



Information
not relevant
to this request

-----Original Message-----

From: Macdonald Ziggy
Sent: 26 February 2008 11:47 AM
To: 'Reynolds, Emma'
Subject: RE: Ten point plan

Hi Emma,

The Minister has asked us to look at a 10-point plan for the Home Secretary, but the difficulty at the moment is in knowing what the PM might want to say once the Licensing Act review is published. We'll know more next week, so perhaps you could check back with me then?

Ziggy

Ziggy MacDonald
Head of Alcohol Strategy Unit
Crime and Drugs Strategy Directorate

-----Original Message-----

From: Reynolds, Emma [mailto:Emma.Reynolds]
Sent: 26 February 2008 9:22 AM
To: Macdonald Ziggy
Subject: Ten point plan

Hi Ziggy

Good to see you last week at what I thought was a useful meeting.

The Minister mentioned that the next step from the Government's perspective was a "10 point plan" (or maybe an 8 or 12 point one) and I was just wondering where this was sitting within Government and who was leading it. Is it you?

Thanks

Emma

Emma Reynolds
Head of Government Affairs
Tesco Plc

I record all emails. The views expressed

Company Number: 519500
Registered in England
Registered Office: Tesco House, Delamare Road, Cheshunt, Hertfordshire EN8 9SL
VAT Registration Number: GB 220 4302 31

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Information not relevant to this request

Sent: 20 November 2007 3:05 PM
To:
Subject: FW: Attendees for Wednesday's alcohol seminar

Names of officials withheld as per Home Office policy

Sent: 19 November 2007 5:27 PM
To: Macdonald Ziggy
Subject: FW: Attendees for Wednesday's alcohol seminar
Importance: High

Ziggy

Just in from the Cabinet Office. Please see below for those invited to No 10 this Wednesday.

Terry Leahy - Tesco

Information withheld under S. 40 of the FOI Act

Mark Bolland - Morrisons -

Nick Grant - Sainsburys -

**Peter Marks - Co-op -
Paul Walsh - Diagio -**

**Tim Seager Scottish and Newcastle -
Yvonne Rankin - Thresher -
John Wright - Federation of Small Businesses -
David Poley - Portman Group -
jean Collingwood - Drinkaware Trust -
Sraben Sem - Alcohol concern -**

DAC Chris Allison - ACPO -

Brandon Cook - Bristol City Council - *Information withheld*
Jacqui Kennedy - Birmingham City Council -
Prof Ian Gilmour - Royal College of Physicians - *Under s. 40*
Sir George Alberti - Emergency Access - *of the foI Act*
Prof Oliver James - Newcastle University
Prof Brian Prichard - Institute of Alcohol Studies
Colin Finch - National Federation of Retail Newsagents -
Rob Hayward - Beer and Pub Association -
Jeremy Beadles - The Wine and Spirit Trade Association -

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Information not relevant to this request

Sent: 20 November 2007 4:47 PM
To: Andrew.Cunningham@Culture.gsi.gov.uk

Officials names below level of SCS have been removed.

marcus.bell

SArland-Hood@

ziggy.macdonald

Subject: URGENT: comments on background brief and suggestions for participants' interventions

Dear all,

Many thanks for your continued efforts to get the proposals for policy and briefings ready for the PM's seminar on alcohol with stakeholders tomorrow morning (7.45-9.00). I recognise that it is late in the afternoon, but I would be really grateful if you could

a) review the background brief on progress against the alcohol strategy that I have compiled from your contributions (through HO) and if making amendments, making concise amendments

b) sense-check (against your far greater knowledge) the suggestions for the PM to ask certain participants to speak on areas of expertise that are set out below (with a list of participants below that, many of whom you will have met) and to suggest other stakeholders or specificities that stakeholders should/will speak about - BEARING IN MIND THAT THE SEMINAR IS ONE HOUR LONG)

Apologies in advance, but comments on both by 5.45pm would be appreciated

<Background note on alcohol seminar.doc>>

Suggestions for the PM to ask certain participants to speak on areas of expertise:

- Ask Yvonne Rankin (Threshers) to talk about how her staff are trained and rewarded in internal test purchasing campaigns
- Invite Brandon Cook (Trading Standards Officer) to describe the range of work to enforce age-restricted sales, including the Think 21 scheme in

Cambridgeshire that formed relationships with local businesses (which was backed by Sainsburys, and Nick Grant might like to comment)

- Invite John Wright (Federation of Small Businesses) and Colin Finch (National Federation of Retail Newsagents) to explain how the promotion of responsible selling could work with smaller sellers
- Ask Srabeni Sen (Alcohol Concern) to report on any additional suggestions from Alcohol Concern's recent annual conference on alcohol and young people.
- Invite Paul Walsh (Diageo) to describe a proposal which requires a proportion of drink companies' adverts to contain strong messages about the dangers of drinking and ask Jean Collingwood (Drinkaware Trust) to comment on potential involvement in this
- Ask Jacqui Kennedy (Head of Licensing at Birmingham CC) and DAC Chris Allison (ACPO) for their thoughts on current licensing laws and whether/how these could be strengthened
- Ask David Poley (Portman Group) to describe the campaign to invite complaints over drinks marketing in breach of the Code of Practice on Naming, Packaging and Promotion of alcohol drinks [and whether this code should only apply to manufacturers?]
- Invite Sir George Alberti (Emergency Access) and Professor Oliver James (Newcastle University) to briefly set out some issues related to harmful drinking (emergency care and alcohol and the elderly respectively)
- Invite Professor Ian Gilmore (Chair of the Health Alcohol Alliance) and Professor Brian Pilchard (Institute of Alcohol Studies) to set out their reasons for an increased tax on alcohol before allowing Rob Hayward (Beer and Pub Association) and David Poley (Portman Group) to explain their opposition to these suggestions

