Local alcohol partnerships

How the alcohol industry can support community action in promoting responsible drinking
“We are proud of our licensed trade in the city and we work closely and in partnership with the licensed trade in Birmingham. The key critical success factor for Birmingham is the strength of our partnership working across the statutory agencies, local authority, police and fire colleagues work amazingly well together. Between us we have the full toolkit to make a difference. Our licensees are comfortable approaching any of the agencies for advice and support and this is crucial to success. We are about partnership working not partnership talking and it works.”

Jacqui Kennedy, Director of Regulation and Enforcement, Birmingham City Council

“Partnership working in Nottingham has been greatly assisted by the existence of a Business Improvement District (BID) in the city centre. Since it was first established in 2008 the BID has facilitated a number of effective and beneficial initiatives.

Through the combined efforts of the licensed trade, Nottingham City Council, Nottinghamshire Police and other stakeholders we have seen the introduction, amongst other things, of street pastors, taxi marshals, and a Best Bar None Scheme. The city centre was also awarded Purple Flag status in 2010 which has been retained on subsequent assessment.

A measure of the success of partnership working in Nottingham city centre can be seen in the significant reduction in violent crime. The City Division has seen a 24% reduction in violence over the last year and a 38% reduction over the last 5 years. Levels of violence within the five city centre beats are at their lowest since 2010.”

David Lucas, Chair of the Nottingham BID Licensing Advisory Group
“Through the extremely successful, strong working partnership we have developed in Durham City Centre, between: Licensees, Durham County Council, Durham Constabulary and the University of Durham we have all benefitted hugely. Over the six years of developing this partnership we have achieved an 87% drop in violent crime, a 57.6% drop in violence against the person and some of our licensees are enjoying a 50% increase in footfall, along with a 75% increase in trade since taking part in Best Bar None. We continue to keep up the highly valued work this initiative brings to the safe management of our city centre and retain this strong working partnership we have formed, to continue not only to reap the rewards of attracting a vibrant night time economy, but also to ensure that we provide as safe an environment as possible.”

Carol Feenan, Durham City Centre and Best Bar None Manager

“Across the country effective partnerships have continually demonstrated the significant benefits that can be delivered within the night time economy and wider communities. Considerable reductions in violence, crime and disorder continue to be delivered when partners work together. We should however, never be satisfied and there is always more that can be done to maintain a safer society. Industry have a key part to play in this through their support of education programmes and the development of quality lower alcohol products and responsible marketing that will complement responsible retailing promotions by both the on and off trade. Together with robust enforcement by all those that have powers to ensure the responsible sale of alcohol, partnership with the industry, councils, health and community safety partners can improve the safety and health of our communities.”

Chief Constable Adrian Lee, Northamptonshire Police
Context: national trends and local patterns in the UK

The vast majority of people drink responsibly in the UK and the national trends are encouraging.

In April 2013, local government took up its new responsibility for public health. Whilst this brings new challenges for local authorities, already facing budgetary pressures, it also provides a real opportunity to demonstrate both their versatility and skill at building local partnerships. One top public health priority on many local radars will be alcohol and binge drinking among young adults is at an all-time low.

However, there are areas in the UK that do not reflect national trends. For example, in the North East and North West of England, levels of binge drinking are almost twice the national average and alcohol-specific mortality rates at three times the national average respectively. Successive governments have focused on centrally-driven policies that have largely failed to address the individual needs of local areas. Stag and Hen night hotspots pose different challenges to residential areas of entrenched deprivation; tourist-driven local economies bring issues distinct from suburban underage proxy-purchasing.

The vast majority of people drink responsibly in the UK and the national trends are encouraging. Government figures (ONS, General Lifestyle Survey 2011) show that consumption of alcoholic drinks has been falling over the last five years and the number of adults drinking within recommended guidelines is up to 78%. Fewer children are drinking alcohol.
In short, local problems require locally-led solutions. Where local authorities can foster a culture of responsible drinking, alongside creating well-managed and safe night-time economies that target alcohol-fuelled crime and disorder, then longer-term public health benefits will inevitably follow.

