



HM Government

Alcohol Strategy Group

Minutes of the Government and Partners Alcohol Working Group Meeting held at Conference Room 2, 2 Marsham Street, London, SW1P 4DF on Thursday 24th March at 10:30 (**Meeting 3**)

PRESENT

Mandie Campbell, Director of Drugs, Alcohol and Partnerships Directorate (HO)
(In the chair)

Brigid Simmonds (BBPA), Bruce Ray (Barcardi), Campbell Evans (Scotch Whisky), Chris Heffer & [REDACTED] (DH), Chris Sorek (Drinkaware), David Poley (Portman Group), [REDACTED] (BIS), Dr Simon Moore (Cardiff University), [REDACTED] (DEFRA), [REDACTED] (HO Comms), Gavin Partington (WSTA), Grant Eastwood (Morrisons), Ian Gilmore (Liverpool Hospital), [REDACTED] (DfE), Dr Kieran Moriarty (British Society of Gastroenterology), Kieran Simpson, Nick Lakin (Molson Coors), [REDACTED] (HO), Chief Inspector Sue Robinson (Durham Police)

APOLOGIES

Don Shenker (Alcohol Concern), Kieran Simpson (Heineken), [REDACTED] (HMT), David Oliver (HO), Elizabeth Woodeson (DH), Jeremy Beadles (WSTA), Jonathan Shepherd (Cardiff University), Nick Sheron (The British Association for the Study of the Liver), [REDACTED] (DEFRA), Chief Constable Jon Stoddart (ACPO), Zoe Dayan (BIS)

SECRETARIAT

[REDACTED] (HO)

Item 1 Welcome and introduction of new head of DAU

Mandie Campbell welcomed all those present to the third meeting of the Government and Partners Alcohol Working Group and informed the group that David Oliver is now head of the new Drug and Alcohol Unit. David could not attend this meeting but will make every effort to attend future meetings.

Item 2 Minutes of the last meeting

Mandie Campbell stated that there were 5 actions from the last meeting, all of which have been completed. Mandie highlighted that action 1 – add “below cost sales” to the agenda for the next meeting, has been moved to the next meeting to accommodate a full agenda.

Mandie asked the group if anyone had comments on the minutes of the previous meeting and there were no comments.

Item 3 Unit Awareness Presentation from BBPA

Brigid Simmonds gave an informative presentation on Unit Awareness based on the slides from meeting paper 2. The presentation focused the BBPA and Drinkaware project to deliver a customer unit awareness campaign in the pub sector which included examples of graphics that would be used in posters, beer mats and menus. This presentation prompted a number of responses from the group which focused on the fact that the unit measurements were based on a specific strength of alcohol and the variation in the strength of drinks meant it was inaccurate. Kieran Moriarty highlighted that this could be used as a defence in court. Chris Heffer highlighted that it was not being signed off by the Government. Sue Robinson asked if alcopops could be added as they are the choice of drink for young women rather than wine. Brigid Simmonds responded to these comments by stating that this project is a visual representation of the facts and it needs to be simple to get people's attention. The group discussed adding line like "based on xx% of alcohol". Chris Sorek highlighted that Drinkaware are working with BBPA to ensure that people have a good idea of what they are drinking.

Action: Brigid Simmonds to discuss the group's opinions with Drinkaware and feedback to the group.

Item 4 "Why Let The Good Times Go Bad?" and Drinkaware Pilot

Chris Sorek gave a talk on various actions carried out by Drinkaware which did not use the slides from meeting paper 3. The talk was an short update on where drinkaware is now and focused heavily on future projects. In 2011, Drinkaware were forming a deeper relation with the National Union of Students as a platform for getting information to young people. Chris highlighted that focused advertising was leading to more hits on the website and people were staying on the website for longer and accessing health information. Chris highlighted that they are focusing on young people, attempting to inform 18-24 year olds what the social norms were and reaching 10-13 year olds through parents and educations. The group raised issues on how they will target alcohol abusers who are harder to reach and how Drinkaware will fit into the move towards localism and Police and Crime Commissioners. Chris Sorek also circulated a paper entitled "Good times. Great results." Which will be circulated with these minutes.

Action: Chris Sorek to discuss the group's opinions with Drinkaware colleagues and feedback to the group.

