

# Alcohol strategy consultation

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## Page 1: About you

Q1. Please select if you would like your response or personal details to be treated as confidential.

*No Response*

Score

0

Q2. Which of the following best describes you or the professional interest you represent? Please select one option from the menu below.

Local government (other)

*Please specify which organisation, licensing authority or police force you represent in the box below:*

Dudley MBC, Response of teh Shadow Health and Wellbeing Board

Score

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Q3. If you are responding on behalf of an organisation or interest group, please write in the box below the number of members in your group or organisation.

25

Q4. How did you obtain the views of your members? Please explain in the box below keeping your response to a maximum of 100 words.

Open day to ask at the public their views on local priorities. The consultation was considered by the SHWBB and the response was unanimously agreed

Q5. Please indicate in which region you or your organisation is based. Please select one option from the menu below.

West Midlands

Score

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Q6. If you are responding as a member of the public, what is your gender? Please select one option.

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No Response

Score

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Q7. If you are responding as a member of the public, what is your age? Please select one option.

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No Response

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## Page 2: A minimum unit price for alcohol

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Q8. In the alcohol strategy, the government committed to introducing a minimum unit price for alcohol in England and Wales. This consultation will contribute to the debate on the most appropriate price per unit and the mechanism by which, once set, minimum unit pricing would remain effective. It is also an opportunity for interested parties to raise other issues around minimum unit pricing. The purpose of minimum unit pricing is to reduce alcohol consumption, particularly by the most hazardous and harmful drinkers who tend to show a preference for the cheapest alcohol products. By doing so the government estimates there will be a reduction in the associated crime and health harms, especially the numbers of hospital admissions, alcohol-related deaths and alcohol-related crimes. Minimum unit pricing is not intended disproportionately to affect responsible drinkers or particular social groups but to reduce the availability of alcohol sold at very low or heavily discounted prices. More information (including the definitions of hazardous and harmful drinkers) is available in the full consultation document and the impact assessment. Do you want to answer questions on minimum unit pricing? Please select one option.

Yes

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Page Score

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## Page 3: A minimum unit price for alcohol

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Q9. The impact of minimum unit pricing will depend on the price per unit of alcohol. The government wants to ensure that the chosen price level is targeted and proportionate, whilst achieving a significant reduction of harm. The government is therefore consulting on the introduction of a recommended minimum unit price of 45p. The government estimates a reduction in consumption across all product types of 3.3 per cent, a reduction in crime of 5,240 per year, a reduction in 24,600 alcohol-related hospital admissions and 714 fewer deaths per year after ten years. Do you agree that this minimum unit price level would achieve these aims? Please select one option.

No

*If you think another level would be preferable, please set out your views on why this might be in the box below (keeping your views to a maximum of 200 words):*

The intention to introduce a minimum unit price level for alcohol is welcomed. A 50p mup for alcohol should be introduced. If the intention is to achieve a significant reduction in harm then a higher level than 45p will be needed. The modelling of a 50p mup shows an overall reduction in harm of -5.7% compared with -3.5% for a 45p mup. There is an estimated health gain of 13.3% at 50p mup as measured by a

reduction in alcohol related admissions to hospital. This would be very welcome in Dudley where we have experienced an average rise in the rate of admissions of 13% over the last ten years - much higher than the national average of 7% over the last decade. Crime is also expected to decrease by 2.9% at a 50p mup against 1.7% if a 45p mup were introduced. There is consistently strong evidence to suggest that increasing alcohol price is associated with a reduction in consumption with harmful drinkers affected the most. Meng et al (2012)<sup>1</sup> have shown that there are significantly greater gains for health improvement, crime reduction and absenteeism from work by introducing higher level minimum unit pricing.

Score

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Q10. Should other factors or evidence be considered when setting a minimum unit price for alcohol? Please select one option.