Seminar participants:

Terry Leahy - Tesco
Mark Bolland - Morrisons
Nick Grant - Sainsburys
Peter Marks - Co-op
Paul Walsh - Diageo
Tim Seager Scottish and Newcastle
Yvonne Rankin - Thresher
John Wright - Federation of Small Businesses
David Poley - Portman Group
Jean Collingwood - Drinkaware Trust
Srabeni Sem - Alcohol concern
DAC Chris Allison - ACPO
Brandon Cook - Bristol City Council
Jacqui Kennedy - Birmingham City Council
Prof Ian Gilmore - Royal College of Physicians
Sir George Alberti - Emergency Access
Prof Oliver James - Newcastle University

Prof Brian Prichard - Institute of Alcohol Studies
Colin Finch - National Federation of Retail Newsagents
Rob Hayward - Beer and Pub Association
Jeremy Beadles - The Wine and Spirit Trade Association

Officials' names have
been removed as per
Home Office policy

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Background note on alcohol seminar

This background note provides information about the Government's alcohol strategy published in June, the progress that has been made in delivering it, and other relevant work across Government.

Safe. Sensible. Social. The next steps in the National Alcohol Strategy

This renewed cross-departmental strategy's goal is to *'minimise the health harms, violence and antisocial behaviour associated with alcohol, while ensuring that people are able to enjoy alcohol safely and responsibly'*.

It aims to sharpen the Government's focus on the minority of drinkers who cause or experience the most harm to themselves, their communities and their families: 18-24 year old binge drinkers, young people under 18 who drink alcohol and harmful drinkers. In addition it will seek to shape an environment which actively encourages sensible drinking. This will be delivered in part through partnership working and by ensuring existing laws and powers are being used effectively.

It makes a series of commitments, ranging from a sustained national campaign to promote sensible drinking to supporting new kinds of information and advice aimed at people who drink at harmful levels and their families and friends to run alongside other kinds of NHS support. Thirteen areas for action, and progress made in these is outlined below:

1. Support for local partnerships and communities

- **All Crime and Disorder Reduction Partnerships will be required to have their own strategies for tackling crime, disorder and substance misuse by April 2008. They will be supported by the publication of an alcohol strategy toolkit in December this year.**

2. Earlier identification interventions and treatment for drinking that could cause harm

- **There is a new HO PSA to 'reduce alcohol and drug harm', which includes a national DH indicator to measure change in the rate of hospital admissions for alcohol-related harms – the first ever national commitment to monitor how NHS is tackling alcohol harms.**
- **DH has invested £3.2million in 52 'trailblazer' projects, which will from this month start to operate in GP practices, hospitals and Police stations, testing new ways of identifying and providing advice to those drinking at harmful levels.**
- **[Framework to support commissioners planning local investment? DH to provide update]**
- **There will be a review of NHS alcohol spending to be published in September 2008 to inform smarter spending decisions and promote local investment in prevention and treatment for harmful drinkers**

3. Tackling alcohol related offending

- **Alcohol Arrest Referral pilots - which aim to make binge drinkers face up to the consequences of their drinking, by referral to advice sessions and in some cases requirement to pay for any damage caused - started in October in Cheshire, Ealing, Liverpool and Manchester. As of 14 November, there have been a total of 109 referrals across the four areas**

Withheld Under S. 35 - Providing advice to Ministers.

Evaluation of the pilots is due in

December 2008.

- Improving the way alcohol related offenders are dealt with in prisons is being progressed through the publication of an alcohol information pack for offenders under probation supervision, the evaluation by Alcohol Concern of a pilot prisoner befriending scheme in seven prisons (both by end 2007) and the evaluation of two pilot alcohol treatment programmes in prisons which will apply for accreditation in Spring 2008.

- Confiscation of Alcohol Campaign [from young people? HO to confirm] - designed to support the use of existing powers in relation to the confiscation of alcohol (Confiscation of Alcohol (Young Persons) Act 1997). Early results indicate a high level of success across all participating areas with large volumes of alcohol being confiscated. Confiscated alcohol was disposed of by the Police, although some areas were encouraged to photograph it for future media activity.

Withheld under S. 35 - providing advice to Ministers.

4. Replacing glassware and bottles in high-risk premises

- The terms of reference for an expert group comprising police, doctors, academics and industry have been agreed and members will meet for the first time on 23 November and will be tasked with developing a tool for identifying premises that have a high risk of being involved in with violent incidents and to consider and propose safer alternatives to glassware for those high risk premises.

5. Drink driving

- **Concerted local action to enforce the law on drink driving is ongoing and impact captured in the regular publication of statistics.**
- **DfT has continued to develop innovative anti-drink drive publicity campaigns bringing home to particularly young male drivers the various consequences of failing a breath test. The THINK! Christmas 2007 Drink Drive campaign will build on this.**

6. Underage sales

- **The results of the recent Tackling Underage Sales of Alcohol Campaign (TUSAC) show that across the whole campaign the test purchase failure rate reduced to 14.7% - an improvement on the 20% test purchase failure rate achieved at the end of the Alcohol Misuse Enforcement Campaign (AMEC) 2006. This is a significant achievement as TUSAC is focussed on problem premises.**

7. Responsible retailing and promotions

- **Tenders for an independent review into the evidence on the relationship between the pricing and promotion of alcohol and harm, and any need for regulatory change are being assessed this week with the review expected to report in July 2008.**

8. Review of Social Responsibility Standards

- **Alcohol industry signatories to the Industry Standards document are broadly content with the terms of reference for the review (which, following public consultation, will also consider the need for regulatory change). Advice will shortly be sent to**

Ministers for approval, with a view to tendering the review in late November and seeing its conclusions by April 2008.

