

Appendix 2

ALCOHOL PROGRAMME BOARD MEETING

Monday 12th January 2015: 2.00 – 4.30 p.m.

Room 122, King's House

Brighton and Hove City Council

MINUTES

Present:	Tom Scanlon (Chair)	TS	Brighton & Hove City Council
	Tarek Khalil	TK	University of Sussex Student Union
	Katie Woolford	KW	Sussex Police
	Greg Cooper	GC	Brighton & Hove City Council
	Joanne Surguy	JS	Sainsbury's
	Jo-Anne Welsh	JWe	BOP
	Nicky Homewood	NH	BHT
	Tim Nichols	TN	Brighton & Hove City Council
	Richard Miles	RM	Brighton & Hove City Council
	Liz Tucker	LT	Brighton & Hove City Council
	Richard De Visser	RDV	Sussex University
	Jean Irving	JI	Sussex Police
	Jo Player	JP	Trading Standards
	Beth Kent	BK	Brighton University
	Penny Ashby	PA	CRI
	Jesse Wilde	JWi	Equinox
	Gillian Powell	GP	CAP Programme Manager
	Julia Gajlikowska	JG	Sussex Partnership NHS Trust Alcohol Liaison Nurse
	Tom Brennan	TB	CRI Assertive Outreach worker
	Mike Newman	MN	Cri
Lucy Basterra	LB	Fulfilling Lives	
Nicola Maxwell	NM	Probation	
Anna Gianfrancsco	AG	Brighton & Hove City Council	
Simon Ellory	SE	Brighton & Hove City Council	
Ellie Katsourides (Minutes)	EK	Brighton & Hove City Council	
Apologies:	Kathy Caley	KC	Brighton & Hove City Council
	Micky Richards	MR	Cri
	Kye Phoenix	KP	Cri
	Rick Cook	RC	Service User Rep
	Lance Freeborn	LF	Probation

	Graham Stevens	GS	Brighton & Hove City Council
	Amanda Griffiths	AG	Manager, Student Wellbeing, University of Sussex
	Jo Tomlinson	JT	University of Brighton
	Dan Greenburg	DG	University of Sussex Student Union
	Kerry Clarke	KCI	Brighton & Hove City Council

Item	Comment	Action
1.0	WELCOME AND APOLOGIES FOR ABSENCE	
	Apologies were received as above.	
2.0	MINUTES OF PREVIOUS MEETING AND MATTERS ARISING	
	The minutes of the last meeting held on 07.10.2014 were approved with the following amendments and matters arising:	
2.1	2.1 –c/f - University Policy – TK advised that work on the policy is still ongoing and is waiting to be finalised. He will circulate a draft to the Board in the next couple of weeks as soon as he has it.	TK
2.2	2.2 - Sensible on Strength – TN advised that over 100 had signed up to this already. TS and TN had met with reps from the trade & industry and felt that it had been quite a successful meeting..	
2.3	3 – Red Frogs – GC advised that Red Frogs are getting themselves established in the City and are focussing on the Universities first of all.	
2.4	6.1 – Dry January – GC advised that they are now looking at using social marketing to encourage sensible drinking. The Cri team are doing a 4-week focus for staff on relevant intranets and social media outlets. PA added that they are also running a campaign through pharmacies.	
3.0	Alcohol Research	
3.1	<p>RDV gave the attached presentation on the alcohol research he is currently working on. If anybody has any questions or suggestions for research then they can contact him directly. The following key points were noted:</p> <ul style="list-style-type: none"> • He has been developing some school based resources. • He has been looking at responsible drinking practices. • He has been conducting research around individual drinkers and has looked at providing some personalised feedback. • He has just received some funding and has been working with PA to look at the impact of using unit marked glasses. • Dry January – he has been looking at the effects of taking part in Dry January last year (2014). It would seem that most do drink less following it. • He has been looking at young people’s access to alcohol. <p>RDV advised that if there are any issues that people would like to know more about, to please let him know. It helps with funding applications if he can say that questions/queries came from services on the ground. JWi and RDV to meet to discuss possible areas of research. KW noted that the effect of Safespace on A & E figures would be an interesting area to look</p>	

