

**RESPONSE TO THE HOME OFFICE  
CONSULTATION ON DELIVERING THE UK GOVERNMENT'S POLICIES  
TO CUT ALCOHOL FUELLED CRIME AND ANTI SOCIAL BEHAVIOUR.**

**Consultation Question 1:**

Do you agree that this MUP level would achieve these aims?

Yes	No <b>X</b>	Don't Know
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**[REDACTED]** maintains that the availability of cheap alcohol would be best addressed through the introduction of a MUP set at a level that will impact on excessive alcohol consumption. Available evidence suggests that a minimum unit price of alcohol of 50p per unit would yield more significant reductions in crime, greater improvement in health outcomes, a reduction in absenteeism and a reduction in unemployment rates without unduly affecting the on trade licence. The Chief Medical Officer's report for England (2008) identified the need for a MUP of 50p<sup>1</sup>. Research conducted by Sheffield University argues the need for a minimum unit price threshold of 50p<sup>2</sup>. This view point is further supported in campaigns by Alcohol Concern<sup>3</sup>. MUP of 50p would prevent a further 1000 deaths; 31,000 alcohol related hospital admissions; and 18,000 crimes per year<sup>4</sup>. Additionally minimum pricing legislation has been passed in Scotland with the Scottish Government proposing to introduce a MUP of 50p. The Welsh Government therefore strongly advocates for the minimum unit price for alcohol to be set at 50p per unit.

**Consultation Question 2:**

Should other factors or evidence be considered when setting a minimum unit price for alcohol?

Yes <b>X</b>	No	Don't Know
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More people die from alcohol related causes than from breast cancer, cervical cancer, and MRSA infection combined. Excessive alcohol consumption is a major cause of serious liver disease which is often fatal. In addition alcohol is a major contributory factor associated with the risk of dementia; acquired brain injury; cancer of the breast; mouth; gullet; stomach; liver; pancreas; colon; and rectum<sup>5</sup>.

Evidence reinforces the significance of the problem and points towards a number of actions which are necessary to deal with the increasing health; crime; and social consequences associated with alcohol misuse<sup>6</sup>. The day to day experience of practitioners working across a range of support agencies

across [REDACTED] demonstrates the significant harm being caused to the population.

[REDACTED] believes that the outcomes associated with MUP with respect to the on and off trade, data on alcohol related deaths and alcohol related admissions should be taken into consideration when setting a MUP for alcohol.

**Consultation Question 3:**

How do you think the minimum unit price set by the Government should be adjusted over time?

Do nothing – the minimum unit price should not be adjusted	
The minimum unit price should automatically be updated in line with inflation each year	<b>X</b> [REDACTED] stated preference is for a MUP of 50p (at today's prices)
The minimum unit price should be reviewed after a set period	
Don't know	

**Consultation Question 4:**

The aim of minimum pricing is to reduce the consumption of harmful and hazardous drinkers, while minimising the impact of responsible drinkers. Do you think that there are any other people, organisations or groups that could be particularly affected by a minimum unit price for alcohol?

Yes <b>X</b>	No	Don't Know
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[REDACTED] believes that the following population groups would benefit from MUP:

- Children and young people. A MUP of 50p will result in fewer children and young people being exposed to parental alcohol misuse.
- Employers. A MUP of 50p will result in a reduction of over 440,000 days lost to alcohol related absenteeism per year.
- Pubs. Cheap alcohol in the off trade has contributed to the decline of the local British pub. Recent surveys have highlighted that the majority of pub landlords support the MUP<sup>7</sup>.
- Victims of crime. A MUP of 50p will result in 18,000 fewer crimes per year<sup>4</sup>.

**Consultation Question 5:**

Do you think there should be a ban on multi-buy promotions involving alcohol in the off trade?

Yes <b>X</b>	No	Don't Know
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[REDACTED] supports the view that multi-buy promotions contribute to the availability of irresponsible priced alcohol and would support a ban on multi-buy promotions in the off trade.

**Consultation Question 6:**

Are there any further offers which should be included in a ban on multi-buy promotions?

