

Community Services Scrutiny and Performance Panel

**Agenda
Item No.**

7 April, 2011

7

**Monitoring the Implementation of the Recommendations of the Alcohol
Related Anti-Social Behaviour Working Group**

Ward(s) All

Portfolios: Councillor Zahid Ali, Communities and Partnerships

Executive Summary:

This report reviews the progress on implementing the recommendations of the alcohol related ASB working group.

Reason for scrutiny:

The Community Services Scrutiny and Performance Panel set up an Alcohol Working group to look into Alcohol Related Anti-Social Behaviour. This working group reported back to the Community Services Scrutiny and Performance Panel on 20 April 2010

The working group found that the impact on the health of the population of the borough was significant. In a number of areas, the impact is significantly worse than the England average.

The working group recommended coordination of a number of activities through the Safer Walsall Partnership, (1a-1f) and specific recommendations around regeneration plans for the town centre (2), including representation of a member of the anti-social behaviour team at responsible authority meetings (3) extending the cumulative impact policy to apply to late night take-aways (4), developing a role for Walsall Pubwatch to ban individuals for specific behaviours, use of the retail radio link for licensed premises (6), and greater publicity for the "Best Bar None" accreditation scheme for licensed premises. For ease of reference, the recommendations referred to in this report have been summarised into an action plan enclosed at **Appendix 1**.

A copy of the working group's final report is attached at **Appendix 2** for information.

Recommendation:

That:

That the progress on the action plan is noted particularly the implementation of a Community Alcohol Partnership.

Background papers:

None.

Resource and legal considerations:

Cuts in staffing levels and workload pressures have had an impact in implementing some of the recommendations.

Citizen impact:

The problems of alcohol related and anti-social behaviour are reflected in the hospital admissions and crime figures reproduced in the main body of the report by the Alcohol Working Group under the Community Services Scrutiny and Performance Panel on Alcohol Related Anti-Social behaviour. In addition the issues are generally raised in the annual Strategic Assessment, discussed in monthly

Borough Tasking and Area partnership Assessments and are also raised via complaints direct to services.

Environmental impact:

There is an indirect environmental arising from noise and nuisance caused by drinkers and waste discarded, such as empty bottles, cans etc

Performance management:

The issues of review of performance of actions have been included in the action plan enclosed with **Appendix A**.

Equality Implications:

There are no direct equality implications arising from the recommendations within this report.

Consultation:

This original report was produced following consultation with a number of agencies by the Scrutiny Working Group.

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1. Report

Comments on the progress against the recommendations have been added to the table at appendix 1.

Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
1a	Continue the education work in relation to alcohol related harm	Officers work with the community and other partners to carry out this work	Principal Reassurance Officer		Information and advice has been included in various awareness raising events throughout the year. Further work in this field will come out of the Community alcohol Partnership (see 1d below)
1b	The ability to directly share information and intelligence between trading standards, environmental health, ASB team and the police will improve the effectiveness of work in this area	To purchase the licences to enable the ASB team to use the same database as TS and EH and to provide access to the police.	Community Safety Manager	Database up and running with access to the database for the police licensing team.	The database for the ASB team has not yet been purchased due to technological issues, therefore access for the police cannot be provided.
1c	Safer Walsall Partnership co-ordinate the investigation of the most appropriate way to deliver pastoral care on weekend evenings and nights in the town and district centres	Research into other schemes in operation and how they can be implemented locally in conjunction with the police	Area Manager Community Safety, Principal Reassurance Officer	A scheme is piloted locally and evaluated for long term implementation	The police, Trading Standards and Reassurance teams have worked with the Vine Trust to set up a Street Pastors project. The Street Pastors operated for the first time in Walsall on 26 March 2011.

Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
1d	Safer Walsall Partnership co-ordinate consideration of the good proactive schemes for implementation in Walsall contained in the Home Office Publication "Selling Alcohol Responsibly: Good Practice Examples for the Alcohol Retail and Hospitality Industries:	<ul style="list-style-type: none"> o Several of the examples are already part of mainstream activity. o The document is circulated to officers in Public Safety and partner organisations to enable consideration to be given to the practices when developing strategies for tackling problems or carrying reassurance functions. 	Deputy Manager Trading Standards and Licensing, Principal Reassurance Officer	Good practices already in use are continued and other examples considered and researched for implementation	The safer Walsall Board has approved a report recommending the implementation of a "Community Alcohol Partnership" in Walsall to take a more holistic approach to tackling primarily under age drinking but other harmful drinking may be addressed as well.
1e	Safer Walsall Partnership co-ordinate the establishment of a licensing forum for partners and local stakeholders to discuss issues of local importance and concern	Research into how other authorities run such licensing forums. Set up and run a forum locally	Deputy Manager Trading Standards and Licensing	A pilot forum is run and evaluated to determine if it is needed as a long term facility	Due to work load pressures and a reduction in staffing, this has not happened. However, the Community Alcohol Partnerships necessitate a significant trade input, including consultation.

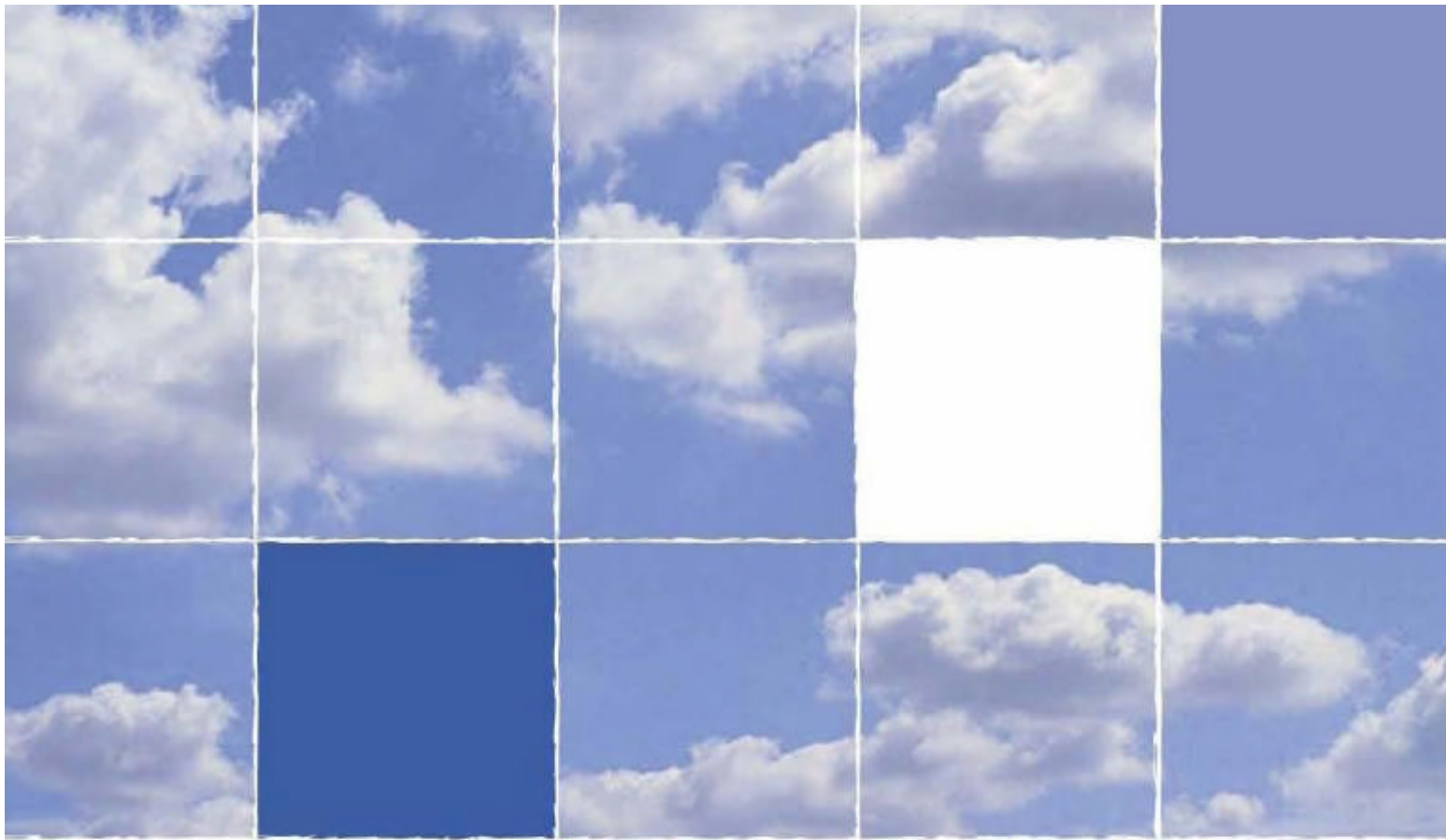
Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
1f	Safer Walsall Partnership co-ordinate the monitoring of the alcohol strategy to ensure it continues to meet the changing and emerging needs of the borough	The theme group on crime and disorder within the alcohol strategy is chaired by the Deputy Manager Trading Standards and Licensing and this can continue	Deputy Manager Trading Standards and Licensing	Ongoing monitoring and revisions to the document.	The alcohol strategy continues to be monitored and reviewed
2	That regeneration plans for the town centre include the provision of alternative evening facilities for people of all ages and families so that the town centre becomes an attractive destination for all local residents	The regeneration team bear the need to expand the range of evening provision offered when carrying out their work	Regeneration team		Consultation is ongoing on the regeneration of Walsall Town Centre, including the night time economy. A town centre framework is also being developed.
3	A representative from the anti-social behaviour team should attend the responsible authorities group meetings on licensing issues	A representative from the Anti-social behaviour team attends the responsible authorities meetings	Deputy Manager Community Safety	An officer attends and participate sin the meetings.	An officer from the ASB team has attended the meetings, although these have not been held as regularly as previously. Consideration is being given to whether these meetings should continue or if the area partnership meetings can carry out this function.

Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
4	The cumulative impact policy, contained in the Council's "Statement of Licensing Policy", be amended to include a presumption against further late night takeaways	The process for this is laid down in legislation and requires evidence of need to be submitted by the police. As a request is received, this will be progressed through the proper processes.	Principal Licensing Officer (on receipt of application from police)	The Statement of Licensing Policy is amended	As required by the Licensing Act 2003, the Statement of Licensing Policy was reissued in January 2011. No application was made by the police to include late night Refreshment Premises.
5	Walsall Pubwatch to develop and implement a procedure for banning individuals causing alcohol related anti social behaviour from the premises of all pubwatch members	This is within the remit of pubwatch and outside the scope of council officers, other than to provide support and advice to them if requested, although this support would primarily be provided by the police	Deputy Manager Community Safety if asked	To provide support if necessary	Officers from the Trading Standards and Licensing Enforcement teams, together with the police, fire service and Regeneration and resilience teams continue to support pubwatch in the town centre.

Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
6	Every licensed premises (specifically pubs and clubs) to participate in radio link	<ul style="list-style-type: none"> ○ There is no mechanism to insist that all premises participate. ○ To actively market the radio link scheme to licensed premises. ○ To look at licence applications to consider if it would be appropriate to request this as a condition ○ To consider requesting this as part of a premises review application 	<p>Regeneration team</p> <p>Deputy Manager Trading Standards and Licensing</p>	Increase in number of premises participating in the radio link system	Management of the Radio Link system has transferred to the Resilience team and officers from that team have reviewed the pricing structure and regularly attend pubwatch. Where appropriate, the police request radio link as a condition on a premises licence.

