



**30 YEARS OF  
RESPONSIBILITY**  
THE PORTMAN  
GROUP



# Portman Group member companies

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# Contents

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Foreword	4
Member view	5
Executive summary	6
Alcohol in Britain in 1989	9
Enter the Portman Group	10
Timeline	11
UK alcohol trends - 30 years on	12
<b>Part 1</b>	
An effective regulator - The history of the Code	14
The Code of Practice on Naming, Packaging and Promotion of Alcoholic Drinks	17
Impact on the market	18
By the numbers - complaints and advice	21
<b>Part 2</b>	
A leader in best practice	24
Educational campaigns	25
The establishment of the Drinkaware Trust	31
Research and thought leadership	32
Policy leadership - Commitments to Action	33
Policy leadership - The Public Health Responsibility Deal	35
Local Alcohol Partnerships	37
Afterword	39

# Foreword

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**SIR MARTIN NAREY**  
PORTMAN GROUP CHAIRMAN,  
2013-2019

Marking the Portman Group's 30th anniversary this year, we can look back with pride on some of our achievements, not least in removing from the market some irresponsible and harmful products and preventing the marketing of many others. We have worked together with our member companies to act as a leader in best practice and raise standards for the entire industry, pioneering the inclusion of unit labelling and responsible drinking messaging on packaging. The companies which fund us should be congratulated for stepping up and taking the initiative to support our mission to encourage responsible drinking.

However, as I step down as Chair after six years in post, a fifth of The Portman Group's young life, and hand over to my successor, I am conscious that there is much more to do and I am delighted that our members have agreed to explore how self-regulation

can be made more effective. Products remain on the market which are potentially harmful, particularly to the young and those who are struggling to use alcohol responsibly. There is more to do to address and help prevent the harm which alcohol can cause to a minority of individuals and families. Enjoyed responsibly, alcohol contributes very positively to life in the UK. It has been an important part of many of the most important days in my life: weddings, birthdays and sporting events included. The important role that alcohol plays in UK life needs to continue to be defended, but the harm it can simultaneously cause needs to be honestly acknowledged and addressed. That will be the challenge for the Portman Group in the next thirty years of its existence.

***We've achieved a lot, not least in removing from the market some irresponsible and harmful products and preventing the marketing of many others.***

## Member view

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**DAYALAN NAYAGER**  
DIAGEO GB MANAGING  
DIRECTOR, 2018-, ON BEHALF  
OF ALL PORTMAN GROUP  
MEMBER COMPANIES

Over the last thirty years the Portman Group has grown from strength to strength to become a global leader in effective self-regulation and a beacon of best practice.

Many of the existing members have been there from the start. Others joined later, driven by a desire to be part of an organisation dedicated to raising standards of social responsibility.

Working together, we demonstrate our collective, serious and long-term commitment to tackling alcohol misuse and encouraging responsible drinking amongst our consumers.

We are proud of what we have achieved together so far but know that there is more work to be done. Therefore, we call on others to stand with us, as we look to the next thirty years as a socially responsible industry.

***We are proud of what we have achieved together so far but know that there is more work to be done.***

# Executive summary

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## 30 years of responsibility

- Thirty years ago, the UK had a very different relationship with alcohol. We were just witnessing the rise of the alcopop and the widespread tabloid image of the 'lager lout', fuelling concerns of widespread misuse and disorder among British drinkers.
- It was under these circumstances that the UK's leading alcohol producers saw the importance of responding to the impact of alcohol in society and took it upon themselves to form the Portman Group with the explicit aim of promoting 'the responsible use of alcohol'.

- Since 1989, the Portman Group, has been a world-class example of effective self-regulation. We have ensured the UK alcohol industry has been able to independently raise its own standards of alcohol marketing and efficiently deal with products which fall below these standards. This has been carried out efficiently, in a timely manner at no cost to the UK taxpayer.

## An effective regulator

- Through our Codes of Practice, we regulate the promotion, packaging and sponsorship of alcoholic drinks sold or marketed in the UK.
- An Independent Complaints Panel provides impartial rulings on potential breaches of the Codes. 62% of all formal complaints have been upheld.

- It is a measure of the effectiveness of self-regulation that the industry at large has accepted and abided by the rulings of the Panel, with over 150 irresponsible and inappropriate products being either re-branded or removed from the market, in turn driving industry changes and protecting consumers.
- Furthermore, our advice team work together with producers with the aim of ensuring that their products do not end up before the Panel, fielding close to 7,000 requests for advice since the establishment of the Code in 1996, with 498 in 2018 alone.

# Executive summary

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## A leader in best practice

- We have worked together with our member companies to act as a beacon of best practice and raising standards for the entire industry.
- Our members were among the first to include unit labelling and responsible drinking messaging on packaging, helping consumers to make an informed choice.
- The Portman Group played a lead role in the development and enactment of several key pledges in the Government's Public Health Responsibility Deal in 2011, overdelivering on a promise to remove 1 billion units of alcohol from the market, with 1.9 billion units of alcohol removed by 2014 - 1.3 billion of these principally achieved through lowering the average strength of products and improving consumer choice of lower alcohol products.

- We also pioneered a variety of consumer-focused educational campaigns to warn of the dangers of alcohol misuse and promote responsible drinking among the public - such as the renowned 'I'll be Des' designated driver campaign. The importance of this work led to the establishment of the successful independent charity the Drinkaware Trust, with whom we continue to work closely.
- The Portman Group and our member companies have also worked closely with partners at a local level to support practical measures to reduce alcohol-related disorder, underage sales and provide assistance to the most vulnerable in towns and city centres across the UK.

## Having an impact

- Official data shows that all this concerted action is bearing fruit, with the UK population drinking less per head than thirty years ago. As the UK moves towards becoming a nation of responsible drinkers, consumers are drinking less often and, when they do choose to drink, drinking less, with 79% of UK adults not exceeding UK Government drinking guidelines.
- Furthermore, alcohol-related harms are in decline, including binge drinking, underage drinking, alcohol-related crime and anti-social behaviour, and incidences of drink driving.

## Looking to the future

- While much has been achieved, we appreciate that further work is needed to reach those drinking at the most harmful levels.
- As the Portman Group looks to its future as a responsible regulator and leader in best practice, we will continue to challenge ourselves and the industry to ask if we're doing enough, individually and collectively, to minimise the risk of harm from alcohol misuse and support those who make the informed choice to drink to do responsibly.
- We call on more producers to stand with our members to demonstrate the industry's serious commitment to effective self-regulation.

# Alcohol in Britain in 1989

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Thirty years ago, the UK had a very different relationship with alcohol. We were just witnessing the rise of the alcopop and the widespread tabloid image of the 'lager lout', fuelling concerns of widespread misuse and disorder among British drinkers.

The UK population drank more per head than compared to 2019, led by young binge drinkers, and boozy work lunches were still commonplace. The harms of alcohol misuse were widely felt, with drink driving accidents and fatalities much higher than today.

Underage drinking was also more prevalent, with 13% of 11-15 year olds drinking at least once a week and 20% saying it was acceptable to get drunk once a week.<sup>1</sup>

**30 years ago 13% of 11–15 year olds were drinking at least once a week.**

<sup>1</sup> Source: NHS Digital



# Enter the Portman Group

It was under these circumstances that the UK's leading alcohol producers established the Portman Group in 1989, with the explicit purpose of promoting "the responsible use of alcohol".

These visionary companies led the way and recognised that they have a responsibility to prevent the misuse of alcohol and its associated harms.

Since then, the Portman Group have undertaken to encourage responsible drinking habits among consumers, while fostering a balanced understanding of alcohol-related issues and promoting targeted interventions to tackle the minority of consumers who drink harmfully.

We have consistently challenged the industry to deliver higher standards of best practice and continue to fulfil the essential self-regulatory role of ensuring the responsible marketing and promotion of alcoholic products to UK consumers under our Codes of Practice.

We have constantly evolved to reflect the wider changes in society. Our Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks is now in its Sixth Edition, updated to reflect changing views of what is offensive and unacceptable to feature in marketing. While the Portman Group itself has become more focused on industry best practice, following the successful spin-out of our consumer-facing educational arm - the Drinkaware Trust.

As we reach our thirty-year anniversary in 2019, we look forward to continuing to be the world-leading responsible authority in demonstrating effective industry self-regulation and industry best practice in the responsible promotion of alcohol and wider responsible drinking habits.

***We have constantly evolved to reflect the wider changes in society.***



Promoting Responsible Drinking



**Portman  
Group**

## **Where does the name come from?**

Our name was derived from Portman Square in London, where the early meetings to launch the organisation were held in the London offices of Guinness.

<sup>1</sup> Source: NHS Digital

# Timeline

1989

The Portman Group is established

2000

Second edition of the Code of Practice launched

2003

Portman Group member companies sign up to 'Commitments to Action' agreement

2006

Fourth edition of the Code of Practice launched

2011

Portman Group signs up to the Public Health Responsibility Deal

2014

First edition of the Code of Practice on Sponsorship launched

1996

First edition of the Code of Practice on the Naming, Packaging and Merchandising of Alcoholic Drinks is launched

2002

Third edition of the Code of Practice launched

2004

The Portman Group establishes [www.drinkaware.co.uk](http://www.drinkaware.co.uk) to provide consumer advice on responsible drinking

2007

The Drinkaware Trust becomes an independent charity

2013

2013 Fifth edition of the Code of Practice launched

2019

2019 Sixth edition of the Code of Practice launched

## 1989-2006

*Portman Group ran high-profile educational campaigns to raise public awareness of sensible drinking advice and the dangers of alcohol, such as binge drinking and drink driving*

# UK alcohol trends - 30 years on

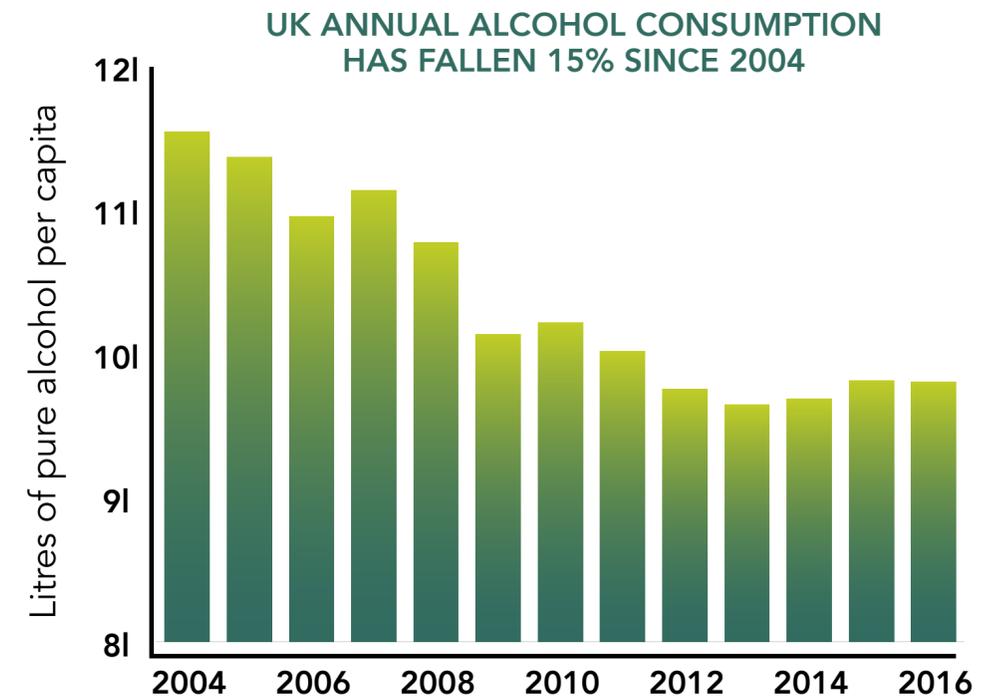
Since the establishment of the Portman Group 30 years ago, UK drinking patterns have varied, but overall the UK is becoming a nation of responsible drinkers.

This can be seen in part due to the hard work of the Portman Group and our industry partners in promoting responsible drinking and tackling alcohol misuse and risky behaviour.

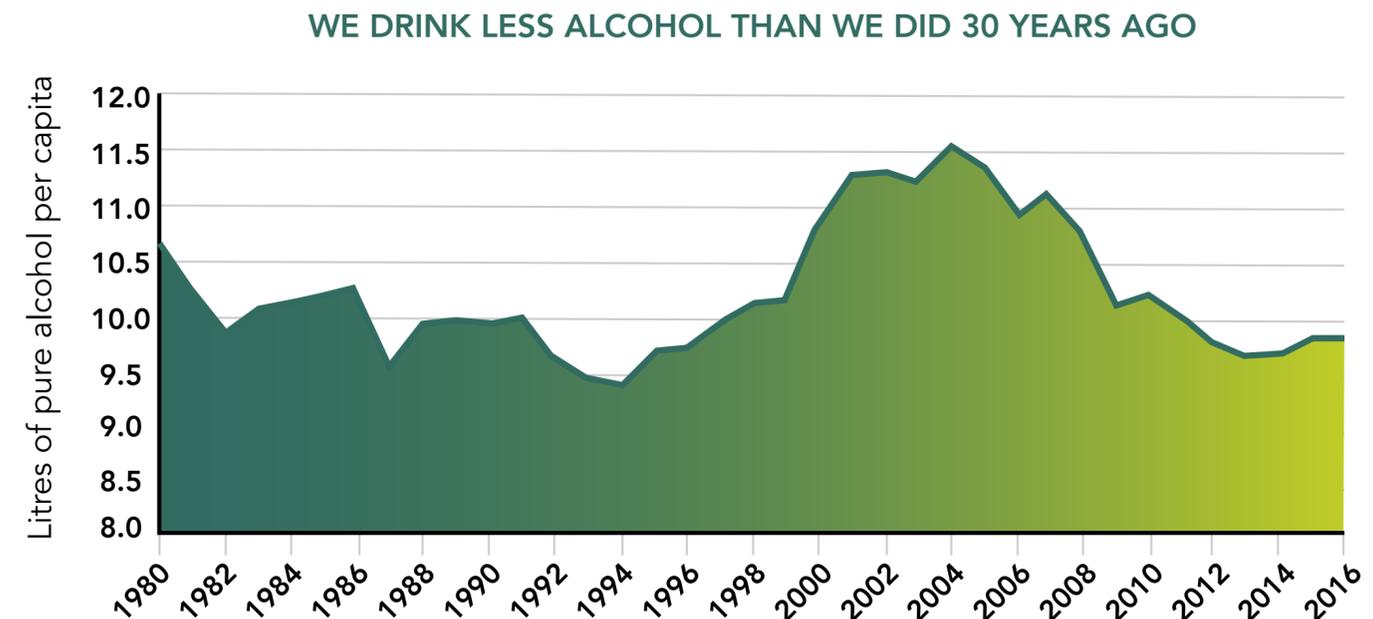
Government data shows that the UK population is drinking less often and, when they do choose to drink, are drinking less, with the vast majority of UK adults not exceeding UK Government drinking guidelines.