Yes <b>X</b>	No	Don't Know
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Available evidence suggests that any promotion that promotes and encourages the purchase of more alcohol than intended should not be permitted. This should encompass the following:

- All you can drink promotions;
- Promotions offering money off incentives;
- Multi-buy promotions in the on trade; and
- Loyalty schemes such as those offering points for alcohol purchases.

**Consultation Question 7:**

Should other factors or evidence be considered when considering a ban on multi-buy promotions?

Yes <b>X</b>	No	Don't Know
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██████████ believes a ban on multi-buy promotions combined with a MUP of 50p would significantly reduce the harm and costs associated with alcohol misuse. A survey conducted by Alcohol Concern in conjunction with Balance North East (2012) found that promotions on alcohol amongst those aged 16 – 24 years encouraged this population group to drink more than they would otherwise<sup>8</sup>.

Rather than deal with the harm of alcohol misuse retrospectively; evidence suggests that it is more effective to address the prevalence of alcohol related harms through the reduction of alcohol related deaths; hospital admissions; absenteeism; and crimes<sup>9</sup>. Financial constraints make it more important than ever to invest in the prevention of ill health associated with alcohol misuse. While there has been significant improvement for patients in terms of treatment, the health inequalities gap remains wide. The focus on prevention is reduced during challenging financial times. The changes required to bring about reductions in health inequalities need to be long term.

**Consultation Question 8:**

The aim of a ban on multi-buy promotions is to stop promotions that encourage people to buy more than they otherwise would; helping people to be aware of how much they drink; and to tackle irresponsible alcohol sales. Do you think that there are any other groups that could be particularly affected by a ban on multi-buy promotions?

Yes <b>X</b>	No	Don't Know
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██████████ believes that the following population groups will benefit from a ban on multi-buy promotions:

- Children and young people would be less incentivised to drink more

<p>than they otherwise would choose to.</p> <ul style="list-style-type: none"> <li>• Ambulance Services; Hospitals; and Police. Front line services would deal with a reduced numbers of the population affected by alcohol misuse.</li> <li>• People on low income. Evidence suggests that those members of the population receiving a low income would benefit from a ban on multi-buy promotions as they are disproportionately affected by alcohol related harm. Research conducted by the Department of Health (2009) demonstrates that alcohol related mortality is significantly higher in areas of high deprivation<sup>10</sup>.</li> </ul>
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**Consultation Question 9:**

Do you think each of the mandatory licensing conditions is effective in promoting the licensing objectives (crime prevention / public safety / public nuisance / prevention of harm to children)?

		Prevention of crime and disorder	Public safety	Prevention of public nuisance	Protection of harm to children
A	Irresponsible promotions	Yes	Yes	Yes	Yes
B	Dispensing alcohol directly into the mouth	Yes	Yes	Yes	Yes
C	Mandatory provision of free tap water	Yes	Yes	Yes	Yes
D	Age verification policy	Yes	Yes	Yes	Yes
E	Mandatory provision of small measures	Yes	Yes	Yes	Yes

**Consultation Question 10:**

Do you think that the mandatory licensing conditions do enough to target irresponsible promotions in pubs and clubs?

Yes	No <b>X</b>	Don't Know
<p>Mandatory licensing conditions do not do enough to target irresponsible promotions in pubs and clubs. Welsh Government would support restrictions being applied to irresponsible promotions that encourage excessive drinking in pubs and clubs. This also needs to be extended to events organised by third parties to promote Higher Education Fresher's Week and other similar events.</p>		

**Consultation Question 11:**

Are there others issues related to the licensing objectives (prevention of crime and disorder / public safety / prevention of public nuisance / protection of children from harm) which could be tackled through a mandatory licensing condition?

Yes <input checked="" type="checkbox"/>	No	Don't Know
<p>Welsh Government's position is that additional mandatory conditions should be in place for the following:</p> <ul style="list-style-type: none"> <li>• Customer safety – this should include reference to the provision of accredited training for door staff;</li> <li>• Illegally produced alcohol – licensing conditions should be imposed to restrict the production of illegally produced alcohol;</li> <li>• Non alcohol drinks – to be cheaper than the cheapest alcoholic drink;</li> <li>• Sporting events – local licensing conditions should be imposed on the sale of alcohol;</li> <li>• Smaller measures – wine should not be sold in measures of 250ml as this is likely to contain 2.5 to 3.5 units of alcohol. Recommended daily guidelines for women are 2–3 units daily; and men: 3–4 units daily. Welsh Government's Challenge4Health programme suggests 2 days alcohol free days per week. Furthermore the 35ml spirit measure should be replaced with a 25ml spirit measure which equates to one measure.</li> <li>• Maximum number of drinks – no more than 4 drinks should be sold per person as currently seen in musical and sporting events.</li> <li>• Responsible Messages – licensed premises should be responsible for promoting sensible drinking and harmful drinking messages, including displaying the 5 mandatory licensing conditions on the majority of alcohol labels.</li> </ul>		