9. Labelling alcoholic products

- **Following ground-breaking agreement between Government and drinks industry, the majority of alcoholic drinks labels will include sensible drinking information (including pregnancy advice) by the end of 2008. A review assessing the level of implementation by industry this agreement will commence in January. Currently the proportion of drinks labels that contain alcohol content information is as follows: spirits 80%, beer 70%, wine 1%. Wine has a lower level because of a) the number of smaller producers and b) the reticence of larger producers to produce a label specifically for the UK (UK alcohol content is not used in other EU countries and a label containing it would not be accepted there).**

10. Promoting a culture of sensible drinking

- **The successful Know Your Limits campaign was re-launched on 8 October to continue highlighting the harmful consequences of binge drinking. The advertising will be broadcast nationally across a range of youth targeted media until early December and will run again in January 2008.**
- **HO, DH and DCSF are together pitching to recruit an advertising agency to deliver a campaign, committed to in 'Safe.Sensible.Social.' and which aims to raise awareness of sensible drinking guidance and the health harms of excessive drinking, and challenge public tolerance of drunken behaviour. One campaign proposal is currently being tested with results due soon.**

- **Next year, DH and HO will fund the biggest ever (£10 million) advertising campaign on alcohol and health, focusing on daily drinking guide-lines and how to estimate how much you are drinking.**

11. Alcohol and pregnancy

- **See action 9 on labelling**
- **A new communications campaign will be launched in April 2008 to ensure that the reworded pregnancy advice is communicated to women that are pregnant or trying to conceive.**

12. Support for harmful drinkers

- **From August 2008, new information and advice, aimed at people who drink at harmful levels and their families and friends, will be available.**

13. Preventing harm to those under 18 years of age

- **An expert panel comprising paediatricians, psychologists and epidemiologists has been established and will meet before Christmas to take forward a review of the latest evidence on the effects of alcohol on young people. A second panel with wider membership will be recruited in spring 2008 to develop this review into accessible guidance for young people and parents.**

Other relevant work

- **The 10 year Youth Strategy sets out how the Government will put in place a framework for providing a range of activities for young people to engage in, which will help to minimise social exclusion among young people and related alcohol misuse.**

- **Ofcom/ASA has just reported into the impact of the 2005 changes to alcohol advertising, which shows that young people feel less targeted by advertising since the restrictions**
- **A month-long enforcement campaign in the run up to Christmas will focus both on under-age drinking, and on pubs and clubs linked to crime and disorder, targeting up to 1,600 premises in 90 areas**
- **The commencement of Alcohol Disorder Zone powers in January 2008 will allow local authorities to charge poorly-managed pubs and clubs for the extra costs of managing alcohol-related disorder in the zone area**

Information not
relevant to this request.

(4)

Subject: FW: Attendees for Wednesday's alcohol seminar



PM Alcohol Seminar
- Stakehold...

From: *Officials names withheld as Per Home Office Policy.*
Sent: 20 November 2007 6:31 PM
To:
Subject: FW: Attendees for Wednesday's alcohol seminar

Sorry, forgot to send this to you guys as well. May come in handy

----- Original Message -----

From:
Sent: 20 November 2007 6:26 PM
To: Macdonald Ziggy
Subject: FW: Attendees for Wednesday's alcohol seminar

Apologies for the delay.

-----Original Message-----

From:
Sent: 20 November 2007 4:56 PM
To: '
Cc: Nick.Lawrenc
Subject: RE: Attendees for Wednesday's alcohol seminar
Importance: High

Please find attached the pen pictures for attendees of tomorrow morning's alcohol seminar.

Regards,

From:
Sent: 20 November 2007 1:56 PM
To:
Cc: NICK.LAWRENCE@
Subject: Fw: Attendees for Wednesday's alcohol seminar

Please see request from our Minister - hope you can oblige.

----- Forwarded by

.SM/DOH/GB on 20/11/2007 13:53 -----

Wednesday's alcohol seminar

(Document link)

Thanks. I think it is a great idea will get back to you & Nick once I run it past MS (PH).

I take it that _____ is preparing some sort of pen picture of all the attendees. Is it possible to get a copy - so MS(PH) can have sight of this tonight.

alcohol seminar

and I wondered if MS(PH) will be able/wish to have an official with her at the Summit? It seems to be a large attendance from industry as well as some health stakeholders, as you can see below.

----- F

Wednesday's alcohol seminar

Health bods:

George Alberti - National Director for Emergency Access, Professor Sir George Alberti is responsible for overseeing the implementation of the Reforming Emergency Care strategy. Sir George is also chairman of DH's Clinical Experts Group on alcohol.

Ian Gilmore - President, Royal College of Physicians and Chairman of the RCP's Alcohol Group. Chairman and founder of the Alcohol Health Alliance - an organisation similar to the anti-smoking organisation, ASH. The Alliance's objectives are to:

Highlight the rising levels of alcohol-related health harm;
Propose evidence-based solutions to reduce this harm; and
Influence decision makers to take positive action to address the damage caused by alcohol misuse.

