

PLENARY SESSION 2

Alcohol in nightlife: use, abuse and controls

Working in partnership with the alcohol industry

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Manchester is a major city in the North West of England (population 2.5 million) with a thriving night-time economy that attracts 500,000 people each week. Between 1996 and 2000, capacity in pubs and clubs in the city increased by around 250% and this was accompanied by an increase in alcohol-related violence, predominantly among young drinkers. Such alcohol-related violence can place huge strains on individuals and public services for example through injury, health treatment demands and criminal justice responses.

The Manchester City Centre Safe scheme was initiated in 1999 by Greater Manchester Police, working in partnership with a range of other agencies in the city. The aims of the scheme are:

- To reduce the number of serious assaults and glass related injuries in the city
- To work in partnership with the licensed trade to improve the management of licensed premises
- To promote the provision of safe drinking
- To reduce the perception of drunkenness, rowdiness and disorder in Manchester city centre

The scheme incorporates a number of innovative interventions to promote better management of licensed premises in the city centre and reduce violence associated with nightlife. These include structured multi-agency visits to pubs and clubs; targeted night time policing; development of safe late night transport systems; the 'Top Ten' initiative identifying and addressing venues most associated with violence and disorder; environmental design of nightlife areas to prevent crime (e.g. CCTV, street lighting); and social marketing and awareness campaigns to promote, for example, safer drinking and responsible alcohol service. An additional and key part of the initiative is the Best Bar None award scheme, which set a benchmark of good practice for licensees and managers.

City Centre Safe has delivered a sustained reduction in levels of reported violence in Manchester city centre, with a 32.5% reduction in serious assaults between 2004 and 2005. The scheme is grounded in public/private sector partnerships and takes a holistic approach to the problems of crime and anti-social behaviour. Developing good working relationships between the police, trade groups, licensed premises, producers, alcohol agencies, local authorities, other police forces, hospitals, health services and universities is essential in ensuring such schemes are accepted, owned and implemented at a city level and that shared goals can be developed and achieved.

Club Health 2006

Working with the Industry

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Ideal models for managing the night time economy

- Holistic partnership initiatives .
- Look at the problems caused by alcohol misuse in their entirety.
- Shared resources and partnership – an end to the silo mentality
- Concentrate on shared solutions – communal ownership
- Set shared standards and goals

'If you do what you've always done
you'll get what you always got.'

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Context - Changes in the drinks industry

- Increase in number of licensed premises
- Change of style, change of management
- Increase in crime / harm associated with binge drinking
- Bottle culture
- Increase in female drunkenness
- Lack of appropriate training, and control
- No definition of standards and good working practice

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Context - Changes in the public domain

- Competition for limited resources
- Lack of 'Authority Figures' in public spaces
- 'Growing pains' of night time infrastructure
- How do people get home ?

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Managing Public Spaces

- Alcohol Bye –Law
- Be aware of ‘ripple effect’ !
- Hot spot ‘foot patrol’ – early intervention
- ‘Night Time Security Blanket’ – pool resources
- Co-ordinate resources – ‘Policing Triangle’

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Managing Licensed Premises–Taking Control

- Analysis – 51% assaults in or around licensed premises
- Top Ten Enforcement Scheme
- Action Plan – work through issues
- Multi –Agency targeted visits
- Empowerment of partners
- Risk Assessments
- Proven Crime Reduction Techniques
- Effective use of alcohol legislation

“You can create new legislation every day but if there is nobody using it effectively it’s a waste of time”

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Licensed Premises – Research findings

- All premises treated equally – good or bad.
- Good operators at a commercial disadvantage.
- Premises did not know how to reduce crime and disorder.
- No benchmark of good practice.
- No forum to encourage and educate
- Enforcement activity on its own not sufficient for sustainable long term change.
- Duplication of responsibilities, lack of communication
- No consistency

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Shared agenda

- Management standards of premises that sell alcohol
- Reputation of on and off sales environments
- Abuse of alcohol
- Associated crime and harm
- Reputation of the industry, and producers products
- Holistic solutions will need responsible members of the industry to be active partners

Purpose of Best Bar None

- To reduce the risk of alcohol related harm, disorder and crime.
- To establish a benchmark of good practice for both 'on' and 'off' trade.
- To identify and reward responsible operators and share their good practice with others.
- To create consistency of standards throughout the UK.
- To improve the knowledge and skills of enforcement and regulation agencies.
- To raise public awareness of the benefits of choosing well-run licensed premises.

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Best Bar None – Awards Cycle

- | | |
|-----------|-----------------------------------|
| STAGE 1 – | Preparation, Launch and Publicity |
| STAGE 2 – | Application Phase |
| STAGE 3 – | Inspection and Assessment Phase |
| STAGE 4 – | Marking Phase |
| STAGE 5 – | Judging Phase |
| STAGE 6 – | Awards Night |
| STAGE 7 – | Feedback and Development Phase |

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Best Bar None – National Perspective

- Established in over 60 areas of the UK6.
- Endorsed by The Home Office as national award scheme.
- Being rolled out nationally as part of Tackling Violent Crime Programme.
- National project designed to support local agendas.
- Living project, annual application form will change and evolve.
- National governance and consistency.
- Regional and national awards.
- Already making an impact and providing a framework for change

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