Furthermore, alcohol-related harms are in decline including binge drinking, underage drinking, alcohol-related crime and anti-social behaviour, and incidences of drink driving.

However, we as an industry recognise that challenges remain to reach the remaining minority of those who drink at the most harmful rates.



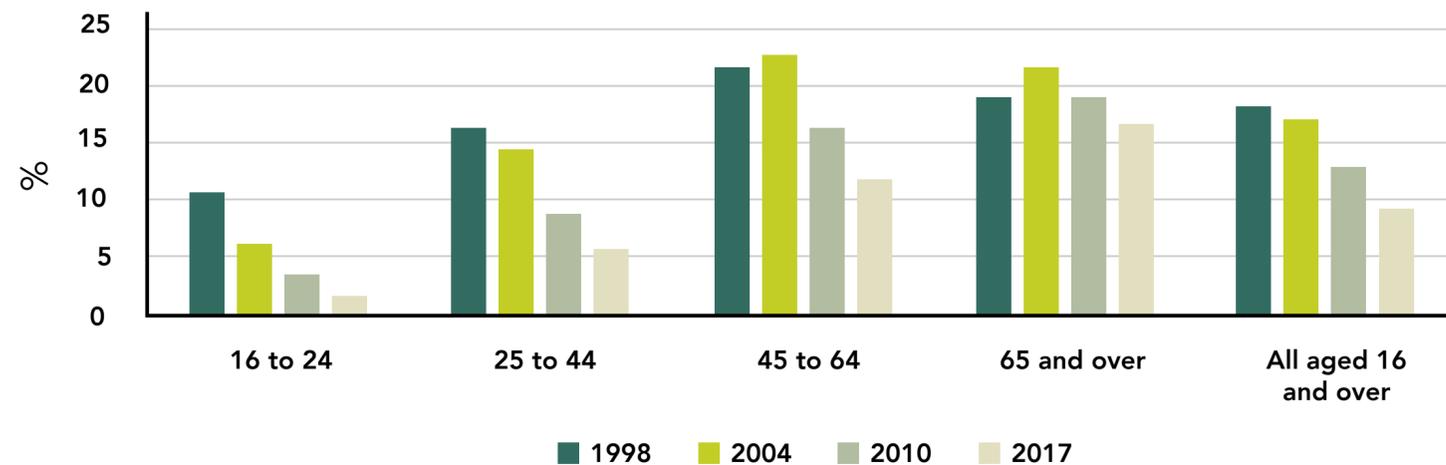
Source: WHO



Source: WHO

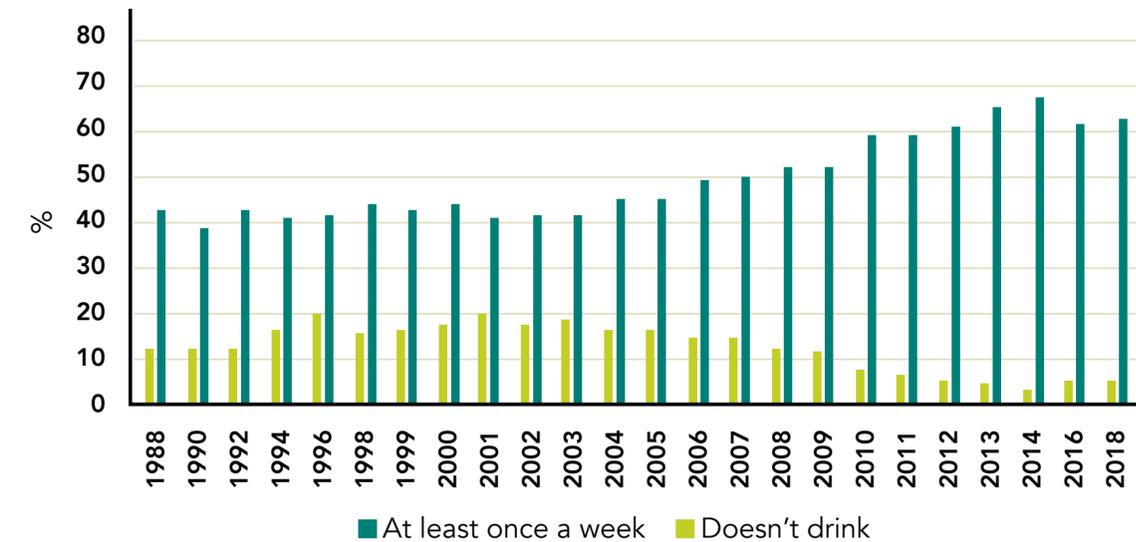
# UK alcohol trends - 30 years on

OVER THE LAST 20 YEARS, THE PROPORTION OF PEOPLE WHO DRANK ON FIVE OR MORE DAYS IN THE UK HAS FALLEN BY 46%



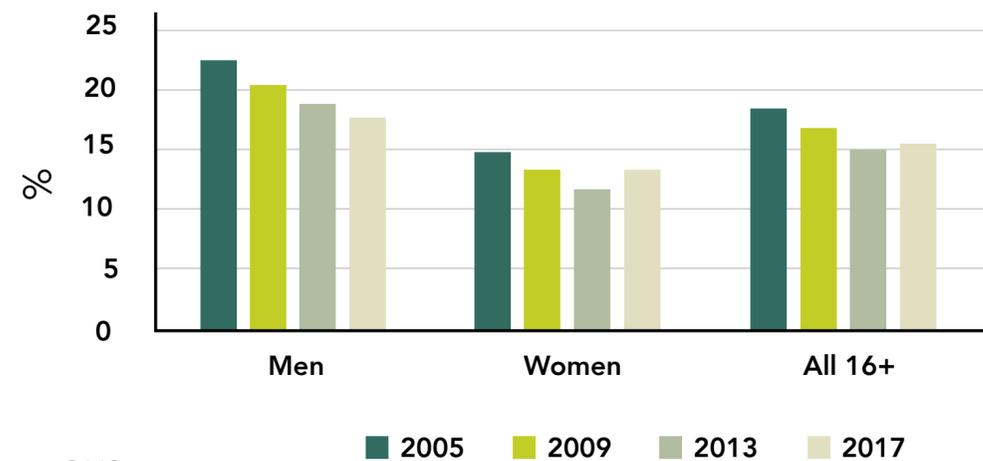
Source: ONS

THERE HAS BEEN AN OVERALL DECLINE IN UNDERAGE DRINKING IN ENGLAND, WITH SIMILAR DECLINES SEEN ACROSS THE UK



Source: NHS Digital. Data from after 2014 is not comparable with previous years due to a change in the wording of the question pupils were asked

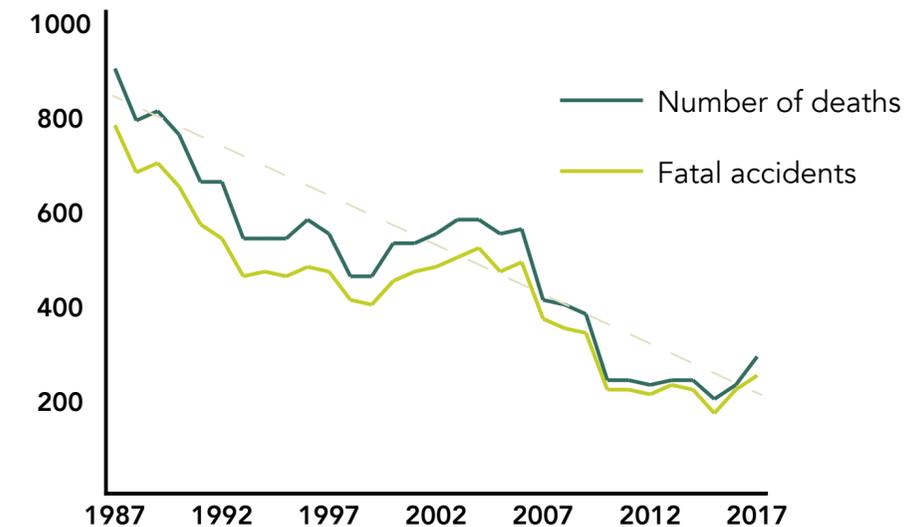
SINCE 2005, BINGE DRINKING HAS FALLEN 11% ACROSS THE UK, LED BY A SIGNIFICANT FALL AMONG MALE DRINKERS



Source: ONS

Binge defined as over 8(m)/6(f) units in one sitting. Pre-2005 data not comparable due to change in methodology

SINCE 1987, THE NUMBER OF FATAL DRINK DRIVING ACCIDENTS AND DEATHS BY 68% RESPECTIVELY



Source: UK Department of Transport

# Part One: An effective regulator

## The history of the Code

### First edition

In 1996, in response to fierce criticism of the marketing of 'alcopops' and concerns that these products appealed to under-18s, the Portman Group launched its first Code of Practice on the Naming, Packaging and Merchandising of Alcoholic Drinks.

The aim of the Code was, and still is, to ensure that all alcoholic drinks marketed in the UK are promoted in a socially responsible manner and only to those over 18. The Code is designed to sit alongside other advertising codes, such as those developed and applied by the Advertising Standards Authority, the Committees of Advertising Practice and Broadcast Committee of Advertising Practice.

It is the responsibility of all companies connected with the drinks industry in the UK (whether as producers, importers, wholesalers or retailers) to comply with the Code.

While the controversy over alcopops faded with the 1990s, the Code continues to be updated to reflect changes in UK society and the alcohol market and is used by the industry to promote its drinks responsibly.

In 1997, the Code was updated to provide more independence and sharper 'teeth' by establishing an Independent Complaints Panel to decide on breaches of the Code, with any member of the public able to make a complaint and trigger an

investigation against any product or promotion. A key feature of the Panel is its independence from Portman Group staff, as well as its wide breadth of experience from outside the alcohol industry, including public health and licensing.

Effective sanctions for breaches were also introduced with the issuing of Retail Alert Bulletins, giving details of products found to be in breach of the Code and urging retailers not to sell rogue drinks until they had been altered to comply with the Code. Companies were also invited to declare their commitment to uphold Panel decisions by becoming Code signatories. As of 2019, there are over 130 signatories to the Code.

### THE PORTMAN GROUP CODE OF PRACTICE

on the naming, packaging  
and merchandising  
of alcoholic drinks

April 1996

# Part One: An effective regulator

## The history of the Code

### Second edition

The Code was updated in 2000 and introduced a new rule to prevent producers claiming that an alcoholic product has therapeutic qualities which can enhance mental or physical performance, in response to misleading claims made by some producers of 'energy' or 'stimulation' drinks.

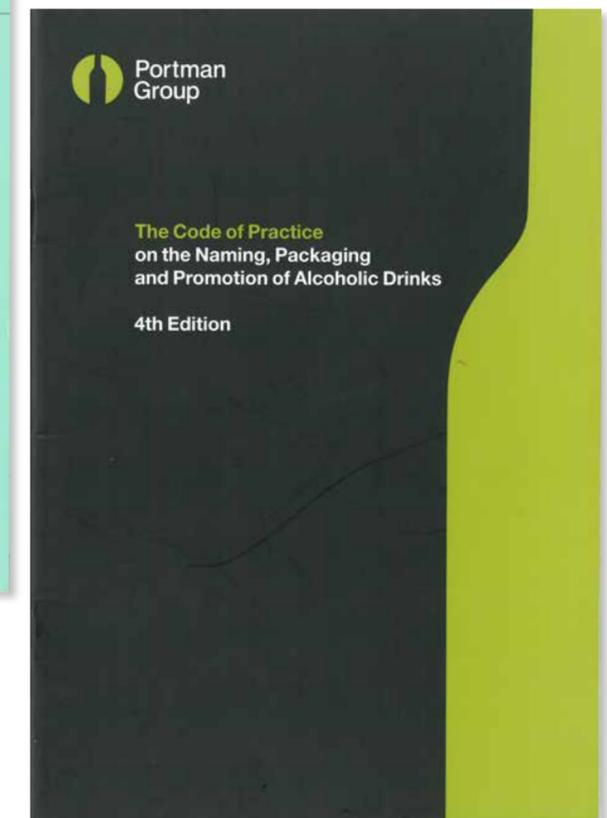
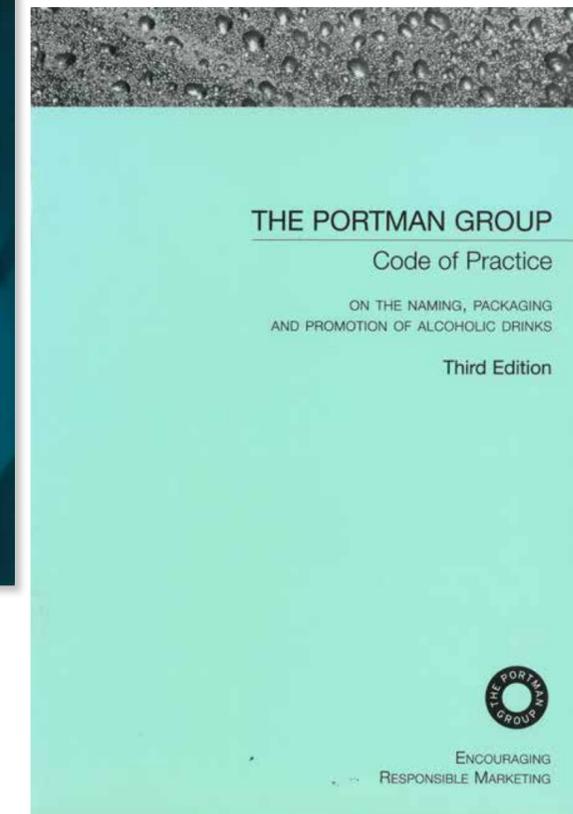
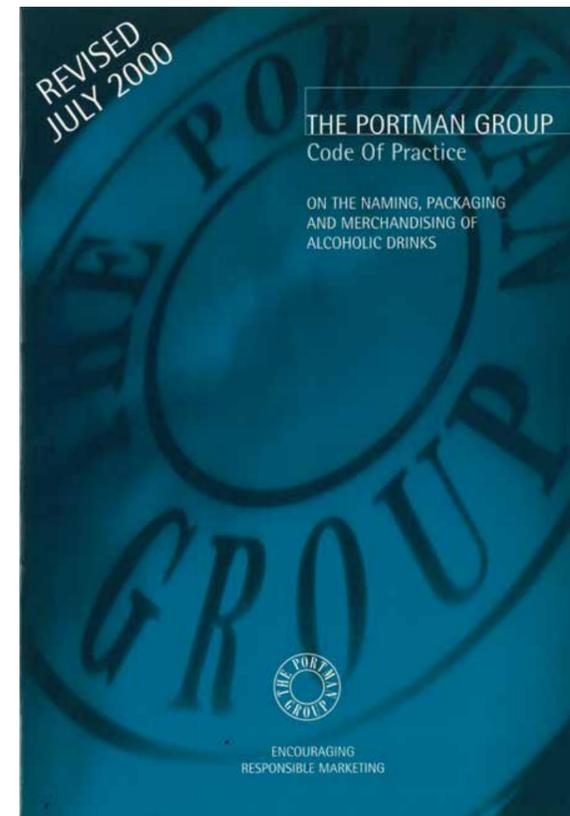
### Third edition

In 2002, the word "merchandising" was removed from the Code's name to be replaced by "promotion", to reflect the Code's wider reach over the range of promotional activities including sponsorship, sampling, websites, and press releases. This ensures that alcohol producers embrace the concept of responsibility in all their promotional activities,

not just advertising and packaging. The third edition also introduced a new fast-track procedure under which a product can be referred back to the Panel if it has been inadequately amended after being found in breach of the Code.