Oliver James - Provost of Medical Sciences, University of Newcastle. Consultant Physician Newcastle upon Tyne Hospitals NHS Trust. Expert in alcohol (and non-alcohol)-related liver disease.

Brian Prichard - Emeritus Professor of Clinical Pharmacology, University College London. Chairman of the Institute of Alcohol Studies.

Officials names
have been removed as
per Home Office policy

Wednesday's alcohol seminar

Ola Gents,

Can you please provide me with brief profiles of the health colleagues listed below? A line or two on their involvement with the Strategy would be very good thanks.

Sorry for the tight deadline but need this by 2.30 today.

Thanks

-----C-----

From:
Sent: 20 November 2007 9:51 AM
To:
Subject: FW: Attendees for Wednesday's alcohol seminar
Importance: High

-----Original Message-----

From:
Sent: 19 November 2007 5:27 PM
Subject: FW: Attendees for Wednesday's alcohol seminar
Importance: High

PM Alcohol Seminar: Stakeholder Pen Pictures

Peter V. Marks, Chief Executive of United Co-op

Peter Marks has worked for Yorkshire Co-operatives Ltd for over 30 years. He became Chief Executive and Secretary in July 2000. Following the merger of Yorkshire Co-operatives and United Co-operatives in 2002, he was appointed as Chief Executive of the enlarged Society.

He also holds a position as non-executive Director on the Co-operative Group Board and he is also on the board for the Bradford Centre Regeneration Company.

Paul Walsh, Chief Executive – Diageo

Paul Walsh has been Chief Executive Officer of Diageo PLC, a consumer food and beverage company, since September 2000 and served as Chief Operating Officer since January 1, 2000, through the merger of Grand Metropolitan PLC and Guinness PLC. Mr. Walsh also served as Chief Executive Officer of its spirits and wine business, Guinness United Distillers & Vintners and also served as Group Chief Operating Officer of Diageo PLC from January 2000 to September 2000; Chairman.

Time Seagers, Managing Director – Scottish and Newcastle.

Tim Seager is Managing Director of Brewery Group of Scottish & Newcastle plc. Mr. Seager, a former Procter & Gamble marketer, joined S&N at the beginning of 2004 and has since overseen the UK's marketing strategy and new product development programme. He is credited with the launch of Foster's Twist, a citrus variant of its flagship Foster's brand and Foster's Quench, a lower alcohol-by-volume (ABV) lager.

Yvonne Rankin, Chief Executive - Threshers

Yvonne Rankin joined the Threshers as the Chief Executive in September 2007. Prior to her appointment at Thresher Group, Yvonne was with international retailer A.S. Watson as CEO of the Central and Southern European Division, where she was responsible for their European portfolio of 600 stores and previously led the strategic review and restructuring of the 440 store UK discount retailer, Savers.

Before joining A.S. Watson, Yvonne was CEO of the Co-operative Group's £1 billion Specialist Retail Businesses, responsible for over 1500 stores.

John Wright, National Vice Chairman – Federation of Small Businesses (FSB)

John Wright has been a member of the FSB for 9 years and was a Branch Chairman for 5 years. The FSB is the largest campaigning pressure group promoting and protecting the interests of the self-employed and owners of small firms. Formed in 1974, it now has over 205,000 members across 33 regions and 230 branches.

David Poley, Chief Executive – The Portman Group

David Poley has been Chief Executive of The Portman Group since autumn 2006. He was Director of Policy before becoming his appointment as the Chief Executive. As well as being involved in the discussions that cross-Government officials held with the alcohol industry to inform the development of 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy', David continues to engage with Government in taking forward corporate social responsibility measures to reduce alcohol related harm.

As well as affirming the industry role in tackling alcohol harm through corporate social responsibility, he is a keen believer in changing the binge drinking culture through education.

The Portman Group is supported by the UK's leading drinks producers and is concerned solely with the social responsibility issues surrounding alcohol.

Jean Collinwood, Chief Executive - Drinkaware Trust

Jean Collingwood became the first permanent Chief Executive of the Drinkaware Trust in July 2007. Jean has more than 15 years experience of social marketing and communication roles in the charity sector and with industry. She has recently been Chief Executive of Great British Wheelchair Rugby as well as CEO of Ingenious Group – a social marketing consultancy. Jean has also held a number of high profile charitable roles at 4Children, Leonard Cheshire and the Princess Royal Trust for Carers. She regularly engages with officials with regards to alcohol campaigns and social marketing.

Drinkaware is an independent UK charity that aims to change public behaviour and the national drinking culture by providing people with practical advice and information. It is funded by the alcohol industry.

Srabani Sen, Chief Executive – Alcohol Concern

Srabani has held the post of Chief Executive of Alcohol Concern since November 2004. Prior to Alcohol Concern, she worked for Diabetes UK where she made a significant contribution to raising the profile of diabetes. Srabani also previously

worked in the social housing sector in a range of communications and public affairs roles. She is a trustee of the Long Term Medical Conditions Alliance.

Srabani engages regularly with both Home Office and Department of Health officials in taking forward the Government's alcohol work. She has recently become a non-Executive of the cross-Government Alcohol Strategy Delivery Group which is tasked with overseeing implementations of the actions outlined in 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy.'

