

**Alcohol Programme Board  
SDG 2 : Availability**

**Appendix 3**

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
<b>I. Reducing Alcohol Sales</b>						
Statement of Licensing Policy	Cumulative Impact Zone Special policies Special Stress Area Matrix	Reports to Licensing Committee following Scrutiny exercise on alcohol. New Public Health Alcohol Licensing Framework	5 March 2015 25 June 2015 Consultation Further Committee and Full Council report	Existing budget	Jim Whitelegg, Public Health Licensing Manager Jean Cranford, Quality & Projects Manager	Revision of SoLP.
Late Night Levy	Raise funds for taxi marshalling, noise services, pastors, safe space, beach patrols, policing	Reports to Licensing Committee (latest 25.6.15) Committee request further report (costs and consultation)	Report to Licensing Committee March/June 2016	Consultation costs Income not exceeding £450k	Jean Cranford, Quality & Projects Manager	Determination of LNL consultation

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High ABV beer and cider SOS	Reduce strength of larger and cider and street drinking	Sensible on Strength accredited off licence scheme, remove super strength (>6% ABV) Challenges, refusals, policy and CCTV. Current focus: Elm Grove, Seven Dials, Church Road, Sackville Road, Hangleton	Ongoing	Within existing budget	Becky Pratley, Licensing Officer Donna Lynsdale, Fair Trading Officer	Membership = 131 SOS website Further 23 stopped selling but not joined scheme.
Work with students	Freshers (liaison) Advice Safe Space (YMCA)	Work finished for this academic year. Will commence again in September, when further update will be given.			Sarah-Jane McNaught, Licensing Officer Jim Whitelegg, Public Health Licensing Manager	Water heroes

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<b>2. Inclusion and engagement</b>						
Licensing Strategy Group	Developing licensing policy	Meeting of LATs, residents associations, licensees, licensees association, Police, BCRP, Fire Service, legal services.	Every three months. Next meeting 18 Jan 2016.	Existing budget	Jo Player, Joint Acting Head of Regulatory Services	None
Meeting and LATs	Developing licensing policy. Addressing alcohol offending and nuisance.	Meeting on request	On request	Existing budget	Jo Player, Joint Acting Head of Regulatory Services Jim Whitelegg, Public Health Licensing Manager	LATs: Chairs, Moulsecomb, FBRA, BARG, Central Hove, London Road, NLCA, West Hill Community Association, St James's Street, NLCA and others
Public Register	Searchable Register	Weekly list to Councillors and key officers.	Weekly Ongoing and updated.	Existing budget	Licensing Technical Support. Jean Cranford, Quality & Projects Manager	

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<b>3. Responsibility Deal/Existing Licensing Enforcement</b>						
Risk based inspection programme	Compliance (Licensing Act 2003)	Prioritised inspections focussed on key issues (e.g. irresponsible promotions and age restricted sales.	Ongoing	Existing budget	Jim Whitelegg, Public Health & Licensing Manager	Inspection numbers 2014/15 870 investigations; 130 out of hours inspections
Permitted price enforcement	Price > duty + VAT	Within inspection programme	Ongoing	Existing budget	Licensing team	As above
Test purchase operations	Reduced underage sales	Police led	Ongoing	Police budget	Sussex Police Jo Player, Trading Standards Manager	24 tested 8 failed
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Business support (training)	Reduced underage sales	Training programmes	Ongoing	Existing budget	Donna Lynsdale, Fair Trading	120 premises 384 trained 436 visits

					Officer Jo Player, Trading Standards Manager	
<b>4. National Licensing Changes</b>						
Alcohol marketing	Health & Enforcement Action Forum Alcohol brands - Young people in treatment - Alcohol sports sponsorship -	Limit exposure of young people. Controls on contact.	Ongoing - looking out for any changes.	National	Dept of Health	
Community Alcohol Partnership (CAP)	Public Health as a licensing objective	Locally a Community Alcohol Partnership is being explored. St Peters – high rank in Public Health Alcohol Licensing Framework		Public Health funded co-ordinator post	Jo Player, Trading Standards Manager and new Public Health Project Officer to co-ordinate	Likely to be put on hold until Regulatory Services restructure issues resolved.
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Scottish Parliament	Minimum Unit Pricing	European Court of Justice heard legal arguments (6 May	EU Advocates Further delay – returned to			

		2015)	European Court because of concern re infringement of rules on free trade. Final ruling expected April 2016.			
Licensing Act		Changes to legislation.				