### Fourth edition

In 2006, the fourth edition of the Code introduced a new rule that products should not, in either a direct or indirect way, urge consumers to drink rapidly or 'down' a product in one go.



# Part One: An effective regulator

## The history of the Code

### Fifth edition

In 2013, the fifth edition of the Code updated its longstanding ban on references to sexual success to include any direct or indirect associations with sexual activity, as well as the significant use of people who are (or look) under 25 in promotional materials. The fifth edition also introduced changes to enable producers to promote low and lower alcohol drinks in support of their government-backed pledge to introduce a wider choice of lower alcohol products.

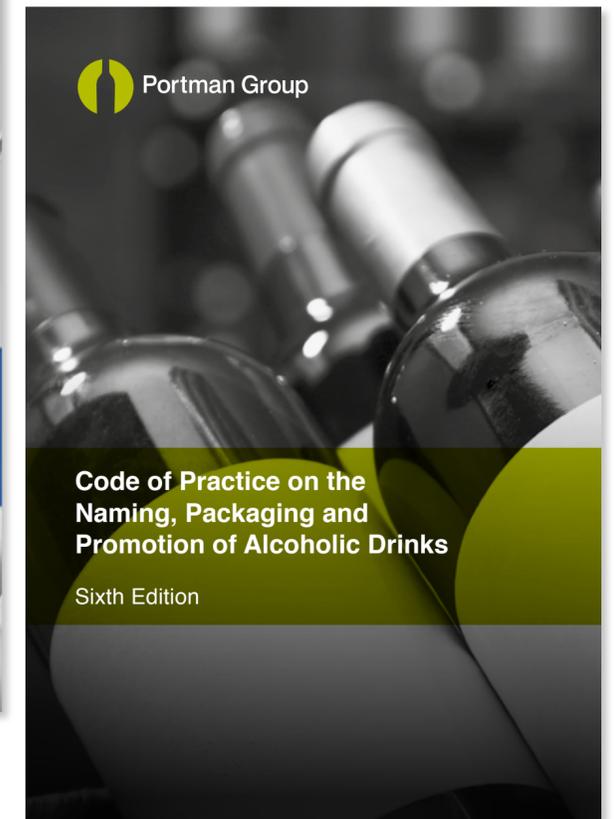
### Sponsorship Code

In 2014, the Portman Group launched the Code of Practice on Alcohol Sponsorship, which mirrors the rules contained in the Code of Practice on

Naming and Packaging but also goes further to ensure that sponsorships don't have a particular appeal to children.

### Sixth edition

Finally, the latest edition of the Code, published in 2019, introduced a new rule that a drink's name, packaging or promotional material or activity should not cause serious or widespread offence. The rule sets out that producers need to be careful when referencing race, religion, gender, sexual orientation, disability and age, reflecting that responsible marketing needs to evolve in line with changing standards in society.



# The Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks

The Code says that a drink, its packaging and any promotional material or activity should:



**Clearly communicate the alcoholic nature of the drink**



**Not give undue emphasis to a higher alcoholic strength or intoxicating effect**



**Not suggest any association with bravado or violent, dangerous, anti-social or illegal behaviour**



**Not link to illicit drugs**



**Not link to sexual activity or sexual success**



**Not suggest that consumption can lead to social success or popularity**



**Not encourage illegal, irresponsible or immoderate consumption, such as drink-driving, binge-drinking or drunkenness**



**Not urge the consumer to drink rapidly or 'down' a product in one**



**Not have a particular appeal to under-18s**



**Not incorporate images of people who are, or look as if they are, under 25 years of age, either featured prominently or drinking alcohol**



**Not suggest that a product has therapeutic qualities, can enhance mental or physical capabilities, or change mood or behaviour**



**Not cause serious or widespread offence**

# Impact on the market

Over the past 23 years, the Code has been widely credited with raising standards of marketing responsibility across the industry, with more than 150 irresponsible or inappropriate products either re-branded or removed from shelves after failing to meet the Code's standards.

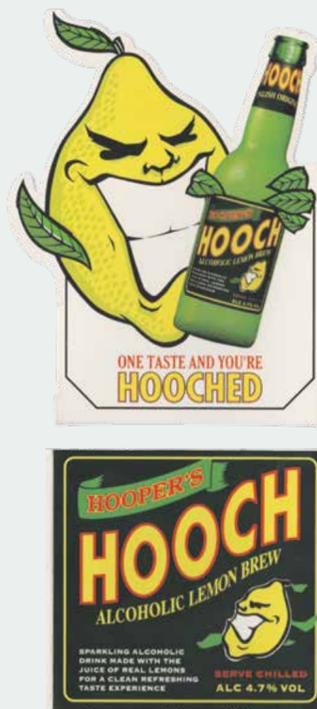
It is a measure of responsibility that the industry at large has kept the Code in mind when designing marketing to ensure their products do not end up before the Panel, and to accept and abide by the ruling of the Panel.

The Code has been applied by the Independent Complaints Panel in

a fair and impartial fashion to all the complaints it has received and rulings to products found in breach have been handed down to Portman Group members and non-members alike. When producers have refused to comply, the Portman Group has been unafraid to issue Retail Alert Bulletins to urge retailers to remove products from the market. The UK

Government's Guidance on the Licensing Act 2013 has commended the Portman Group's Code as 'an important weapon in protecting children from harm' and has called on licensing authorities to consider imposing 'conditions on licensees that require the licence holder to comply with the Portman Group's Retailer Alert Bulletins'.

## Notable examples of rulings under different aspects of the Code include:



### Particular appeal to under-18s:

Amongst the first products found in breach of the Code was 'Hooch', the icon of the alcopop era, where packaging featuring a cartoon lemon character was judged to have a particular appeal to under-18's. As a result, Hooch's producer Bass Brewers agreed to remove the cartoon character from its packaging.



### Emphasising strength:

The Panel ruled that Asda's own-brand 'Premium Strong Cider' placed undue emphasis on the product's alcohol strength due to the word 'strong' appearing in large bold letters on the front of the packaging. After the ruling Asda agreed to change the labelling.



### Therapeutic qualities:

The Panel ruled that the gin 'CollaGin' contravened the Code over suggestions that the product had therapeutic qualities, due to the phrases 'The Elixir of Youth', 'beauty drink', 'rejuvenating', 'anti-aging botanicals' and 'Skin & Tonic' appearing on the label. After a Retail Alert Bulletin, the company agreed to change the labelling.



### Sexual activity:

Belgian beer 'Rubbel Sexy Lager' was judged to contravene the Code for associations with sexual activity for marketing a product allowing consumers to scratch off the swimsuit of a woman. As a result of the decision, the importer agreed to stop importing the product into the UK.

# Impact on the market

## Association with violence:

'Red Army Vodka' was judged to contravene the Code for associations with violence for marketing packaging and glasses shaped like an AK-47 assault rifle as well as a grenade and bullets. After failing to comply with the decision to withdraw or change the packaging, the Portman Group issued a Retail Alert Bulletin calling on retailers to remove the product and forced it off the UK market.

## Legal success in upholding the Panel's decision

In 2012, the Panel ruled that Laverstoke Park Farm Ale and Lager featured drawings which had particular appeal to young children and issued a Retailer Alert Bulletin advising retailers not to stock the product. The producer sought to launch a judicial review, which was rejected by the High Court, who noted the 'impeccable' reasoning of the Panel. All legal action against the Independent Complaints Panel and the Portman Group was subsequently withdrawn and product labels changed.



**Portman Group** RETAILER ALERT BULLETIN

# RED ARMY

Producer: Bartex Bartol Sp.J

**SUMMARY OF DECISION**

The Independent Complaints Panel concluded the packaging and the name Red Army in the context of the product packaging were unacceptable for an alcoholic drink because they suggested an association with violent and dangerous behaviour. The Panel found the product to be in breach of paragraph 3.2(b) of the Code.

**LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION**

Licenses are asked not to place orders for stocks of Red Army with the existing packaging, as shown, after 20 June. Licenses who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.

**APRIL 2014**

The product opposite has been found in breach of the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Licenses who currently stock the product shown opposite should take careful note of the Licensee Action and Timetable for Implementation sections.

The following should be borne in mind:

- manufacturers are not legally bound to buy back stock from retailers even if the current stock infringes the Code;
- licenses should continue to honour any existing purchase orders and not sell existing stock other than by normal retail trade;
- when reviewing a liquor licence, a licensing authority may enquire about licenses' compliance action with regards to products that breach the Code, so it would be advisable to keep any relevant records, for example the date of new orders placed.

If you have any questions or wish to receive a copy of the Code or additional copies of this Bulletin, please contact: Portman Group, 4th Floor, 20 Conduit Street, London W1S 2XW. Tel: 020 7290 1460; or email [info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)

The Portman Group Code is supported by over 140 Code Signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Statutory Guidance under the Licensing Act 2003 is supplemented by Supporting Guidance which commends the Code to licensing authorities and recommends that they give consideration to attaching conditions to licences that require compliance with our Retailer Alert Bulletins.

[www.portmangroup.org.uk](http://www.portmangroup.org.uk)



## Impact on the market

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**JENNY WATSON**  
INDEPENDENT  
COMPLAINTS PANEL CHAIR  
2013–

***“The Independent Complaints Panel brings an impartial perspective on complaints brought to the Portman Group under the Codes on Alcohol Marketing and Sponsorship. We are able to consider complaints under any Code rule, which has enabled us to take numerous harmful products off the shelves over the last 23 years.*”**

***Our decisions have informed the work of the Portman Group’s Advisory Service and helped to shape wider standards in the industry, ensuring that other products don’t make the same mistakes.”***

# By the numbers - complaints and advice

Since the launch of the Code in 1996, there have been 303 complaints filed with the Portman Group regarding possible breaches to the Code.

Of those taken forward for consideration by the Independent Complaints Panel, 62% have been upheld. This shows that the Code

in conjunction with the Panel acts as a fair and effective tool for self-regulation to either alter or remove irresponsible and inappropriate products from the market in order to protect consumers

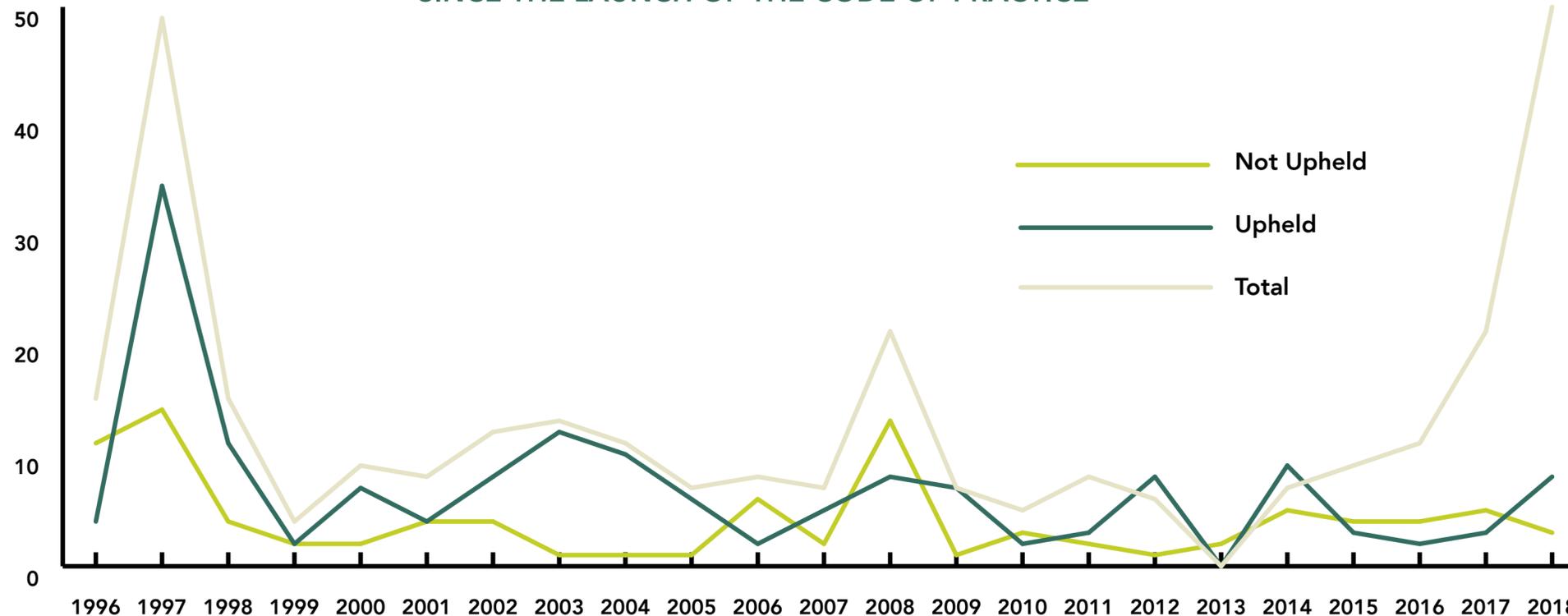
The majority of complaints concern whether a product could have a

particular appeal to under-18s, whether the product's packaging clearly communicates the alcoholic nature of the product, and whether the packaging promotes 'immoderate' or 'irresponsible consumption'.

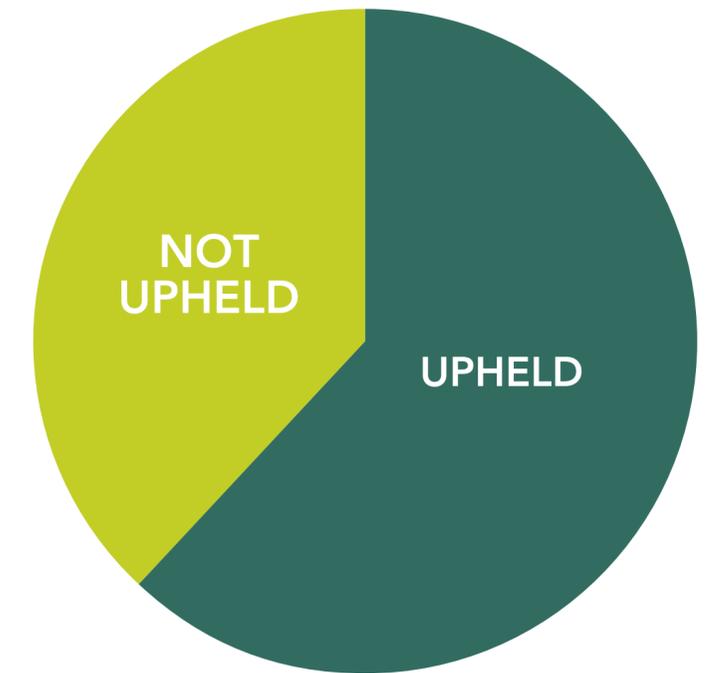
Similarly, the majority of complaints upheld are regarding a product's

possible appeal to under-18's or whether it promotes immoderate consumption. However, the panel is serious about enforcing all aspects of the Code and a large number of cases upheld also concern whether a product promotes anti-social behaviour or alludes to sexual activity/success.