Yes

***If yes, please specify these in the box below (keeping your views to a maximum of 200 words):***

The introduction of a minimum unit price on its own will bring some noted benefits but other actions being taken in conjunction with it is likely to bring even greater benefits. Affordability and increased availability of alcohol are two of the main reasons why alcohol consumption has increased so dramatically over the last decade. Whilst alcohol prices have increased slowly, household disposable income has increased more steeply. The affordability of alcohol has increased sharply since 1996. The relaxation of the licensing laws has meant alcohol is readily available for longer periods of time both as a result of on-trade licensing hours and off-trade 24 hour supermarket trading. Tackling affordability through minimum unit pricing is welcome but there also needs to be measures in relation to the wide availability of alcohol.

Score

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Q11. The government wishes to maintain the effectiveness of minimum unit pricing and is therefore proposing to adjust the minimum unit price level over time. How do you think the level of minimum unit price set by the government should be adjusted over time? Please select one option.

The minimum unit price should automatically be updated in line with inflation each year

Score

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Q12. The aim of minimum unit pricing is to reduce the consumption of harmful and hazardous drinkers, while minimising the impact on 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? Please select one option.

Yes

***If yes, please specify in the box below (keeping your views to a maximum of 100 words):***

The minimum unit price should be automatically updated in line with inflation each year. An additional mechanism should exist to consider additional increases to the MUP if it is shown to be insufficient or if its impact declines over time, for example, as disposable income rises.

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Page Score

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## Page 4: A ban on multi-buy promotions in the off-trade

Q13. The government is consulting on introducing a ban on multi-buy promotions in the off-trade (e.g. shops and off-licences) as part of its wider strategy to reduce excessive alcohol consumption, and alongside the introduction of a minimum unit price. A ban on multi-buy promotions would therefore not

apply to pubs, clubs, bars or restaurants. The term 'multi-buy promotions' refers to alcohol promotions that offer a discount for buying multiple items. The aim of a ban would be to stop promotions that encourage people to buy more than they otherwise would, making it cheaper (per item) to purchase more than one of a product than to purchase a single item. As well as being part of a wider strategy to reduce consumption and tackle irresponsible alcohol sales, a ban on multi-buy promotions would also contribute to the government's aim of encouraging people to be aware of how much they drink and the risks of excessive drinking, so that they can make informed choices. The aim of this consultation is to assess support for such a ban and contribute to our understanding of the impact a ban on multi-buy promotions may have. The types of promotion it is proposed that a ban would include, are: two for the price of one, three for the price of two, buy one get one free, buy six and get 20 per cent off, 24 cans of lager costing less than 24 times the cost of a single can of lager in the shop, a case of wine sold cheaper than the individual price at which the same bottles are sold in the shop, 3 for £10 where each bottle costs more than £3.33. More information is available in the full consultation document and the impact assessment. Do you want to answer questions on a ban on multi-buy promotions in the off-trade? Please select one option.

Yes

Score

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Page Score

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## Page 5: A ban on multi-buy promotions in the off-trade

Q14. Do you think there should be a ban on multi-buy promotions involving alcohol in the off-trade? Please select one option.

Yes

Score

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Q15. Are there any further offers which should be included in a ban on multi-buy promotions? Please select one option.

Yes

***If yes, please specify in the box below (keeping your views to a maximum of 100 words):***

There is some concern that low-income moderate drinkers may be affected by the introduction of a mup and whilst it may be the case that they tend to buy cheaper alcohol, if they are drinking at low levels the financial impact is likely to be small. Conversely, high earners who are drinking at harmful levels are less likely to be impacted on by a mup since they are more likely to consume more expensive wines or spirits which are already above the 45p or 50p mup levels. Alternative interventions need to be considered to tackle this group of harmful drinkers. Consideration should be given to retail staff in small stores who will implement this policy and be in the front line of any customer dissatisfaction

Score

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Q16. Should other factors or evidence be taken into account when considering a ban on multi-buy promotions? Please select one option.

Yes

***If yes, please specify in the box below (keeping your views to a maximum of 200 words):***

Scotland are trialling this at the moment, it would be helpful to know the outcome of this evaluation in order to make a reasoned response. It is anticipated that the outcome of the Scottish trials will be released shortly.

