

## APPENDIX 2

### Alcohol Programme Board SDG 2 : Availability

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
<b>1. Reducing Alcohol Sales</b>						
1.1 Street drinking  Sensible on Strength Campaign	Reduce sale of high strength lager and cider and street drinking.	Sale of high strength beer and cider, illicit beer and street drinking linked around the city, particularly: York Place/London Road, Queen's Road and Western Road, Brighton/Hove boundary. Policy currently recognises Level.	2013/14	Fair trading officer with Sussex Police Licensing Unit	§ Trading Standards Officers § Sussex Police Licensing Unit	Review and revocation of off licence Targeted enforcement
1.2 High ABV beer and cider "Sensible on Strength"	Reduce sale of high strength lager and cider and street drinking	"Safe on Strength" accredited off-licence scheme. Remove super-strength (>6% ABV).	2013/14 Soft launch. Launch by comms. Mail shot. LAT and	£500 for brand – RS budget.	Trading Standards and Licensing Officers	300+ off licences. 72 Shops in scheme. All to be personally

		Documented training, Challenge 25, refusals policy, CCTV. Brand developed. Inspections commenced (St James's	Argus. PCC or Mayor.			inspected and certificates issued. Publicity: You & Yours (R4). Economic partnership, Coast 2 Capital.
<b>Activity Area</b>	<b>Impact</b>	<b>Current Activity</b>	<b>Time Frame</b>	<b>Cost Impact</b>	<b>Leads</b>	<b>Identified KPIs and Progress</b>
		Street, London Road, Western Road. Trading Standards approaching Cash & Carry. St James's St Community Action Group (LAT) engaged in recruiting SOS retailers. Eastbourne BC adopting SOS scheme. 25 city off licences inspected and certified.				Economic Development Newsletter.

1.3 Business Support Training	Reduction of supply of alcohol to children and young people		Continuous	Charge removed creating increased take up.	Trading Standards Officers	Covers age restriction, licence conditions, refusal, violence at work, scams. 105 people trained, 40 premises
1.4 Application of policy (matrix) to resist proliferation of off licences	Halting off licence proliferation	Licensing Authority representations Public Health representations Alcohol Scrutiny – request CIZ and Matrix reviewed	2012/15 (SoLP) policy life	Licensing Panel hearing	Licensing Officers DPH	Expectation of matrix too high, over-reliance – decisions need evidence base Reps need a rationale grounded in the matrix.
1.5 Statement of Licensing Policy - Scrutiny	Restriction of licence proliferation Emerging policy issues:	Scrutiny Panel : Alcohol free events Responsible retailing		Licensing Committee and Full Council hearings	Licensing	§ Alcohol scrutiny panel report to Licensing Committee § Alcohol availability in the city - price with very cheap

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
	<ul style="list-style-type: none"> <li>§ Licence training and competence</li> <li>§ High ABV beer and cider</li> <li>§ CIZ</li> <li>§ Matrix : Café Bars/alcohol free choices</li> </ul>	<p>Abolishing personal alcohol licences will create training need.</p> <p>SDG2 views:</p> <ul style="list-style-type: none"> <li>§ No justification for more restrictive CIZ</li> <li>§ Café bars should be viewed as pubs in matrix.</li> <li>§ TENs in CIZ needs policy informative.</li> <li>§ Restricting early off-sales hours difficult to justify, unless case-by-case street drinking foci.</li> </ul>				<p>alcohol readily available in off licences</p> <ul style="list-style-type: none"> <li>§ Concern about preloading and cheap deals in bars</li> <li>§ Perception that the rules around alcohol were not being enforced such as refusing to serve drunk people in bars</li> <li>§ Education on alcohol issues to start early</li> <li>§ Many people</li> </ul>

		<p>Recent alcohol scrutiny panel preliminary view:</p> <p>(a) London Road/ Preston Road up to Preston Park; Lewes Road, and George St, Hove are all considered for inclusion in the Cumulative Impact Zone, provided that the evidence is available to support the request</p> <p>(b) Café bars are given their own categorisation and in the Matrix to</p>				<p>avoid the centre of town due to the drinking culture</p> <p>§ Lack of non-alcohol places to socialise</p> <p>Issues arising in Cttee and Panel:</p> <p>§ High strength beer and cider</p>
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		recognise that they are not restaurants or pubs and that different guidance may apply.				
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
						<p>off-sales, links with street drinking and foreign labelled products</p> <p>§ The matrix: definition of classes of licensing premises, especially café bars; the definition of localities; and the strength of</p>

						<p>presumption</p> <p>§ The cumulative impact zone and permissive approach to pubs and restaurants</p> <p>§ Training and competence of applicants and business operators</p>
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
	<p>§ TENs : prevalence of city centre bar extensions and alcohol in community events (cognitive dissonance)</p>	<p>Responsible authorities experience a reduction and withdrawal of TENS</p> <p>Concern about circumventing C1 special policy</p>			<p>Head of Regulatory Services to instruct solicitor for potential Counsel advice</p>	

