

## ALCOHOL STRATEGY 'VIBRANT' SECTION

<b><u>AIM</u></b>	<b><u>HOW</u></b>	<b><u>TASKS</u></b>	<b><u>WHO</u></b>	<b><u>DATE</u></b>	<b><u>OUTCOME</u></b>
Work with planners and local businesses to promote a diverse mix of licensed and alcohol free venues in the city that meet residents' and visitors' social and cultural needs, whilst minimising potential disturbance to nearby residential areas.	<ul style="list-style-type: none"> <li>• Sign post the city centre action plan (Planning) from licensing</li> <li>• Engage with prospective applicants at an early stage</li> <li>• Include licensing with developers of potential sites incorporating licensed premises at planning stage</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure letter/correspondence and website appropriately signpost</li> <li>• Get planning to signpost licensing</li> <li>• Liaise with planning on setting up a process to include licensing at this early stage</li> </ul>	Service Manager Licensing  Service Manager Planning	31 <sup>st</sup> March 2018	Service Manager Planning approached
Work with local businesses to encourage responsible promotion and supply of alcohol at off licences and venues in the city.	<ul style="list-style-type: none"> <li>• Liaise with partners to identify areas of concern</li> <li>• Support premises in identified areas to introduce tactics to reduce problem</li> </ul>	<ul style="list-style-type: none"> <li>• Licensing Action Group (LAG) to identify such areas and implement strategy to resolve</li> <li>• Strategy to include support for premises involved, a list of tools to assist to be maintained</li> </ul>	Service Manager Licensing	31/12/18	
Regularly monitor and review the Statement of Licensing Policy (SLP) including the use of Cumulative Impact Policies (CIP) in the city to ensure effective promotion of the four	<ul style="list-style-type: none"> <li>• SLP is formerly reviewed every five years, the CIPs every three years.</li> <li>• Both the LAG and NTE Steering Group will identify if data is in support of changes</li> </ul>	SLP and CIPs last consulted upon in 2016. LAG and NTE steering group to be informed of role to identify if data exists to support CIPs	Service Manager Licensing	31/12/17	

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key licensing objectives: Prevention of crime and disorder; Public safety; Prevention of public nuisance; Protection of children from harm.	to the SLP.				
Develop the role of partners within the Licensing Action Group to ensure decisions taken about the sale of alcohol and the management of the night time economy are based on reliable data and evidence, and ensure responsibilities in the coordination of responses are clear.	Where a determination about a licensed premises is contrary to the advice or solution sought by the responsible authority then the matter is to be de-briefed at the next LAG, lessons learnt and recorded to relevant Service Managers	Members of the LAG to be informed. SCC licensing team to monitor results of hearings to identify such cases.	Service Manager Licensing	31/12/17	
Work with businesses to prevent underage sales of alcohol in the city and take robust action against offending premises.	<ul style="list-style-type: none"> <li>• Promote the use of Challenge 25</li> <li>• Conduct Test Purchase (TP) operations targeting problems areas and premises</li> <li>• Ensure any premises that fails a TP is re-tested within 3 months</li> </ul>	<ul style="list-style-type: none"> <li>• Frontline staff conducting visits to promote Challenge 25</li> <li>• TP Ops to be coordinated via LAG including re-tests</li> </ul>	Service Manager Licensing Police Trading Standards	31/12/17	
Reduce street drinking through the			Police Service Manager	31/3/20	

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implementation of education, outreach and enforcement initiatives.			Community Safety		
Trading Standards to work with partners to deliver an intelligence led programme of enforcement initiatives targeting the supply of alcohol to persons under 18, the supply of high strength beers below the price of (duty + VAT), retail supply of alcohol where invoices identifying wholesale supplier are not available and other unlawful activity on licensed premises.	Through the LAG process premises and areas will be identified and joint operations with relevant agencies arranged	To be included in LAG meeting	Service Manager Licensing Trading Standards Police	31/12/17	
Work with licensed premises to increase responsibility taken by businesses. To include continued development of the Best Bar None scheme to encourage responsible management and operation of alcohol	<ul style="list-style-type: none"> <li>• Business represented at the NTE Steering group.</li> <li>• BBN funded until 2018 via Late Night Levy. If this ceases alternative funding to be sought.</li> <li>• The desire is to increase applications to BBN year on year</li> </ul>	All in place no further action required			

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licensed premises and development of business-led action against individuals who have caused problems in the evening and night time economy.	<ul style="list-style-type: none"> <li>• Maintain effective info sharing agreement with trade and responsible authorities to support the Red Card Scheme for banning problem customers.</li> </ul>				
Regularly review the Late Night Levy (LNL) through the LNL Board to ensure that the fund is effectively allocated to reduce the harm caused by alcohol in the night time economy and keep public areas attractive.	The LNL Board meet each year to discuss expenditure and reports back to the Safe City Partnership.	All in place no further action required			