COUNCIL	Agenda Item 52(e)
28 January 2010	Brighton & Hove City Council

NOTICE OF MOTION

GREENGROUP

RESPONSIBLE LICENSING

"This council notes that:

Nationally there are over 200,000 hospital admissions related to alcohol each year, of which 20,000 are under the age of 18.

Brighton & Hove has a serious problem with excessive alcohol consumption in people of all ages, with over 2,000 hospital admissions per year related to alcohol.

According to Sussex Police, five children a week, on average, are hospitalised in Brighton and Hove owing to alcohol abuse - a staggering ten times higher than the national average.

Brighton & Hove PCT has recognised and is targeting the need to reduce hospital related admissions due to alcohol consumption.

In the published 2008 report of Brighton and Hove's Director of public Health Dr Tom Scanlon reported that the negative health impacts of alcohol use by children and young people are worsening in the city.

Furthermore, organisations such as Alcohol Concern have found that the average amount of pocket money young people receive would enable them to buy 57 units of alcohol per week.

The recent scrutiny 'Reducing Alcohol related harm to children and young people' recognised the correlation between a lower price of alcohol and off-sales purchasing with higher rates of alcohol consumption.

70 per cent of all alcohol supplied in the UK is sold by supermarkets where most alcohol is the cheapest.

A great deal of anti-social behaviour is associated with people drinking on the street, i.e. drinking alcohol purchased from off-licenses rather than pubs and clubs where the alcohol is consumed on-site.

Deliberately selling alcohol at a loss, known as 'loss leaders' encourages people to purchase alcohol in off-licenses where it is virtually impossible for the licensee to have any control over its consumption.

Earlier this year a Sussex Police and Sussex Police Authority issued a joint statement calling for a ban on volume-related alcohol discounts in pubs and called for '2 for 1' deals to be scrapped in favour of lowering drinks prices across the board.

The statement, a response to the Government's consultation of revisions to its Code of Conduct for Alcohol Retailers, also called for a ban on 'loss leaders' - the practise of alcohol being sold for less that it costs retailers - especially in supermarkets.

Therefore this Council requests the Chief Executive to write to Gerry Sutcliffe, the Minister for Alcohol Licensing, calling for a ban of the practice of

a) selling alcohol at a cost which is lower than the cost price for the licensee; and

b) drinks promotions such as '2 for 1' and 'Happy Hour' which encourage people to consume more alcohol and at a faster rate than they would otherwise have done

Furthermore it calls on the Licensing Committee to draw up a list of 'best practice' which takes into account the recommendations of the 'Reducing Alcohol related harm to children and young people' scrutiny and looks into ways of publicly recognising and rewarding responsible licensees who follow best practice, in a similar way to its successful 'Scores-on-the-Doors' scheme."

Proposed by: Cllr Rachel Fryer Seconded by: Cllr Pete West

Supported by: Cllrs Ben Duncan, Ian Davey, Amy Kennedy, Jason Kitcat, Sven Rufus, Paul Steedman, Keith Taylor, Vicky Wakefield-Jarrett and Georgia Wrighton.