1.6 Investigation of smuggled, falsely described and illicit alcohol supply	Reduction of duty, labelling, food standards and trademark offences, reducing cheap illicit alcohol in the market.	Intelligence led investigations, licence reviews and formal action All food enforcement staff checking wine, etc. provenance as part of inspection programme. Intelligence sharing: Sussex Police, HMRC, TS, EH, licensing.	2012/13 Business Plan (Trading Standards)	Fair Trading Officer (£25k) Part of programme (10 food safety officers inspecting 1,200/3,300 FBOs pa	<ul style="list-style-type: none"> <li>§ Trading Standards Officers</li> <li>§ EHOs</li> <li>§ Sussex Police Licensing Unit</li> <li>§ Licensing Panels</li> </ul>	<ul style="list-style-type: none"> <li>§ Reviews and formal action</li> <li>§ 13 Reviews and 1 prosecution since 1.4.10</li> </ul>
Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
1.7 Proxy purchase and underage sale investigations and test purchase operations	Reduction of age restricted sales offences	<u>2012/13, 1<sup>st</sup> quarter</u> 13 premises – test purchase operations; 40 business support visits	2012/13 Business Plan (Trading Standards)	Fair Trading Officer (£25k)  Unit cost/TP operation = £110	<ul style="list-style-type: none"> <li>§ Trading Standards Officers</li> <li>§ Sussex Police Licensing Unit</li> <li>§ Licensing</li> </ul>	<ul style="list-style-type: none"> <li>§ Test purchasing operation planned 30/12</li> </ul>



					Panels	
<b>2. Inclusion and engagement</b>						
2.1 Improve community involvement in licensing decisions	Increase representations on applications. More appropriate businesses serving communities	Presentation at LATS, weekly lists to Ward Councillors. Changes to website (PRSRRA). Public register published and advertised. Advice on representations. 2012/13 : Moulsecoomb LAT. EBRA, East Street LAT, CMPCA, BARG, Central Hove,	Continuous	Within Licensing core budget	Head of Regulatory Services Chair London Rd LAT presented on community licence reviews to Westminster Briefing	Presentations to LATs and Residents' Associations. London Road LAT – review application. Off licence revocation LAT Chairs
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		Licensing Strategy Group, LAT Chairs London Road LAT licence review of B&W Stores, York				

		Place				
2.2 Strengthen links with the local licensed trade	Increased understanding of policy, applications appropriate to community and better expectation for applicants. Inappropriate applications deferred	Presentations at business association meetings. <u>2012/13</u> Village Pubwatch Tourism Alliance Destination Management Forum	ongoing	Within Licensing core budget	Head of Regulatory Services	Presentations to business associations
<b>3. Government Alcohol Strategy</b>						
3.1 <u>Minimum Unit Pricing</u> Likely Government consultation on 45p	Can beer (1.8 units) = 81p 1L spirit : £18 (40% abv) Scotland (50p MUP) anticipates 50 fewer deaths in year 1, 300 fewer deaths in year 10	Home Office consultation closed. period on: 1. a ban on multi-buy promotions 2. a review of the mandatory licensing conditions	APB response to consultation and representation on two Home Office technical groups – health as alcohol licensing objective for cumulative impact and review of	None Cost to local economy? (increased revenue?) No further action on this consultation.	Head of Regulatory Services	Alcohol related hospital admissions.  National reduction in consumption measured in litres of alcohol. APB response

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
	Cutting red tape proposals potential to increase availability	3. a minimum unit price of 45p 4. a new health- related objective for alcohol licensing 5. cutting red tape for responsible businesses	mandatory code.			made. Consultation closed – 6 Feb 12. Budget – beer duty escalator cancelled reducing general beer duty by two per cent from 25 March 2013.
3.2 <u>Licensing</u> § Health bodies as responsible authorities § Licensing Authority as responsible authority § Lower evidence test. Removal of vicinity test § Child protection –	Reduced new outlets	Policy and processes amended Liaison with DPH. Simplification of weekly application list. Pre-application for supermarket in CIZ  DPH reps – PH outcome framework	Current Home Office current consultation: abolition of personal alcohol licences and more flexibility: Community and Ancillary Notices	None	Head of Regulatory Services	Trends in licensed premises numbers Current consultations Personal licence regime Deregulation of regulated entertainment

