



NACM Seminar

10 February 2011

Social Responsibility

Bob Price



Alcohol Misuse Strategy

England, Scotland & Northern
Ireland



Public Health White Paper

- 🍏 Provides a vision for public health and signified priority areas for the Government
- 🍏 Seeks balance between ‘nannying’ and ‘nudge’ tactics to improving public health
- 🍏 Provides context to the Public Health Responsibility Deal – where the Government is looking to industry to deliver reform, opting for self regulation over costly legislation



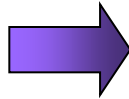
Responsibility Deal

- 🍏 Government and industry partners looking at the industry's commitments under 'Deal'
- 🍏 Commitments to include:
 - 🍏 Improved information on alcohol labels e.g. the 'sensible drinking' messaging
 - 🍏 Promoting alcohol free and reduced alcohol products
 - 🍏 Supporting alcohol education
 - 🍏 Supporting local action through Community Action Programmes

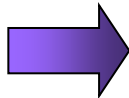


PROPOSED LABEL FORMAT

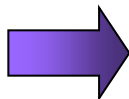
- Using the full formula of 4 elements, boxed.
- Plus 'know your limits' or 'enjoy responsibly' as heading.



- Message regarding pregnant women and those trying to conceive to be included in table



- Website to be included



Know your limits

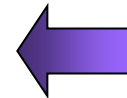
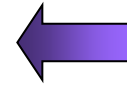


**UK Health Depts
recommend adults do not
regularly exceed**

Men	3-4 units daily
Women	2-3 units daily

Avoid alcohol if pregnant or
trying to conceive

www.drinkaware.co.uk



•Prefer to see decimal point to know the exact amounts of alcohol units in bottle

•For wine/spirits, would like to see units by glass and bottle

•Table format is preferable

•Use of 'UK Health Depts' to give credibility and show health message

Proposed size & placement

- Must be legible
- Must stand out from other messaging
- 15% of back label or minimum size to be agreed



Police Reform and Social Responsibility Bill

- 🍏 **Licensing provisions - clauses 103 to 138**
- 🍏 Primary Care Trusts and local Health Boards (Wales) - responsible authorities able to object to licence applications/licence reviews
- 🍏 Late night levy to pay for policing
- 🍏 Mandatory code to be reviewed in 12 months
- 🍏 Applications and conditions for temporary event notices
- 🍏 Persistent selling of alcohol to children - new penalty – closure notices which have been extended to a maximum of 14 days



Below Cost Selling

- 🍏 James Brokenshire MP, Parliamentary Under Secretary of State for Crime Prevention, - Government's intention:
- 🍏 *“to deliver on its commitment by introducing a ban on sales of alcohol below the rate of duty”*
- 🍏 *“is the best starting point for tackling the availability of cheap alcohol. . .”*



Scotland Alcohol Act 2010

- 🍏 Key provisions of the Bill adopted that impact cider makers are:
 - 🍏 **Ban on multi-buy offers in the off-trade** - this extends the rules that currently apply to the on-trade to the off-trade, ending offers such as 3 for 2 or 3 cases of beer for £20
 - 🍏 **Price restrictions on multi-packs** - a four pack of beer must cost four times the price of a single can. This linear pricing only applies if a single can / bottle is available. It does not apply if the smallest pack available is a multi-pack
 - 🍏 **Promotional materials limited to the alcohol aisles only** - store magazines and recipe cards that reference alcohol are exempt



Scotland Alcohol Act 2010

- 🍏 Key provisions concerning retailers
 - 🍏 **Compulsory proof of age schemes** - on and off-sales must operate a Challenge 25 policy
 - 🍏 **Social Responsibility Levy** - Ministers given the power to introduce a fee on those who sell alcohol. There will be discounts for best practice and the Minister agreed to carry out a full economic impact assessment before introducing the levy. There are no further details on how the scheme will work
 - 🍏 **Tougher licensing rules** - Licensing Boards must hold a hearing if the public object to changes to a licence, and the police must submit an annual report to the Licensing Board on underage drinking



Advertising Standards Authority

- 🍏 1 March 2011 - ASA will take full responsibility for policing adverts on web sites
- 🍏 The Portman Group will act as expert advisers to the ASA
- 🍏 One of the areas of concern is the use of images of under 25s on web sites. - *user generated content regarding the promotion of alcoholic drinks?*

