

Alcohol Programme Board

SDG 2 : Availability (updated 22/01/19)

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 (SSA) Matrix	Reports to Licensing Committee regarding extending the current SSA and reviewing café bar category with the matrix approach to licensing decision making. Revised policy published and on website.	Agreed at Full Council 24 March 2016 (as revised Jan 2019)	Existing budget	Jim Whitelegg, Regulatory Service Manager (Licensing & Trading Stds)	Revision of SoLP within 5 years (consultation 2020 & published 2021)
Safeguarding Initiatives in Night Time Economy	Support 3 rd sector organisations to identify funding streams to provide services such as safe space, beach patrol, street pastors.	The licensing authority continues to support safeguarding initiatives such as the Beach Patrol Quad bike, safe space and street pastors. The Community Safety Partnership Board continues to oversee the Community Strategy and safety in the Night time economy Action Plan as part of their remit. The	Ongoing		Jo Player, Head of Safer Communities. Ch/Insp Rachel Swinney, Sussex Police.	Update Licensing Committee on any progress

		action plan has been updated and recently the updated strategic assessment has been completed. In addition, we are supporting schemes such as “Good Night Owl” scheme (UoS) & “Ask 4 Angela” initiative.				
Public Health Framework document for assessing alcohol licensing	Detailing alcohol related crime and health data on a ward by ward basis and Citywide	Recently revised - used to inform policy and application decisions	Reviewed annually	Existing budget	Kate Gilchrist, Head of Public Health Intelligence & Jim Whitelegg, Regulatory Services Manager	Revised January 2019
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High ABV beer and cider SOS	Reduce the availability of super strength beer and cider	Sensible on Strength accredited off licence scheme, remove super strength (>6% ABV) Challenges, refusals, policy and CCTV. Current hotspots are regularly e-mailed by Sx Police. Monthly mtgs.	Ongoing	Within existing budget	Sarah Cornell, Snr Licensing Officer Donna Lynsdale, Fair Trading Officer	Membership = 177 SOS website Further 48 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 Sept, 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.			Jim Whitelegg, Regulatory Service Manager (Licensing & Trading Stds)	Work with Universities: meeting with Freshers events organisations and universities to discuss programmes for this year.
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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. Last meeting was held on 21 January 2019.	Existing budget	Jim Whitelegg, Licensing Manager Jo Player, Head of Safer Communities	None
Meeting and LATs	Developing licensing	Meeting on request	Ongoing	Existing budget	Jo Player, Head	LATs: Chairs,

	policy.				of Safer Communities Jim Whitelegg, Regulatory Service Manager (Licensing & Trading Stds)	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. Sarah Cornell, Snr Licensing Officer	
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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). Proactive inspections for every New, DPS and Transfer application plus	Ongoing	Existing budget	Jim Whitelegg, Regulatory Service Manager (Licensing & Trading Stds)	Ongoing

		inspections as a result of complaints or intel.				
Test purchase operations	Reduced underage sales	Police led / Trading Standards	Ongoing	Police budget	Sussex Police, Jim Whitelegg, Regulatory Service Manager	12/02/2018 11 Tested 0 Failed 31/05/2018 9 Tested 1 Failed 06/12/2018 9 Tested 2 Failed
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Business support (training)	Reduced underage sales	Training programmes	Ongoing	Existing budget	Donna Lynsdale, Fair Trading Officer Jim Whitelegg, Regulatory Service Manager (Licensing & Trading Stds)	Since 1.4.18 71 premises 163 trained 569 visits