Although broadly supportive of the Government's vision on alcohol harm, Srabani campaigns for increased treatment funding and the use of taxation and advertisement restrictions to reduce alcohol-related harms.

Deputy Assistant Commissioner Chris Allison, ACPO Licensing Lead – The Metropolitan Police

Deputy Assistant Commissioner Chris Allison is ACPO's Licensing Lead and was, up until recently, Borough Commander for Westminster.

He has worked with police colleagues in the Home Office on alcohol enforcement campaigns such as the Alcohol Misuse Enforcement Campaigns (AMECs) and the Tackling Alcohol Sales of Alcohol Campaigns (TUSACs)

He has recently become a non-Executive of the cross-Government Alcohol Strategy Delivery Group which is tasked with overseeing implementations of the actions outlined in 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy.'

Jacqui Kennedy, Director of Regulatory Services, Birmingham City Council

Jacqui Kennedy has been Director of Regulatory Services at Birmingham City Council for the last 2 years. She has actively promoted partnership working and the use of the Licensing Act 2003 and other alcohol-related legislation to tackle crime and disorder problems in central Birmingham that has delivered tangible benefits such as reduced incidents of alcohol-related crime and disorder.

She was previously a member of the Alcohol Strategy Group which was tasked with overseeing development of the recently launched national alcohol strategy.

She continues to offer expertise to cross-Government officials in tackling alcohol-related harm in her role as a non-Executive of the cross-Government Alcohol Strategy Delivery Group which is tasked with overseeing implementations of the actions outlined in 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy.'

Professor Sir George Alberti - National Director for Emergency Access

Professor Sir George Alberti is responsible for overseeing the implementation of the Reforming Emergency Care strategy. Sir George is also chairman of DH's Clinical Experts Group on alcohol.

Professor Ian Gilmore - President, Royal College of Physicians and Chairman of the RCP's Alcohol Group.

Professor Gilmore is the Chairman and founder of the Alcohol Health Alliance - an organisation similar to the anti-smoking organisation, ASH. The Alliance's objectives are to:

- Highlight the rising levels of alcohol-related health harm;
- Propose evidence-based solutions to reduce this harm; and
- Influence decision makers to take positive action to address the damage caused by alcohol misuse.

Professor Oliver James - Provost of Medical Sciences, University of Newcastle.

Professor James is a Consultant Physician Newcastle upon Tyne Hospitals NHS Trust and an expert in alcohol (and non-alcohol)-related liver disease.

Professor Brian Prichard - Emeritus Professor of Clinical Pharmacology, University, College London.

Professor Prichard is the Chairman of the Institute of Alcohol Studies. The core aim of the Institute is to serve the public interest on public policy issues linked to alcohol, by advocating for the use of scientific evidence in policy-making to reduce alcohol-related harm. The Institute does not have a view on whether individuals should drink or not drink.

Withheld under s. 36 of the FOI Act

Colin Finch, National Federation of Small Businesses

Colin Finch is serving as National President for the second time since his first term in 2002. He has been an active member of the NFRN since joining in 1990. Mr. Finch is committed to the industry and passionate about the development of the Independents. He chairs the Legal & Parliamentary Committee and the Industry Code of Practice Group.

The National Federation of Retail Newsagents (NFRN) is the trade body that represents the interests of 34,000 independent retailers in England, Wales,

Scotland, Northern Ireland and the Republic of Ireland. The NFRN exists to help the independent retailer compete more effectively in today's highly competitive market by providing practical help and assistance, commercial support, deals and buying opportunities, training, expertise and services.

Rob Hayward, Chief Executive, British Beer & Pub Association
Rob joined BBPA in 1999 having previously been director general of the British Soft Drinks Association and prior to that a Conservative MP.

He regularly engages with Ministers and officials tasked with delivering the Government's alcohol harm-reduction programme and acts as a de facto spokesman for the on-trade. He was heavily involved in discussions between officials and alcohol industry stakeholders to inform the drafting of 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy.' He continues to engage in delivering the alcohol strategy through his role on the governance body that oversees the corporate social responsibility elements of the strategy.

Withheld Under S. 36 of the FOI Act

Jeremy Beadles, Chief Executive, Wine and Spirit Trade Association (WSTA)

Jeremy joined the WSTA from the British Retail Consortium where he has been Managing Director in January 2006. Prior to joining the BRC, Jeremy was a solicitor.

He regularly engages with Ministers and officials tasked with delivering the Government's alcohol harm-reduction programme and acts as a de facto spokesman for the on-trade. He was heavily involved in discussions between officials and alcohol industry stakeholders to inform the drafting of 'Safe. Sensible. Social. The next steps in the national Alcohol Strategy.' He continues to engage in delivering the alcohol strategy through his role on the governance body that oversees the corporate social responsibility elements of the strategy.

Withheld Under S. 36 of the FOI Act

FW: Alcohol Seminar - follow up letter attached

Names of Officials withheld as Per Home Office Policy

From: SAcland-Hood@
Sent: 18 December 2007 3:14 PM
To: MacDonald Ziganv
Cc:
Subject: FW: Alcohol Seminar - follow up letter attached

Ziggy - could you make sure someone has spoken to Mr Cook? I'd quite like an update showing me that everyone who came to the seminar has been contacted by one Dept or the other.

From:
Sent: 18 December 2007 15:00
To:
 Susan Acland-
Subject: Alcohol Seminar - follow up letter attached

See below.