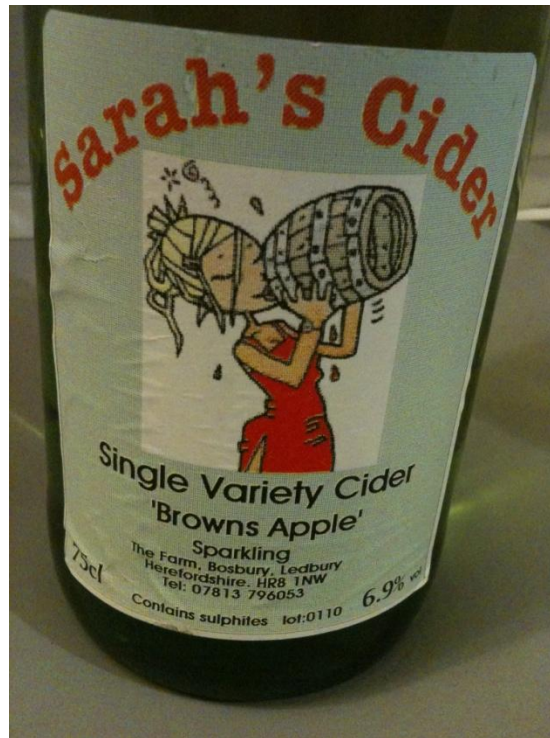


Portman Group

Review of Code of Practice



Portman Group Code of Practice





Scotland Alcohol Act

The sections which were defeated :

- 🍏 Minimum Pricing
- 🍏 Limit on the amount of caffeine in alcoholic drinks (Buckfast amendment)
- 🍏 Banning off-sales to under-21s

- 🍏 The Scottish Government Alcohol Industry Partnership will work with the Scottish Government on implementation

- 🍏 Anticipate development of guidance

- 🍏 Initial expectations are that multi-buy restrictions, promotional material restrictions and proof of age schemes will come into force before the Scottish Parliament elections in May 2011 others in October



CALMAN COMMISSION ON SCOTTISH DEVOLUTION (REPORT 2009)/ SCOTLAND BILL (DECEMBER 2010)

- 🍏 Established by the Scottish Government and UK Government
- 🍏 Bill includes an enabling power permitting the Scottish Parliament to introduce new Scotland specific taxes, subject to UK Government/Parliament agreement . Any new tax will have to meet various tests, including compatibility with EU law and economic/market impact
- 🍏 Whilst the Calman Commission recommended that the Scottish Parliament should not have the power to legislate on food labelling in so far as that would distort the single market within the UK, the Government has decided that the existing Scotland Act does not need to be amended
- 🍏 Scottish Ministers to determine drink-driving limits in Scotland (p53-54)



SCOTTISH LABOUR PARTY – COMMISSION ON ALCOHOL

- 🍏 Recommendation – broad national strategy for action on alcohol that focuses primarily on changing the Scottish culture in relation to alcohol and its misuse
 - 🍏 Challenge 25' mandatory and enforced
 - 🍏 Licence quotas.
 - 🍏 Through existing powers – prohibit irresponsible promotions e.g. alcohol free or at reduced price on the purchase of other drinks.
 - 🍏 Separate alcohol sales from other product sales within retail premises.
 - 🍏 Legislation to curtail alcohol advertising;
 - 🍏 Ban alcohol sponsorship
 - 🍏 Taxation should be harmonised to ensure that prices of different forms of alcohol at the same strength are the same
- 🍏 **Labour Party has yet to respond to the Commission report. It will probably be part of manifesto commitments.**



Northern Ireland

- 🍏 Amendments to Northern Ireland licensing laws are currently being consulted on
- 🍏 Powers to control alcohol promotions which may encourage excess alcohol consumption are being sought particularly with regard to:
 - 🍏 Drinks that are likely to appeal to largely under 18
 - 🍏 Curbs on volume related discounts
 - 🍏 Curbs on promotions that encourage the purchase or consumption of a larger measure than intended re glass v bottle of wine in the on-trade and 1 litre bottle v 500ml bottle in the off-trade



WANTED

YOUR EXAMPLES OF
INITIATIVES/ACTIVITIES ON HELPING
TO ADDRESS MISUSE