Item	Comment	Action
	<p>into, as the figures for this year's New Year's eve were higher than ever. KW agreed to set up a meeting with JDV for herself and JG to look at A & E. RDV to be invited to future meetings and to receive the minutes.</p> <p>The group discussed older people and the increasing trend of ordering online where shoppers would probably not be served in the shops due to their intoxication levels. The group discussed what, if anything, could be done around this and whether amounts could practically be monitored/policed. JS will raise this potential issue with her online team. TB noted that he is aware of cases of people getting taxis to deliver alcohol to them also.</p>	<p>ALL JWi/RDV</p> <p>KW EK</p>
4.0	PRIDE	
4.1	<p>TN talked through Jim Whitelegg's debrief paper on PRIDE 2014. TN advised that this year his team focussed on licensing, both in advance of the day and on the day itself. They focussed on sales to young people and irresponsible promotions. From the information gathered afterwards, it did seem that most young people in trouble had accessed alcohol either from home or on the journey into Brighton. KW echoed this and advised that at its peak, approx. 3,000 people were intoxicated on a variety of substances. St Johns Ambulance and others said they had never seen it so bad before. Even outside the event numerous Nitrous Oxide canisters and the packaging for Voodoo 'legal High' were strewn around. LT advised that surprisingly the number of admissions into A & E were down on the previous year, from 220 attending to 178. KW advised that St Johns Ambulance did a lot of on-site triage which would have had a positive effect on the A & E numbers, but the numbers of heavily intoxicated people on the streets is definitely increasing.</p> <p>The group discussed Nitrous Oxide and KW noted that the Police do not have a legal right to confiscate it yet even though there have been some reported deaths from it. TK noted that at the University they have seen a reduction in the use of Nitrous Oxide as it has become more and more difficult for students to get large amounts delivered.</p> <p>Next year's PRIDE was discussed and AG noted that Children's Services are considering having a float with a youth element in the parade but there are associated issues still to be considered such as staffing and the appropriateness of leaving a group of young people at the park. This obviously needs more thought and any advice would be welcome. TS advised that Richard Butcher-Tusset has been working with LT on the numbers around PRIDE and they will bring something back to this Board to see if there is more we can do around the planning stages. JWa noted that there has been a shift in recent years around the intent of people going to the festival and now it seems to be just about getting as intoxicated as possible and the key messages of the event are being lost. TS will identify some other people to work with Richard on this year's event.</p>	<p>TS</p>
5.0	PUBLIC HEALTH AND LICENSING ACT 2003	
5.1	<p>TS referred to the summary document that had been distributed and highlighted the key areas that it covers. TN noted that it refers a number of times to the work that Public Health in Brighton & Hove has done with licensing, as this is not the case with most Local Authorities. TS agreed that this is only really possible for unitary authorities, as others will not have the necessary connections to relevant colleagues.</p>	