	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
7	The following changes to take place to the Best Bar None Awards: a More publicity; b More entries from non-town centre premises c ensure value for money from awards evening	<ul style="list-style-type: none"> ○ The scheme has been funded for 2009/10 with grant funding from regeneration streams and private sponsorship. ○ The scheme is managed by a steering group form all key partners and these recommendations to be considered in all decision making. ○ The time scale for receiving entries is longer and this enables more effort to be out into encouraging more entries from all across the borough. 	Deputy Manager Trading Standards and Licensing	Increased entries in the scheme compared with 2009 with more entries from across the borough. Increased levels of publicity before during and after the scheme.	28 applications were received, with 23 premises successfully achieving accreditation. (2 withdrew their application, 1 never made their assessment appointment, 2 failed to meet the criteria for accreditation). There were many press releases at different stages of the process. The award took the form of a plaque that premises could display to promote their venue.

Recommendation reference	Summary	Action	Lead Responsible Officer (s)	Outcomes	Progress 2011
8	The consistency in the police licensing team continues	<ul style="list-style-type: none"> ○ This is outside the scope of the local authority. However, the benefits from establishing expertise and good working relationships can be acknowledged and communicated to the police. 	Head of Public Safety	Continued good partnership working.	Following the retirement of an officer in the police licensing team, there are now 2 officers, rather than 3. The sergeant in charge of the team has also been replaced. Due to work load pressures the degree of joint working has been variable, although communication and consultation between the services continues.
9	That consideration be given to further scrutiny investigations into alcohol related anti social behaviour				



ALCOHOL RELATED ANTI-SOCIAL BEHAVIOUR

**Report by the Alcohol Working
Group**

**To be presented to the Community Services Scrutiny
and Performance Panel – 20 April 2010**



Walsall Council

Foreword

This working group was tasked to look at issues around anti-social behaviour relating to alcohol abuse. This is just one of many areas where our society faces serious problems relating to excessive alcohol consumption. Some people, often very young in years, indulge in 'binge' drinking, causing themselves long term health damage and injuries along with a greater risk of becoming involved in violence, including domestic violence. Our town and district centres should be places where everyone including families would like to visit without the fear of being present at scenes where a few are over consuming cheap alcohol or even starting a fight.

These are wider issues where we hope that in the next municipal year, this scrutiny working group will be tasked to continue our work to include these areas. There is much good work being done in this borough on the front line tackling alcohol abuse by many agencies.

We hope that this report will focus the attention of all decision makers on how working together on moving forward with our recommendations will help tackle these important issues for the local area.

Finally, I would also like to thank officers and witnesses who have contributed to this report.



Councillor Ian Robertson
Lead Member, Alcohol Working Group



Councillor Eddie Hughes
West Midlands Police Authority



Councillor Melvin Pitt



Councillor Carl Creaney



Councillor Ian Shires

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Introduction

The former Neighbourhoods Scrutiny and Performance Panel identified the need to consider alcohol related anti-social behaviour during a previous investigation into anti-social behaviour during 2008/09 and made a recommendation that a piece of work looking at this issue took place during 2009/10.

This recommendation was picked up by the Community Services Scrutiny and Performance Panel who established a working group to consider and report on the problems being experienced in Walsall.

Terms of Reference

The working group held one meeting to consider and agree its terms of reference. Due to time constraints Members decided to limit the scope of their investigations to one particular aspect of alcohol related anti-social behaviour.

The terms of reference were presented and agreed by the Community Services Scrutiny and Performance Panel at its meeting on 18 February 2010.

The principle objective of the working group was:

To contribute to the development of local policy to help tackle alcohol related anti-social behaviour problems that occur on and around licensed premises in the borough.

The full version of the working group's terms of reference can be found at Appendix 1 to this report.

Membership

Councillor Ian Robertson	Lead Member, <i>Labour</i>
Councillor Carl Creaney	<i>Labour</i>
Councillor Melvin Pitt	<i>Conservative</i>
Councillor Ian Shires	<i>Liberal Democrat</i>
Councillor Eddie Hughes	West Midlands Police Authority Representative, <i>Conservative</i>

The working group was supported by two officers:

Lorraine Boothman	Deputy Manager Trading Standards and Licensing
Craig Goodall	Acting Principal Scrutiny Officer

Methodology

The working group held seven meetings where they met and discussed issues with a range of internal and external witnesses.

Witnesses

The working group met and discussed alcohol related anti-social behaviour with the following witnesses:

Lorraine Boothman	Trading Standards and Licensing
Dave Elrington	Environmental Health
Steve Gittins	Safer Walsall Partnership
Suky Samra	Walsall Pubwatch
Inspector Ian Redfern	West Midlands Police
Sergeant John de Hayes	West Midlands Police
Richard Matthews	Beer and Pub Association
Helen Kindon	District Centres

Report Format

The report is a summary of the evidence the working group received along with comments and suggestions for future action.

Alcohol Related Anti-Social Behaviour in Walsall

Profile of Alcohol Related Harm in Walsall

A profile of alcohol related harm for Walsall was gained from the North West Public Health Observatory that produces profiles of alcohol related harm for England.

The data showed that Walsall was performing significantly worse than the English and regional averages for:

Alcohol specific mortality – males	18.9 deaths per 100,000 of population
Mortality from chronic liver disease – males	19.2 deaths per 100,000 of population
Alcohol specific hospital admissions – males	438.5 admissions per 100,000 of population (not including A&E)
Alcohol attributable hospital admission – males	1,520.1 admissions per 100,000 of population (not including A&E)
Alcohol attributable hospital admission – females	834.3 admissions per 100,000 of population
Hospital admissions for alcohol related harm (National Indicator 39)	1,878.8 per 100,000 of population

The working group was shocked by some of the statistics and the level of harm that was caused by alcohol in Walsall and note the urgent need to address the complex issues causing this harm with partners.

The same statistics also showed that criminal offences were all reducing year-on-year since 2005/06. Recorded levels in 2008/09 were:

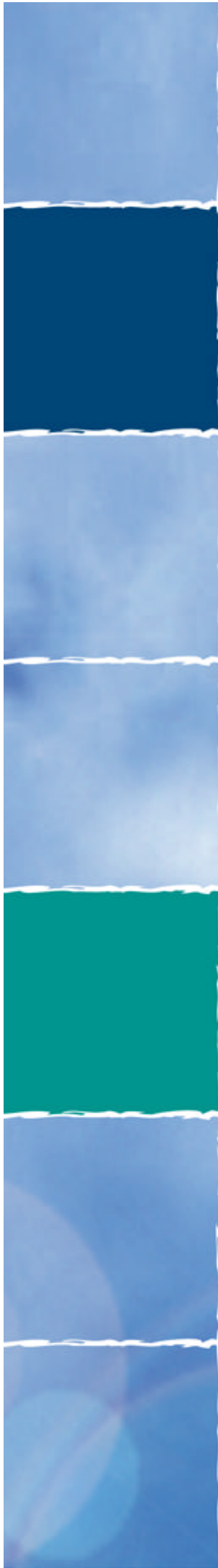
Alcohol related recorded crimes – all	8.9 per 1,000 of population
Alcohol related violent crimes	6.3 per 1,000 of population
Alcohol related sexual offences	0.1 per 1,000 of population

The working group was pleased to note that alcohol related crime was reducing.

A full breakdown of the data provided by the North West Public Health Observatory can be found at Appendix 2 to this report.

Number of late night premises

There are 763 premises in Walsall borough with a licence to supply alcohol. This includes 246 premises which are licensed for off sales only and 60 private members clubs. The remainder includes hotels and



restaurants as well as pubs. Due to the statutory licensing system, the pubs are not distinguished from other types of premises.

There are also 285 premises licensed for “late night refreshments”. Again, these include hotels and restaurants but a significant proportion are late night takeaways. These are usually located in the vicinity of other premises such as pubs and nightclubs, which are open late and evidence from the police is that they attract anti-social behaviour at best and often this escalates into crime and disorder. The reason identified for this is that it is when people are waiting around to be served or whilst they are eating their food, they get into arguments and fights. This was supported by the Department of Culture Media and Sports (DCMS) when the licensing requirements for late night refreshments was introduced:

“The Government felt this was necessary to protect local residents because premises which serve late night refreshment can be used by customers who may have been drinking at other premises earlier in the evening, thereby creating the potential for disorder on and near the premises. Also, because large numbers of customers may gather at places serving late night refreshments, there is a potential for nuisance and disturbance for local residents.” (DCMS website)

The working group note the number of late night premises licences currently active in Walsall and support the current position in the cumulative impact policy at section 5 of the Authority’s “Statement of Licensing Policy”. This applies to applications for new licences to sell alcohol within the area defined in the policy, namely the town centre. It creates a rebuttable presumption against granting new applications.

The police have stated that it is their intention to request that the council extend this policy to include premises for the supply of late night refreshments. The working group also recommend that should such a request be made, then the cumulative impact policy is extended to include late night takeaways due to the detrimental impact this type of premises has in attracting people who then cause anti-social behaviour or commit crimes.

Tackling Alcohol Related Anti-Social Behaviour in Walsall

Alcohol Strategy

Walsall Council has had an alcohol strategy for a number of years. This is developed and operated on a partnership basis. The strategy is divided into several themes, including one on crime and disorder and one on young people. The strategy identifies a number of issues and strategies which might be utilised to address them. This is monitored on a quarterly basis and revised continuously to ensure the

effectiveness of strategies utilised and emerging issues. It is used in conjunction with other activities carried out by services individually and on a partnership basis.

Activities covered by the strategy document include multi-agency visits to licensed premises; high visibility policing in the night time economy (NTE); operating a recognised accreditation scheme such as Best Bar None (further details on Best Bar None are provided later in this report). During the course of their investigations Members became aware of a Home Office publication "Selling Alcohol Responsibly: Good Practice Examples from the Alcohol Retail and Hospitality Industries". This refers to schemes such as Best Bar None and others that could be investigated for introduction in Walsall. The Home Office booklet is attached at Appendix 3.

The working group noted the work on the alcohol strategy and are pleased that it is monitored and updated regularly. The working group recommend that the strategy continues to be monitored and revised to meet the changing needs of the borough. In addition to this it is recommended that the good practice examples in the aforementioned Home Office publication are investigated for inclusion in the areas Alcohol Strategy.

Vertical Drinking

Walsall can be described as a 'Vertical Drinking Destination' which is defined as a centre that contains a number of pubs and clubs aimed at young people where customers will travel from bar-to-bar drinking quickly without sitting down.

The working group identified the lack of suitable alternative options to the towns vertical drinking establishments and recommend that regeneration plans for the town centre include the provision of alternative evening facilities for people of all ages and families so that the town centre becomes an attractive destination for all local residents.

Drinking Habits

A consistent theme throughout the working group's investigations was a change in peoples drinking habits.

It was widely accepted by all witnesses that more and more people were 'pre-loading', drinking cheap, and often strong, alcohol at home, before travelling to local pubs and clubs. The knock on effect of this is that people arrive at pubs and clubs appearing to be sober but less than an hour later they would be drunk enough to be rejected from a licensed premises. Therefore increasing the number of drunk people on local streets who then may go onto cause anti-social behaviour or become victims of crime.

Operation Be Safe

'Operation Be Safe' is the Police description for high visibility Police foot patrols in Walsall town centre on Thursday, Friday and Saturday nights. The intention of the operation is for officers to mingle and interact with the public and licensed premises and try to prevent problems occurring and to be on hand when they did occur. The number of officers on patrol varied depending on the assessed need. For example, 4-6 officers would patrol on a Thursday but this would increase to around 10 on Friday and Saturdays and sometimes higher at peak times like the end of the month when most people were paid or when there were big events happening.