COMPLAINTS RECEIVED BY THE PORTMAN GROUP SINCE THE LAUNCH OF THE CODE OF PRACTICE

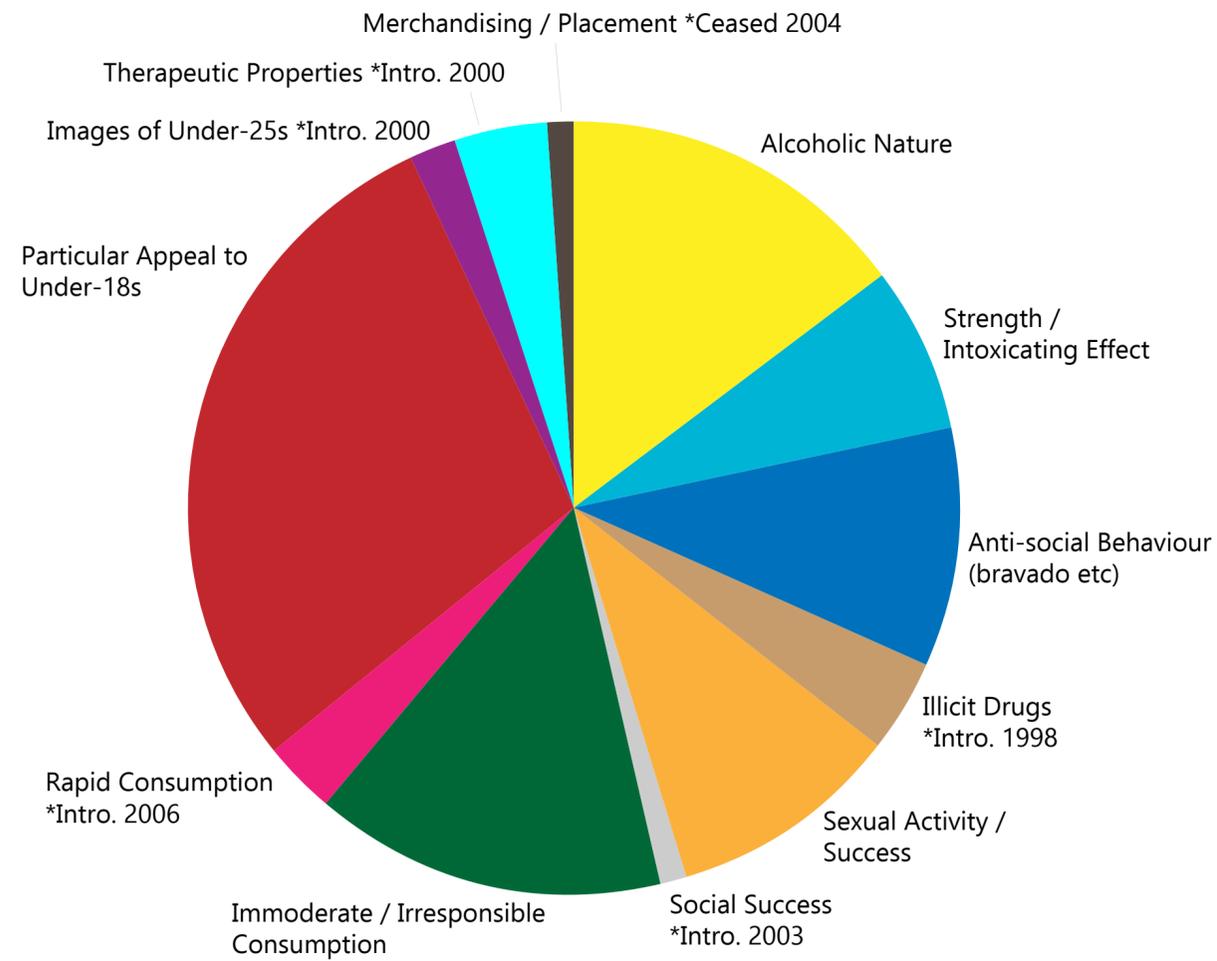


62% OF ALL COMPLAINTS HAVE BEEN UPHELD

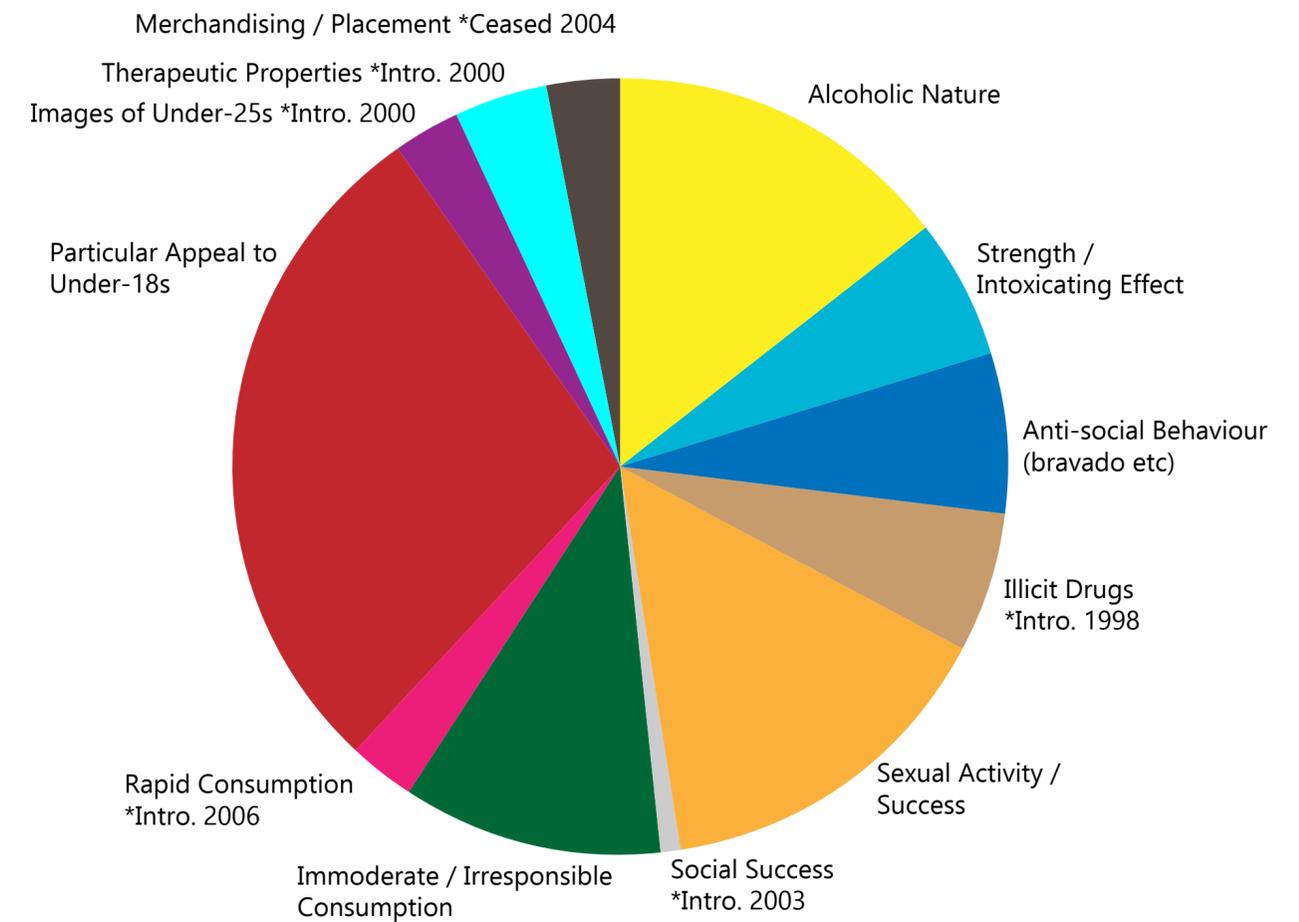


# By the numbers - complaints and advice

COMPLAINTS RECEIVED SINCE 1996  
DIVIDED BY RELEVANT CODE RULE



COMPLAINTS UPHELD SINCE 1996  
DIVIDED BY RELEVANT CODE RULE



# By the numbers - complaints and advice

The Portman Group Advisory Service team works in partnership with the industry to advise companies on the design of their products before they launch with the aim of ensuring that products do not breach the Code and end up before the Independent Complaints Panel.

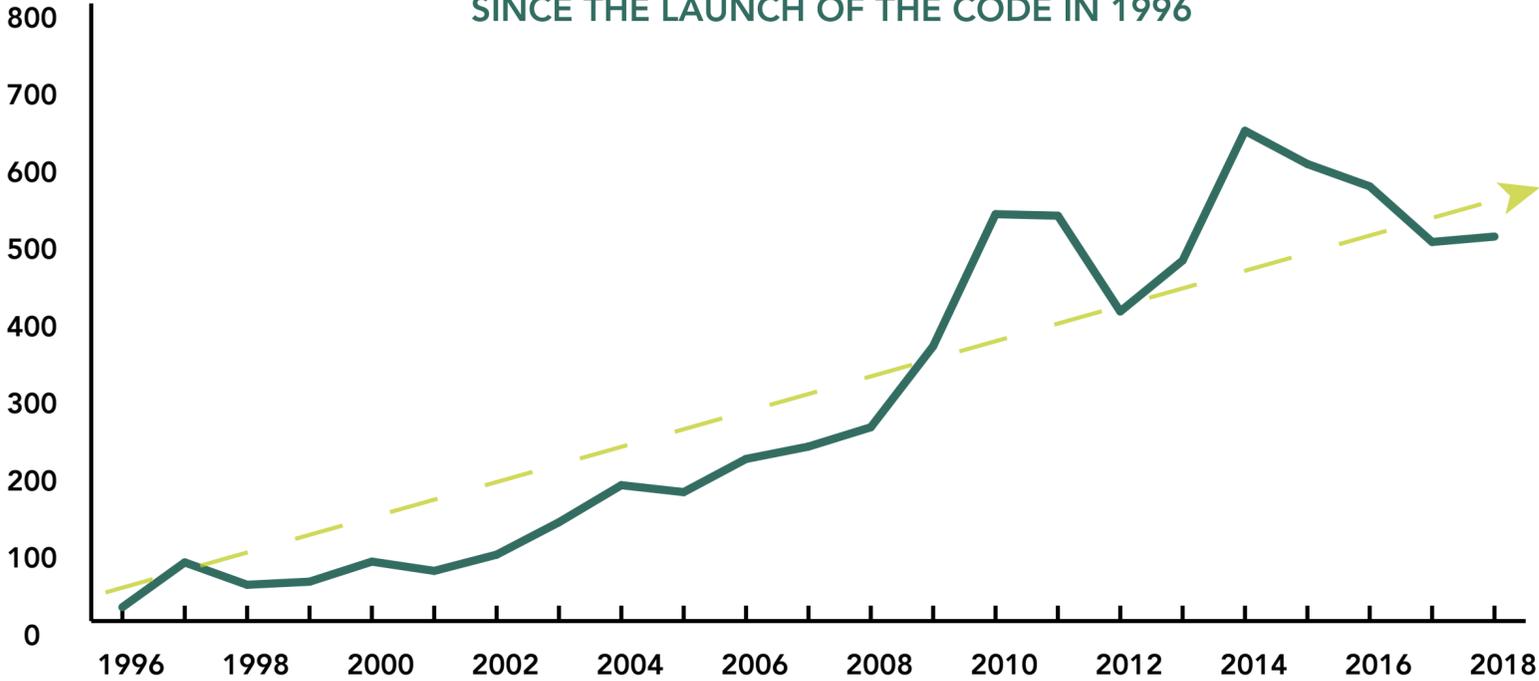
As awareness of the Code has increased, so has demand for responsible marketing guidance from the Portman Group. Since the launch of the Code in 1996, requests for advice to the Portman Group Advice Service have grown 2,666%, with the team fielding 498 requests in

2018 alone. Furthermore, all advice requests have been answered within 48 hours.

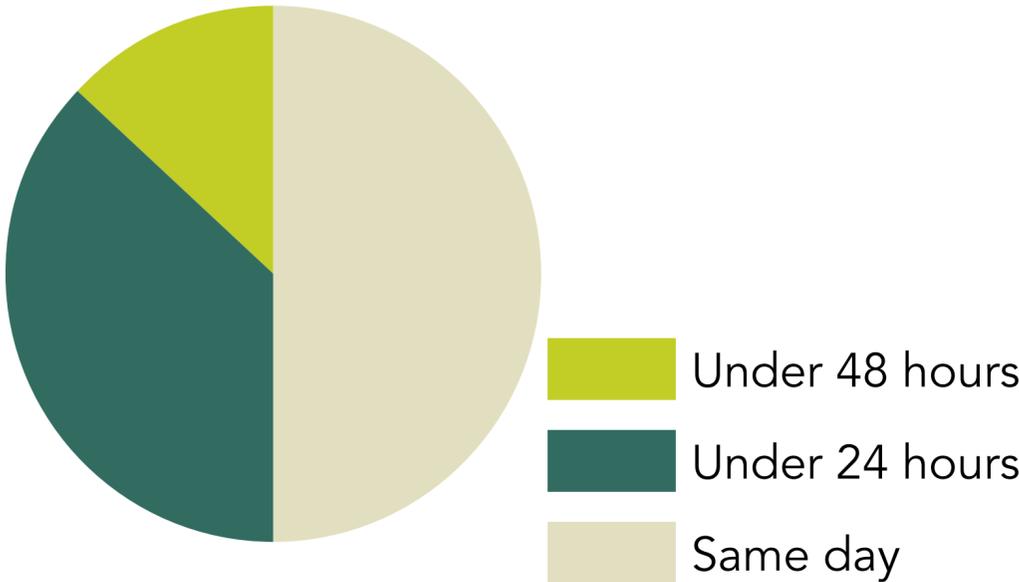
The team has also trained 2,734 people for free over the past five years, so that industry professionals have the Code in mind when

designing a product's packaging and promotional materials.