Engagement with local businesses is key to achieving these aims. This booklet highlights how local champions can best involve the drinks industry in their partnerships, and sets out the industry schemes that are available across the UK to support local areas in promoting responsible drinking and make a positive impact on the health and wellbeing of the local community.

THE MAJORITY OF ADULTS ENJOY SOCIABLE DRINKING WITHIN GOVERNMENT GUIDELINES

with 78% drinking within Government weekly guidelines in 2010

Source: ONS, General Life Style Survey

BINGE DRINKING BY LOCAL AUTHORITY

SOURCE: NORTH EAST REGIONAL HEALTH OBSERVATORY

MALE SPECIFIC MORTALITY BY LOCAL AUTHORITY

SOURCE: NORTH WEST REGIONAL HEALTH OBSERVATORY

North East significantly over represented

North West significantly over represented

National Average 13.16
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.

Pubwatch
In the late 1990s, local Pubwatches were already a fixture in many areas, but to provide further support to these schemes, the National Pubwatch Committee was established. National Pubwatch also encourages the creation of new Pubwatch schemes. Its key aim is to help achieve a safe, secure and responsible social drinking environment in all licensed premises throughout the UK and thereby reduce alcohol-related crime.

Best Bar None
In 2003 Best Bar None, an award scheme, with the aim of promoting the responsible management and operation of licensed premises was piloted in Manchester. Its success was such that it became a national scheme, with the aim of reducing alcohol related crime and disorder in town and city centres through building better partnerships between the licensed trade, local authorities and the police.

reducing alcohol related crime and disorder in town and city centres through building better partnerships between the licensed trade, local authorities and the police
PASS
Alongside these schemes, trade associations led by the British Retail Consortium (BRC), established PASS - a set of standards for proof of age cards providing a reliable form of ID for retailers of age restricted products and young adults required to prove their age. The inclusion of the PASS hologram provided an additional level of security against fraudulent proof of age cards. PASS is endorsed by the Home Office, and has been successful in encouraging the leading proof of age card schemes to adopt the standards and carry the hologram on all cards.

CAP
In 2007, the first Community Alcohol Partnership (CAP) was piloted by the Retail of Alcohol Standards Group, St Neots in Cambridgeshire. With the central goal of tackling underage alcohol misuse through partnership between retailers, police, trading standards, schools and alcohol businesses, there are now over 50 CAPs across the UK, delivering excellent results, including reduced levels of anti-social behaviour.
**Purple Flag**
The success of the Purple Flag accreditation scheme, which aims to raise the standard and broaden the appeal of town centres between 1700 and 0600, is also growing. The scheme was developed by the Association of Town and City Management in 2008/2009 to encourage more use of town centres by making them safer, more accessible and more appealing.

**Business Improvement Districts (BIDs)**
Sitting alongside the work of the alcohol industry over the last decade, Business Improvement Districts (BIDs) were introduced in 2003. BIDs have proved to be a catalyst for improving the management of town and city centres and creating strong partnerships between local authorities, police and local businesses.

Local authorities have a greater range of tools at their disposal than ever before to help manage their town centres and public spaces. This booklet is designed to highlight the various industry-funded schemes and initiatives available for local authorities to harness, as part of a wider partnership tasked with delivering targeted local solutions.
Business-led local alcohol partnerships

Business-led schemes can help address a range of night time economy issues, ranging from underage sales, anti-social behaviour and town centre disorder, to the management of licensed premises and town/city centre spaces. They complement each other, and can be integrated into existing local partnership structures to create a valuable toolkit to tackle specific alcohol-related issues.
Pubwatch

www.nationalpubwatch.org.uk

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
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 120 towns and cities across the UK and is now being taken up internationally.
“The effects of Best Bar None (BBN) on reducing drunkenness, and in particular on reducing drunken violence, can be spectacular. Since Doncaster introduced the scheme in 2006, violent crime has fallen in the town centre during the evening by over 40%. Durham has also implemented the BBN scheme, and has seen crimes of violence go down by nearly 60%. Meanwhile, bars, pubs and clubs in the centre of Durham have been visited by many more people, because the area is safer, less threatening, and all together much more pleasant.”