The working group learnt that 'Operation Be Safe' cost approximately £220,000 a year to operate and was funded from a mixture of sources. £180,000 of the cost was met by partners, including a portion of Working Neighbourhoods Fund, with the balance picked up by the Police. This was because Operation Be Safe was not funded through the mainstream police budget and all officers who patrolled the town centre at weekends were volunteers working overtime. The regular police shift are left to patrol the rest of the borough. Recent changes have taken place to Police shift patterns that have increased the amount of mainstream police resources used to fund Operation Be Safe and tackle crime across the borough on Thursday, Friday and Saturday evenings.

It was explained to the working group that, from April 2009 - February 2010 total recorded crime in the 'Operation Be Safe' area had reduced by 24.5% (131 fewer incidents) and violent crime had reduced by 25% (77 fewer assaults). Home Office calculations indicated that the cost of a violent assault to the economy overall was £20,000 therefore by preventing these assaults over £1.5m had been saved for the local economy. A full breakdown of recorded crime in the Operation Be Safe area for 2009/10 is attached at Appendix 4.

The working group learnt that the Police could gain 'exclusion orders' against individuals that would effectively ban them from entering certain areas at particular times of the day.

The working group were pleased with the success of 'Operation Be Safe' and the positive impact that it was having on the town centre. The working group were also pleased to learn about the proposed changes to Police shift patterns that is set to increase the level of mainstream Police resources in the Operation. The working group also welcomed the consistency with the Police Licensing Team and would like to welcome this and recommend that it continues.

Pubwatch

Pubwatch is a scheme whereby local pubs and clubs come together and form the licensed trade's equivalent of a Neighbourhood Watch scheme.

The basic principle of Pubwatch is that those licensees who are part of the scheme come together to share best practice, tackle common problems and issues and agree on a number of policies of action against those individuals who, for example, cause or threaten damage, disorder, violence, use or deal drugs in their premises. Experience elsewhere has shown that the banning of key individuals from premises can have a big impact on levels of anti-social behaviour and crime in a particular area.

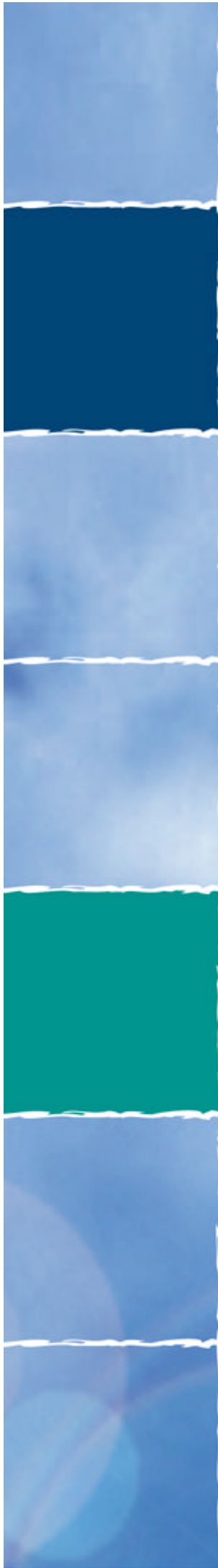
Walsall Pubwatch was set up in 2007 and has policies on agreed forms of identification to tackle under age sales of alcohol and admission of young people to premises. The local scheme is made up of all pubs and clubs in the town centre and meets every 5 weeks. The Police and officers from the Authority's Public Safety Service usually attend all Pubwatch meetings to provide advice and guidance to members. There are plans to extend the scheme across the borough in the near future. The Police work in partnership with Pubwatch by sharing information on known troublemakers with local licensees. Walsall Pubwatch members had not yet instigated a local ban on any person for committing anti-social behaviour.

The working group were pleased with the work that Walsall Pubwatch had undertaken so far. Plans to extend the scheme across the borough were welcomed. In addition to this the working group urge Walsall Pubwatch to take an important step in their development and begin using their ability to ban local troublemakers from all town centre premises.

Premises Management

The working group investigated a perception that alcohol related anti-social behaviour was influenced by the person in overall management or control of a licensed premises.

The working group learnt that each licensed premises was required to have a nominated 'Designated Premises Supervisor' (DPS) when one of the activities specified in the premises licence is the sale of alcohol. The sale of alcohol may only take place when there is a nominated DPS and that DPS must hold a personal licence. There may be several personal licence holders at a premises (indeed this is often considered good practice), but there can only be one DPS. An individual can also be the DPS for several premises concurrently, however, in most cases a DPS oversees a single premises.



The DPS is the first point of contact at any premises, for the police, fire or council officers, and s/he will normally be the person 'in charge'. This is to ensure that any problems can be dealt with swiftly by engaging with this key individual.

The working group were informed that the management of pubs was a high priority for brewery's and pub owners and that DPSs had to undergo an individual training programme to become qualified before they could be appointed to any positions. The Police could also object to the appointment of DPSs if they wished. In addition to this breweries and pub owners were often happy to work with the Police to remove individuals if problems were occurring. It was acknowledged that there may have been difficulties in the past with 'revolving licensees' but it was accepted that there was more meticulous pub letting at present which prevented unscrupulous DPS and pub tenants operating licensed premises. It was explained to the working group that the powers under the Licensing Act 2003 were strong enough to tackle any problems that may arise with DPSs and Licensed premises.

The working group heard that the local Police can and do object to unsuitable DPS appointments as well as work with breweries to resolve problems with individuals whilst they are in post. Additionally, where problems associated with a particular premises are not resolved by a change in the DPS, then a review of the premises licence can be applied for. This has been the case with some premises in Walsall.

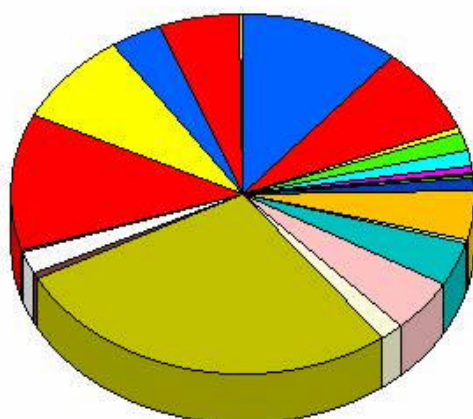
During a discussion about the issues regarding pub management the Beer and Pub Association suggested the establishment of a 'Licensing Forum' where local partners such as the Council and Police could meet with local pub operators and brewery's to discuss matters of local importance and concern. Similar practices take place in neighbouring local authorities and are considered successful.

The working group were satisfied that pub management was suitably monitored, regulated and policed. It was accepted that there was always the possibility of individuals causing problems on an exceptional basis but that there were suitable powers in place to tackle this issue should it arise. Finally, the working group would like to recommend that a 'Licensing Forum' is established for Walsall where local partners and stakeholders can meet to discuss matters of local importance and concern and share best practice.

CCTV

CCTV was considered a key area in terms of preventing and identifying alcohol related anti-social behaviour. A high percentage of recorded incidents could involve persons who had been consuming alcohol.

No. of Incidents by Category



Anti Social Behaviour	11.2%
Assault	7.7%
Burglary	0.7%
Criminal Damage	1.6%
Drugs	1.3%
Fire	0.6%
Fly Tipping / Fly Posting / Littering	0.2%
Fraud	0.3%
G4S Cash In Transit	1.4%
Intelligence	4.3%
Major Incident	0.4%
Medical	3.8%
Missing Person	4.6%
Offensive Weapons	1.7%
Public Order	27.6%
RIPA Authority	0.7%
Robbery	2.0%
Sexual Offence	0.1%
Suspicion	12.2%
Theft	8.5%
Traffic	3.6%
Unknown Offence	5.5%
Vehicle Crime	0.3%
Total	100.0%

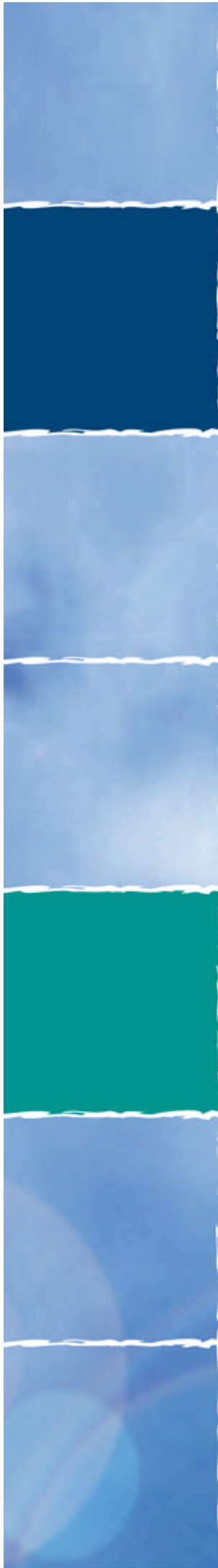
The CCTV Unit works in partnership with the Police. The working group learnt that the Unit and CCTV Control Room is going to be relocated from the Saddlers Centre to new Police Control Room in Green Lane later this year. The relocation also provides the opportunity to reconfigure funding and resources for the Unit to ensure operational needs are fully met.

The working group recognise the value of CCTV and welcome the relocation of the CCTV Control Room to the Police Control Room which should increase and improve partnership working.

Radiolink

The majority of retail shops and licensed premises in Walsall town centre participate in the Radiolink scheme. The idea of Radiolink is that individual premises pass on intelligence to one another about incidents and potential troublemakers.

The working group discovered that there was some concern from local businesses about the Radiolink scheme and the way it was managed and funded. The Radiolink was previously operated by the town centre management partnership, whose membership fee included annual



membership of the Chamber of Commerce. The working group understand that fees have reduced now that the Chamber of Commerce membership is no longer included in the annual membership fee and that new training and information packs are to be distributed to new and current members.

The working group recognised the value of the Radiolink and welcome the reduction in fees to participate in the scheme. The working group recommend that all current and future licensed premises should be required to be a member of the Radiolink scheme.

Best Bar None and Purple Flag

Best Bar None is a national awards scheme to promote and recognise best practice in licensed premises. Premises are assessed against a number of criteria. Those that meet the minimum standards are “accredited” and the best in each category are judged for a winner, for example: “Best Pub” and “Best Nightclub”.

In 2009 the scheme ran in Walsall for the first time, costing about £8500. The money came from grants, the Safer Walsall Partnership and private sponsorship. There were 19 accredited venues. However, the applications came mostly from premises in and around the town centre. The scheme was well received by those who took part and the proprietor of the overall winner, Modus Vivendi, attended a national event at the Houses of Parliament. There was publicity from the involvement of Beacon Radio and press coverage. The accredited venues were given a plaque to display at their venue.

Plans are underway to run the scheme again in 2010.

Purple Flag is a scheme whereby towns or neighbourhoods are accredited against a range of criteria connected with the safety and enjoyment of the night time economy. This scheme pays attention to strategic issues as well as the day to day management of the area.

The working group recognised the contribution of Best Bar None to the management of the night time economy but were concerned at the costs and the lack of entries from outside the town centre. The working group recommend the scheme runs again and that efforts are made to increase the number of applications, particularly from the district and neighbourhood premises, but that close attention is paid to the costs and the need to ensure value for money. The working group recommends that further investigation into the feasibility of Walsall or some of its districts applying for Purple Flag accreditation is made.

Other Good Practice

Coventry – Evening Ambassador Scheme

The Evening Ambassador (EA) scheme is operated in Coventry by 'CV One'. CV One is a private-public partnership that has been formed to manage the city centre and promote the city to visitors. The company has a budget of £8m and employs 90 staff. It is independent of the Council but the Council is a key procurer of the company's functions.