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Q17. 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? Please select one option.

Yes

*If yes, please specify in the box below (keeping your views to a maximum of 100 words):*

There is likely to be a group of shoppers who buy goods in bulk, on a planned basis, to minimise the number of shopping trips, and to save money over time by taking advantage of multi-buy promotions. This strategy would apply to all goods but would include alcohol and this group is likely to be disadvantaged by a ban on multi-buy promotions.

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## Page 6: Reviewing the mandatory licensing conditions

Q18. In its response to the 'Rebalancing the Licensing Act' consultation in 2010, the government committed to review the impact of the current mandatory licensing conditions. More recently, the alcohol strategy made a commitment to review these mandatory licensing conditions to ensure they are sufficiently targeting problems such as irresponsible promotions in pubs and clubs. The government has also committed to consult on whether these mandatory licensing conditions should, where relevant, apply to both the on- and off-trade. This consultation forms part of that review, and will contribute to the government's understanding of how these mandatory conditions are perceived. The five mandatory licensing conditions currently set out in regulations in relation to the supply of alcohol are: a ban on irresponsible promotions a ban on dispensing alcohol by one person directly into the mouth of another a requirement to provide free tap water on request to customers a requirement to have an age verification policy to prevent the sale of alcohol to persons under 18 years of age, and a requirement to make available to customers small measures such as half pints or beer or cider or 125ml glasses of wine More information is available in the full consultation document. An explanation of each of these terms can be found on page 20 of the consultation document, in the glossary at the end. Do you want to answer questions on reviewing the mandatory licensing conditions? Please select one option.

Yes

Score

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Page Score

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## Page 7: Reviewing the mandatory licensing conditions

Q19. Do you think each of the mandatory licensing conditions is effective in promoting the licensing objectives? For more information on the licensing objectives please see the glossary at the end of the full consultation document. Please select one option (Yes, No, Don't know) from each drop down menu.

	Prevention of crime and disorder	Public safety	Prevention of public nuisance	Protection of children from harm
Irresponsible promotions	No	No	No	Yes

<b>Dispensing alcohol directly into the mouth</b>	No	No	No	Yes
<b>Mandatory provision of free tap water</b>	Yes	Yes	Yes	Yes
<b>Age verification policy</b>	Yes	Yes	No	Yes
<b>Mandatory provision of small measures</b>	No	Don't know	No	No

Score

0

Q20. Do you think that the mandatory licensing conditions do enough to target irresponsible promotions in pubs and clubs? Please select one option.

No

*If no, please state what more could be done in the box below (keeping your views to a maximum of 100 words):*

The mandatory licensing objectives do have some impact on irresponsible promotions, but they require continuous monitoring and enforcement to make them effective. This is a resource drain on the police, licensing authorities and trading standards, who have to remain vigilant both by planned monitoring and in response to specific complaints or concerns.

Score

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Q21. Are there other issues related to the licensing objectives which could be tackled through a mandatory licensing condition? Please select one option.

Yes

*If yes, please specify in the box below (keeping your views to a maximum of 200 words):*

Public health measures could be considered, either as an additional mandatory target, or as a consideration on the existing targets e.g. awareness of the different impacts of alcohol consumption on children and adolescents, plastic drinking containers etc

Score

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Q22. Do you think that the current approach, with five mandatory licensing conditions applying to the on-trade and only one of those to the off-trade, is appropriate? Please select one option.

No

*If no, please explain why you think the current approach is not the best approach (keeping your views to a maximum of 100 words):*

Mandatory conditions should be applicable to both on and off-trade premises, albeit that the current mandatory conditions that apply to the on-trade are not all applicable to the off trade.