Can someone please follow up with Mr Cook. There was an error in the original copy of the minutes sent out. It was corrected for later versions, but unfortunately not picked up before Mr Cook's were sent out. Can you apologise when you reply, and send him a copy of the correct minutes - reattached again for reference.

Thanks

-----Or
From:
Sent: 18 December 2007 13:36
To:
Subject: RE: Alcohol Seminar - follow up letter attached

Thank you for the minutes of the meeting.

I would like to point out that I work for Staffordshire County Council and represent the Trading Standards Institute. In the minutes and attendance this is different.

The PM stated at the end of the meeting that somebody would be contacting each of us for more detail on our views. Do you know when this might happen?

Brandon Cook
 Lead Officer - Age Restricted Sales
 Trading Standards Institute

10/07/2008

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10 DOWNING STREET
LONDON SW1A 2AA
www.pm.gov.uk

From the Private Secretary

29 November 2007

Dear Mr Cook

ALCOHOL SEMINAR

We would like to thank you on behalf of the Prime Minister for your valuable contributions to his seminar on alcohol last week. He was impressed by the proposals made and heartened by the level of commitment around the table.

Attached to this letter are the minutes of the seminar. As the Prime Minister promised, officials will be in touch to talk further about the ideas raised; and we will incorporate the thinking from the seminar into our work on tackling problem drinking. Once this is done, the Prime Minister will reconvene the group to talk about the next steps in taking this forward, and to invite further commitments to action.

Yours sincerely

SUSAN ACLAND-HOOD and

Mr Brandon Cook

ALCOHOL SEMINAR
WEDNESDAY 21 NOVEMBER 2007 0745 – 0900
10 DOWNING STREET

Attendees:

Rt Hon Gordon Brown	Home Secretary
Rt Hon Jacqui Smith	Secretary of State for Culture, Media & Sport
Rt Hon James Purnell	Minister of State for Public Health
Rt Hon Dawn Primarolo	Parliamentary Under Secretary of State for Crime Reduction
Vernon Coaker MP	Emergency Access
Sir George Alberti	ACPO
DAC Chris Allison	The Wine and Spirit Trade Association
Jeremy Beadles	Morrisons
Mark Bolland	Staffordshire City Council
Brandon Cook	National Federation of Retail Newsagents
Colin Finch	Royal College of Physicians
Prof Ian Gilmour	Sainsbury's
Nick Grant	Beer and Pub Association
Rob Hayward	Newcastle University
Prof Oliver James	Birmingham City Council
Jacqui Kennedy	Tesco
Terry Leahy	Association of Convenience Stores
James Lowman	Co-op
Peter Marks	Portman Group
David Poley	Institute of Alcohol Studies
Prof Brian Prichard	Thresher
Yvonne Rankin	Scottish and Newcastle
Tim Seager	Alcohol Concern
Srabeni Sen	Federation of Small Businesses
Colin Stratton	Diageo
Paul Walsh	Federation of Small Businesses
John Wright	

1. The Prime Minister started by thanking the wide range of participants for attending, and introduced the Ministers in attendance. He explained that he had brought participants together to explain the progress Government had made since the publication of the alcohol strategy in June, to thank people for the work they had been doing and

to understand what more could be done, encompassing both voluntary and regulatory options.

2. The Home Secretary gave an update on Government action, emphasising the need for all players to take responsibility for alcohol harm. Whilst it was important to recognise the success of voluntary industry action around pricing and promotions, a good understanding of what enforcement tools are and could be in place if this failed was crucial. The forthcoming Christmas enforcement campaign targeting premises that sell to underage drinkers and those already drunk and the commencement of Alcohol Disorder Zones were examples of such powers.

3. The Prime Minister invited participants to comment on what was currently being done to tackle problem drinking and what more could be done by industry, Government and its partners. In discussion, the following points were made:

- Yvonne Rankin (Threshers) explained that the company had strong standards in place as part of its membership of the Retail of Alcohol Standards Group (RASG) as well as successful training and awareness programmes for staff;
- some argued that there was a limit to enforcement (including test purchasing), which was about addressing the symptoms and not the cause of problematic alcohol consumption. There was agreement that alcohol consumption was a more ingrained social and cultural problem and that education in its broadest context may be a solution, as it had been to drink driving twenty years ago;
- Jeremy Beadles (The Wine and Spirit Trade Association) described a recent scheme (Think 21) where the local police, trading standards, retailers, health and education worked in partnership in schools to educate young people about the risks that they pose to themselves and those they purchase from when they buy alcohol. He suggested this could be **rolled out across the country** and invited the Prime Minister to visit the scheme. Nick Grant (Sainsburys) endorsed this local joined up approach and suggested that this was a vehicle for greater parental involvement (e.g. as school governors). Colin Stratton (Federation of Small Businesses) joined the approval of a joint local education approach but raised the need for its funding;