Item	Comment	Action
6.0	ACTION PLAN UPDATE AND REVIEW	
6.1	<p>The group went through progress on the individual action plans highlighting key issues:</p> <p><u>Domain Group 1</u> <i>Addressing the Drinking Culture – Leads: Greg Cooper</i></p> <p>GC outlined the project details as follows:</p> <ul style="list-style-type: none"> • Aims of the social marketing campaign: To raise awareness of the impact and consequence of drinking at hazardous level and promote moderate drinking behaviours to reduce alcohol consumption and frequency. • Objectives: To increase awareness among those drinking at risk and encouraging them to reduce their alcohol consumption through adopting healthy drinking behaviours or seeking specialist support from local recovery services. • Target audience: Middle age working adults (35 to 55 year olds) who are drinking above the recommended guidelines on a regular basis, predominately at home. <p>The three key messages developed through the insight work were:</p> <p>1) Daily drinking is as bad for you as binge drinking.</p> <ul style="list-style-type: none"> • This message communicates that regularly drinking over the recommended limits can lead to the same long term health problems as binge drinking on one or two days a week. <p>A key concept was reframing communications on drinking around the concept that, for couples “drinking the best part of a bottle of wine a night between you is worse for you than binge-drinking”.</p> <p>2) How will your drinking impact on your children?</p> <ul style="list-style-type: none"> • This message focuses on the potential burden of long term caring responsibilities resulting from alcohol which could be imposed on family members over time. <p>Another powerful set of concepts builds on the insight that children have a major influence on this group, as drivers of routine and as the key influence towards drinking at home and at a ‘morally acceptable level. Two key concepts were developing message that draw on the desire to ‘be there for the children; challenge the assumption that current behaviour are not harmful in terms of long term health (even if people are fit and otherwise leading healthy lives). The second was to deliver messages and interventions through schools, inspired by the way that children now influence parent’s behaviours on environmental issues and smoking.</p> <p>3) Alcohol can cause weight gain and make you look old before your time.</p> <ul style="list-style-type: none"> • This message is designed to appeal to those who may be concerned about their appearance as they get older. <p>Another message platform suggested by the insight research was to focus on short-term extrinsic values, in particular weight. Reframing communications on drinking around the concept that, weight gain and aging are linked to steady alcohol intake and regular drinking</p>	

Item	Comment	Action
	<p>PA gave a verbal update on the Alcohol Awareness Week and talked through the report she had sent round previously. PA advised that they are looking to change the format a little for next year. TS suggested that PA liaise with Paula Murray's team regarding the redevelopment of Churchill Square as currently proposals include a space for community/cultural events and it would be good to get in early and feed in our requirements/ suggestions so they can be incorporated. PA talked through various campaigns and training that she has coming up.</p> <p>TS advised he has been approached by The Argus re the Effekt Programme with parents in schools and he has directed them toward KCl.</p> <p>Safespace – GC talked advised that there was a Safespace outreach for 5 weeks on the lower esplanade which had a good impact. KW will try and look at the impact of Safespace and safe Haven on A & E. There are funding issues around Safespace and GC is in talks with A & E amongst others around this as it has such a positive effect on A & E. KW noted that some clubs have identified Safe Haven rooms, which is a positive step.</p> <p>An enhanced service was provided on NYE at St Paul's Church (Safe Space Venue) on West Street - 3 YMCA staff, 3 Red Cross first aiders and 1 SECAMB Paramedic . There were also 3 detached outreach teams of non-medically trained YMCA staff and Resolve security staff (Lower Esplanade, East Street, St. James Street). A Red Cross ambulance plus paramedic team was located between Pool Valley and Harry Ramsdens and there was one team operating from Waikiki night club on the Lower Esplanade. GC is developing a stronger working partnership with SECAMB - & Andy Cashman A&E –Rick Strang for future enhanced service delivery</p> <p>Resources - BSUH have approved the modified revision of the Scottish resource on the risks of alcohol consumption during pregnancy to be used by midwives – currently looking into getting this printed An easy read leaflet on accessing substance misuse services in Brighton and Hove has been developed and disseminated to young people and adults with a learning disability</p> <p>Intervention - Effekt Programme - one school is delivering the second workshop to parents and the other school has completed their first workshop. The response has been mixed in attendance – the general feedback of the program is positive but the challenge remains about engaging parents in enough numbers. On-site brief interventions for drugs and alcohol in schools - Four further schools have been identified for on-site drop-ins and at present PH are working to establish mechanisms to pick up this need as RU-OK, does not have the capacity.</p> <p>Workplace - GC is writing a new Drugs/alcohol guidance document for Sussex (09/14). There is currently an E-Learning course on drugs and alcohol: Agnes Munday (Cri) is working with Jo Tomlinson (Brighton Uni. Student Services manager) to refine the course for students. EDF new policy implemented & on-line training taken up.</p> <p>GC talked through the action plan for this domain group, focussing on the progress to date highlighted in yellow on the plan. GC advised that there are plans to update the priorities in February, please contact him directly if</p>	<p>KW</p> <p>ALL</p>