Score

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Q23. We want to ensure that licensing authorities are able to take alcohol-related health harms into consideration when making decisions about cumulative impact policies (CIPs) which can be used to manage problems linked to the density of premises in specific areas. A CIP introduces a rebuttable presumption that all new licence applications and variations in that area will normally be refused if the licensing authority receives a relevant representation stating that the application will add to the cumulative impact. However each application must still be considered on its own merits and the licensing authority may still grant the application if it is satisfied that the application will not contribute to the cumulative impact. We are proposing that licensing authorities will be able to take evidence of alcohol-related health harm into account in deciding whether to introduce a CIP and the extent of that CIP. This would be a discretionary power and not an obligation. We expect that those areas with the highest levels of alcohol-related health harm, or fast rising levels of harm from alcohol, will be most likely to use this power. It will allow local health bodies to fully contribute to local decision making and mean licensing authorities can restrict the number of licensed premises in the local area on the basis of robust local evidence. More information is available in the full consultation document and impact assessment. Do you want to answer questions on health as a licensing objective for cumulative impact policies? Please select one option.

Yes

Score

0

Page Score

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## Page 9: Health as a licensing objective for cumulative impact policies

Q24. 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? Please specify in the box below (keeping your views to a maximum of 200 words):

We consider that health should be a separate mandatory licensing objective and ask the Government to reconsider their decision on this.

For CIP the following evidence could be used:

- Mapping of licensed premises to show density in an area
- Mapping of alcohol mortality (HES)
- Alcohol related admissions to hospital (HES)
- Crime and alcohol data from A&E attendances (would need to be more robust – possibly make it a reporting requirement for the new drugs and alcohol reporting system to PHE)
- Findings from local lifestyle surveys on alcohol consumption
- Data from local service providers showing numbers in treatment and mapped by postcode

It is however acknowledged that police data relating to crime and disorder can be more easily linked to a specific time and location and related to licensed on-premises whereas evidence collected and collated around alcohol related health harm is more difficult to link to specific licensed premises or areas with high numbers of licensed premises (on or off trade).

Q25. 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 health harms? Please select one option.

Yes

***If yes, please specify which aspects in the box below (keeping your views to a maximum of 200 words):***

CIP at the moment is only recommended by the police where crime and disorder is an issue. It relates to a comparatively small area and is usually related to the activity of the on-trade. In order to take account of wider health impacts it will be necessary to be able to look at the density of the off-trade premises as well. These premises are not usually associated with crime and disorder but do provide opportunities for large volumes of alcohol to be bought and consumed elsewhere in the neighbourhood e.g. parks, wasteland, woodland, on the streets. When CIP is being considered by a Licensing Committee, there is an onus to

prove that the crime and disorder is associated with particular premises. This is not going to be possible when considering the impact of alcohol related harm which may take many years to manifest itself. Using A&E data is very limiting in this situation and so to be effective, more general links would have to be sufficient such as data compared to national averages for comparable areas.

Score

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Q26. 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? Please specify your answer in the box below, providing evidence to support your response (keeping your views to a maximum of 200 words):

Dudley has some areas where alcohol mortality and alcohol admissions to hospital are well in excess of regional and national averages, which are, themselves, too high for the country's population health. Reducing affordability and availability of alcohol is known to impact on the amount and type of alcohol consumed, so making it more difficult to access and more expensive to buy will impact the most on hazardous and harmful drinkers and ultimately improve health and well-being. It will also contribute to reducing health inequalities since alcohol harm disproportionately affects those from the poorest backgrounds; so although they may drink less than other socio-economic groups, they bear the greatest burden of alcohol related ill health. This is particularly true for males aged 35-54 in Dudley who are contributing most to the high numbers of alcohol related hospital admissions in the Borough

Page Score

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## Page 10: Freeing up responsible businesses

Q27. The government has committed to consult on giving licensing authorities greater freedom to take decisions that reflect the needs of their local community. Following the government's Red Tape Challenge in 2011, three areas of reform were specified: alcohol licensing for certain types of premises providing minimal alcohol sales, temporary event notices (TENs) and the licensing of late night refreshment. This section asks for views on these proposals and suggests further ways to reduce burdens on business. The proposals set out here can be seen alongside work undertaken by the Department for Culture, Media and Sport to remove unnecessary red tape from regulated entertainment. More information on each of these areas for reform is available in the full consultation document. There are five subjects covered in this section. They are: ancillary sales of alcohol, occasional provision of licensable activities at community events, an extension of the temporary event notice limit at individual premises, late night refreshment, and further proposals to reduce burdens on business. Do you want to answer questions on freeing up responsible businesses? Please select one option.