**REQUESTS FOR ADVICE HAVE INCREASED 2666% SINCE THE LAUNCH OF THE CODE IN 1996**



**IN THE PAST FIVE YEARS, ALL ADVICE REQUESTS HAVE BEEN ANSWERED WITHIN TWO DAYS**



## Part Two: A leader in best practice

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For the past thirty years as the Portman Group, we and our member companies have led the way in raising best practice standards for the entire UK alcohol industry.

For a large part of our history we were also responsible for a variety of innovative educational campaigns targeted at all sections of the UK population to promote responsible drinking and warn of the dangers of alcohol misuse. This work has continued through the successful spinout of the Drinkaware Trust.

By promoting the concept of responsibility to both producers and consumers over the decades, we have played our part in helping the UK population adopt more responsible drinking habits and lessen the harms of alcohol misuse.



***“Our participation in a wide range of prevention projects has been welcomed by everyone who recognises that the drinks industry has a role in tackling alcohol misuse. Indeed, it has won over many people who were sceptical. Most of our work in research, education, and practical measures that target particular problems such as drinking and driving is done in partnership with government departments and non-government organisations.”***

**JOHN RAE**

THE PORTMAN GROUP'S FIRST CHIEF EXECUTIVE, 1989-1996

***“During my time as Chief Executive, I saw first hand how the success of the Portman Group's Code of Practice, alongside high-profile consumer campaigns and substantial investment in alcohol education, achieved a shift in the perception of the drinks industry from public enemy to partner in combatting misuse.”***

**BARONESS JEAN COUSSINS**

PORTMAN GROUP CHIEF EXECUTIVE, 1996-2006



## Educational campaigns

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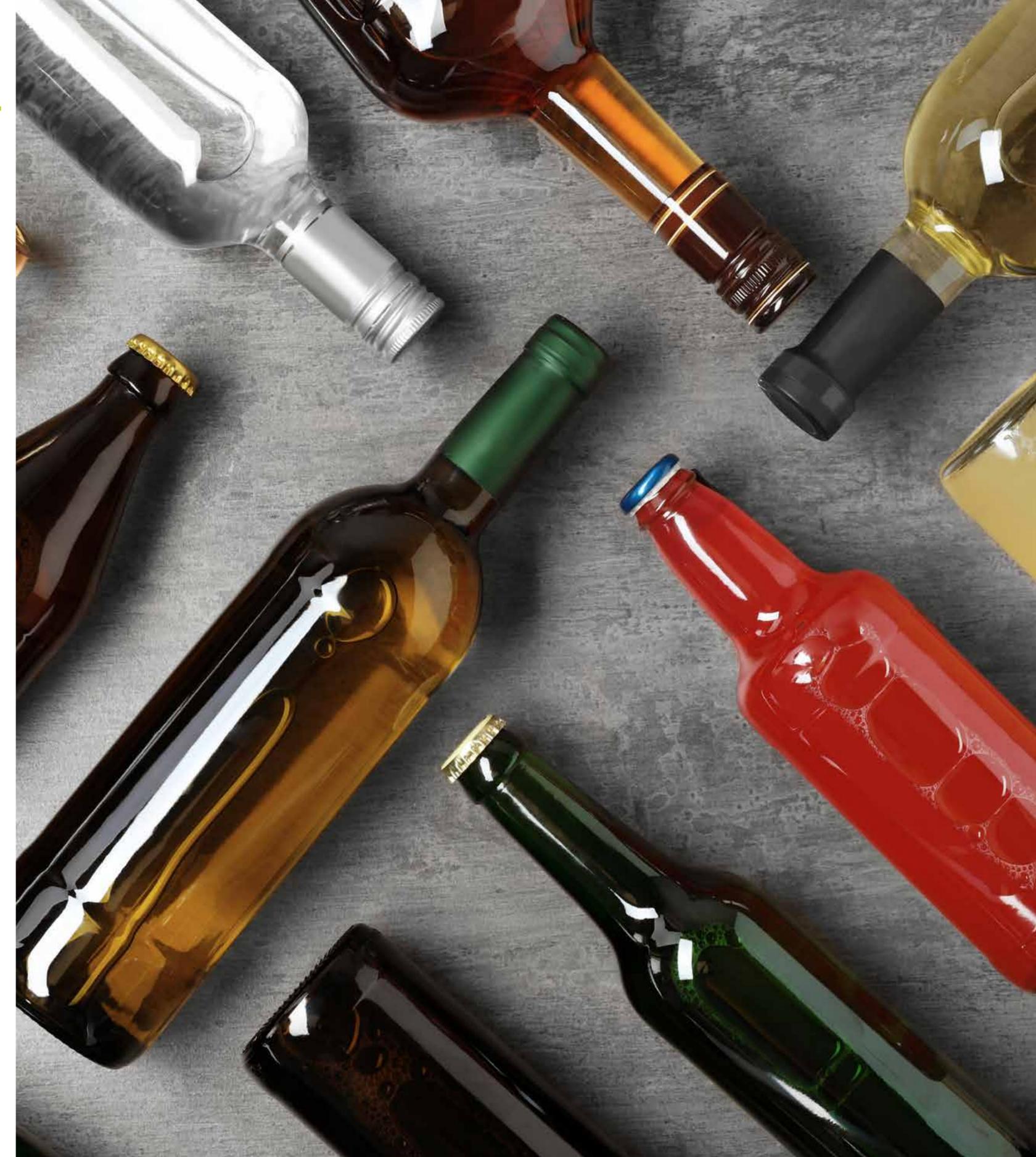
From its establishment in 1989, the Portman Group acted as a national leader in promoting campaigns educating the wider UK public about the harms of irresponsible drinking, as part of its founding mission to promote public understanding of alcohol misuse.

These initiatives creatively engaged with consumers on all aspects of harm, from educating youngsters about the dangers of abusing alcohol to the Portman Group's award-winning campaigns to tackle the scourge of drink-driving.

The Portman Group led these campaigns for nearly 20 years, until 2006, when it passed on these responsibilities to the newly-established Drinkaware as an independent consumer-facing charity focused on reducing alcohol harm.

For a large part of our history we were also responsible for a variety of innovative educational campaigns targeted at all sections of the UK population to promote responsible drinking and warn of the dangers of alcohol misuse. This work has continued through the successful spinout of the Drinkaware Trust.

By promoting the concept of responsibility to both producers and consumers over the decades, we have played our part in helping the UK population adopt more responsible drinking habits and lessen the harms of alcohol misuse.



# Educational campaigns

## Drink Driving

Throughout the 1990s the Portman Group was best known by the UK public for running its anti drink-driving campaigns.

An early campaign, advertised on public transport and in pubs and bars, advised drinkers to 'Avoid the Mourning After' and 'Take the Soft Option', warning of the deadly consequences of drink-driving.

Later campaigns launched in co-operation with the UK Government focused on encouraging drinkers to have a designated non-drinking driver – I'll be Des - to ensure everyone arrived home safely.

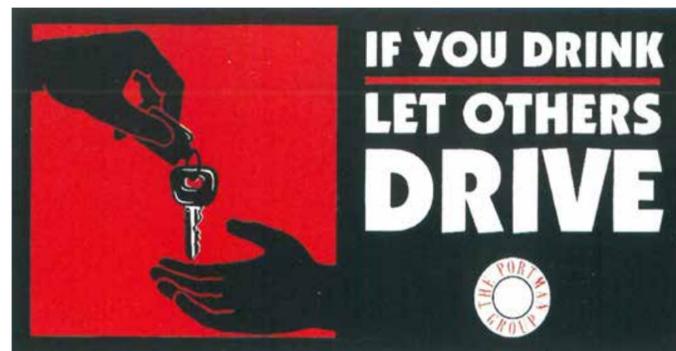
The Portman Group worked with a wide-range of partners to ensure that its message reached all parts of the UK public, from partnering with

the Football Association to advertise around pitches, to issuing 50,000 key-fobs to learners passing their driving test in partnership with the Driving Standards Agency.

In recognition for its outstanding efforts to reduce danger on the roads, the Portman Group was privileged to receive two awards from the Prince Michael Road Safety Awards.



Former Portman Group Chief Executive Jean Coussins with HRH Prince Michael of Kent



# Educational campaigns

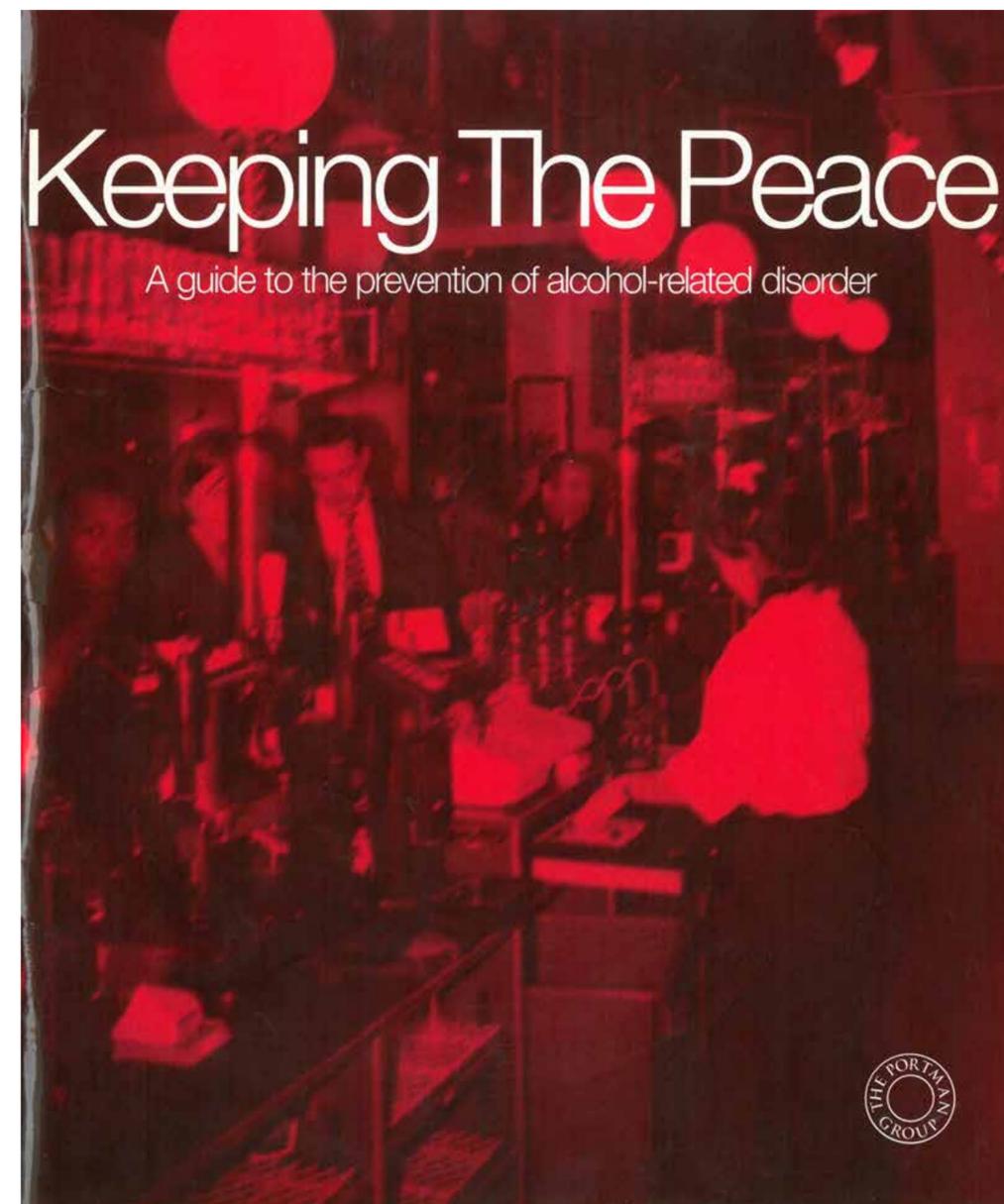
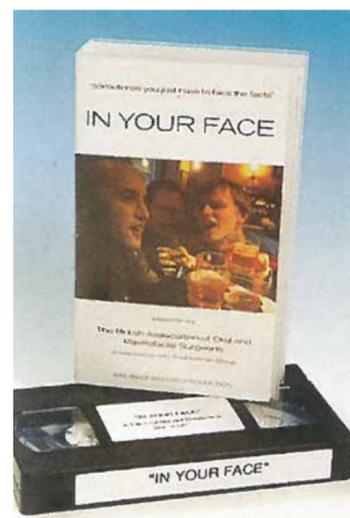
## Reducing alcohol-related violence

The Portman Group worked with the police, medical professionals and retailers to provide advice and training materials for schools, pubs, clubs and off-licenses to help manage and prevent alcohol-related violence.

Video materials such as 'Seeing Off Trouble' provided advice to off-licence staff from off-licencees and licensing police to help prevent conflict and violence.

Reports such as 'Keeping the Peace' provided examples of good practice in preventing alcohol related disorders, such as the promotion of ID cards, alcohol ban by-laws in designated public places, doorstaff training and the use of early-warning pagers and toughened safety glass.

The Portman Group also joined forces with oral and maxillo-facial surgeons for 'Save Your Face Week' and produced the educational video 'In Your Face' to highlight the damage caused to the faces of victims of 'glassings' and other glass related injuries.