CV One employs four EAs who work the following hours:

Wednesday	17.00 – 01.00
Thursday	17.00 – 03.00
Friday	17.00 – 04.00
Saturday	17.00 – 04.00

The role of an EA is to assist in the management of issues arising in the city centre in the evenings. EAs have a customer focussed role and are present on the streets in the early evening meeting and greeting visitors, assisting with directions and other straightforward duties. During the evenings this role becomes more active where duties may include assisting with the enforcement of Pubwatch bans, helping drunks into taxis, administering first aid, dealing with low level anti-social behaviour and acting as the 'eyes and ears' of the Police.

EAs wear a distinct uniform to identify them but do not wear high-visibility clothing to separate them from the Police. They have radios which are linked to the CCTV unit. EAs sometimes wear head cameras.

The scheme has been operating since 2002 and has been linked to reductions in anti-social behaviour and violence which has seen footfall in the city centre increase.

The scheme costs approximately £75-80,000 per year to operate.

Wolverhampton – 'Keep It Safe Campaign'

Wolverhampton have recently received a Corporate Area Assessment 'Green Flag' from the Audit Commission for exceptional performance with its 'Keep it Safe Campaign'.

The focus of the campaign was to make Wolverhampton a safer place during the night time and involved public sector, private sector and voluntary groups all working together and saw significant reductions in violence, anti-social behaviour, crime and alcohol related harm.

A comprehensive range of activities were organised from December 2008 – March 2009, including:

- 
- Increased police presence.
 - Marketing messages on safe drinking, safe sex and getting home.
 - Safe havens – refreshments, waiting for taxis, rest, voluntary street pastors – offering advice and help.
 - Increased street cleansing and provision of WCs.
 - Purchase & distribution of 'survival kits' – condoms, plasters, taxi information, flip flops, anti- spiking bottle caps.
 - Temporary medical centre in the city centre and mobile medical triage team.
 - Multi- agency enforcement team (including the West Midlands fire service) inspecting pubs and clubs and taxi drivers to address irresponsible licensees and uninsured taxis.
 - Police patrols trained in dealing with domestic violence and a dedicated helpline for victims of domestic violence.

The scheme was recognised as delivering :

- A 29 per cent decrease in violent crime.
- A 7 per cent decrease in alcohol related ambulance call outs and an 8 per cent decrease in attendances at accident and emergency units.
- A cost analysis has indicated total savings to the emergency services of approximately £235,000.
- The Christmas and New Year period were particularly successful, compared with the previous year's figures - violent crime in the city centre down was down by 41 per cent.
- Elsewhere in the City there was a 35 per cent reduction in violent crime and 60 per cent reduction in serious assaults. Alcohol related ambulance callouts were down by 13.6 per cent. On New Years Eve this fell by 28 per cent.
- The level of attendance at accident and emergency units fell by 36 per cent on New Years Eve.

Street Pastors

Street Pastors are inter-denominational church volunteers who patrol town centres late at night providing pastoral care to people who need assistance on a night out, for example, helping people to taxis, talking to people who may appear distressed or upset, diffusing potentially difficult situations and administering basic first aid. By playing this role Street Pastors can potentially prevent dangerous situations from occurring that would require the intervention of the emergency services, as well as freeing up emergency service time to concentrate on the more difficult situations that may be occurring on a weekend evening. The scheme started in London and is now operational in over 100 areas across the country due to its success.

The working group understand that this scheme is currently being investigated for implementation in Walsall.

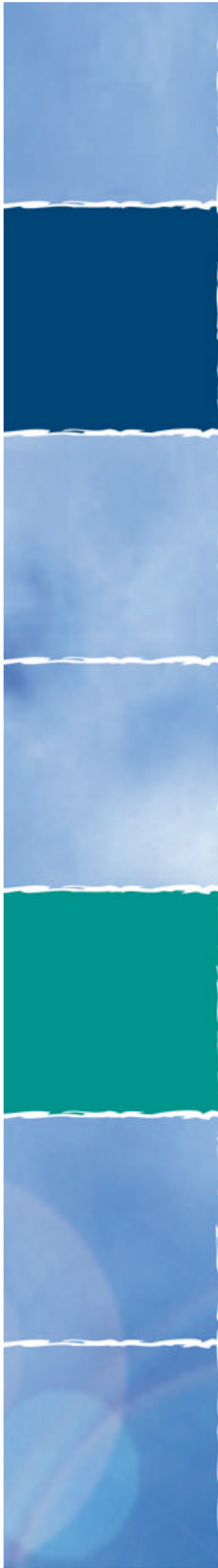
In April 2010, the Home Office has published a booklet "Selling Alcohol Responsibly: Good Practice Examples from the Alcohol Retail and Hospitality Industries". This refers to schemes such as those outlined above and others.

The Street Pastor, Evening Ambassador and 'Keep it Safe' Campaign all demonstrate how a pro-active approach to preventing late night alcohol related problems can have a positive effect in preventing more serious problems occurring. This also reduces the draw on the emergency services as these schemes can help prevent difficult situations occurring which reduces the level of emergency service intervention in more serious cases. The working group believe that an all night 'pastoral care' service in Walsall would add to the current range of services and tactics used in the town and district centres and recommend that Safer Walsall Partnership investigate different delivery styles of this type of care with all local partners to decide on the best way of delivering this type of care for local residents. The working group also recommend that the good practices highlighted in the Home Office book and the good practice identified above are looked at and adopted or adapted for Walsall where appropriate

Partnership Working

Another consistent theme during the course of the working group's investigations was the importance of good and genuine partnership working.

The working group found that there were many good examples of partners working together, such as the Council, Police and local licensees. However, it was acknowledged to the working group that there was room for improvement, for example, by implementing the working group's recommendation to create a 'Licensing Forum'.



The working group learnt that there were proposals in place to further develop the sharing of data between different Council departments and the Police on criminal, anti-social behaviour and other enforcement related issues.

The working group welcome and encourage the sharing of data between partner organisations and recommend that further opportunities for data sharing are explored and that the same or compatible IT packages are procured to facilitate this process across different partner organisations. The working group also reiterate the earlier recommendation to establish a 'Licensing Forum' as an additional tool to improve partnership working in the borough.

Conclusion

There are many alcohol related problems prevalent in Walsall that are having a detrimental impact of the health, crime and reputation of the local area.

The working group were pleased to hear that there was a lot of good work taking place across the borough from a whole range of organisations to tackle these important problems. This includes local publicans through Pubwatch and the Beer and Pub Association, health partners and crime partners such as the Police through the successful 'Operation Be Safe' and the Councils own Licensing and Enforcement Teams, all of whom contribute to the Councils key priority of 'reducing crime and feeling safe'.

However, whilst there was a lot of good work taking place there was still room for improvements to be made.

Statistics show that Walsall performs badly in a number of areas of alcohol related harm.

Consideration should be given to including late night take-aways in the cumulative impact policy in the Councils 'Statement of Licensing Policy'.

Operation Be Safe needs to continue in an anticipated climate of reduced public spending.

A licensing forum should be established to enable greater communication between local partners and licensed premises.

Pubwatch could become more pro-active in terms of banning trouble makers from the town centre.

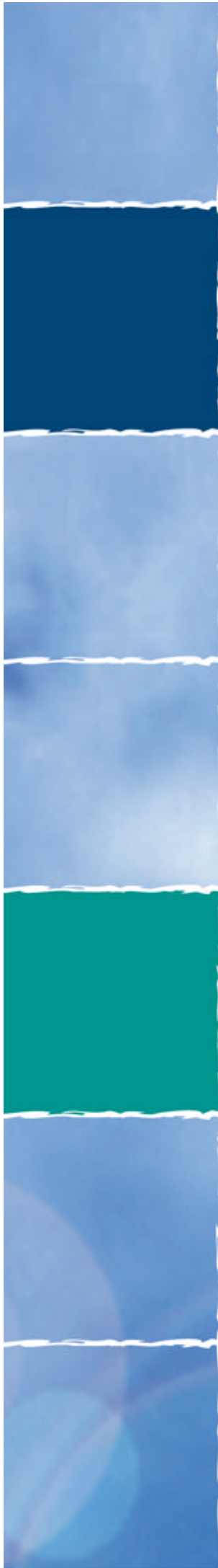
The Radiolink needs to continue and be used by all licensed premises.

The Best Bar None awards should continue with greater borough wide participation and 'Purple Flag' status should be considered for Walsall town centre and its district centres.

An element of pastoral care should be introduced in Walsall town centre to help prevent alcohol related anti-social behaviour taking place.

Partnership working should be enhanced, this should include improvements in sharing data and use of the same or compatible IT systems should become common practice.

In addition to this consideration should be given to further Member led scrutiny investigations into alcohol related problems in Walsall.



Finally, The working group would like to thank all of those persons who they have spoken to who have assisted in them completing this valuable piece of work.

Review

The working group recommend that progress with the implementation of its recommendations is considered by the Community Services Scrutiny and Performance Panel approximately six months after its report has been considered by Cabinet.

Recommendations

That:

1. Safer Walsall Partnership co-ordinate:
 - a. plans and strategies to reduce the levels of alcohol related harm being caused in the borough;
 - b. making improvements in the recording and sharing of criminal, anti-social behaviour and other enforcement data between partners. This should include ensuring use of the same or at least compatible information technology;
 - c. the investigation of the most appropriate way to deliver pastoral care on weekend evenings and nights in the town and district centres;
 - d. consideration of the good practice schemes for implementation in Walsall contained in the Home Office publication 'Selling Alcohol Responsibly: Good Practice Examples for the Alcohol Retail and Hospitality Industries';
 - e. the establishment of a licensing forum to create the opportunity for partners and local stakeholders to discuss issues of local importance and concern.
2. that regeneration plans for the town centre include the provision of alternative evening facilities for people of all ages and families so that the town centre becomes an attractive destination for all local residents;
3. a representative from the anti-social behaviour team should attend the responsible authorities group meetings on licensing issues;
4. the cumulative impact policy, contained in the Councils 'Statement of Licensing Authority' be amended to include a presumption against further late night takeaways;
5. Walsall Pubwatch to develop and implement a procedure for banning individuals causing alcohol related anti-social behaviour from the premises of all Pubwatch Members;
6. every licensed premises (specifically pubs and clubs) to participate in the radio link;
7. the following changes take place to the 'Best Bar None' Awards:
 - a. More publicity;

- 
- b. More entries from non-town centre premises;**
 - c. Ensure value for money from awards evening;**

8. the consistency in the Police Licensing Team continues;

and;

9. consideration be given to further scrutiny investigations into alcohol related anti-social behaviour and other alcohol related problems in Walsall.