**Consultation Question 12:**

Do you think the current approach with five mandatory licensing conditions applying to the online trade and only one of those to the off trade is appropriate?

Yes	No <input checked="" type="checkbox"/>	Don't Know
<p>position is that the protection of public health should be introduced as an additional condition</p> <p>position is that conditions relating to irresponsible promotions should be applicable to both the on and off trade. It is well documented that licensed premises sell alcohol late into the evening. Ensuring that alcohol at these premises is sold and promoted responsibly is relevant to the effective management of a safe night time economy. Available evidence suggests that those amongst the population who pre-load and subsequently enter the night time economy are more susceptible to negative health and criminal justice outcomes<sup>11</sup>.</p>		

**Consultation Question 13:**

What sources of evidence on alcohol related health harm could be used to support the introduction of a cumulative impact policy (CIP) if it were possible for a CIP to include consideration of health?

██████████ would support the use of health related statistics being used to support the introduction of a CIP subject to the quality, robustness and availability of such data. This should include evidence / data on the following:

- Alcohol in the workplace;
- Alcohol related deaths;
- Anti-social behaviour statistics associated with alcohol misuse;
- Crime and disorder statistics with specific reference to alcohol misuse;
- Foetal alcohol syndrome;
- Liver disease;
- Number of admissions associated with those aged 18 and under to Accident and Emergency departments;
- Numbers of alcohol related conditions seen by General Practitioners across Wales;
- Numbers of calls attended by ambulance services in respect of alcohol associated emergency calls;
- Number of children and young people taken into care due to parental negligence associated with alcohol misuse;
- Numbers of drink drivers; Treatment and availability of provision; and
- Numbers of patients referred to Accident and Emergency with alcohol related matters.

**Consultation Question 14:**

Do you think any aspects of the current cumulative impact policy process would need to be amended to allow consideration of data on alcohol related harms?

Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Don't Know <input type="checkbox"/>
Clear guidance will be needed for licensing officials concerning the practicalities of what health information may be used when considering the introduction of a CIP. The Welsh Government's position is that the protection of public health should be introduced as a fifth licensing objective rather than aligning health harm to CIPs.		

**Consultation Question 15:**

What impact do you think allowing consideration of data on alcohol related health harms when introducing a cumulative impact policy would have if it were used in your local area?

Allowing licensing authorities to consider alcohol related health harms will provide them with an additional tool to proactively refuse new applications and or extensions on the basis of local considerations. This will enable the effective control of the availability of alcohol and density of outlets selling alcohol on a locality basis.

**Consultation Question 16.**

Should special provision to reduce the burdens on ancillary sellers be limited to specific types of businesses, do you think it should apply to the following?

		Yes	No	Don't know
A	The provision should be limited to a specific list of certain types of business and the kinds of sales they make.		<b>X</b>	
B	The provision should be available to all businesses providing they meet certain qualification criteria to be an ancillary seller.	<b>X</b>		
C	The provision should be available to both a specific list of premises and more widely to organisations meeting the prescribed definition of an ancillary seller, that is both options A and B.	<b>X</b>		

**Consultation Question 17:**

If special provision to reduce licensing burdens on ancillary sellers were to include a list of certain types of premises, do you think it should apply to the following?

		Yes	No	Don't know
A	Accommodation providers, providing alcohol alongside accommodation as part of the contract.		<b>X</b>	
B	Hair and beauty salons providing alcohol alongside a hair and beauty treatment.		<b>X</b>	
C	The provision should be available to both a specific list of premises and more widely to organisations meeting the prescribed definition of an ancillary seller, that is both options A and B.		<b>X</b>	
D	Florists providing alcohol alongside the purchase of flowers.		<b>X</b>	
E	Regular charitable events providing alcohol as part of the wider occasion.		<b>X</b>	

**Consultation Question 18:**

Do you have any suggestions for other types of businesses to which such special provision could apply without impacting adversely on one or more of the licensing objectives?