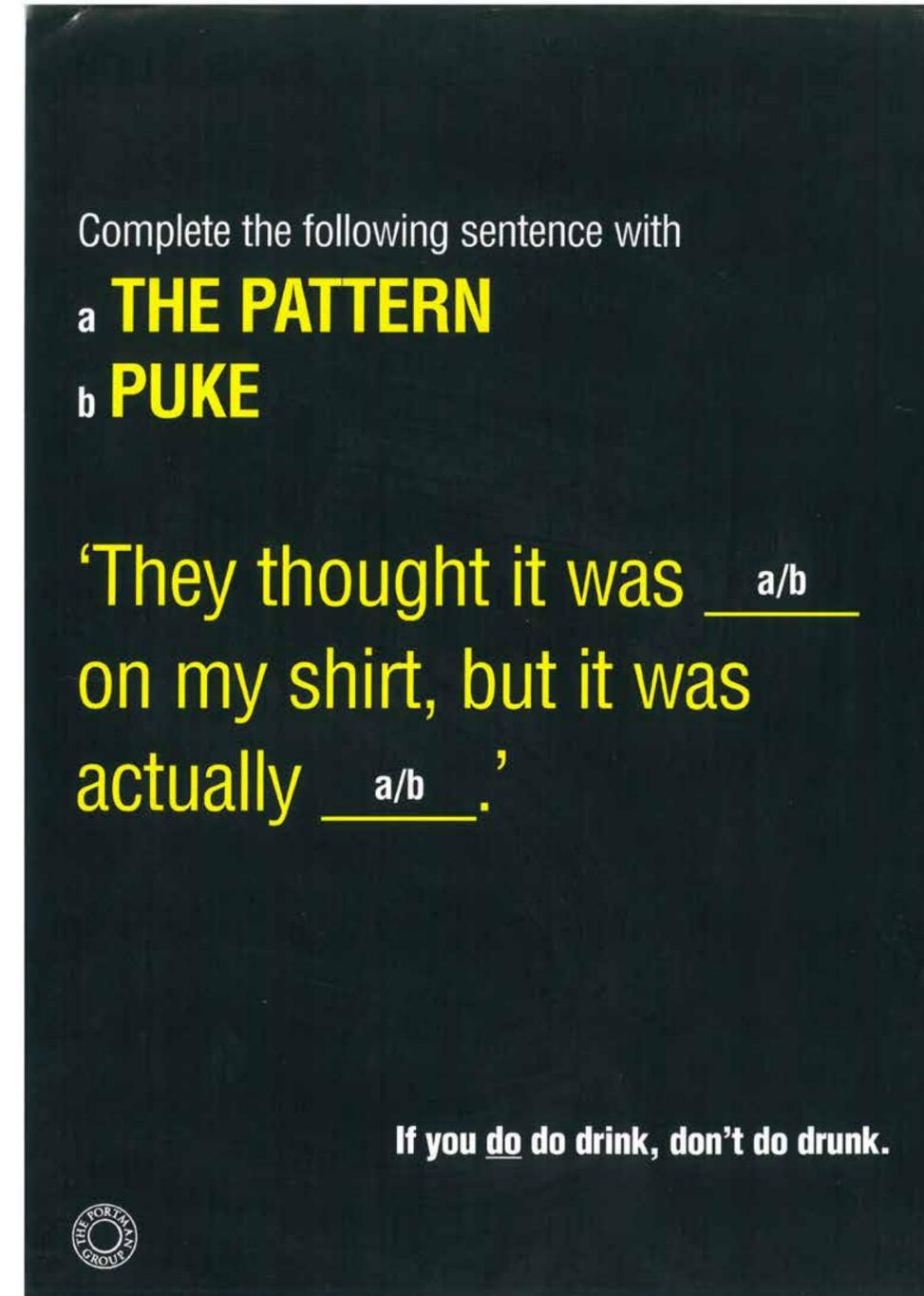


# Educational campaigns

## Anti-binge drinking

The Portman Group has always worked hard to help consumers understand their drinking in order to foster responsible drinking habits.

Throughout the 1990s and 2000s the Group ran a number of campaigns in pubs, clubs and cinemas across the UK urging consumers to 'Don't Do Drunk', warning of the dangers of binge drinking and emphasising the benefits of responsible enjoyment.



# Educational campaigns

## Unit awareness

The Portman Group was among the first organisations to empower drinkers to keep track of their daily units through the provision of unit calculators using real brands, serving sizes and alcoholic strengths – putting the Government’s drinking guidance into a realistic and practical format.

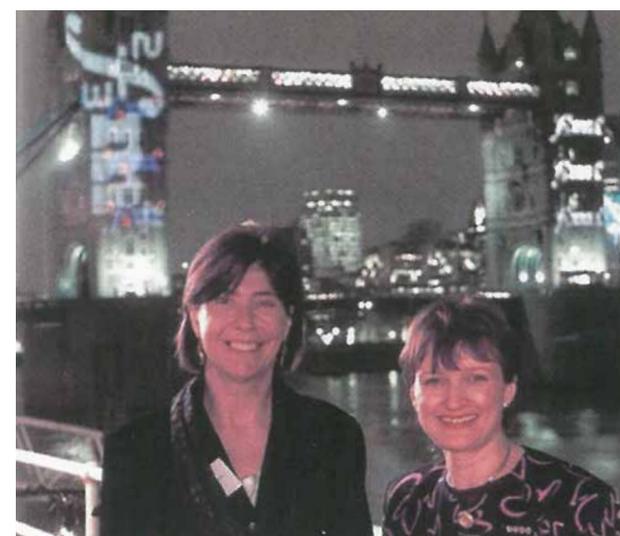
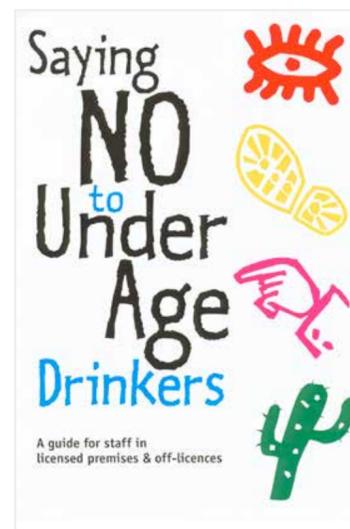
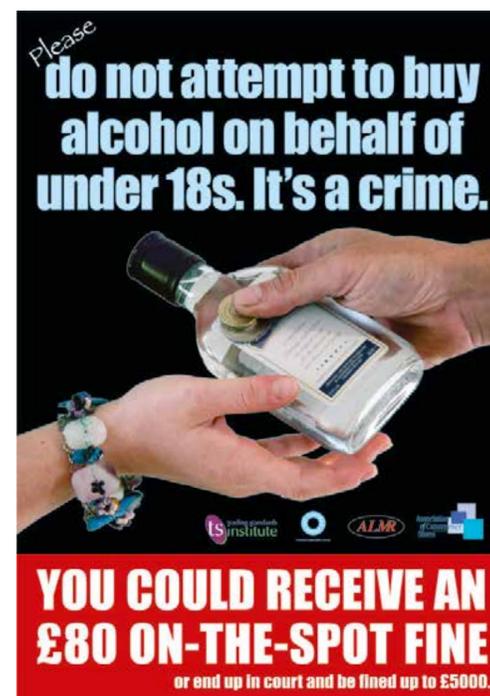
In 1998, the Health Ministers of the UK, Wales and Scotland helped launch the ‘2f3m4’ campaign - shorthand for describing the previous guidelines of 2-3 daily units for women and 3-4 daily units for men – by projecting the campaign logo onto Tower Bridge, and Edinburgh and Cardiff Castles. The UK Government at the time described the campaign as an “excellent example of co-operation between the Government and private sector”.

## Tackling underage sales

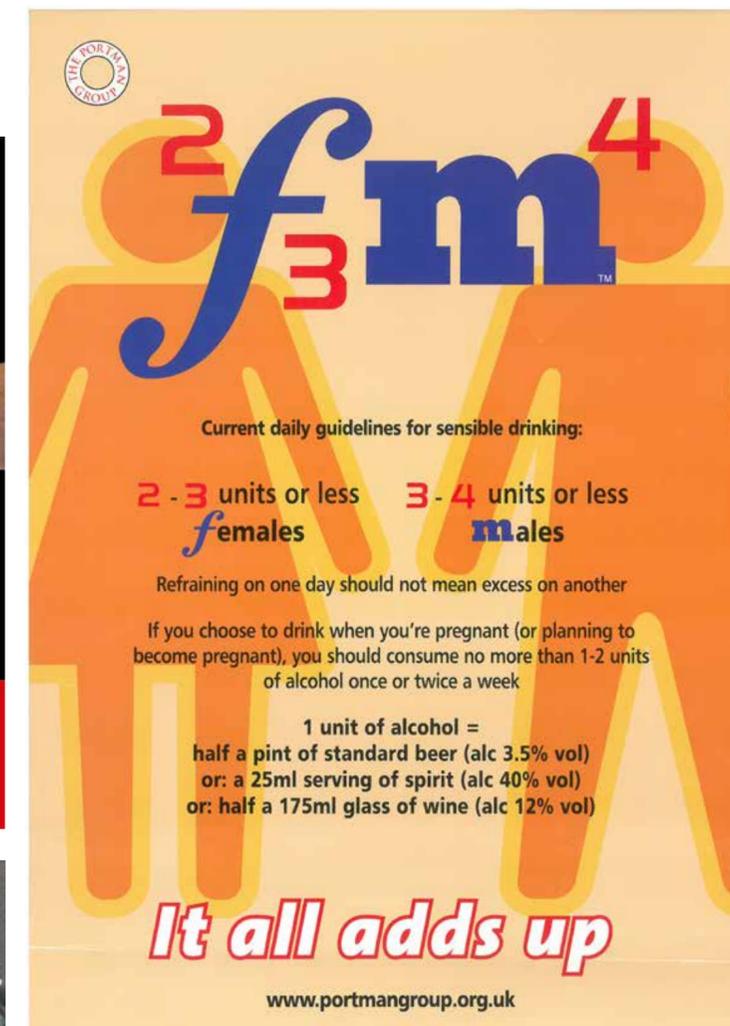
From 1992 until 2007, the Portman Group operated the UK’s first national ‘Prove It!’ Proof-of-Age card scheme for over 18s.

During its existence, the scheme helped half a million young people prove their age and was a valuable tool for shop and bar staff in tackling underage sales.

The Group also worked closely with retailers and others to issue advice on how to effectively prevent underage sales.



Former Portman Group Chief Executive Jean Coussins with then-Public Health Minister Tessa Jowell MP



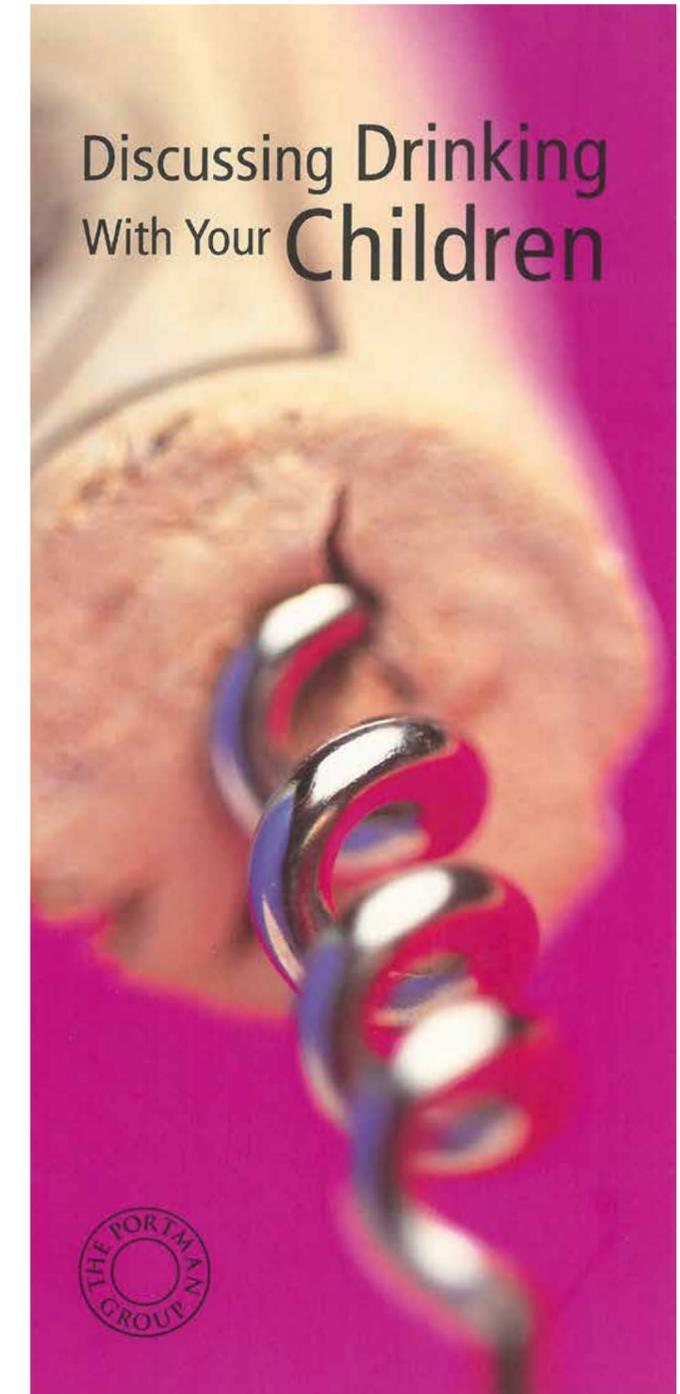
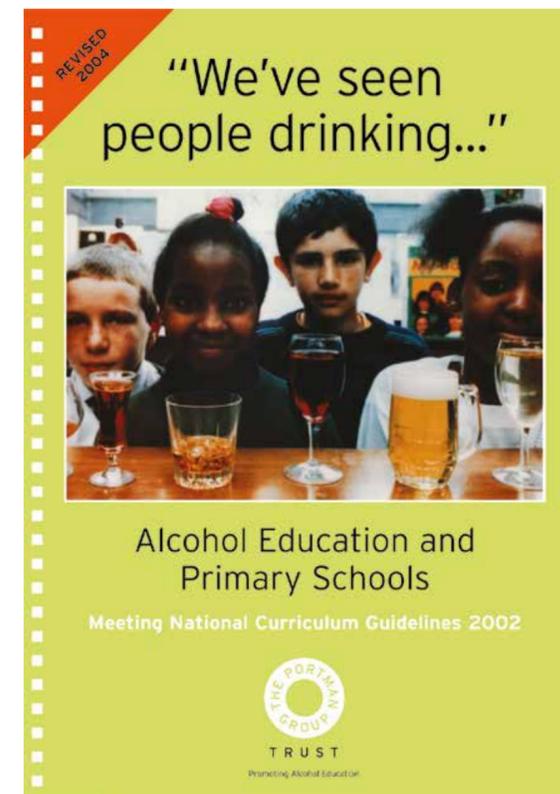
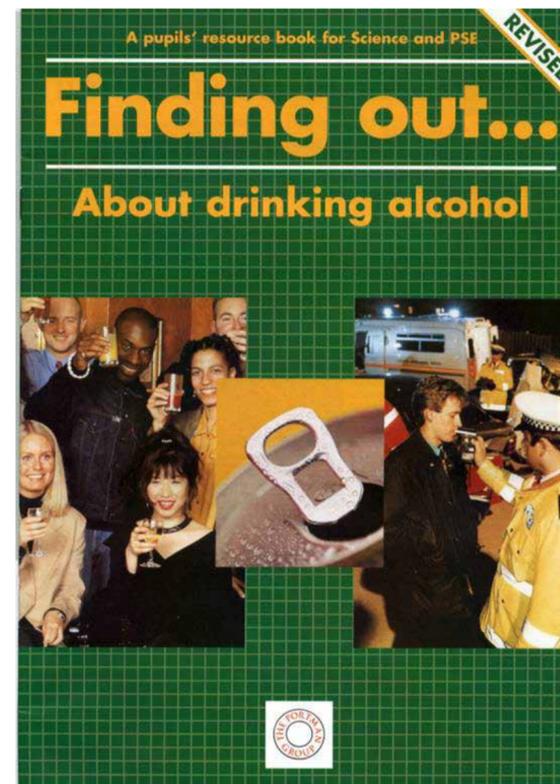
# Educational campaigns

## Educating children on alcohol harms

The Portman Group also produced a number of materials for schools and parents to educate under-18s on the dangers of alcohol misuse and help them develop a healthy understanding and respect for alcohol.