Yes

Score

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## Page 11: Freeing up responsible businesses

Q28. Ancillary sales of alcohol For many businesses, the sale of alcohol is only a small part of, or incidental to, their wider activities, and occurs alongside the provision of another product or service (which this consultation refers to as an 'ancillary sale'). For example, a guesthouse might wish to provide wine to its guests with an evening meal or a complimentary bottle of wine in a guest's room, while a hairdresser might wish to offer clients a glass of wine. Should special provision to reduce the burdens on ancillary sellers be limited to specific types of business, and/or be available to all types of business, providing they meet certain qualification criteria for limited or incidental sales? Please select one option in each row.



	Yes	No	Don't know
The provision should be limited to a specific list of certain types of business and the kinds of sales they make	X		
The provision should be available to all businesses providing they meet certain qualification criteria to be an ancillary seller		X	
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 the above options		X	

Score

0

Q29. If special provisions to reduce licensing burdens on ancillary sellers were to include a list of certain types of business, do you think it should apply to the following? Please select one option in each row.

	Yes	No	Don't know
Accommodation providers, providing alcohol alongside accommodation as part of the contract	X		
Hair and beauty salons, providing alcohol alongside a hair or beauty treatment		X	
Florists, providing alcohol alongside the purchase of flowers		X	
Cultural organisations, such as theatres, cinemas and museums, providing alcohol alongside cultural events as part of the entry ticket	X		
Regular charitable events, providing alcohol as part of the wider occasion	X		

Score

0

Q30. 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? Please write your suggestions in the box below, keeping your views to a maximum of 200 words:

*No Response*

Q31. 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 loopholes for irresponsible businesses and maintaining the effectiveness of enforcement. Alternatively, a second option is to broaden the definition of 'ancillary sales' to include all businesses (and/or not for profit activities) through the use of a general set of qualification criteria, for example, to the effect that: alcohol must be sold or supplied as a small part or proportion of a sales transaction or contract for a wider service, and the amount of alcohol that could be supplied as part of that contract cannot exceed a prescribed amount. Do you think that the qualification criteria proposed meet this aim?

No

**Please use the space below to provide further comments (keeping your views to a maximum of 200 words):**

The range of business able to attain ancillary seller status should be limited by the type of business rather than by then limiting the quantity of alcohol supplied. This regime would be considerable more difficult to police and enforce and is more open to abuse.

Score

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Q32. Do you think that these proposals would significantly reduce the burdens on ancillary sellers?  
Please select one option in each row.

	Yes	No	Don't know
<b>Allow premises making ancillary sales to request in their premises licence application that the requirement for a personal licence holder be removed</b>			
<b>Introduce a new, light-touch form of authorisation for premises making ancillary sales - an ASN but retaining the need for a personal licence holder</b>		X	
<b>Introduce a new, light touch form of authorisation for premises making ancillary sales - an ASN - with no requirement for a personal licence holder</b>	X		

Score

0

Q33. Do you think these proposals would impact adversely on one or more of the licensing objectives?  
Please select one option.

	Yes	No	Don't know
<b>Allow premises making ancillary sales to request in their premises licence application that the requirement for a personal licence holder be removed</b>			
<b>Introduce a new, light-touch form of authorisation for premises making ancillary sales - an ASN but retaining the need for a personal licence holder</b>			
<b>Introduce a new, light touch form of authorisation for premises making ancillary sales - an ASN - with no requirement for a personal licence holder</b>		X	

Score

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Q34. What other issues or options do you think should be considered when taking forward proposals for a lighter touch authorisation? Please specify in the box below keeping your response to a maximum of 200 words:

The ability to hold an ASN to account would be a vital part of a lighter touch authorisation regime, and this should be available whether the ASN holder holds a personal license or not. The offence would be an unlicensed sale of alcohol and would be committed by a person who does not supply alcohol in accordance with an ASN.

