Preventing Alcohol-Related Harms Within the Night-Time Economy

A Toolkit for On-Licensed Premises

Purpose

- This toolkit has been developed to support on-licensed premises (e.g., public houses, bars, nightclubs and other venues) within the nightlife economy to introduce or enhance measures to prevent or reduce alcohol-related harms within their establishments.

- This guidance is aimed at improving policies and processes, while informing discussions with licensing authorities, the police, local businesses, residents and other organisations. A focus of this work is to increase health and safety within the night-time economy, while reducing crime and related harms.

- These recommendations are informed by our published work within and in partnership with licensed premises. Our functional taxonomy of premises where alcohol is purchased and consumed is guided by our extensive and in-depth premise observations, patron interviews and other work. These findings highlight the function of key contextual features for behaviour, in particular those related to harmful or excessive alcohol consumption.

- The current guidance is not exhaustive, providing a summary of key recommendations in relation to: i. Alcohol Access, ii. Point of Sale and iii. Contextual Determinants. This toolkit highlights actionable areas for reducing excessive alcohol consumption and alcohol-related harms and can inform best practice or improvement of standards in addition to existing licensing requirements and regulations.

- Further information about our work and recommendations can be found in the key resources section at the end of this document. For more information, please contact: Kimberley.Hill@Northampton.ac.uk

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i. Alcohol Access

Restricting Access to Excessive Alcohol Consumption within Premises

- Licensing Recommendations:
  - Limiting alcohol outlet density, proximity and capacity, particularly for large capacity/ high volume 'virtual drinking establishments', with little or no patron seating; consideration of flexible hours of operation to avoid concentrated issues and impact on local area; monitored 'drinking up' times to ensure gradual dispersal of patrons during closing; dedicated after hours policies.

- Increasing Patron Safety Conceptions:
  - Welcoming and safe venues focused on customer care; prominent lighting and increased surveillance; protective, non-permissive security ensuring non-admittance to intoxicated or disorderly patrons, including those engaging in excessive pre-drinking/ pre-loading; zero tolerance drugs policies; capacity control to prevent overcrowding; effective disorder control processes; dedicated safe routes to and from premises; safe transport home schemes.

- Alternative Opportunities for Action:
  - Availability of exciting and diverse range of leisure and entertainment activities for all, providing action opportunities other than consuming alcohol; considerate entertainment volume to allow conversation; increased food availability; alcohol-free events sustained through entry fees.

ii. Point of Sale

Promoting Responsible Practices at the Point of Sale

- Responsible Server Practices:
  - Dedicated server policies and responsible server training (including enforcing under-age, intoxicated patron and high alcohol multi-sale purchases); impartial, customer focused communication and practices; increased table service where possible; bystander training and patron emergency support processes.

- Key Bar Features and Drinks Containers:
  - Increased soft drinks availability and improved bar placement; review high-strength alcohol bar placement; increased variety of drinks containers, including standardised and appealing soft drinks containers; introduce toughened outside use glassware, drinks container covers and water dispensers; price per unit consideration for high strength alcohol, while avoiding excessive prices increasing pre-drinking; managed bar queues preventing multiple drinks purchases to avoid wait.

- Monitoring Promotions and Signage:
  - Assess and restrict point-of-sale alcohol promotions; prohibit alcohol multi-sale, discounted, large-quantity and time-sensitive offers; introduce soft drinks promotions (including free designated driver soft drinks); limit alcohol promotions during day trade; review and introduce social responsibility and responsible behaviour messages; review minimum spend restrictions.

iii. Contextual Determinants

Reducing Contextual Factors Related to Excessive Alcohol Consumption

- Responsible Premises:
  - Visible safe night out pledges, responsibility notices or overviews of actions taken; ongoing review of regulations (including those increasing consumption when drinks are prohibited in certain areas, for example); review alcohol campaign efficacy (including alcohol misuse prevention notices, refusal of drinks offers or unattended drinks warnings); prohibit alcohol drinking games, promote responsible consumption and other opportunities for action.

- Enhancing Premise Features:
  - Avoid alcohol-related décor, branded features and accessories; ensure clean, well-lit and comfortable décor, versus minimalist, unkempt or hot premises often related to uninhibited or irresponsible behaviour (including effective glassware or container clearing processes and policies); ensuring adequate seating, appropriate table to chair ratios, sizes and heights; consideration of patron premise flow and focus on other premise features (not just prominent bar areas).

- Promote Partnership Working:
  - Ongoing review of best practices; action plans to address identified areas for improvement; joined-up community partnership and multi-agency working; enhancing the community voice in licensing decisions and premise actions.

Key Resources

Hill, K.M., Pilling, M., & Foxcroft, D. R. (2018). Affordances for drinking alcohol: A non-participant observation study in licensed premises. *European Journal of Social Psychology*, 48(6), pp. 747-755. https://doi.org/10.1002/ejsp.2366.

Hill, K.M., Pilling, M. & Foxcroft, D. R. (2017) Alcohol-related affordances and group subjectivities: a Q-Methodology study. *Drugs: Education, Prevention and Policy*, 25(5), pp. 376-385. https://doi.org/10.1080/09687637.2017.1284762.

Hill, K.M., Pilling, M., & Foxcroft, D.R. (2017). "Everything is telling you to drink": Understanding the Functional Significance of Alcogenic Environments for Young Adult Drinkers. *Addiction Research and Theory,* 26(6) pp. 1-8. https://doi.org/10.1080/16066359.2017.1395022.

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