Working Group Terms of Reference

Work Group Name:	Alcohol Related Anti-Social Behaviour Working Group	
Panel:	Community Services Scrutiny and Performance Panel	
Municipal Year:	2009/10	
Lead Member:	Councillor Ian Robertson	
Lead Officer:	Lorraine Boothman – Senior Principal Trading Standards Officer	
Support Officer:	Craig Goodall – Acting Principal Scrutiny Officer	
Membership:	Councillor Ian Robertson Councillor Carl Creaney Councillor Melvin Pitt Councillor Ian Shires TBC – West Midlands Police Authority Member	
1.	Context	
	<p>In 2008/09 the former Neighbourhoods Scrutiny and Performance Panel held a lengthy working group investigation into anti-social behaviour in Walsall.</p> <p>This working group made a recommendation for issues concerning alcohol related anti-social behaviour to be considered as a future item as the working group did not have the opportunity to consider the issue themselves.</p> <p>This recommendation was picked up by the newly formed Community Services Scrutiny and Performance Panel during 2009/10.</p>	
2.	Objectives	
	To contribute to the development of local policy to help tackle alcohol related anti-social behaviour problems that occur on and around licensed premises in the borough.	
3.	Scope	
	<p>The working group will focus on the policies of the Council and its partners from a community safety perspective.</p> <p>Issues and matters concerning licensing decisions will generally be excluded from the working groups remit.</p>	
6.	Equalities Implications	
	The working group will ensure that its investigations and recommendations consider the six strands of equality.	
4.	Who else will you want to take part?	
	West Midlands Police	West Midlands Police Authority
	Licensing and Trading Standards	NHS/PCT
	Pubwatch	Licensees
	Walsall Partnership	Safer Walsall Partnership –

		including Anti-Social Behaviour Team
	Residents	Local Licensing Partnerships
5.	Timescales & Reporting Schedule	
	<p>The working group consider it unlikely that they will complete their investigations before the last scheduled Panel meeting on 30 March 2010.</p> <p>Therefore the working group would like to recommend that a special meeting of the Panel is scheduled towards the end of April 2010 to allow the working group enough time to investigate and make recommendations on this important issue.</p>	
6.	Risk factors	
	Risk	Likelihood
	Time – unable to complete investigation before end of municipal year	Medium – High
		Measure to Resolve
		Limit focus of working group
		Manage schedule of meetings
		Request special Panel meeting
	Difficulty in securing appropriate witnesses within allocated time	High – Medium
		Plan schedule of meetings in advance

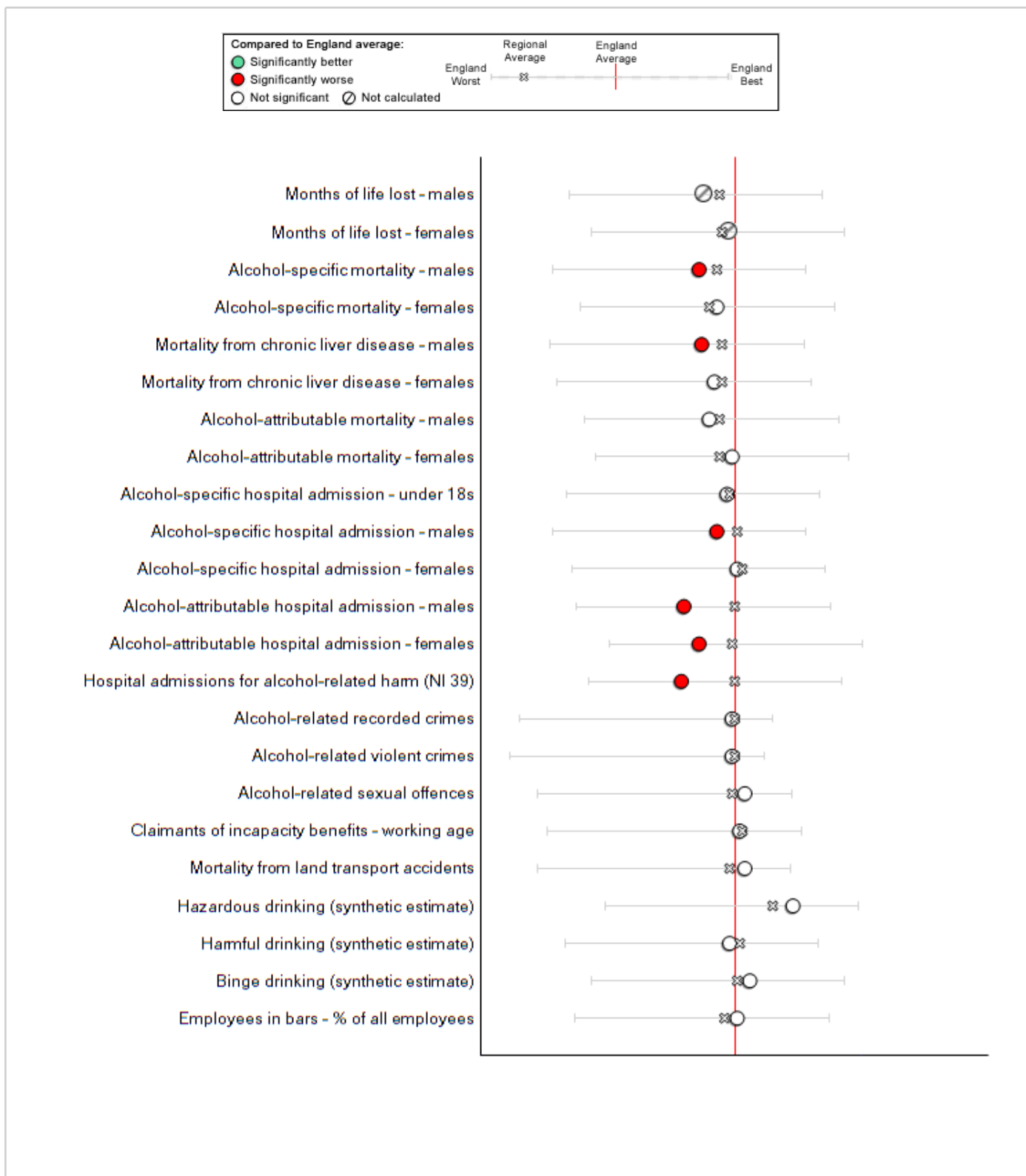
Timetable:

DATE	ACTIVITY	WHO INVOLVED
Late Feb/Early March 2010	Briefing on the extent of problem pubs in Walsall and available measures and limitations in tackling existing problems.	Licensing and Trading Standards West Midlands Police Safer Walsall Partnership
Early March 2010	Meeting with Pubwatch Representatives to establish views of publicans	Pubwatch
Mid-March 2010	Follow up meeting to pick up on issues arising from previous two meetings	
End March 2010	Draw conclusions and recommendations for final report drafting	Working group members
Early/Mid-April 2010	Review and finalise draft report	Working group members
End April 2010	Present report to Community Services Scrutiny and Performance Panel	

LAPE

Local Alcohol Profiles For England

Profile of alcohol related harm - Walsall

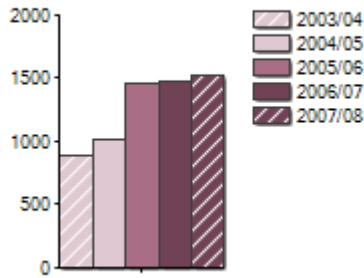


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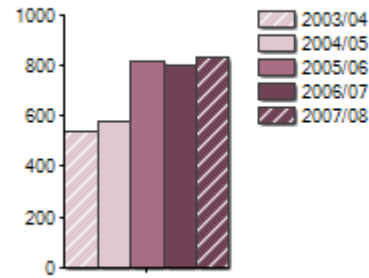
Local Alcohol Profiles For England

Trends for selected indicators - Walsall

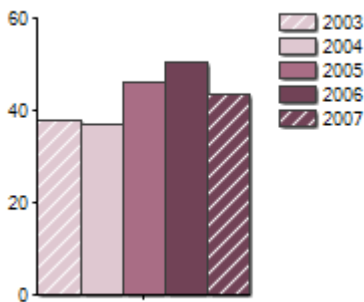
Alcohol-attributable hospital admission males



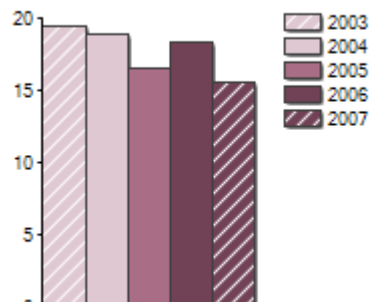
Alcohol-attributable hospital admission females



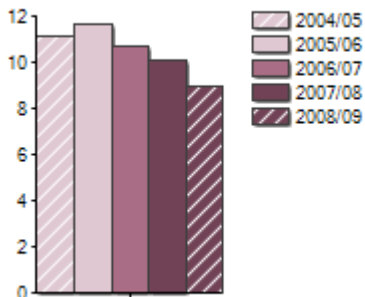
Alcohol-attributable mortality - males



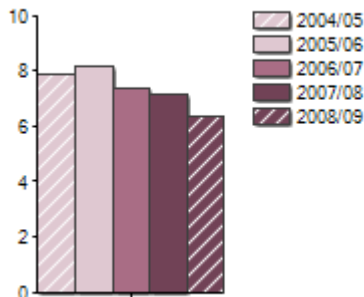
Alcohol-attributable mortality - females



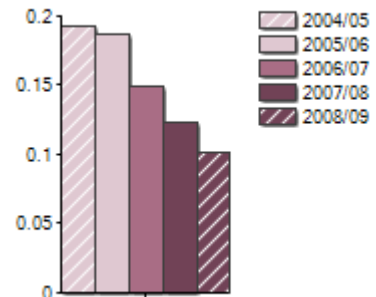
Alcohol-related recorded crimes - all



Alcohol-related violent crimes



Alcohol-related sexual offences



Alcohol related indicators - Walsall

ID	Indicator	Measure (a)	National Rank (b)	Regional Average
1	Months of life lost - males	11.5	282	10.2
2	Months of life lost - females	4.6	220	4.8
3	Alcohol-specific mortality - males	18.9	294	15.7
4	Alcohol-specific mortality - females	7.0	240	7.4
5	Mortality from chronic liver disease - males	19.2	277	15.9
6	Mortality from chronic liver disease - females	9.0	259	8.4
7	Alcohol-attributable mortality - males	43.5	269	40.4
8	Alcohol-attributable mortality - females	15.5	200	17.2
9	Alcohol-specific hospital admission - under 18s	79.3	220	77.4
10	Alcohol-specific hospital admission - males	438.5	253	363.0
11	Alcohol-specific hospital admission - females	186.8	206	173.0
12	Alcohol-attributable hospital admission - males	1,520.1	284	1,219.9
13	Alcohol-attributable hospital admission - females	834.3	269	702.5
14	Hospital admissions for alcohol-related harm (NI 39)	1,878.8	285	1,479.5
15	Alcohol-related recorded crimes	8.9	227	8.6
16	Alcohol-related violent crimes	6.3	230	6.1
17	Alcohol-related sexual offences	0.1	158	0.1
18	Claimants of incapacity benefits - working age	118.4	210	117.4
19	Mortality from land transport accidents	1.5	106	1.9
20	Hazardous drinking (synthetic estimate)	17.3	23	18.3
21	Harmful drinking (synthetic estimate)	5.2	230	4.9
22	Binge drinking (synthetic estimate)	16.9	177	17.9
23	Employees in bars - % of all employees	2.0	131	2.2

Footnotes

Definition

- Alcohol-specific** Conditions that are wholly related to alcohol (e.g. alcoholic liver disease or alcohol overdose). A list of alcohol-specific conditions with their ICD-10 codes and associated attributable fractions can be found at: <http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf>
- Alcohol-attributable** Alcohol-specific conditions plus conditions that are caused by alcohol in some, but not all, cases (e.g. stomach cancer and unintentional injury). For these latter conditions, different attributable fractions are used to determine the proportion related to alcohol for males and females. A list of alcohol-attributable conditions with their ICD-10 codes can be found at: <http://www.nwph.net/nwpho/publications/AlcoholAttributableFractions.pdf>
- a) The actual indicator value for the local authority as calculated in the definitions below.
- b) The rank of the local indicator value among all 326 local authorities in England. A rank of 1 is the best local authority in England and a rank of 326 is the worst. Two local authorities (City of London and Isles of Scilly) have been omitted from indicators 20, 21 and 22 so in these cases the worst local authority has a rank of 324. For indicator 23, a rank of 1 is the lowest and a rank of 326 is the highest value, as the desirability of the value (what is better or worse) has not been determined.



