

**Alcohol Programme Board
SDG 2 : Availability (Jan 2017)**

Appendix 4

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
I. Reducing Alcohol Sales						
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. Revised policy published and on website.	Agreed at Full Council 24 March 2016	Existing budget	Jim Whitelegg, Public Health Licensing Manager Jean Cranford, Quality & Projects Manager	Revision of SoLP within 5 years
Safeguarding Initiatives in Night Time Economy	Raise funds for taxi marshalling, noise services, pastors, safe space, beach patrols, policing	Workshop being planned to discuss these initiatives.	February 2017		Jo Player, Joint Acting Head of Regulatory Services Ch/Insp Chris Veale, Sussex Police.	Update Licensing Committee on any progress

Activity Area	Impact		Time Frame	Cost Impact	Leads	Identified KPIs and Progress
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 hotspots are regularly e-mailed by Anna Lalor, Sx Police.	Ongoing	Within existing budget	Sarah Cornell, Snr Licensing Officer Donna Lynsdale, Fair Trading Officer	Membership = 153 SOS website Further 39 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. Figures for Events were down on previous years and there has been a dramatic drop since first started 6 years ago – from 5,000 events to a maximum of 1,000. This year will again encourage non-alcohol lead programme for both Universities.			Sarah-Jane McNaught, Licensing Officer Jim Whitelegg, Public Health Licensing Manager	Initiative finished. Public Health not provided feedback. Work with Universities: meeting with Freshers events organisations and universities to discuss programmes for this year.

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
		Accreditation Scheme being looked at.				
2. Inclusion and engagement						
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 October 2016	Existing budget	Jim Whitelegg, Licensing Manager 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, Moulsecoomb, FBRA, BARG, Central Hove, London Road, West Hill Community Association, St James's Street 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 Mngr	

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
3. Responsibility Deal/Existing Licensing Enforcement						
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 2015/16 752 investigations; 176 applications
Permitted price enforcement	Price >duty + VAT	Within inspection programme	Ongoing	Existing budget	Licensing team	As above
Test purchase operations	Reduced underage sales	Police led / Trading Standards 5.5.16 8 tested, 2 failed (off licences)	Ongoing	Police budget	Sussex Police Jo Player, Trading Standards Manager	<u>5.5.16</u> 8 tested 2 failed <u>9.11.16</u> 8 tested 4 failed

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
Business support (training)	Reduced underage sales	Training programmes	Ongoing	Existing budget	Donna Lynsdale, Fair Trading Officer Jo Player, Trading Standards Manager	Since 1.4.16 78 premises 219 trained 550 visits
4. National Licensing Changes						
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.

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
Scottish Parliament	Minimum Unit Pricing	European Court of Justice heard legal arguments (6 May 2015)	MUP backed by Scottish courts. SWA considering appeal before UK Supreme Court.			
Licensing Act		Changes to legislation.				