

Licensing Committee

Date: 21 August 2013

Government's Alcohol Strategy 2012 consultation – the next steps

Report of the Director of Public Health and Protection

Policy Board Member: Councillor David Ledger

Purpose of Report

1. To inform the Licensing Committee of the Home Office consultation response to the Alcohol Strategy 2012.

RECOMMENDATION

Note the content of the report and the three policy areas from the Government consultation that are likely to impact on licensing functions.

Key Issues

1. There are three policy areas arising from the Government consultation which are likely to impact on licensing functions.

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Government's Alcohol Strategy 2012 consultation – the next steps

BACKGROUND

1. In November 2012 the Government conducted a public consultation over a 10 week period (28 November 2012 to 6 February 2013) with regards to the Alcohol Strategy 2012.
2. In July 2013 the Government set out its response to this consultation attached as Appendix A.
3. Within the consultation the Government committed to introduce minimum unit pricing (MUP) and conducted a public consultation on a recommended price of 45p per unit in England and Wales. This is not to be progressed.
4. The consultation also sought views on four other key alcohol policy areas. There are three policy areas from this consultation that the Government remain interested in that are likely to impact on licensing functions:

- **Review of the mandatory licensing conditions**

Government are proceeding with the following actions:

- Enable tougher action on irresponsible drinks promotions in pubs and clubs (by simplifying and tightening the law in this area);
- Strengthen measures to help people drink more responsibly by requiring licensed premises to transparently advertise the price and availability of all drink measures and encouraging them to offer water;
- Improve age verification requirements by reiterating the responsibility of the premises manager

They have decided not to proceed with a number of other actions in this area in order to strike a balance between promotion of licensing objectives and burdens on business.

- **Adding health as a new alcohol licensing objective for cumulative impact**

Government remains interested in this policy in principle, as there is evidence that density controls can reduce crime and health harms. However, consultation responses raised doubts about how this could be implemented in practice, based on current local processes and data. Going forward, Government has said that it will enable and support local work to put in place processes to underpin this work. This will form a key part of work in local alcohol action areas.

- **Deregulatory measures**

Government is proposing a new light touch regulation for those who sell small amounts of alcohol as part of a wider service and for community groups. Local authorities could remove the authorisation in the event of any problems.

BACKGROUND PAPERS

Home Office – Next steps following the consultation on delivery the Government’s alcohol strategy (Appendix A)

IMPLICATIONS ARISING OUT OF THE REPORT

Policy:	None at Present
Finance and value for money:	None
Human Resources:	None
Property:	None
Equalities:	Not applicable
Risk Assessment:	Not applicable
Crime & Disorder:	No immediate or direct implications.
Customer Considerations:	None at present
Carbon Reduction:	Not applicable
Consultation:	None
Wards:	All