ID	Definitions
1,2	An estimate of the increase in life expectancy at birth that would be expected if all alcohol-attributable deaths among males/females aged under 75 years were prevented. (NWPHO from 2005-2007 England and Wales life expectancy tables for males and females [Government Actuary Department], alcohol-attributable deaths from Public Health Mortality File 2005-2007 in males/females aged under 75 and Office for National Statistics mid-year population estimates for 2005-2007).
3,4	Deaths from alcohol-specific conditions (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (NWPHO from Office for National Statistics Public Health Mortality File for 2005-2007 and mid-year population estimates for 2005-2007).
5,6	Deaths from chronic liver disease including cirrhosis (ICD-10: K70, K73-K74) (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (Compendium of Clinical and Health Indicators, National Centre for Health Outcomes Development 2005-2007 pooled).
7,8	Deaths from alcohol-attributable conditions (all ages, male/female), directly standardised rate per 100,000 population (standardised to the European Standard Population). (NWPHO from Office for National Statistics Public Health Mortality File for 2007 and mid-year population estimates for 2007).
9	Persons admitted to hospital due to alcohol specific conditions (under 18s, persons), crude rate per 100,000 population. Numerator counts of between 1 and 5 have been suppressed (indicated as *). (NWPHO from Hospital Episodes Statistics 2005/06-2007/08 and Office for National Statistics mid-year population estimates 2005-2007). Does not include attendance at A&E.
10, 11	Persons admitted to hospital due to alcohol-specific conditions (all ages, male/female), directly standardised rate per 100,000 population. Numerator counts of between 1 and 5 have been suppressed (indicated as *) (NWPHO from Hospital Episodes Statistics 2007/08 and Office for National Statistics mid-year population estimates 2007). Does not include attendance at A&E.
12, 13	Persons admitted to hospital due to alcohol-attributable conditions (all ages, male/female), directly standardised rate per 100,000 population. (NWPHO from Hospital Episodes Statistics 2007/08 and Office for National Statistics mid-year population estimates 2007). Does not include attendance at A&E.
14	NI39: Hospital Admissions for Alcohol Related Harm: directly age and sex standardised rate per 100,000 population, 2007/08. (Department of Health using Hospital Episode Statistics and Office for National Statistics 2007 mid-year population estimates). Note that data has been re-calculated for this collection and shouldn't be compared with external source.
15, 16, 17	Alcohol-related recorded crimes, crude rate per 1,000 population. (NWPHO from Home Office recorded crime statistics 2008/09). Office for national Statistics 2007 mid year population were used. Attributable fractions for alcohol for each crime category were applied, based on survey data on arrestees who tested positive for alcohol by the Strategy Unit. Please note that data is missing for a small number of areas.
18	Claimants of Incapacity Benefit or Severe Disablement Allowance whose main medical reason is alcoholism, crude rate per 100,000 (working age, persons) population. (NWPHO from Department for Work and Pensions data Nov 2008 and Office for National Statistics 2007 mid-year population estimates). NB Important Note Supplied by DWP - To qualify for Incapacity Benefit, claimants have to undertake a medical assessment of incapacity for work called a Personal Capability Assessment. The medical condition recorded on the claim form does not itself confer entitlement to Incapacity Benefit. So, for example, a decision on entitlement for a customer claiming Incapacity Benefit on the basis of alcoholism would be based on their ability to carry out the range of activities assessed by the Personal Capability Assessment; or on the effects of any associated mental health problems. It is also important to note that where someone has more than one diagnosis or disabling condition, only the predominant one is currently recorded.
19	Estimated number of deaths attributable to alcohol from land transport accidents (ICD-10: V01-V89) (all ages, persons) directly standardised rate per 100,000 population (standardised to the European Standard population). (NWPHO from Compendium of Clinical and Health Indicators, National Centre for Health Outcomes Development 2005-07 pooled and Office for National Statistics mid-year population estimates 2005-2007). The Strategy Unit's alcohol-attributable fraction was applied to obtain the estimates.
20	Mid-2005 synthetic estimate of the proportion (%) of the population aged 16 years and over who report engaging in hazardous drinking, defined as consumption of between 22 and 50 units of alcohol per week for males, and between 15 and 35 units of alcohol per week for females. (NWPHO from Health Survey for England, Hospital Episode Statistics, Office for National Statistics mid-year population estimates and mortality data and the Census of Population 2001). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please note that values for the new Local Authorities arising from the April 2009 boundary changes are a population weighted average of the component Local Authority predicted prevalence's only. Amendments will be made to these values when these synthetic estimates are updated
21	Mid-2005 synthetic estimate of the proportion (%) of the population aged 16 years and over who report engaging in harmful drinking, defined as consumption of more than 50 units of alcohol per week for males, and more than 35 units of alcohol per week for females. (NWPHO from Health Survey for England, Hospital Episode Statistics, Office for National Statistics mid-year population estimates and mortality data and the Census of Population 2001). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please note that values for the new Local Authorities arising from the April 2009 boundary changes are a population weighted average of the component Local Authority predicted prevalence's only. Amendments will be made to these values when these synthetic estimates are updated
22	Synthetic estimate of the proportion (%) of adults who consume at least twice the daily recommended amount of alcohol in a single drinking session (that is, 8 or more units for men and 6 or more units for women). Estimates originally produced for the Department of Health (2003-2005). Two local authorities (City of London and Isles of Scilly) have been omitted so authorities have been ranked from 1 to 324. Please see Health profiles for further information www.apho.org.uk/default.aspx?QN=P_HEALTH_PROFILES

LAPE

Local Alcohol Profiles For England

ID	Definitions
23	<p>The number of employees employed in bars (SIC2003: 5540), as a percentage of all employees. (Annual Business Inquiry 2007, National Statistics, from Nomis website: www.nomisweb.co.uk). Office for National Statistics single year of age mid 2007 population estimate for males aged between 16-64 years and females aged 16-60 years. A rank of 1 is the lowest local authority value in England and a rank of 326 is the highest. Values that are significantly lower than the England average have been highlighted green and values that are significantly higher have been highlighted red. The desirability of the value (what is better or worse) has not been determined.</p>





Home Office

SELLING ALCOHOL RESPONSIBLY:

Good Practice Examples from the Alcohol Retail and Hospitality Industries

The Mandatory Code for Alcohol Retailers England and Wales

April 2010

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Ministerial Foreword



Alcohol is an important part of our culture. Most individuals drink responsibly and most hospitality businesses and alcohol retailers sell alcohol responsibly. However, there are a minority of people whose drinking leads to crime and disorder and a minority of licensed premises who do not take their responsibilities seriously when selling alcohol. We want the night time economy to be a safe place for the responsible majority to enjoy.

Alcohol-related crime has fallen by a third since 1997, but at a cost of £8-£13 billion per year, it remains unacceptably high. That is why we have introduced a range of new tools and powers to tackle problem drinkers, such

as Drink Banning Orders and Directions to Leave, and why Government has decided to introduce five new mandatory licensing conditions to bring an end to irresponsible promotions, to ban pouring alcohol directly into the mouths of customers, and to ensure that age verification policies are in place, free tap water is provided and small measures are available to customers.

Alongside the introduction of these new conditions, it is important to acknowledge the excellent work that those who retail alcohol are already doing to contribute to the four licensing act objectives: namely to prevent crime and disorder, prevent public nuisance, protect public safety and protect children from harm.

We want more businesses to learn from these examples and to adopt these effective schemes.

This resource has been developed by the Home Office, in partnership with organisations from the hospitality and alcohol retail industry and stakeholders in alcohol policy.

I want to emphasise the point that good partnership working at local level, that involves local businesses, is vital - not only in making these good practice examples work, but also in developing new responses and tackling the problem of alcohol related crime and disorder in the night time Economy.

A handwritten signature in black ink that reads "Alan Campbell". The signature is written in a cursive, flowing style.

Alan Campbell

Parliamentary Under Secretary of State for Crime Reduction

Examples of Good Practice

This document sets out initiatives and schemes that are examples of good practice in alcohol retailing. We have given a brief summary of the aims and actions for each example and then provided a signpost to where to find out more information or to sign up.

It is important to acknowledge the differences between types of premises, such as their size, type of licence, and location etc. As a result, for example, an out of town 24-hour supermarket may well have different needs to a city centre pub.

This list is not exhaustive, but does give a good idea of the schemes you can be part of, or of practice that you can adopt.

Preventing Underage Sales

Challenge 21



Since 2006, the Challenge 21 scheme has been raising awareness among publicans and their staff of the need to be vigilant in preventing underage sales. The scheme serves as a reminder to customers that it is against the law to purchase alcohol if you are under 18, or to purchase alcohol on behalf of someone who is under 18. If you appear to be under 21, you can expect to be asked to prove your age.

Research has shown that 90% of 18-24 years olds are aware of the Challenge 21 scheme, demonstrating the success of the scheme amongst its key target group. Pubs turn away over one million customers each month who, when challenged, are unable to provide acceptable proof of age - clearly indicating the trade is making a huge effort to enforce the law and prevent underage sales.

To order materials or download posters from BBPA, click here:

www.beerandpub.com/industryArticle.aspx?articleId=85

To order the posters in Welsh, click here:

www.ceredigion.gov.uk/utilities/action/act_download.cfm?mediaid=13583

Challenge 25



Challenge 25 was developed by The Retail of Alcohol Standards Group (RASG) to give staff serving alcohol a wider margin of protection to ensure that alcohol is not sold to anyone under 18. A Challenge 25 policy means that customers who look as though they are under 25 are asked by store staff to show proof that they are over 18.

The design is available in several formats, from posters to shelf barkers to badges, to reinforce the message throughout the store. There are also a range of signs to inform consumers about the penalties for buying alcohol underage and proxy purchasing.

The signage is used throughout RASG member stores and RASG have made the designs available to non-member retailers on the Wine and Spirit Trade Association website. Signage is also available in Welsh and for Scottish licenced premises.

You can find more details or download posters and resources at:

www.wsta.co.uk/Challenge-25.html

and

www.acs.org.uk/en/Advice/advice_guides/responsible_retailing/

PASS Scheme

PASS The Proof of Age Standards Scheme (PASS) was launched in 2003 to bring in a common standard, an easily recognisable identity and a robust accreditation process to help protect retailers of age-related products, and their employees from the many fake ID cards used throughout the country.

Retailers face a constant problem of trying to identify what is a genuine proof-of-age card versus a fraudulent one. A PASS accredited card allows them to be confident that the ID is genuine when they see the unique PASS hologram.

PASS is the UK's national guarantee scheme for proof-of-age cards backed by the Government and supported by authoritative organisations, including the Association of Chief Police Officers (ACPO) and the Trading Standards Institute (TSI). The scheme is also supported by the main trade associations connected with those selling age-restricted products. Over 2 million young people currently carry PASS accredited proof-of-age cards, all bearing the distinctive PASS hologram.

To find out more, click here:

www.pass-scheme.org.uk/

Building Strong Community Partnerships

Best Bar None



Best Bar None is a recognised award scheme supported by the Home Office, aimed at promoting the responsible management and operation of alcohol-licensed premises. It has been adopted by over 95 towns and cities across the UK and is even now being taken up in other countries.

Best Bar None schemes provide an incentive for the operations of licensed premises to improve their standards of operation to the level of a commonly agreed national benchmark. It has proved to be an excellent vehicle for partnership working as it provides:

- An incentive for operators to improve their standards
- Licensees the chance to show how well they manage their businesses
- A reference point for authorities to work with local pubs and clubs in tackling crime and disorder issues.