No

**Consultation Question 19:**

The aim of a new "ancillary seller" status is to reduce burdens on businesses where the sale of alcohol is only a small part of their business and occurs alongside the provision of a wider product or service, while minimising

<p>loopholes for irresponsible businesses maintaining the effectiveness of enforcement – paragraphs 9.2 and 9.3. Do you think that the qualification criteria proposed in paragraph 9.6 meets this aim?</p>		
Yes	No <b>X</b>	Don't Know
<p>The definition leaves considerable scope for interpretation. The amount of alcohol on offer requires clear definition.</p>		

<p><b>Consultation Question 20:</b> Do you think that these proposals would significantly reduce the burdens on ancillary sellers?</p>				
		Yes	No	Don't know
A	Allow premises making ancillary sales to request in their premises license application that the requirement for a personal license holder be removed.			x
B	Introduce a new light touch form of authorisation for premises making ancillary sales – an “ASN” but retain the need for a personal license holder.			x
C	Introduce a new light touch form of authorisation for premises making ancillary sales – an “ASN” but with no requirement for a personal license holder			x

<p><b>Consultation Question 21:</b> Do you think that the following proposals would impact adversely on one or more of the licensing objectives?</p>				
		Yes	No	Don't know
A	Allow license premises making ancillary sales to request their premises license application that the requirement for a personal license holder be removed.	<b>X</b>		
B	Introduce a new light touch form of authorisation for premises making ancillary sales – an “ASN” but retain the need for a personal license holder.	<b>X</b>		
C	Introduce a new light touch form of authorisation for premises making ancillary sales – and “ASN” but with no requirement for a personal license holder.	<b>X</b>		

<p><b>Consultation Question 22:</b> What other issues or options do you think should be considered when taking forward proposals for a lighter touch authorisation?</p>	
<p> suggests that it would be appropriate for a Cumulative Impact Statement to be undertaken with respect to the area in which the</p>	



ancillary trader would be trading. To support this there should be a mechanism in place to revoke or remove an ancillary sales notice and to restrict the hours of operation.

**Consultation Question 23:**

Do you agree that licensing authorities should have the power to allow organisers of community event involving licensable activities to notify them through a locally determined notification?

Yes **X**      No      Don't Know

**Consultation Question 24:**

What impact do you think a locally determined notification would have on organisers of community events?

		Yes	No	Don't know
A	Reduce the burden.	<b>X</b>		
B	Increase the burden.			

**Consultation Question 25:**

Should the number of TENs which can be given in respect of individual premises be increased?

Yes      No **X**      Don't Know

**Consultation Question 26:**

If yes please select one option to indicate which you would prefer:

15	No <b>X</b>
18	
Don't know	

**Consultation Question 27:**

Do you think that licensing authorities should have local discretion around late night refreshment in each of the following ways?

		Yes	No	Don't know
A	Determining that premises in certain areas are exempt.		<b>X</b>	
B	Determining that certain areas are exempt in their local area.		<b>X</b>	

**Consultation Question 28:**

Do you agree that motorway service areas should receive a nationally prescribed exemption from regulations for the provision of late night refreshment?

		Yes	No	Don't know
A	Motorway services should receive a nationally prescribed exemption from		<b>X</b>	

	regulations for the provision of late night refreshment.			
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Selling alcohol at Motorway services will increase the fatality rate on the motorways. In addition, the [REDACTED] policy position is that we would advocate the banning of alcohol sales at petrol filling stations

**Consultation Question 29:**

Please describe any other types of premises to which a nationally prescribed exemption should apply.

[REDACTED] does not support a nationally prescribed exemption.

**Consultation Question 30:**

Do you agree with the following proposals?