These included resource materials and textbooks for primary schools co-funded by the Department for Education, such as 'We've seen people drinking', and leaflets for parents via GP waiting rooms providing advice on how to discuss the topic of alcohol with children.

Further campaigns reached out to teenagers directly, with the 'Respect Alcohol, Respect Yourself' campaign distributing one million postcards through teenage magazines detailing the effects of alcohol misuse, as well as a further two million postcards distributed through schools.



# The establishment of the Drinkaware Trust

In 2002, the Portman Group Trust was set up to manage our educational campaigns.

In 2004, we launched the website [www.drinkaware.co.uk](http://www.drinkaware.co.uk) to give the public comprehensive advice on responsible drinking and allow consumers to compare their own drinking patterns to the UK Government drinking guidelines.

Following the success of the Drinkaware website and its wide promotion by the industry on packaging, it was decided to rebrand the Trust as Drinkaware.

In 2006, the Portman Group reached a new significant milestone in its commitment to responsibility with the signing of an historic agreement with the UK Government and health industry stakeholders to transfer its consumer-facing campaigning activities into an independent

charity - The Drinkaware Trust - with the mission to improve public awareness and understanding of responsible drinking.

This allowed the Portman Group to concentrate on raising the standards practised by the alcohol producers in areas such as responsible marketing and social responsibility.

Since its official launch in 2007, Drinkaware has gone from strength to strength as a major source of consumer information on alcohol. In 2018 there were 10.5 million unique visitors to the Drinkaware website, engaging with advice on responsible drinking and alcohol misuse.

Every member of the Portman Group funds Drinkaware and we encourage all producers to signpost consumers to Drinkaware for more detailed information on units and health information.



The image shows a screenshot of the Drinkaware website homepage. At the top, the logo 'DRINKAWARE.CO.UK' is displayed in orange and black. Below the logo is a navigation menu with links: 'THE EFFECTS OF ALCOHOL', 'HOW MANY UNITS?', 'CHECK YOUR DRINKING', 'BE AWARE', 'HINTS & TIPS', 'LINKS', and 'FEEDBACK'. A search bar is located to the right of the logo. The main content area features a large glass of beer on the left and the headline 'Respect alcohol, respect yourself.' in orange and black. Below the headline is a paragraph of text: 'For most adults, it's fine to enjoy a drink. At the same time, we all need to look after our health and well-being. This is where you can find out more out about how to do both.' Another paragraph follows: 'You'll find all kinds of useful information about alcohol and drinking, from fascinating facts to practical tips, to suit all kinds of people and occasions.' A third paragraph says: 'Find the answers to your questions - become more drink aware here.' Below this is a horizontal row of three smaller sections: 'How many units?' with a glass of beer and a 'unit calculator' link; 'Be aware' with a person in a yellow shirt and a link 'find out how alcohol affects you here'; and 'Hints & tips' with a link 'Top tips for every occasion' and text 'from summer holidays to Christmas time.' The 'drinkaware' logo is in the bottom right corner of the screenshot. Below the screenshot is a photograph of three people (two men and one woman) sitting at a table, signing documents. To the right of the photograph is a caption: 'Then-Portman Group Chairman Chris Searle signing the Memorandum of Understanding to establish an independent Drinkaware, along with then-Public Health Minister Caroline Flint MP and Home Office Minister Vernon Coaker MP.'

# Research and thought leadership

The Portman Group has endeavoured to provide thought-leadership and research on the latest issues effecting the UK alcohol industry as well as challenging the industry and wider society to promote new thinking on responsible drinking.

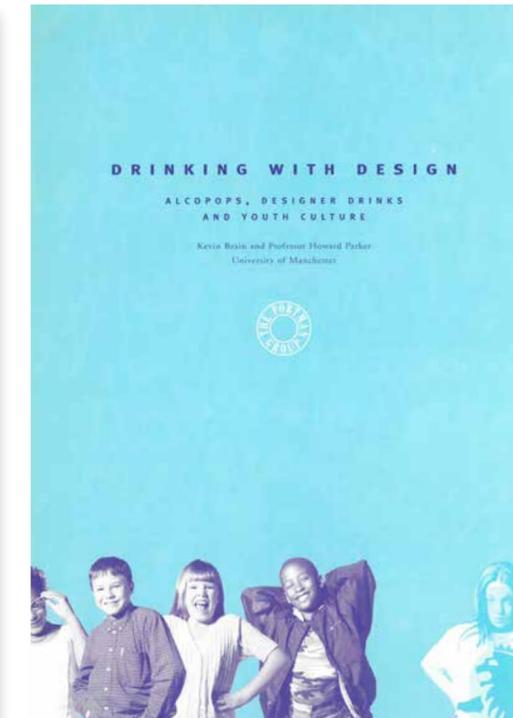
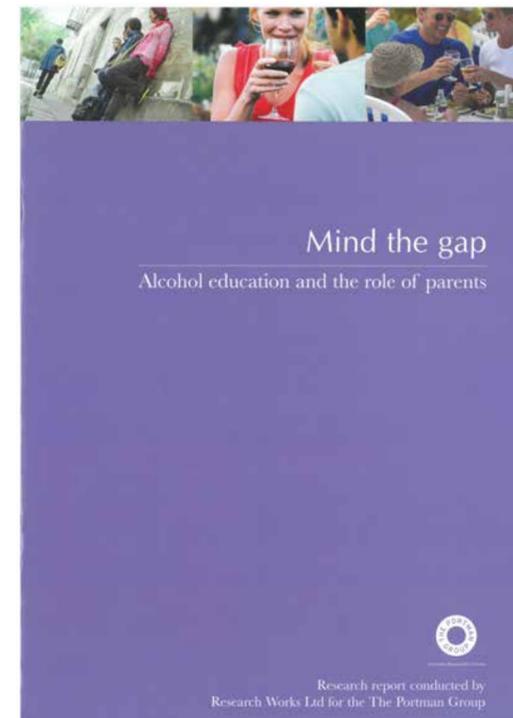
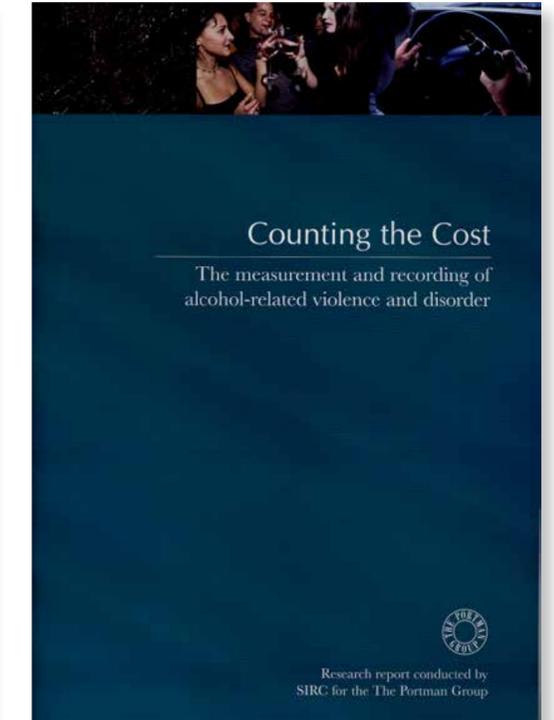
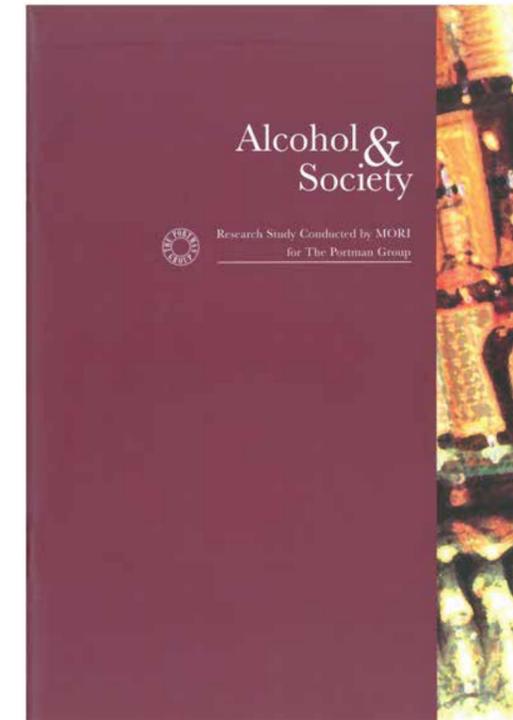
We have previously worked with the Universities of Edinburgh and Strathclyde to explore effective measures to tackle the impact of alcohol misuse on women, young people, and parents.

We have partnered with the Department of Employment and Department for Transport to publish research into alcohol in the workplace and drink driving to develop better policies to reach problem drinkers.

The Portman Group also ensured that the latest scientific research on alcohol was communicated clearly

to the general public through its the 'Quarterly Review of Alcohol Research', which was published between 1993 and 2007.

In 2019, we continue to strive to promote thought leadership on the latest topics, including promoting a diverse and safe night-time economy, understanding and promoting low and no alcohol beverages, and understanding the complex needs of those drinkers with the most harmful consumption rates.



# Policy leadership - Commitments to Action

The Portman Group and its members have strived to act as leaders in best practice on responsible alcohol promotion, raising the standards for the rest of the industry to follow.

As part of this commitment to agenda-setting responsibility, the Portman Group launched its 'Commitments to Action' (CAA) agreement back in 2003, which exceeded the minimum requirements set under the Portman Group's Code of Practice.

These commitments included a number of 'industry firsts' including ensuring all member companies:

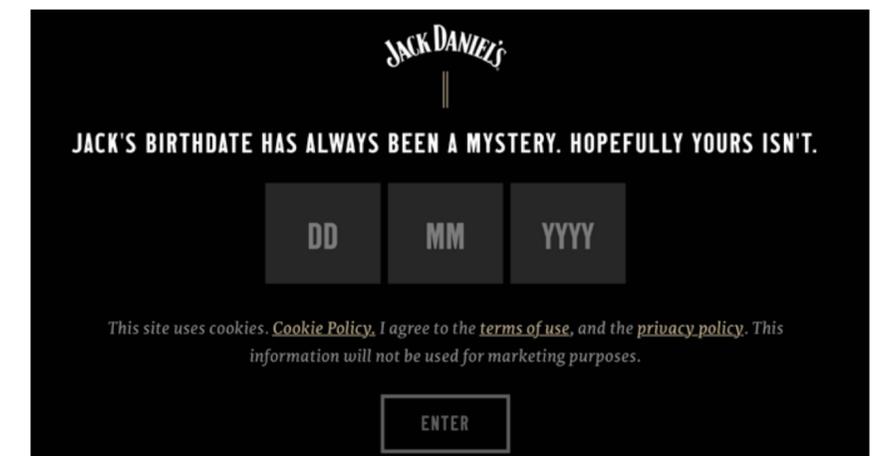
- Placed unit labelling on their drinks.
- Placed Drinkaware.co.uk on brand packaging and in advertising, linking from UK brand websites.
- Added age verification pages to their UK brand websites.
- Incorporated a suitable clause into

contracts with suppliers to prevent the irresponsible promotion of their brands.

- Developed workplace alcohol policies and also ensured that all new staff receive information on responsible drinking.
- Placed responsible drinking messaging on packaging and in advertising.
- Dedicated social responsibility advertising.
- Used sponsored events/person to promote responsibility messaging.

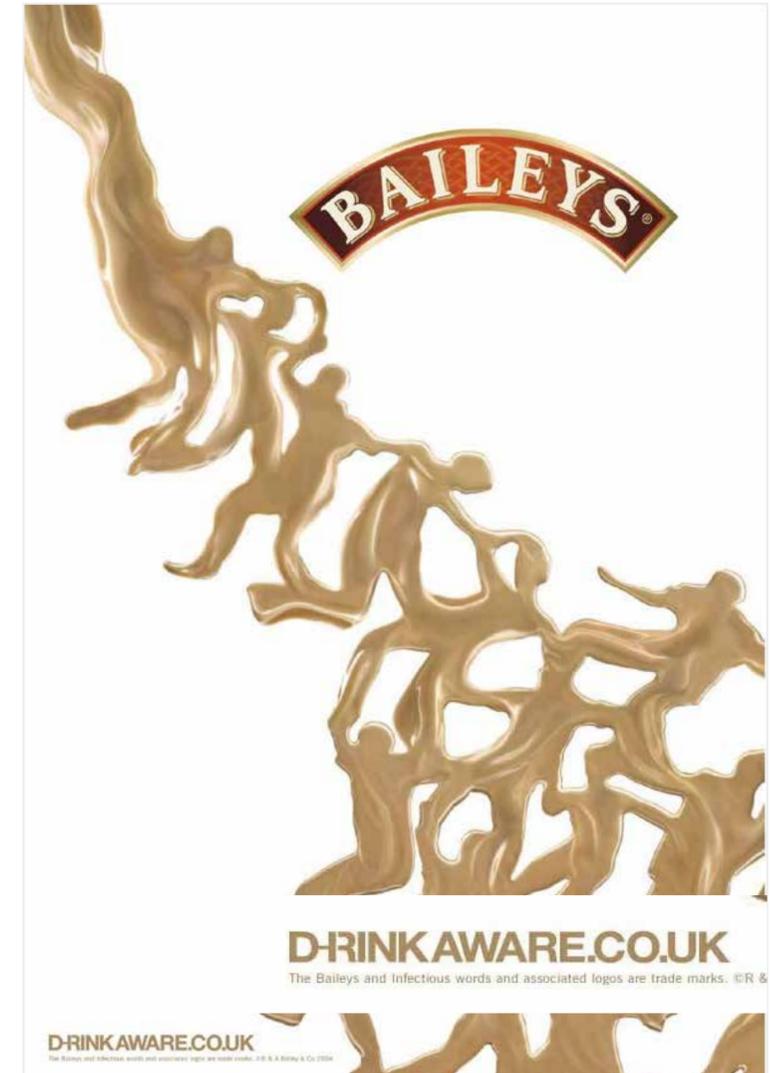
These commitments by the Portman Group and its members spurred the industry to introduce its Social Responsibility Standards in 2005, which brought together various statutory and self-regulatory codes of practice and led to industry engagement with the Government to develop the Public Health Responsibility Deal.