Item	Comment	Action
6.2	<p>you would like to input to this.</p> <p>BK gave the attached update on the Safety Bus which ran during Fresher's week. It was run the the 7 biggest nights for Brighton Student Union. They had been surprised by the low number of students who needed to use it, averaging at 12 a night, but they were only taking those who couldn't get home by alternate means. A number of lessons were learnt such as where they may need to focus on intervention work (Varley Park); Going to private residences and not just halls of residence would also help more students; a smaller bus would be adequate. Many more students were helped with safety messages and directions and at an estimate this was in the hundreds.</p> <p>TK advised that Sussex University had a scheme this year with City Cabs to get students back safely and he will look at the numbers of take-up for that and report back to the Board. He is open to working together with Brighton University on having a bus for next year and his only concern is around the associated costs of the Safe Bus. GC advised that going forward it is proposed that a minimal charge on tickets (say 10p) at clubs could cover the cost of running the bus and this is being looked into.</p> <p>.....</p> <p><u>Domain Group 2</u> <i>Availability of Alcohol – Leads: Tim Nichols / Linda Beanlands</i></p> <p>GP gave the attached presentation on the Community Alcohol Project (CAP) and also distributed the attached paper on CAP. GP talked through the CAP model which addresses under-age drinking in a non punitive way. Each CAP is unique to that area and is based on a lot of local research and statistics with a pilot period that is followed by a re-evaluation of the service. Free training is provided by partners and some CAPs see a decrease in alcohol related behaviour and A & E admissions. CAP can provide personalised posters free of charge which can be targeted to the local community. They work on enforcement and education and do a lot of work with the Alcohol Education Trust and also provide diversionary schemes such as cafes, film clubs etc.</p> <p>GP noted that Brighton & Hove has issues around under-age drinking and CAP is something that could be integrated into the work already being done. There would be no financial cost but someone would need to act as co-ordinator and this would take about 1/3 of their time. The CAP website has a toolkit which lists everything that would be needed. Once set up, the CAP would be cost effective as less Police and A & E resources would be used. CAP is funded by the Retail and Alcohol Standards Group and is a community interest company. Some of the funding does come from the Government.</p> <p>AG expressed support and thought it might help pick up from similar schemes such as Operation Parks, which had come to an end. Also a lot is dependent on neighbourhood policing. This was discussed and it was agreed by the Board that this scheme sounds good and it would be good to have an outside view of what is currently being provided and where the gaps are. It was agreed that JP would pick this up in the first instance to take this forward and JS, LT, KCI and AG should all be involved.</p>	TK