It sets a minimum standard of operation and encourages the sharing of best practice by rewarding safe and well-managed licensed venues. An evaluation carried out in 2009 of 40 BBN schemes showed that BBN is one of the major contributors to reducing crime in their areas and substantially helps towards the solution of alcohol related crime in the night time economy. Early indications of statistics show a 15-35% reduction in local area crime statistics.

To join the Best Bar None scheme, click here:

www.bbnuuk.com/images/stories/pdfs/2009%20scheme%20guidelines%20%26%20application%20form%20-%20on%20licence.doc

Purple Flag



Purple Flag is an award given to an area based on an objective assessment of five key elements of that area at night.

Purple Flag has been developed in conjunction with the Home Office, Department of Communities and Local Government, Department for Culture, Media and Sport, Association of Chief Police Officers, British Institute of Innkeepers, BCSC Educational and Research Trust, Noctis, BBPA, Institute of Licensing, Business In the Community, Keep Britain Tidy, Kingston First and LACORS. It is led by the Association of Town Centre Management (ATCM).

For more information, click here:

www.atcm.org/purple-flag/index.php

Or to fill in the application form, click here:

www.atcm.org/purple-flag/1-purple-flag-entry-form.doc

Community Alcohol Partnerships



Community Alcohol Partnerships were developed by the Retail of Alcohol Standards Group and local partners to address underage drinking.

Community Alcohol Partnerships aim to tackle the problems caused by underage access to alcohol through co-operation between alcohol retailers and local stakeholders, such as Trading Standards, police, local authority licensing teams, schools and health networks.

The largest CAP so far, run with Kent County Council, was independently evaluated by Kent University, who found that pilot areas saw a substantial reduction in criminal damage and that anti-social behaviour fell in six out of seven measures.

CAP officer, Philip Loring, manages the established Community Alcohol Partnerships and works with Local Authorities to develop new partnerships in their areas.

More information can be found at:

www.communityalcoholpartnerships.co.uk

Community Engagement Good Practice Guide



Noctis (in conjunction with Diageo) have produced a short practical guide to producing good partnerships in the Night Time Economy between operators, local authorities and police at local level.

You can download this here:

www.noctisuk.org/_download/56029/noctisgpguide%20final.pdf

Business Improvement Districts



A Business Improvement District (BID) is a locally funded scheme to introduce real improvements to a business area and its local community – set up with the democratic agreement of local businesses. A BID must provide real additional local services for the area, with local businesses agreeing on the improvements that need to be made, the specific measures needed to achieve them, and how much businesses should pay.

There are many local improvements that can be funded through BIDs. These can include better and more frequent policing, installation of CCTV cameras, more litter bins and rubbish collections, and schemes to ensure rapid response to graffiti and litter, replacing street lamps, mending pavements and investment in the visual appearance of the area, such as trees and other planting. There are few limits on what type of improvements can be provided. BIDs can provide local training and employment schemes, for example, or more frequent local transport. By putting property owners in control, they are an excellent tool for the improvement of town centres. BIDs are funded through a levy on the rateable value of businesses involved in the scheme. Some areas focus their BID on the night time economy, whilst other examples include tourism and shopping.

Find out more here:

www.ukbids.org/

Pub is the Hub



pub is the hub

Pub is the Hub was initiated by HRH The Prince of Wales in 2001, as President of Business in the Community. It is part of the Rural Action Programme and is a 'not for profit' advisory organisation.

Pub is the Hub encourages rural pub owners, licensees, and their local communities to work together to support, retain and locate local services where possible within the pub whilst often improving the viability of the business itself. Pub is the Hub assists with guidance on the availability of local and regional project funding, and having a thorough understanding of the pub business, is able to advise on the best way to progress with each individual project.

It works across England and Wales on projects ranging from providing local shops to encouraging the local sourcing of products, accommodating Post Office services, providing local school meals, IT training or community centres.

For more details, click here:

www.pubisthehub.org.uk/

You can download their good practice guide here:

www.pubisthehub.org.uk/assets/downloads/PITH_Good_Practice_Guide.pdf

BBPA Partnerships Initiative



The BBPA Partnerships Initiative has been developed in order to respond positively and effectively to local authorities seeking representation from trade association member companies, and formalise the BBPA's approach to working in partnership at local level.

The Initiative is voluntary, and simply provides a mechanism to find local industry representatives for local Crime Reduction Partnerships that have requested industry input, so that they can contribute to the development of policy and strategy on public order issues.

BBPA member companies have supported the initiative by nominating key individuals from their organisations to become involved in dialogue on crime and disorder with partners at local level.

You can download the BBPA Partnerships Guidance by clicking here:

www.beerandpub.com/documents/publications/industry/BBPA_Guidance_for_Industry_Representatives.pdf

Taking a Socially Responsible Approach

Crisis Management Policy

Noctis have produced a useful checklist of what is needed to run a good, corporately socially responsible business - and what to do if a crisis occurs in your business.

To download the document, click here:

noctis.net-genie.co.uk/_download/39482/noctis%20poppleston%20allen%20crisis%20management%20paper%20june%202008.pdf

Server Training



There is good evidence of the impact that good server training can have on reducing crime and disorder, underage sales and sales to drunks.

Induction and development programmes ensure that staff have the skills and confidence to meet legal requirements and their wider responsibilities. Training is needed at all levels - bar staff, supervisory, site manager, and district manager.

One example, from Manchester, is available to download here:

www.manchesterpubandclub.co.uk/responsible-alcohol-service/

Keeping Staff and Customers Safe

PubWatch



National PubWatch is a voluntary organisation set up to support existing local PubWatch schemes and encourage the creation of new ones. Local PubWatch schemes are run by licensees and provide a forum in which they can exchange information. The BBPA funds National PubWatch and remains committed to raising the profile of National PubWatch and awareness of its work.

It is good practice to actively encourage all managers to join and participate in their local PubWatch scheme, which is an excellent means to build relationships at a local level between the licensed trade and the authorities to the benefit of the local community.

PubWatch have launched a Best Practice Guide that deals with starting and running watches, and a special pager scheme, 'Pub alert'. The PubWatch Guide and its revised editions has proved very successful with nearly 3,500 copies supplied to licensees, police, town centre managers and watch co-ordinators throughout the country with requests still coming in every week.

To find your nearest PubWatch contact, or to set up a new scheme, click here: www.nationalpubwatch.org.uk/contact.htm

To request a copy of the PubWatch good practice guide, email:
userrequest@nationalpubwatch.org.uk

Managing Safety in Bars, Clubs and Pubs



This BBPA document provides guidance to assess the risk of violence in individual licensed premises, based on existing good practice.

You can download this by clicking here:

www.beerandpub.com/documents/publications/industry/Managing_Safety_in_Bars_Clubs_&_Pubs_Final_PDF.pdf

Safer Nightlife

Produced by the alcohol industry, London Drug Policy Forum and the Home Office, Safer Nightlife promotes best practice for all those working in the Night Time Economy. In particular it is aimed at:

- licensing authorities;
- police and fire officers;
- venue managers/promoters; and
- health promotion workers.

The purpose of Safer Nightlife is to help ensure the health and safety of everyone involved in, and going out to, events in pubs and clubs with particular emphasis on those who also take drugs. The document provides dedicated advice on a range of key issues including creating a safe physical environment, tackling drug dealing, reducing harm from drug use, promoting sexual health and developing a drug policy.

You can download this by clicking here:

www.cityoflondon.gov.uk/NR/rdonlyres/E4E0FE3A-9F8E-4182-AFBF-31C83E74C03A/0/SS_LDPF_safer_nightlife.pdf

Licensed Property: Security in Design



The British Beer & Pub Association and the Metropolitan Police Service have produced a document called, “Effective Licensed Property Security Systems”. This booklet focuses on designing an environment that minimises opportunities for crime.

You can download this here:

www.beerandpub.com/documents/publications/industry/Security_in_design.pdf

Dispersal Policy

Noctis have produced a good practice guide outlining some useful pointers when considering implementing a dispersal policy.

You can download this here:

noctis.net-genie.co.uk/download/39481/noctis%20dispersal%20policy%20headed.pdf

Drugs and Pubs

The BBPA have produced a useful guide on helping to keep drugs out of licensed premises and how to deal with incidents.

To download the guidance, click here:

www.beerandpub.com/documents/publications/industry/Drugs_and_Pubs.pdf

Supporting National Communications Campaigns

Drinkaware Trust

drinkaware

Drinkaware provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Their public education programmes, grants, expert information and resources help create awareness and affect positive change. An independent charity established in 2007, Drinkaware works alongside the medical profession, the alcohol industry and government to achieve its goals.

Drinkaware resources are disseminated to individuals, health-care and education providers, as well as armed forces, youth and community groups.

You can find out more information or download resources from here:

www.drinkaware.co.uk/

Campaign for Smarter Drinking



The £100 million social marketing campaign, with the theme, 'why let good times go bad?' will run for at least five years. For the first time, over 45 companies from the drinks industry have come together to work with Government and Drinkaware to tackle binge drinking among 18-24 year olds.

You can find out more information or download resources from here:

www.drinkaware.co.uk/features/homepage/recent/why-let-good-times-go-bad

Portman Group



The Portman Group's Code of Practice on the Naming, Packaging and Promoting of Alcoholic Drinks was established in 1996. The Code seeks to ensure that drinks producers market their products in a socially responsible way and only to an adult audience.

The Code regulates all pre-packaged alcoholic drinks marketed for sale in the UK. The Code applies to a drink's name and packaging, press releases, websites, sponsorship, sampling, branded merchandise, advertorials and all other drinks producer marketing, apart from advertising which is regulated by the Advertising Standards Authority.

The Code prohibits the marketing of alcoholic drinks to under-18s; the alcohol content of a drink must be made absolutely clear; its alcoholic strength should not be dominant; it must not encourage rapid or down-in-one drinking; there must be no association with illegal drugs, bravado, aggression or anti-social behaviour and any suggestion that the drink will lead to sexual success or increased popularity is also banned.

All Code complaints go to an Independent Complaints Panel. Several products have been completely removed from sale by retailers in support of the Panel's decisions. This sanction gives the Code teeth. The Portman Group also runs a free and confidential Code Advisory Service to help drinks producers and their marketers stay on the right side of the Code.