## Website age verification pages



# Policy leadership - Commitments to Action

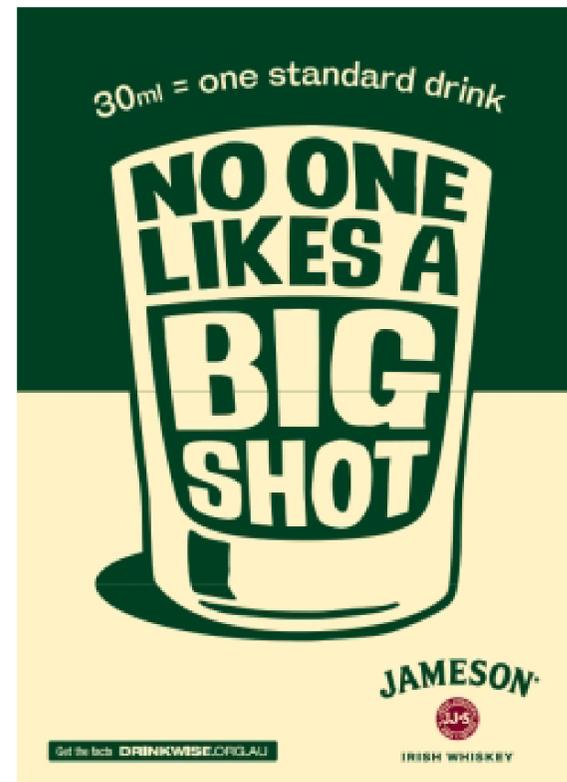
Ensuring the placement of unit labelling and responsible drinking messaging on packaging



Placing Drinkaware and responsible drinking messaging on advertising



Company workplace alcohol policies



# Policy leadership - The Public Health Responsibility Deal

The Portman Group played a lead role in the development and enactment of several key pledges in the Government's Public Health Responsibility Deal launched in March 2011.

Our then-Chief Executive Henry Ashworth co-chaired the Responsibility Deal Alcohol Network and was responsible for ensuring that all 130 alcohol partners met the challenges set by the UK Government under the Deal.

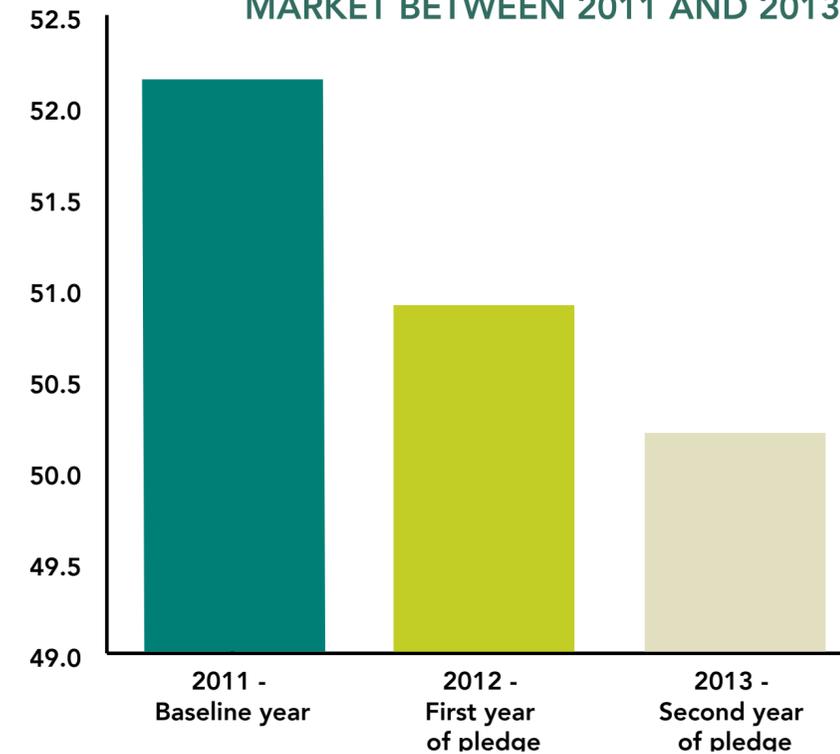
## Key successes included:

- Ensuring that over 80% of products on UK shelves had labels with clear unit content, NHS guidelines and a warning about drinking when pregnant.
- Overdelivering on a promise to remove 1 billion units of alcohol annually from the market by December 2015, with 1.9 billion

units of alcohol removed by 2014; with 1.3 billion of these principally achieved through lowering the average strength of products and improving consumer choice of lower alcohol products.

- The development of a new Portman Group Code on Sponsorship to ensure the promotion of responsible drinking.
- Further efforts to tackle irresponsible drinking, with a pledge to not produce or sell any carbonated product with more than four units of alcohol in a single-serve can.
- Overall, it was Portman Group member companies who have pioneered best practice and social responsibility and who continue to lead in this area to drive up standards among the rest of the industry.

1.9BN UNITS REMOVED FROM THE UK MARKET BETWEEN 2011 AND 2013



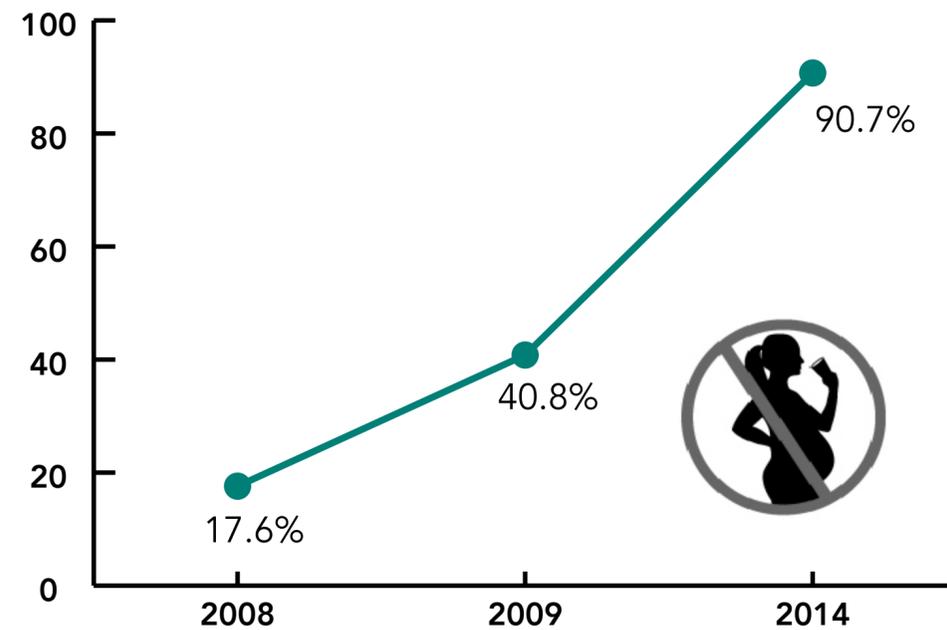
Source: Department of Health and Social Care

## Improving consumer choice of lower-strength alternatives



# Policy leadership - The Public Health Responsibility Deal

INCREASED THE NUMBER OF ALCOHOL LABELS  
CARRYING PREGNANCY WARNINGS TO 90.7%



Source: Campden BRI



*“The Portman Group was a key actor in making a success of the Responsibility Deal, which saw the industry agree and achieve a reduction in the alcohol content of products sold by over 1 billion units by 2015. As a result of the success of the Deal, there has been increased growth in the low and no alcohol sector, as well as further industry efforts to promote responsible drinking, aiding the overall fall in alcohol consumption. Furthermore, this has been without prejudice to any other action taken or considered by Government or industry.”*

**RT HON LORD ANDREW LANSLEY,**  
FORMER HEALTH SECRETARY, 2010-2012

# Local Alcohol Partnerships

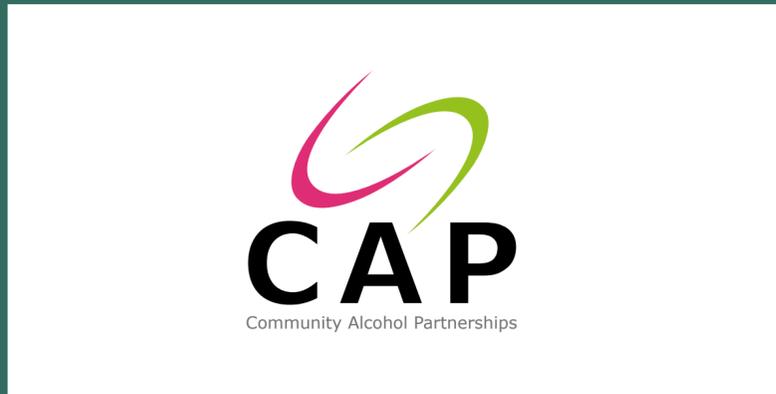
A key part of the Portman Group's leadership on responsibility has been the promotion of local partnerships between a number of industry-funded schemes and local councils, police, healthcare providers, licensing authorities and the third sector in an

effort to tackle alcohol misuse at a local level and ensure a safe, vibrant and prosperous night time economy in town centres across the UK.

The Portman Group sought to share best practice among local schemes

and government. We worked with local stakeholders to co-ordinate and champion the adoption of schemes proven to reduce alcohol related disorder and underage sales and provide assistance to the most vulnerable.

## These schemes include:



### Community Alcohol Partnerships

Aim to deliver a co-ordinated, localised response within local communities to the problems of underage drinking and associated anti-social behaviour through co-operation between alcohol retailers/licensees and local stakeholders. Each CAP is tailored to suit local needs and, depending on the nature and extent of the problem, different methods of best practice will be adopted.



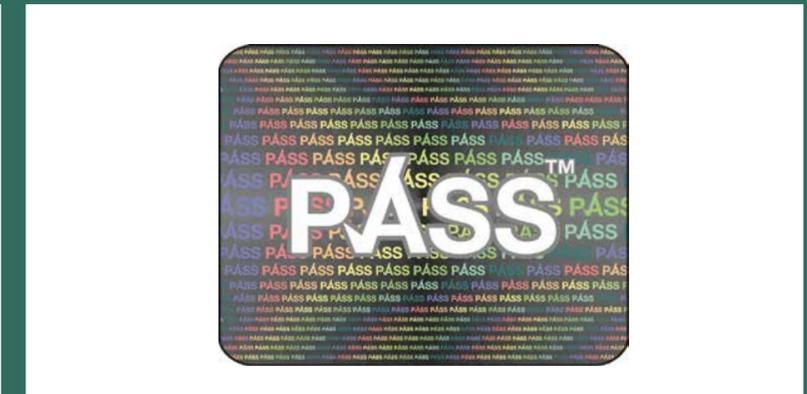
### Business Improvement Districts

A defined area within which a majority of businesses vote to pay an additional levy in order to fund projects to tackle underage sales and alcohol-related crime and anti-social behaviour within that area.



### Purple Flag

Operated by the Association of Town and City Management working alongside the Purple Flag Advisory Committee, is an accreditation programme which aims to raise the standard and broaden the appeal of town centres between 5pm and 6am.



### The Proof of Age Standards Scheme (PASS)

PASS is the UK's national proof of age accreditation scheme, delivering a common standard for proof of age cards through its easily recognised logo, which is backed by a robust audit and accreditation process.

# Local Alcohol Partnerships



## Best Bar None

An accreditation scheme with National Awards supported by the Home Office and the drinks industry aimed at promoting responsible management and operation of alcohol licensed premises.



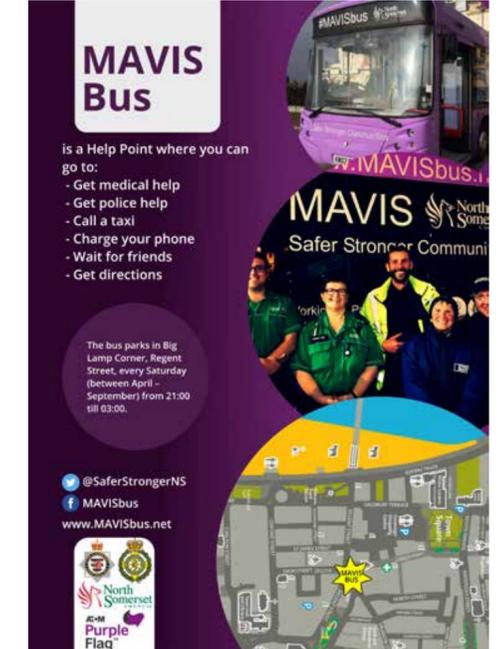
## Pubwatch

A national network of licensees, supported by the Police, to help achieve a safe, secure and responsibly led social drinking environment in all licensed premises throughout the UK.



## Street Pastors

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



“Police and Crime Commissioners recognise that partnership working, and the ability to share good practice and learning, is essential if we are to improve outcomes around problem drinking. Initiatives such as Purple Flag, Best Bar None and the Proof of Age Standards Scheme (PASS), to name a few, are some excellent examples of partners working together to reduce alcohol harm”.

Hardyal Dhindsa, the National Lead on Alcohol and Substance Misuse for the Association of Police and Crime Commissioners

# Afterword - Looking to a bright future

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**JOHN TIMOTHY**  
PORTMAN GROUP  
CHIEF EXECUTIVE

The 1990s stereotypical tabloid image of the British drinker as the drunken reveller drinking to excess is now a thing of the past, with recorded alcohol consumption falling to its lowest level in 30 years and harmful drinking patterns such as binge drinking significantly falling across the UK. The results are evident on our streets and our night-time economy has, with a few notable exceptions, become safer, cleaner, more inclusive and more enjoyable.

This positive momentum has not occurred by accident. Consumers have more information than ever about their drinking choices and the impact of drinking too much on their health and wellbeing. By and large, young people in the UK drink responsibly and at modest levels, eschewing the behaviour and choices of the generations that went before them.

We have made great progress as an industry in tackling harm and misuse over the last 30 years, but we acknowledge that there is still more to do. There remains in the UK a minority of people who drink far too much. Some of those people lead complex and unstable lives where alcohol will exacerbate a range of other challenges.

As the Portman Group looks to its future as a responsible and effective regulator, we need to be prepared to evolve to remain relevant as an organisation for the next 30 years, as the population's relationship with alcohol continues to change.

We also need to challenge ourselves to ask if we're doing enough, individually and collectively, to minimise the risk of harm from alcohol misuse, and support those who make the informed choice to drink to do responsibly.

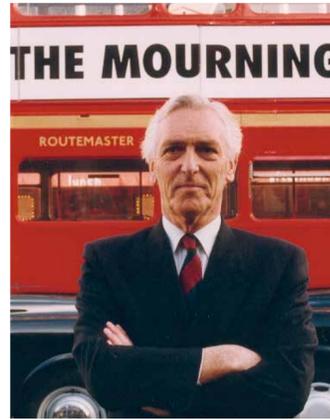
I believe in a vibrant and diverse alcohol industry, yet also an industry which takes its commitment to responsible drinking seriously through solid, tangible actions in step with a diverse range of partners in Government, local authorities and the health community.

***As the Portman Group looks to its future as a responsible and effective regulator, we need to be prepared to evolve to remain relevant as an organisation for the next 30 years.***

# Timeline of Chief Executives

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1989–1996



JOHN RAE

2006–2011



DAVID POLEY

2016–



JOHN TIMOTHY

1996–2006



BARONESS JEAN COUSSINS

2011–2016



HENRY ASHWORTH

Also with warmest thanks to all the Portman Group's previous chairmen: Sir Martin Narey, Seymour Fortescue, Richard Evans, Chris Searle, Peter Kendall, Don Goulding, Henry Fairweather, Miles Templeman, Martin Frost, Tony Portno and Sir Anthony Greener.

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