Item	Comment	Action
6.3	<p>TN referred to the SOLP Position Statement paper that had previously been distributed and advised that it is not looking like we have the evidence to expand the Cumulative Impact Zone (CIZ). This paper outlines the proposals for changes to Licensing Policy and TN will circulate the full Licensing Paper to the Group for all to feed in their comments please.</p> <p>Liz Tucker advised her team are on the case to update the PH Framework document for alcohol applications and she will liaise with TN re the additional data to be included.</p> <p>TN advised that they are looking to amend the Matrix for applications and JI noted that she is keen we keep the categories and geography in the matrix as this has proved very useful.</p> <p>.....</p> <p><u>Domain Group 3</u> <i>Night Time Economy: Leads Katie Woolford</i></p> <p>KW and JI gave the attached presentation on the LNL following their visit to Newcastle, which had been very positive. In Newcastle the Levy had been Council led rather than Police led. Newcastle advised that there had been no difficulties setting it up as everyone involved had bought into it, even the licence holders. There had been a couple of serious incidents and they knew it would help make people safer and a lot of the premises were aware that the now need to contribute to the Night Time Economy that they benefit from.</p> <p>KW advised that the process involved in setting up a LNL involves a consultation once it has been suggested, which would then go to the Licensing Committee for approval. TN noted that Political sponsorship would be required and a possible pre local election manifesto commitment by a major party would be helpful. There would need to be some form of commitment regarding the time involved and we would also need buy-in from the Director of Finance as it is a form of tax. His team is currently restructuring and there is an issue around capacity for running the LNL. He would want to make sure that some of his services which are being heavily cut receive some of the funds raised, such as late night noise services. KW advised that this is exactly the kind of thing that has been funded in Newcastle along with things like street cleaning.</p> <p>The Board agreed that the LNL is worth exploring further and TS and TN to take this forward.</p> <p>.....</p> <p><u>Domain Group 4</u> <i>Early Identification, Treatment and Aftercare: Leads – Kathy Caley</i></p> <p>JG, TB and LT gave the attached presentation on alcohol users who are frequent attenders at A & E. TB works with these and many live in independent accommodation and can be quite isolated. One aspect of his work is to get people engaged with services and he can act as a bridge to these.</p> <p>Referral numbers to the Alcohol nurse have dropped and the various reasons for this were discussed. The main issue is that for the last few</p>	<p>JP</p> <p>TN All</p> <p>LT</p> <p>TS/TN</p>
6.4	<p>Referral numbers to the Alcohol nurse have dropped and the various reasons for this were discussed. The main issue is that for the last few</p>	

Item	Comment	Action
	months A & E has been so busy the nurses do not have the time to put the stickers in the book. The removal of an incentive is another reason for the lack of referrals. KC to talk to Masha Finn in A & E about how best to take this forward.	KC
7.0	AOB	
	<ul style="list-style-type: none"> Deaths at sea last week. TS to discuss with GC separately 	TS/GC
8.0	FUTURE MEETINGS	
8.1	<p>The date of the next meeting is:</p> <p><u>Monday</u> 13th April 2015, 2pm – 4.30pm, Room 122, King’s House</p>	

**Alcohol Programme Board
SDG 2 : Availability**

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
I. Reducing Alcohol Sales						
1.1 Street drinking Sensible on Strength Campaign	Reduce sale of high strength lager and cider and street drinking.	Sale of high strength beer and cider, illicit beer and street drinking linked around the hostel locality. Joint work with Equinox.	2014/15	Existing budget	§ Trading Standards Officers § Sussex Police Licensing Unit	New areas: Elm Grove Seven Dials
1.2 High ABV beer and cider “Sensible on Strength”	Reduce sale of high strength lager and cider and street drinking	“Safe on Strength” accredited off-licence scheme. Remove super-strength (>6% ABV). Documented training, Challenge 25, refusals policy, CCTV. Brand developed. Inspections commenced (St James’s Street, London Road, Western Road.	2014/15	Existing budget	Trading Standards and Licensing Officers	300+ off licences. 101 Members.
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs

						and Progress
		Trading Standards approaching Cash & Carry.				Economic Development Newsletter.
1.3 Permitted price enforcement	Inclusion of permitted price enforcement in regulations	Inspection programme. Compliant investigation.	w.e.f. 6 April 2014	Within existing budget. P = D+ (D&V) P = Permitted price D = Duty chargeable V = VAT	§ Licensing prioritised inspection programme § SOS § Trading Standards investigations	1,400 licensed premises High level compliance with below cost pricing. Anomaly with non-sparkling cider.
1.4 Business Support Training	Reduction of supply of alcohol to children and young people		Continuous	Charge removed creating increased take up.	Trading Standards Officers	Covers age restriction, licence conditions, refusal, violence at work, scams. <u>2014/15</u> See attached appendix.
1.5 Application of policy (matrix) to resist proliferation of off licences	Halting off licence proliferation	Scrutiny report	2012/15 (SoLP) policy life	Licensing Panel hearing	Licensing Officers DPH	Scrutiny report to Licensing Committee – June 2014.
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
1.6 Statement of Licensing Policy - Scrutiny	Restriction of licence proliferation Emerging policy issues:	Scrutiny Panel : Alcohol free events Responsible retailing		Licensing Committee and Full Council hearings	Licensing	Report to Licensing Committee – 20 Nov 2014