You can download a copy of the Code at:

www.portmangroup.org.uk/assets/documents/4th%20Ed%20of%20Code.pdf

Key Contacts



Advertising Standards Authority

Mid City Place, 71 High Holborn
London WC1V 6QT
020 7492 2222

Email: enquiries@asa.org.uk



Association of Licensed Multiple Retailers

9b Walpole Court, Ealing Studios, London, W5 5ED
020 8579 2080

Email: info@almr.org.uk



Association of Convenience Stores

Federation House
17 Farnborough Street
Farnborough, Hampshire GU14 8AG
01252 515001



Association of Town Centre Managers

1 Queen Anne's Gate, Westminster, London
SW1H 9BT
020 7222 0120

Email: info@atcm.org



British Beer & Pub Association

Market Towers
1 Nine Elms Lane
London SW8 5NQ
020 7627 9191

Email: web@beerandpub.com



British Institute of Innkeeping

Wessex House, Park Street, Camberley, Surrey GU15 3PT
01276 684449

www.bii.org/home



Federation of Licensed Victuallers Associations

126 Bradford Road, Brighouse, West Yorkshire HD6 4AU
01484 710534

Email: admin@flva.co.uk



National BIDs Advisory Service

www.ukbids.org
0207 227 3464



National Pubwatch

PO Box 498
Crewe
CW1 9ER
01270 213399
[Email: admin@nationalpubwatch.org.uk](mailto:admin@nationalpubwatch.org.uk)



Noctis

5 Waterloo Road, Stockport
Cheshire SK1 3BD
0161 476 8381
[Email: info@noctisuk.org](mailto:info@noctisuk.org)



PASS Scheme

Kate Winstanley
117 Powder Mill Lane
Twickenham TW2 6EG
07590 924710



Portman Group

7-10 Chandos Street
Cavendish Square
London W1G 9DQ
0207 907 3700
[Email: info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)



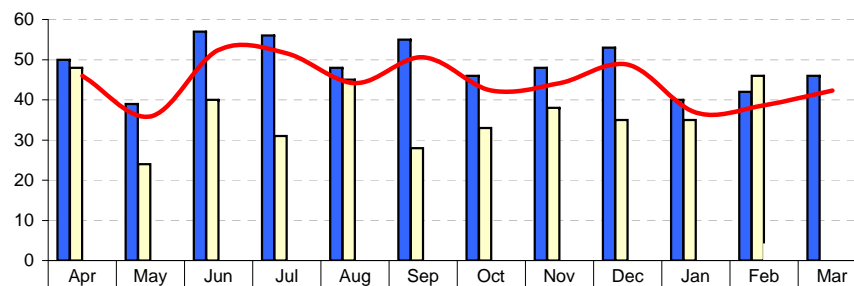
THE WINE AND SPIRIT TRADE ASSOCIATION

The Wine and Spirit Trade Association

International Wine & Spirit Centre
39 - 45 Bermondsey Street
London SE1 3XF
020 7089 3877

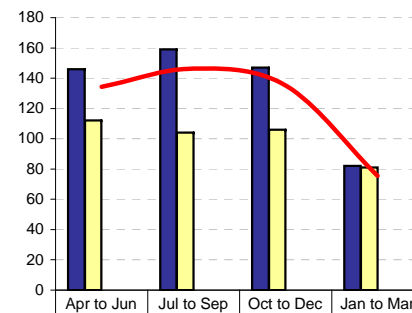
H1 OCU Recorded Crime 'Be Safe in Walsall Initiative'
 Time First Committed - Thursday to Saturday: 2200 to 0600, and Sunday: 0000 to 0600 hours (upto 28-Feb-10)

H1 OCU Total Recorded Crime - Beat 10
 Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours



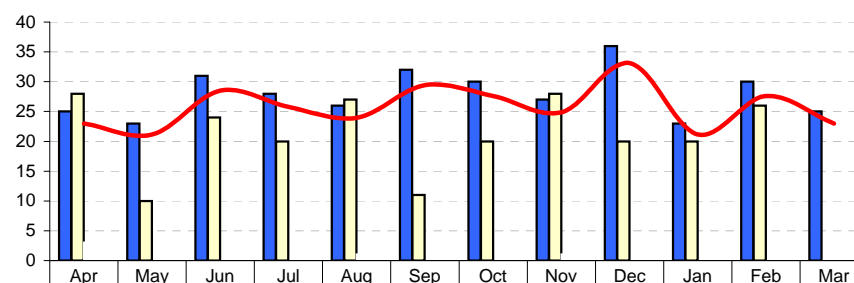
2007/08 (Baseline Year)	50	39	57	56	48	55	46	48	53	40	42	46
2009/10	48	24	40	31	45	28	33	38	35	35	46	
+ / - in Offences	-2	-15	-17	-25	-3	-27	-13	-10	-18	-5	4	
% Difference	-4.0%	-38.5%	-29.8%	-44.6%	-6.3%	-49.1%	-28.3%	-20.8%	-34.0%	-12.5%	9.5%	
Target (Less 8%)	46	36	52	52	44	51	42	44	49	37	39	42

Quarterley data



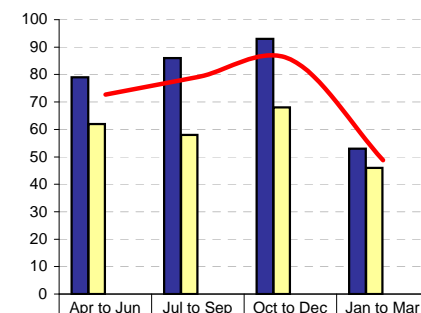
2007/08	146	159	147	82
2009/10	112	104	106	81
+ / - in Offences	-34	-55	-41	-1
% Difference	-23.3%	-34.6%	-27.9%	-1.2%
Target	134	146	135	75

H1 OCU All Recorded Violent Crime - Beat 10
 Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours



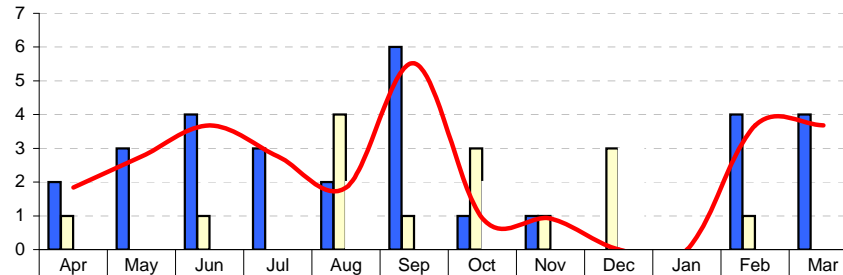
2007/08 (Baseline Year)	25	23	31	28	26	32	30	27	36	23	30	25
2009/10	28	10	24	20	27	11	20	28	20	20	26	
+ / - in Offences	3	-13	-7	-8	1	-21	-10	1	-16	-3	-4	
% Difference	12.0%	-56.5%	-22.6%	-28.6%	3.8%	-65.6%	-33.3%	3.7%	-44.4%	-13.0%	-13.3%	
Target (Less 8%)	23	21	29	26	24	29	28	25	33	21	28	23

Quarterley data



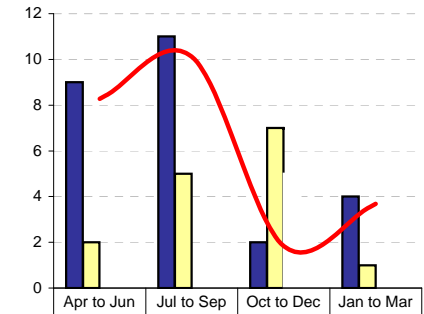
2007/08	79	86	93	53
2009/10	62	58	68	46
+ / - in Offences	-17	-28	-25	-7
% Difference	-21.5%	-32.6%	-26.9%	-13.2%
Target	73	79	86	49

H1 OCU Recorded Assaults to Police Officers - Beat 10
Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2007/08 (Baseline Year)	2	3	4	3	2	6	1	1	0	0	4	4
2009/10	1	0	1	0	4	1	3	1	3	0	1	0
+ / - in Offences	-1	-3	-3	-3	2	-5	2	0	3	0	-3	4
% Difference	-50.0%	-100.0%	-75.0%	-100.0%	100.0%	-83.3%	200.0%	0.0%	300.0%	0.0%	-75.0%	100.0%
Target (Less 8%)	2	3	4	3	2	6	1	1	0	0	4	4

Quarterley data



	Apr to Jun	Jul to Sep	Oct to Dec	Jan to Mar
2007/08	9	11	2	4
2009/10	2	5	7	1
+ / - in Offences	-7	-6	5	-3
% Difference	-77.8%	-54.5%	250.0%	-75.0%
Target	8	10	2	4

H1 OCU Total Recorded Crime Crime 'Be Safe in Walsall Initiative' (Beat 10)
 Time First Committed - Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours

Target Achieved
Target not Achieved
Reducing

upto 28-Feb-10					
Monthly Table					
Month / Year	Baseline Year (2007/08)	Target 09/10 (less 8%)	2009/10	+ / - in Offences	% Diff
Apr	50	46	48	-2	-4.0%
May	39	36	24	-15	-38.5%
Jun	57	52	40	-17	-29.8%
Jul	56	52	31	-25	-44.6%
Aug	48	44	45	-3	-6.3%
Sep	55	51	28	-27	-49.1%
Oct	46	42	33	-13	-28.3%
Nov	48	44	38	-10	-20.8%
Dec	53	49	35	-18	-34.0%
Jan	40	37	35	-5	-12.5%
Feb	42	39	46	4	9.5%
Mar	46	42			
Year to Date	534	491	403	-131	-24.5%
2007 to 2008	580	534			

Target - Reduce by 8%

upto 28-Feb-10					
Quarterly Table					
Month / Year	Baseline Year (2007/08)	Target (less 8%)	2009/10	+ / - in Offences	% Difference
Apr to Jun	146	134	112	-34	-23.3%
Jul to Sep	159	146	104	-55	-34.6%
Oct to Dec	147	135	106	-41	-27.9%
Jan to Mar	82	75	81	-1	-1.2%
Year to Date	534	491	403	-131	-24.5%

H1 OCU Total Recorded Violent Crime Be Safe in Walsall Initiative (Beat 10)
 Time First Committed - Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours

Target Achieved
Target not Achieved
Reducing

upto 28-Feb-10					
Monthly Table					
Month / Year	Baseline Year (2007/08)	Target 09/10 (less 8%)	2009/10	+ / - in Offences	% Diff
Apr	25	23	28	3	12.0%
May	23	21	10	-13	-56.5%
Jun	31	29	24	-7	-22.6%
Jul	28	26	20	-8	-28.6%
Aug	26	24	27	1	3.8%
Sep	32	29	11	-21	-65.6%
Oct	30	28	20	-10	-33.3%
Nov	27	25	28	1	3.7%
Dec	36	33	20	-16	-44.4%
Jan	23	21	20	-3	-13.0%
Feb	30	28	26	-4	-13.3%
Mar	25	23			
Year to Date	311	286	234	-77	-24.8%
2007 to 2008	336	309			

Target - Reduce by 8%

upto 28-Feb-10					
Quarterly Table					
Month / Year	Baseline Year (2007/08)	Target (less 8%)	2009/10	+ / - in Offences	% Difference
Apr to Jun	79	73	62	-17	-21.5%
Jul to Sep	86	79	58	-28	-32.6%
Oct to Dec	93	86	68	-25	-26.9%
Jan to Mar	53	49	46	-7	-13.2%
Year to Date	311	286	234	-77	-24.8%

H1 OCU Recorded Assaults to Police Officer Be Safe in Walsall Initiative (Beat 10)
 Time First Committed - Thursday to Saturday: 2200 to 0600 hours, and Sunday: 0000 to 0600 hours

Target Achieved
Target not Achieved
 Reducing

upto 28-Feb-10					
Monthly Table					
Month / Year	Baseline Year (2007/08)	Target 09/10 (less 8%)	2009/10	+ / - in Offences	% Diff
Apr	2	2	1	-1	-50.0%
May	3	3	0	-3	-100.0%
Jun	4	4	1	-3	-75.0%
Jul	3	3	0	-3	-100.0%
Aug	2	2	4	2	100.0%
Sep	6	6	1	-5	-83.3%
Oct	1	1	3	2	200.0%
Nov	1	1	1	0	0.0%
Dec	0	0	3	3	300.0%
Jan	0	0	0	0	#DIV/0!
Feb	4	4	1	-3	-75.0%
Mar	4	4			
Year to Date	26	24	15	-11	-42.3%
2007 to 2008	30	28			

Target - Reduce by 8%

upto 28-Feb-10					
Quarterly Table					
Month / Year	Baseline Year (2007/08)	Target (less 8%)	2009/10	+ / - in Offences	% Difference
Apr to Jun	9	8	2	-7	-77.8%
Jul to Sep	11	10	5	-6	-54.5%
Oct to Dec	2	2	7	5	250.0%
Jan to Mar	4	4	1	-3	-75.0%
Year to Date	26	24	15	-11	-42.3%