		Yes	No	Don't know
A	Remove the requirements to advertise licensing applications in local newspapers.		X	
B	Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off trade.		X	
C	Remove the centrally imposed prohibition on the sale of alcohol at MSAs but only in respect of overnight accommodation – "Lodges".		X	
D	Remove or simplify requirements to renew personal licenses under the 2003 Act.		X	

**Consultation Question 31:**

Do you think that each of the following would reduce the overall burdens on business?

		Yes	No	Don't know
A	Remove the requirements to advertise licensing applications in local newspapers.			X
B	Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off trade.			X
C	Remove the centrally imposed prohibition on the sale of alcohol at MSAs but only in respect of overnight accommodation – "Lodges".			X
D	Remove or simplify requirements to renew personal licenses under the 2003 Act.			X

**Consultation Question 32:**

Do you think that the following measures would impact adversely on one or more of the licensing objectives?

		Yes	No	Don't
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				know
A	Remove the requirements to advertise licensing applications in local newspapers.	X		
B	Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off trade.	X		
C	Remove the centrally imposed prohibition on the sale of alcohol at MSAs but only in respect of overnight accommodation – “Lodges”.	X		
D	Remove or simplify requirements to renew personal licenses under the 2003 Act.	X		

**Consultation Question 33:**

In addition to the suggestions outlined above, what other sections or processes under the 2003 Act could in your view be removed or simplified in order to impact favourable on businesses without undermining the statutory licensing objectives or significantly increasing burdens on licensing authorities?

A mechanism needs to be in place locally to enable members of the public to share their views with respect to licensing applications and associated decision making processes.

██████████ does not support removing the prohibition of alcohol sales from motorway services. It would be in the interest of all road users to disassociate alcohol with driving.

**Consultation Question 34:**

Do you think that the Impact Assessments related to the consultation provide an accurate representation of the costs and benefits of the proposals?

		Yes	No	Don't know
A	Minimum unit pricing.			X
B	Multi-buy promotions.			X
C	Health as an objective cumulative impact.			X
D	Ancillary sales of alcohol.			X
E	Temporary event notices.			X
F	Late night refreshment.			X
G	Removing duty to advertise licensing applications in local newspapers.			X
H	Sales of alcohol at motorway stations.			X
I	Personal licenses.			X

**Consultation Question 35:**

Do you have any comments on methodologies or assumptions used in the impact assessments? If so please detail them, referencing clearly the impact assessment and page to which you refer to.

Yes	No X	Don't Know
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Some of the data is old and whilst [REDACTED] accepts the general sentiment of the impact assessments, it is not in a position to challenge or accept the validity of the data used.

#### References:

1. Department of Health. (2008) The Chief Medical Officer's report for England.
2. Meng, Y. et al. (2012) 'Model-based appraisal of alcohol minimum pricing and off-licensed trade discount bans in Scotland using the Sheffield Alcohol Policy Model (v.2): Second update based on newly available data' ScHARR, University of Sheffield.
3. Alcohol Concern Cymru accessed 30 January 2013 at: <http://www.alcoholconcern.org.uk/campaign/minimumpricing>
4. Purhouse, R. (2009) Modelling to assess the effectiveness of public health related strategies and intervention to reduce alcohol attributable harm in England using the Sheffield Alcohol Policy Model version 2.0 Report to the Public eHealth Development Group, Sheffield University
5. World Cancer Research Fund. (2007) Food, nutrition, physical activity and the prevention of cancer; a global perspective. London: WCRF.
6. Alcohol Concern. (2010) Counting the Cost: irresponsible alcohol promotions in the night time economy in Wales.
7. British Institute of Inn keeping. (2012) available from [www.morningadvertiser.co.uk/General-News/Majority-Publicans-back-plans-for-minimum-pricing-of-alcohol](http://www.morningadvertiser.co.uk/General-News/Majority-Publicans-back-plans-for-minimum-pricing-of-alcohol) Accessed January 24 2013.
8. Alcohol Concern and Balance North East. (2012) Binge Alcohol Concern and Balance North East.
9. Liverpool Public Health Observatory. (2009) Reducing emergency alcohol-related hospital admissions Observatory Report Series number 77.
10. Department of Health. (2009) Signs for improvement: commissioning intervention to improve alcohol related harm.
11. International Journal of Emergency Medicine (2010) Alcohol-related emergency department attendances: is preloading a risk factor? Cross-sectional survey. 3(3): 151–155.