	<ul style="list-style-type: none"> § Licence training and competence § High ABV beer and cider § CIZ § Matrix : Café Bars/alcohol free choices 	<p>Abolishing personal alcohol licences will create training need.</p> <p>SDG2 views:</p> <ul style="list-style-type: none"> § No justification for more restrictive CIZ § Café bars should be viewed as pubs in matrix. § TENs in CIZ needs policy informative. § Restricting early off-sales hours difficult to justify, unless case-by-case street drinking foci. 				
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
						<ul style="list-style-type: none"> § Lack of non-alcohol places to socialise <p>Issues arising in Cttee and Panel:</p> <ul style="list-style-type: none"> § High strength beer and cider off-sales, links

						<p>with street drinking and foreign labelled products</p> <p>§ The matrix: definition of classes of licensing premises, especially café bars; the definition of localities; and the strength of presumption</p>
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
	<p>§ TENS : prevalence of city centre bar extensions and</p>	<p>Responsible authorities experience a reduction and withdrawal of TENS</p>			<p>Head of Regulatory Services to instruct</p>	<p>§ The cumulative impact zone and permissive approach to pubs and restaurants</p> <p>§ Training and competence of applicants and business operators</p>

	alcohol in community events (cognitive dissonance)	Concern about circumventing CI special policy			solicitor for potential Counsel advice	
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
1.7 Proxy purchase and underage sale investigations and test purchase operations	Reduction of age restricted sales offences	15.2.14 – Operation Challenge 4/8 Licensed premises failed. 2013-14 64 premises and 212 persons received business support training	2012/13 Business Plan (Trading Standards)	Fair Trading Officer (£25k) Unit cost/TP operation = £110	§ Trading Standards Officers § Sussex Police Licensing Unit § Licensing Panels	§ 4/8 Failures § ID Scanning introduced <u>2014</u> Operation Challenge – recent Police test purchase operation, Trading Standards – see attached Appendix.
1.8 Work with students		Mtg with Bton University re partnership criteria of accreditation. Looking to run non-alcohol events.			§ Licensing	§ Recent Freshers event well organised and managed.

		Advising that Licensing Authority be advised of events involving over 500 people.				
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
2. Inclusion and engagement						
2.1 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 (PRSRA). Public register published and advertised. Advice on representations. 2012/13 : Moulsecomb LAT. EBRA, East Street LAT, CMPCA, BARG, Central Hove, Licensing Strategy Group, LAT Chairs London Road LAT licence review of B&W Stores, York Place	Continuous	Within Licensing core budget	Head of Regulatory Services	Presentations to LATs and Residents' Associations. London Road LAT. Trading Standards attending regularly. LAT Chairs – TN presented. Presentation offered to Patcham LAT. West Hill Community Association TN - Seminar

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
2.2 Strengthen links with the local licensed trade	Increased understanding of policy, applications appropriate to community and better expectation for applicants. Inappropriate applications deferred	Presentations at business association meetings. <u>2012/13</u> Village Pubwatch Tourism Alliance Destination Management Forum	ongoing	Within Licensing core budget	Head of Regulatory Services	Presentations to business assoc. Recent consultation with Licensing Strategy Group – Best Practice Schemes, Statement of Licensing Policy Review.
3. Government Alcohol Strategy						
3.1 <u>Minimum Unit Pricing</u> Likely Government consultation on 45p	Can beer (1.8 units) = 81p IL spirit : £18 (40% abv) Scotland (50p MUP) anticipates 50 fewer deaths in year 1, 300 fewer deaths in year 10 Cutting red tape proposals potential to increase availability	Home Office consultation closed. period on: 1. a ban on multi-buy promotions 2. a review of the mandatory licensing conditions 3. a minimum unit price of 45p 4. a new health-related objective for alcohol licensing 5. cutting red tape for responsible businesses	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?) No further action on this consultation.	Head of Regulatory Services	Below costs rules introduced (difficulty with cider anomaly).
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress

