcohol Strategy				
7.1 Amended licensing procedures	Licensing and Public Health are responsible authorities. Increased weight of Police	Less permissive regime	Licensing Officers	Public Health representations. Licensing Authority representations.

	representations. Lower evidence threshold.			
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7.2 Amended Statement of Licensing Policy	New responsible authorities. Reinforces recent policy changes.	Alcohol strategy appears supportive to hypothesis that concentrations of alcohol outlets in city centres are detrimental to health	Licensing Lawyer Licensing Officers Licensing Panel	Licensing Panel determinations
8. Licensing Councillor Expertise				
8.1 Officer training Licensing Councillors. External training. Member visits.	Increased Licensing Councillor expertise, leading to proportionate decisions.	Continuous Member development and induction for new Licensing Councillors	Head of Regulatory Services Licensing Lawyer	Trained Councillors