The Rt Hon Theresa May MP, Home Secretary
Proof of Age Standards Scheme (PASS)

www.pass-scheme.org.uk

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) and the Trading Standards Institute (TSI), 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.
“Preventing underage sales is a top priority in reducing alcohol harm. Enormous strides have been made with the police and trading standards working with alcohol companies to drive up standards. But there is still more to do. We will only ever completely eliminate underage sales if retailers can have total confidence that any proof of age is valid. I am delighted to be able to provide a police perspective in addressing this very important issue and to be lending my support to what is an important and well-established agency partnership.”

Adrian Lee, Chief Constable, Northamptonshire Police and ACPO Licensing Lead
Purple Flag

www.purpleflag.org.uk

Purple Flag is the accreditation scheme that recognises excellence in the management of town and city centres at night.

Entertainment areas that achieve the standard will be those that offer a better night out to visitors. The award is an objective assessment which aims to raise standards and improve the quality of the evening and late night experience for local residents and visitors. 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 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 around 50 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 Purple Flag Advisory Committee - a partnership of key stakeholder groups, including central and local government, Police, business and consumers.

- Bath: 30% reduction in violent crime 2012 v 2011; anti-social behaviour also down 17%
- Kingston: 70% reduction in crime inside key venues Oct 2012-May 2013, and 11% reduction in violent crime in the town centre over last 12 months
- Bournemouth: violent crime down 37% over last 4 years to 2013
- Oxford: 87% of residents are satisfied that the city centre is safe and secure (2012)
“Purple Flag has galvanised the night time economy, increased partnership working and improved performance on safety, crime reduction and cleanliness.”

Spirit Group Marketing Survey 2011
Community Alcohol Partnerships

www.communityalcoholpartnerships.co.uk

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 through co-operation between alcohol retailers and local stakeholders, such as trading standards, police, licensing, schools and health networks.

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

To date, 57 CAPs have been set up across the UK with schemes in Scotland, Wales, Northern Ireland and 15 counties in England.

- 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 ASB (37.2%) compared to the rest of the County (8.8%)
- The Barnsley CAP (2011) saw a 30% reduction in alcohol related ASB compared with 7.4% in the control areas.
57 CAPs have been set up across the UK with schemes in Scotland, Wales, Northern Ireland & 15 counties in England.
Business Improvement Districts

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

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.

Street Pastors

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

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.
"The development of specific, purpose-led BIDs has grown in the UK over the last ten years - for example in Birmingham there is now an evening economy-based BID. The creation of an Evening and Night-Time Economy (ENTE) based approach to BIDs is positive, and with increased demands on scarce resources BIDs are well placed to enhance local partnership working to develop safer, well promoted and better managed town and city centres."

Mark Ross - BID Programme Manager, ATCM

"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, Lord Mayor of London
How the schemes work together
### Schemes at-a-glance

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<th>Issue</th>
<th>Pubwatch</th>
<th>BBN</th>
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<th>Purple Flag</th>
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Other responsibility initiatives

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.

Posters are available to download from
www.challenge25.org
www.beerandpub.com

Training
The drinks industry can provide extensive responsibility training enabling sales and marketing staff to better understand and promote responsible consumption and responsible drinking messages.

Employee Alcohol Policies
Local employers are key partners in tackling alcohol misuse. The drinks industry is recognised as having developed rigorous employee alcohol policies and is well placed to support local employers in developing and implementing their own employee alcohol policies.

Brand-led campaigns
The drinks industry can share best practice in advertising and marketing for responsible drinking campaigns with local alcohol partnerships. Anti-drink-driving campaigns are one example of the industry’s experience in this field.
Other useful contacts

Ascension Trust
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

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

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