- Sir Terry Leahy (Tesco) outlined the progress made in test purchasing failure rates from around 50% in 2004 to 14% in 2007 (so much so that they were receiving complaints for older people being ID-ed), which everyone supported. He suggested that the **introduction of a minimum age for consuming alcohol** might send a strong societal message and help families curb alcohol consumption among young people in the home where it is most common;
- Paul Walsh (Diageo) suggested that industry could use its skills to educate people about the risks of drinking, proposing an **industry wide agreement for one out of every six commercials to be on this subject**. Another suggestion was to **ban outdoor alcohol advertising within a certain distance of schools**. Tim Seager (Scottish and Newcastle) agreed with industry involvement in education and **advocated a coordinated approach to ensure that retailers were targeting all groups**. Mark Bolland (Morrisons) agreed that a media campaign rather than increasing price was key to success. Current good practice was highlighted by David Poley (Portman Group) whose Group provided £2 million funding to the Drinkaware Trust's current educational projects and Peter Marks (Cooperative Group) who included sensible drinking guidelines in alcohol labels;
- the Beer and Pub Association had done much to remove promotion based on speed and quantity of alcohol. Rob Hayward's concern however (seconded by Paul Walsh) was around the impact that the inability to enforce those who did not voluntarily sign up to responsible selling/advertising agreements (due to competition law constraints) on those who did sell/advertise responsibly;
- the importance of tackling problem drinking behaviour early was apparent. Brandon Cook (Staffordshire City Council) observed that today's binge drinkers would be tomorrow's parents. Professor Ian Gilmour (Royal College of Physicians) recounted that he had observed a rise of young people dying of alcohol related diseases;
- Professor Oliver James (Newcastle University) argued that the Higher Education Funding Council of England (HEFCE) should do more to

get universities to discourage the colossal promotion of **excessive drinking during Freshers' weeks**, particularly given the proportion of young people who now attend university. He suggested lessons could be learned from the **successful zero tolerance approach to drinking with (young) drivers who had passed their test within the past two years** in Australia, which Professor Ian Gilmour also backed;

- Srabeni Sen (Alcohol Concern) reported that one of the most important issues raised at their recent annual conference on young people and alcohol was the impact of parental drinking on young people's consumption (others included the disparity between national levels of socially responsible selling but local irresponsible practice, and the lack of access to treatment and support interventions for young people that do drink). Colin Finch (National Federation of Retail Newsagents) described this 'drip down' effect of high alcohol consumption among parents impacting on both on their children's acceptance of alcohol and ease of access to it;
- Paul Walsh called for more accountability for underage young people and *parents* of underage young people buying alcohol. Brandon Cook suggested that this could be achieved through **issuing of Fixed Penalty Notices to young people consuming alcohol in a public place, and on their parents when they were delivered home**;
- there were mixed views on the link between price and (underage) sales. Professor Ian Gilmore highlighted the Academy of Medical Sciences report *Calling Time*, which demonstrated a link between price and availability as drivers of alcohol consumption and the increase of alcohol consumption in Finland following tax reductions. He suggested a series of options including **separate areas for alcohol purchasing in supermarkets**, and **end to special promotions on alcohol**. Professor Brian Prichard (Institute of Alcohol Studies) backed this point by citing a Canadian study linking price, consumption and cirrhosis. Paul Walsh suggested that other evidence challenged the link, but said that he would welcome an **open discussion about price and the minimum cost of a unit of alcohol**. The Prime Minister welcomed this;

- there was different opinions expressed as to the merits of a **pre-9pm watershed ban on drinks advertising**. Srabeni Sen and Professor Ian Gilmour were in support of such a ban, but David Poley argued that the existing strict guidelines were sufficient;
- many participants called for industry and the authorities to work more closely together. Jacqui Kennedy (Birmingham City Council) argued that existing enforcement powers are effective if partners work together. Rob Hayward thought the Licensing Act worked well because of the partnership it had forged between industry, Local Authorities (LAs) and the Police. He gave the example of **LAs creating by-laws to make street possession an offence**;
- George Alberti (Emergency Access) described the obvious effects of excessive alcohol consumption in A&E, both those whose excessive alcohol consumption over the short term had caused violent injury, or over the longer term, serious liver problems. Licensing laws had better dispersed the former, but into the 12am to 6am period when there were fewer staff available to deal with emergencies; and
- John Wright (Federation of Small Businesses) and James Lowman (Association of Convenience Stores) reported that shopkeepers were being threatened by underage young people after failing to serve them alcohol and that a quicker Police response was required. Colin Finch petitioned for a stronger enforcement campaign throughout the year, not just at Christmas. Chris Allison (ACPO) said the Police did indeed work with industry but competing demands on their time had to be taken into account.

4. The Home Secretary distilled the discussion into three main areas for further work:

- 1) **the role of education in its broadest sense to change the culture around drinking**. The current re-launched 'Know Your Limits' Campaign would be a part of this as would work on drinks labelling;
- 2) **joint working at both a national and local level**. Here, she highlighted the requirement for Crime and Disorder Reduction Partnerships (CDRPs) to have local alcohol strategies in place by

April 2008 and the successful Alcohol Arrest Referrals, which provides health advice to binge drinkers. She also noted the importance of ensuring all partners were aware of existing enforcement tools alongside consideration of new legislation (e.g. creation of an offence of underage possession of alcohol in a public place); and

- 3) **the role of pricing and promotion and the positive and negative effects of advertising** which would need to be followed up quickly.

5. The Prime Minister summed up by thanking participants for their contributions and for the number of powerful proposals that had been tabled. He emphasised that tackling this issue would go beyond individual measures, but needed a series of initiatives based around national action and local coordination.

6. To drive this work forward, officials would contact participants individually to develop suggestions made into a more comprehensive set of proposals which could be used to update the Government's alcohol strategy. He would call the group together once this work had concluded to consider whether the new proposals were, in sum, sufficient to address the harm caused by problematic alcohol consumption. He hoped the morning's discussion would go some way in showing the public how serious Government was about tackling unacceptable drinking behaviour.

