

AGENDA ITEM 9

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS COMMITTEE

5th MARCH 2014

REPORT OF HEAD OF REGULATORY SERVICES

ALCOHOL LICENSING INFORMATION SCHEME

1.0 PURPOSE OF REPORT

- 1.1 To update members in respect of the Alcohol Information Scheme which was part of the Leicester and Leicestershire Alcohol Improvement Scheme.

2.0 RECOMMENDATION

- 2.1 **That the Committee notes the details of the scheme and the reasons why it is not proposed to adopt this scheme at this time.**

3.0 KEY ISSUES

- 3.1 This project was part of a scheme initiated by the Leicester and Leicestershire Enterprise Partnership under the 'Better Business for All' pilot project for which the Partnership is the co-ordinating body in the local area
- 3.2 One of the project outcomes was to consider introducing an Alcohol Improvement Scheme which would help to identify compliant businesses and encourage compliance and best practice in Off Licensed premises
- 3.3 The scheme aimed to identify compliant premises, by both self assessment and visits to all off licensed premises within an area, checking compliance and awareness of the legislation and licensing objectives. Then to score each premises, issuing a card within a traffic light system, to display in the premises. Businesses could move up and down the traffic light system according to whether they met certain criteria.
- 3.4 This scheme had been found to be successful in Leicester City where there is a very high concentration of premises. The aim was to see if it could be extended to cover other districts within Leicestershire.
- 3.5 A pilot scheme was introduced in Market Harborough.
- 3.6 The outcome of the pilot scheme in Market Harborough was that, although it was useful in terms of engaging with the off licence trade, most of them were already compliant with the legislation and were aware of their responsibilities. It was felt that a more targeted approach, to the non compliant businesses or premises where there have been specific complaints or problems, was more appropriate. It was seen to be resource intensive and Harborough District Council did not go on to formally adopt the scheme.
- 3.7 Melton town centre has a relatively small number of licensed premises for the off sales of alcohol and Melton Council Enforcement Officers and the police have built up a good working relationship with each of these premises. In general terms, there is a strong record of compliance by all premises and it is considered that the scheme would deliver little or no benefits. In Melton it is felt that a more targeted approach to specific premises where problems arise would be more effective.

4.0 POLICY & CORPORATE IMPLICATIONS

- 4.1 There are no policy or corporate implications arising from this report.

5.0 FINANCIAL & OTHER RESOURCE IMPLICATIONS

5.1 There are no financial or other resource implications arising from this report.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 There are no legal implications arising from this report.

7.0 COMMUNITY SAFETY

7.1 The Licensing Officer and Enforcement Officers will continue to work with Police and other agencies in respect of Off Licensed Premises. .

8.0 EQUALITIES

8.1 There are no equality issues arising from this report.

9.0 RISKS

9.1 Any risks associated with not adopting this scheme have been assessed and it is felt that the current approach is sufficient to mitigate any risk

10.0 CLIMATE CHANGE

10.1 There are no climate change issues directly arising from this report.

11.0 CONSULTATION

11.1 Leicestershire Constabulary were consulted with regard to possible implementation of this scheme and agreed with the approach suggested in 3.7.

12.0 WARDS AFFECTED

12.1 All wards are affected.

Contact Officer: Elaine Holdsworth, Licensing Officer

Date: 16th February 2014

Background Papers None