Item 5 New Alcohol Strategy and Responsibility Deal

Chris Heffer gave a talk on the responsibility deal which focused on a presentation (not circulated prior to the meeting). Chris highlighted that there were 7 collective pledges on alcohol, 80% of the industry had signed up to at least one. There are also 4 individual pledges, 2 from Asda and 2 from Heineken. Brigid Simmonds highlighted that 60% of BBPA companies had signed up to some of the pledges. Nick Lakin asked how progress of the responsibility deal would be tracked, will there be an annual report? Chris highlighted that this is stage one and the next stage would involve more pledges rather than trying to sign up additional business. There is likely to be an annual update.

Chris Heffer and [REDACTED] gave a talk on the new alcohol strategy which focused on a presentation (not circulated prior to the meeting.) Chris started by pointing out that this was a very early look at the possible content of a new cross government strategy on alcohol, and that it was not yet agreed Government Policy as the Minister has not written to other Government Departments for their views. He was sharing this with the group to discuss primarily how they should be involved in the coming months. Chris invited views.: Nick Lakin invited a holistic view on alcohol strategy and asked if there was potential to have a Minister for alcohol. Brigid Simmonds highlighted that pubs struggle with the amount of regulations and asked how much more this will impose on pubs. Sue Robinson highlighted that CC Jon Stoddard is supportive and keen to be involved in discussions on the new strategy. Sue mentioned the following points of interest: illicit alcohol; child protection; crime; availability and price of alcohol and stated that the strategy should drive partnership working. Kieran Moriarty is working closely with the head of Liver to influence the strategy. Mandie Campbell highlighted that there needs to be a strong evidence base for the strategy. Sir Ian Gilmore asked Chris Heffer about how Government intended to engage with those NGO organisations that had been unable to sign up to the RDAN pledges but had expressed a willingness to continue to help in the process – for example in the evaluation and monitoring. He replied that this had yet to be discussed with Ministers. Chris Heffer proposed sharing a list of evidence with the group for discussion and highlighted challenges including big society, public engagement and limited funding. Chris Heffer asked the group to share useful document which highlight the public's feelings on alcohol.

Action point – Members of the group to share evidence with Chris Heffer and Chris to share a list of evidence sources for discussion.

Item 6 Any other business

Mandie Campbell asked the group if anyone had anything to raise under AOB. Nothing was offered and Mandie offered [REDACTED] to update the group on the progress of the Police Reform and Social Responsibility Bill in the minutes.

Action point – [REDACTED] to update the group on the progress of the Police Reform and Social Responsibility Bill

- On 30 November 2010 The Police Reform and Social Responsibility Bill was announced in Parliament. There are a number of alcohol provisions which are being taken forward in the Bill. More information on these proposals can be found by accessing the following link:
<http://www.homeoffice.gov.uk/drugs/alcohol/>
- The Commons Report Stage of the Bill is due to take place on 30th March 2011, with 3rd Reading scheduled for 31st March 2011. We cannot confirm a definite date for Royal Assent of the Bill, but we are expecting completion by October 2011.
- Three Government amendments were tabled during the Commons stage of the Bill:
 - Repealing of Alcohol Disorder Zones (ADZs).
 - Allowing licensing authorities to set licence fees locally based on full cost recovery, with a national cap.
 - Allowing licensing authorities to retain expenses incurred by the implementation of the late night levy.
- 7 Amendments went to division, these were on:
 - TENS: allow licensing authorities to impose all licence conditions to a TEN
 - TENS: removes change from 96 hours to 168 hours
 - Persistently selling alcohol to children: removing the amended closure notice period of a minimum of 48 hours and replacing with training orders for staff.
 - Late night levy: to allow licensing authorities to apply the levy to part of the licensing authority area
 - Late night levy: Changes relevant late night authorisation to apply where alcohol is supplied during late night period on 15 or more days in the year (rather than one or more days).
 - Late night levy: Changes ability to make regulations in relation to application of levy when early morning restriction order has been introduced.
 - Late night levy: Allows 50% reduction on levy for premises participating in certain initiatives (including purple flag and pubwatch).

The next meeting of the Group will take place from 2pm until 4pm on 16th June at Conference Room 4, 2 Marsham Street, London, SW1P 4DF.