

# Alcohol Misuse Strategy - England

Mandatory code of practice to target the most irresponsible retail practices.

- compulsory licensing conditions for all alcohol retailers
- licensing authorities new powers to clampdown on specific problems in their areas. Licensing authorities will also be able to impose these new powers on several premises at once.

The Government will shortly consult on a range of compulsory conditions including:

- banning offers like ‘all you can drink for £10’;
- outlawing pubs and bars offering promotions to certain groups, such as women only;
- **ensuring that customers in supermarkets are not required to buy very large amounts of a product to take advantage of price discounts;**
- ensuring staff selling alcohol are properly trained;
- **requiring that consumers are able to see unit content of all alcohol when they buy it;** and
- requiring bars and pubs to have the minimum sized glasses available for customers who want them.

Run communications campaigns to tell people what action is being taken to successfully reduce alcohol related crime and disorder in their local area.

# Mandatory Code of Practice

Paragraph 4,

“Consideration of supermarket promotions”,

*“. . .we wanted to be sure that any action is sufficiently targeted at binge drinkers and will not adversely affect the majority of adults who drink responsibly. We would welcome your alternative ideas for ensuring that we target pricing that encourages irresponsible drinking.”*



# Mandatory Code of Practice

## **Section 12** (of the conditions to be applied locally)

which reads,

*“For all premises, both on- and off- trade the sale of very low priced alcohol to be prohibited or limited”;*



# Alcohol Misuse Strategy - Scotland

Changing Scotland's relationship with alcohol: a discussion paper on our strategic approach

## *Framework for Tackling for Alcohol Misuse – February*

- Minimum pricing
- Restrictions on promotions/below cost selling
- Separate checkouts

## Alcohol Industry Partnership

- Alcohol Awareness Week
- Sponsorship guidelines