Page Score

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## Page 12: Freeing up responsible businesses

Q35. Do you agree that licensing authorities should have the power to allow organisers of community events involving licensable activities to notify them through a locally determined notification process?  
Please select one option.

Yes

0

Q36. What impact do you think a locally determined notification would have on organisers of community events? Please select one option in each row.

	Yes	No	Don't know
Reduce the burden	X		
Increase the burden			

Score

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Page Score

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## Page 13: Freeing up responsible businesses

Q37. Should the number of TENs which can be given in respect of individual premises be increased? Please select one option.

No

Score

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Q38. If you answered yes, please select one option to indicate which you would prefer. Please select one option.

*No Response*

Score

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Page Score

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## Page 14: Freeing up responsible businesses

Q39. Do you think that licensing authorities should have local discretion around late night refreshment in each of the following ways? Please select one option in each row.

	Yes	No	Don't know
Determining that premises in certain areas are exempt	X		
Determining that certain premises types are exempt in their local area	X		

Score

0

Q40. Do you agree that motorway service areas should receive a nationally prescribed exemption from regulations for the provision of late night refreshment? Please select one option.

Yes

Score

0

Q41. Please describe in the box below any other types of premises to which you think a nationally prescribed exemption should apply (keeping your views to a maximum of 100 words).

We support the proposal that motorway services should be exempt from the licence condition for the provision of late night refreshment but would not support the sale of alcohol as part of this exemption.

Page Score

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## Page 15: Freeing up responsible businesses

Q42. Do you agree with each of the following proposals? Please select one option in each row.

	Yes	No	Don't know
Remove requirements to advertise licensing applications in local newspapers	X		
Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off-trade	X		
Remove the centrally imposed prohibition on the sale of alcohol at MSAs, but only in respect of overnight accommodation - lodges			
Remove or simplify requirements to renew personal licences under the 2003 Act		X	

Score

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Q43. Do you think that each of the following would reduce the overall burdens on business? Please select one option in each row.

	Yes	No	Don't know
Remove requirements to advertise licensing applications in local newspapers	X		
Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off-trade	X		
Remove the centrally imposed prohibition on the sale of alcohol at MSAs, but only in respect of overnight accommodation - lodges	X		
Remove or simplify requirements to renew personal licences under the 2003 Act		X	

Score

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Q44. Do you think that the following measures would impact adversely on one or more of the licensing objectives (see glossary)? Please select one option in each row.

	Yes	No	Don't know
Remove requirements to advertise licensing applications in local newspapers			X
Remove the centrally imposed prohibition on the sale of alcohol at MSAs for the on and off-trade		X	
Remove the centrally imposed prohibition on the sale of alcohol at MSAs, but only in respect of overnight accommodation - lodges		X	
Remove or simplify requirements to renew personal licences under the 2003 Act		X	
Score			
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Q45. In addition to the suggestions outlined above, what other sections of or processes under the 2003 Act could in your view be removed or simplified in order to impact favourably on businesses without undermining the statutory licensing objectives or significantly increasing burdens on licensing authorities? (Please keep your views to a maximum of 200 words.)

*No Response*

Page Score
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## Page 16: Impact assessments

Q46. Impact assessments for the proposals in this consultation have been published alongside the full consultation document. Do you think that the impact assessments related to the consultation provide an accurate representation of the costs and benefits of the proposals? Please select one option in each row.

*No Response*

Score
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Q47. Do you have any comments on the methodologies or assumptions used in the impact assessments? If yes, please specify in the box below, clearly referencing the impact assessment and page to which you refer (keeping your views to a maximum of 400 words).

*No Response*

Page Score
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## Scoring Summary

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16. Impact assessments	0
<b>Total Survey Score:</b>	<b>0</b>