<p>3.2 <u>Licensing</u></p> <ul style="list-style-type: none"> § Health bodies as responsible authorities § Licensing Authority as responsible authority § Lower evidence test. Removal of vicinity test § Child protection – increased fine § Zoning permitted § CIZ/ Public health connection 	<p>Reduced new outlets</p>	<p>Policy and processes amended Liaison with DPH. Simplification of weekly application list. Pre-application for supermarket in CIZ</p>	<p>Current Home Office current consultation: abolition of personal alcohol licences and more flexibility: Community and Ancillary Notices</p>	<p>None</p>	<p>Head of Regulatory Services</p>	<p>Ancillary sales notices to be introduced (deregulation)</p>
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4. Responsibility Deal/Existing Licensing Enforcement

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
<p>4.1 Health information on labels</p>	<p>Unit content CMO guidelines Pregnancy warning</p>	<p>Currently voluntary code (Portman Group)</p>				<p>Codes of Practice : Alcohol Sponsorship and</p>

	Drinkaware (optional) Responsibility statement (optional)	Portman introduced advertising and labelling Codes of Practice.				Naming, Packaging and Promotion of Alcoholic Drinks
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5. National Licensing Changes						
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
5.1 Late Night Levy	<ul style="list-style-type: none"> § Reduced late night opening § Funding stream for taxi marshals 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 for late night authorisation and hotel exemption?) § Calculation of revenue for different late night authorisations + exemptions § Monitoring national picture 	<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	Reported to Licensing Committee – March 2014 – to be kept under review.
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
5.2 Early Morning Restriction Orders	<ul style="list-style-type: none"> § Reduced late night opening in locality 	<ul style="list-style-type: none"> § Monitoring and response to Home Office consultation 	<ul style="list-style-type: none"> § Commencement October 2012 	<ul style="list-style-type: none"> § Potential cost to local business (lost 	Head of Regulatory Services;	To be kept under review.

		§ Report to Committee § Anticipation of regulations § Consideration within Licensing Strategy Group (As a measure unlikely to counter general disturbance in city centre) § Monitoring national picture		revenue)	PCC; Residents' Associations; Licensing Committee	
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ARCHIVE

Discharged Activities

Activity Area	Impact	Subsequent Activity	Leads	KPIs
National Alcohol Strategy				
Amended licensing	Licensing and Public Health	Less permissive regime	Licensing Officers	Complete

procedures	are responsible authorities. Increased weight of Police representations. Lower evidence threshold.			
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	Complete

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Activity Area	Impact	Subsequent Activity	Leads	KPIs
Licensing Councillor Expertise				
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	<ul style="list-style-type: none"> • Trained Councillors • Report to Licensing Committee • New Licensing Councillors for 2013/14 trained • Political training for Members by external advisor (Philip Kolvin QC)

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Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
Reducing Alcohol Sales						
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)	<ul style="list-style-type: none"> § Trading Standards Officers § EHOs § Sussex Police Licensing Unit § Licensing Panels 	<ul style="list-style-type: none"> § Reviews and formal action § 13 Reviews and 1 prosecution since 1.4.10 § HMRC raid § HMRC made recent seizure at Moonlight store, Church Road, Hove. § TS leading

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						licence work. § International, Preston Road
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
Responsibility Deal/Existing Licensing Enforcement						
Mandatory code	§ Designated premises supervisor § Personal licence holder authorisation § Irresponsible promotions § Age verification § Smaller measures (½pint beer, 25ml spirit, 125ml wine)	Under review (Home Office) Represented on Home Office technical group Home Office current consultation: abolition of personal alcohol licences and more flexibility: Community and Ancillary Notices.	Risk based inspection programme	Existing core licensing budget	Licensing Officers	Inspection numbers

S:\Environment\Management Group\ValPeters\MsOffice\TN - Alcohol (from July12)\SDG2 - Availability - Sept.14