increased fine § Zoning permitted § CIZ/ Public health connection						
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3.3 <u>Taxation</u> Escalator  Reduced duty rate New tax	General duty rates 2% over inflation 2014/15  <2.8% ABV beer  High strength beers (> 7.5% ABV)	Beer duty escalator cancelled reducing general beer duty by two per cent by March 2013 budget.  Beer duty escalator cancelled reducing general beer duty by two per cent by March 2013 budget.				
<b>4. Responsibility Deal/Existing Licensing Enforcement</b>						
4.1 Mandatory code	§ Designated premises supervisor § Personal	Under review (Home Office) Represented on Home Office	Risk based inspection programme	Existing core licensing budget	Licensing Officers	Inspection numbers

	licence holder authorisation § Irresponsible promotions § Age verification § Smaller measures (½pint beer, 25ml spirit, 125ml wine)	technical group Home Office current consultation: abolition of personal alcohol licences and more flexibility: Community and Ancillary Notices.				
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4.2 Health information on labels	Unit content CMO guidelines Pregnancy warning Drinkaware (optional) Responsibility statement (optional)	Currently voluntary code (Portman Group)				

## Discharged Activities – Achievements 2011/12

Activity Area	Impact	Subsequent Activity	Leads	KPIs
<b>5. National Alcohol Strategy</b>				
5.1 Amended licensing procedures	Licensing and Public Health are responsible authorities. Increased weight of Police representations. Lower evidence threshold.	Less permissive regime	Licensing Officers	Complete
5.2 Amended Statement of Licensing Policy	New responsible authorities. Reinforces recent policy changes.	Alcohol strategy appears supportive to hypothesis that concentrations of alcohol outlets in city centres are detrimental to health	Licensing Lawyer Licensing Officers Licensing Panel	Complete

Activity Area	Impact	Subsequent Activity	Leads	KPIs
<b>6. Licensing Councillor Expertise</b>				
6.1 Officer training Licensing Councillors. External training. Member visits.	Increased Licensing Councillor expertise, leading to proportionate decisions.	Continuous Member development and induction for new Licensing Councillors	Head of Regulatory Services Licensing Lawyer	<ul style="list-style-type: none"> <li>• Trained Councillors</li> <li>• Report to Licensing Committee</li> <li>• New Licensing Councillors for 2013/14 trained</li> <li>• Political training for Members by external advisor</li> </ul>

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**7. National Licensing Changes**

Activity Area	Impact	Current Activity	Time Frame	Cost Impact	Leads	Identified KPIs and Progress
7.1 Late Night Levy	<ul style="list-style-type: none"> <li>§ Reduced late night opening</li> <li>§ Funding stream for taxi marshals and Safe Space</li> <li>§ Revenue for Sussex Police</li> </ul>	<ul style="list-style-type: none"> <li>§ Monitoring and response to Home Office consultation</li> <li>§ Report to Licensing Committee</li> <li>§ Anticipation of regulations</li> <li>§ Engagement of Council, Sussex Police and PCC</li> <li>§ Consideration within Licensing Strategy Group (1.00am commencement for late night</li> </ul>	<ul style="list-style-type: none"> <li>§ Commencement October 2012</li> <li>§ Election of PCC in Nov 2012</li> <li>§ PCC police strategy</li> </ul>	<ul style="list-style-type: none"> <li>§ Theoretically collection self funding</li> <li>§ Concern over complexity of collection and sufficient funding for projects</li> <li>§ Potential cost to local economy</li> </ul>	Head of Regulatory Services; Sussex Police; PCC; Licensing Committee	<ul style="list-style-type: none"> <li>§ Changes to late night authorisations</li> <li>§ Revenue realised</li> <li>§ Funding of Taxi Marshals and Safe Space (Income may not cover. LSG feel 1.00am will return pubs to earlier closing</li> </ul>



		<p>authorisation and hotel exemption?)</p> <p>§ Calculation of revenue for different late night authorisations + exemptions</p> <p>§ Monitoring national picture</p>				<p>times)</p> <p>§ 5 LA considering in E&amp;W (Newcastle formally approved LNR)</p>
<b>Activity Area</b>	<b>Impact</b>	<b>Current Activity</b>	<b>Time Frame</b>	<b>Cost Impact</b>	<b>Leads</b>	<b>Identified KPIs and Progress</b>
7.2 Early Morning Restriction Orders	<p>§ Reduced late night opening in locality</p>	<p>§ Monitoring and response to Home Office consultation</p> <p>§ Report to Committee</p> <p>§ Anticipation of regulations</p> <p>§ Consideration within Licensing Strategy Group (As a measure unlikely to counter general disturbance in</p>	<p>§ Commencement October 2012</p>	<p>§ Potential cost to local business (lost revenue)</p>	<p>Head of Regulatory Services; PCC; Residents' Associations; Licensing Committee</p>	<p>§ Late night opening hours reduced</p> <p>§ 4 LA considering in E&amp;W (Hartlepool recently voted against)</p>

		city centre) § Monitoring national picture				
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