Alcohol Proposals Grid – updated following the PM seminar on alcohol (new/endorsed items in orange)

Broad Theme	Description of specific proposals	Delivery partners (dep responsible in bold)
EDUCATION AND PROMOTION OF CULTURAL CHANGE		
Promoting responsible selling	Independent Review of impact of industry standards (April 2008), including awareness building models (built on best practice)	HO, Retailers
	Accreditation scheme/award for responsible retailer (nationally and locally to allow smaller retailers to participate) Map the coverage of awards to see where gaps are (e.g. are they covering corner shops?) <i>Withheld under S. 35</i>	HO All licensed premises, licensing authorities
	Industry wide agreement for one out of every six commercials to be on the dangers of drinking (Proposed by Paul Walsh) Industry needs to be coordinated in their targeting so that every at risk group is covered (Tim Seager) <i>Withheld under S. 35</i>	DH/DEFRA (this should be done through the Drinkaware Trust)
Sending signals that it is wrong to drink at a young age	Raise the minimum age for alcohol consumption (currently 5) (proposed by Paul Walsh) (this could be in the evidence paper for parental guidance)	DCSF
	Produce guidance for parents on risks of young people drinking	DCSF
Awareness of risks of drinking	<i>Withheld under S. 35</i>	
	Labels and packaging to include icon with alcohol unit content; daily sensible drinking guidelines; pregnancy warning; Drinkaware web address	DH, HO, DEFRA, BERR, DAs, retailers, DCSF - link to Teenage Pregnancy
JOINT WORKING AT NATIONAL AND LOCAL LEVEL		
Joint working	Scope and cost the roll out of the Cambridge 'Think 21'	HO, Retailers,

initiatives	campaign (training for retail staff, business advice and education in schools, inclusion of Challenge 21 policy and internal test purchasing) in place of current enforcement action	Local Authorities,
Use existing powers	Ensure that existing powers are already used (proposed by Jacqui Kennedy) e.g. LAs can create a by-law to make street possession an offence Publish tools and powers guidance Managing night time economy to be a Beacon Council area	HO
Trading Standards	Remind Police/Trading Standards of fact that adult selling to U18 outside licensed premises is an offence (include in the publication of tools and powers guidance above)	HO, Trading Standards
Reduce Alcohol-related hospital admissions, new NHS indicator	Early identification of those at most risk, provision of advice and treatment through: <ul style="list-style-type: none"> • New NHS indicator • outcome framework 	DH, HO - some NHS trailblazers are in criminal justice settings. HO-led arrest referral pilots also linked.

TOUGH GOVERNMENT ACTION

Action to ensure responsible selling

Withheld under S. 35

Implement Alcohol Disorder Zones (from Violent Crime Reduction Act)	HO, Police
Extension of DPPOs across the country	HO, Local Authorities, police

National license conditions or a statutory code of practice	<ul style="list-style-type: none"> • For example, making it a condition of a licence for sellers to be confident that they can say 'no' to underage purchasers • Making it a condition of a late licenses that plastic glasses should be issued (Suggested by Matt Cavanagh) • Retailer's name labels fixed on bottles (e.g. in high-risk premises/as a condition of license) 	DCMS, HO, trading standards officers, Licensing authorities
	Encourage licensing authorities to be tougher on conditions they include in licensing regime where retailers sell irresponsibly	HO HO/DCMS, Licensing authorities
<i>Withheld under S. 35</i>		
Ensuring drinker (and parent) responsibility	Commence Drink Banning Orders (from Violent Crime Reduction Act 2006)	HO, Police
	Make it an offence (punishable with an FPN/letter to parent/restorative justice approach) for U18s to possess alcohol in a public place and/or for trying to purchase alcohol when under 18 (Backed by Prof Brian Pilchard)	HO, Police, MoJ
	A graduated system of punishment for parents of yps caught possessing alcohol in public, from FPNs to referral to parenting classes/orders (Backed by Prof Brian Pilchard) Look at this as a package with greater enforcement of young people possessing alcohol	HO, Police, courts
	Review of Licensed Premises Act 1980 to expand role to alcohol related violence (most offenders get FPN/PNDs not the exclusion order within the act), including action against yps who resort to violence if not served	HO, Police, MoJ
24 Hour Licensing	DCMS to lead stand-alone review into the implementation and impact of the Licensing Act 2003, including 24 hour licensing (January 2008, but dependent on HO Crime and Disorder Study).	DCMS, HO, ACPO, Licensing Authorities, LACORS, Industry and third sector.
Tackling 'deep discounting' and harms from advertising and price and other promotions	Independent Review on evidence of impact of alcohol price and promotions on harm (June 2008) + modelling of evidence on policy interventions Paul Walsh suggested an open discussion around the minimum cost of a unit of alcohol Prof Ian Gilmour called for an end to special promotions for alcohol Look at Canadian evidence on minimum price for a unit of alcohol	DH, DCMS, BERR, HO, ASA, Ofcom. DAs to be consulted as advertising is reserved.
Enforcement	Christmas enforcement campaign to prevent selling to	HO, Police

Broadcast advertising	<p>underage or drunk people</p> <p>ASA/Ofcom review into impact of 2005 changes of alcohol advertising rules (Nov 2007) which is due to be published 16 November.</p> <p>General CAP/BCAP review of broadcasting codes (2008) with new codes in force in 2009</p> <p>Srabeni Sen and Prof Ian Gilmour called for a pre-watershed ban</p>	<p>DCMS, ASA/Ofcom, DH - cross reference to review of price and promotions</p>
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