

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Licensing & Regulatory Committee

29 November 2019

TITLE:	Intoxicated Campaign
PORTFOLIO HOLDER:	Councillor Bowen - Portfolio Holder for Communities
CONTACT OFFICER:	Alicia Patterson - Head of Environmental Health
WARDS INVOLVED:	All Wards

1. Reason for the Report

1.1 To update the Committee on the launch of the Intoxicated Campaign.

2. Recommendation

2.1 That the Committee notes the contents of the report.

3. Executive Summary

3.1 The Intoxicated Campaign was first launched in "B" division by the Derbyshire Police Licensing Unit, a number of years ago. The aim was to give the Intoxicated Campaign an instantly recognisable, high-profile identify, with the simple message for both staff and customers alike, that anyone approaching the bar in a drunken state would not be served alcohol.

3.2 Alcohol related harm/violence has been and still remains a priority risk area. It has been well established that the vast majority of alcohol related incidents occur after the hours of 8pm and are more prevalent over the weekend period. The campaign will focus on the following areas:

- Develop the awareness of licensed premises staff of their legal requirement to encourage responsible drinking.
- Educate drinkers, particularly the young and those yet to reach legal drinking age about the dangers and legal implications of excessive drinking.
- Ensure that police Officer refresh their knowledge of licensing matters and their powers, in order to support the initiative.

3.3 The Head of Environmental Health will present the promotional information for the campaign at the meeting.

4. **How this report links to Corporate Priorities**

4.1 To help create a safer and healthier environment for our communities to live and work.

5. **Alternative Options**

5.1 There are no alternative options to consider.

6. **Implications**

6.1 Community Safety - (Crime and Disorder Act 1998)

The appropriate enforcement of licensing Legislation and promotion in partnership with relevant agencies is a key tool in assuring the maintenance of community safety.

6.2 Workforce

None arise directly from this report.

6.3 Equality and Diversity/Equality Impact Assessment

This report has been prepared in accordance with the Council's Diversity and Equality Policies.

6.4 Financial Considerations

The Campaign has been funded through the Community Safety Partnership.

6.5 Legal

No legal obligations associated with this report

6.6 Sustainability

None arising directly from this report.

6.7 Internal and External Consultation

None arising directly from this report.

6.8 Risk Assessment

None arising from this report.

Mr Mark Trillo
Executive Director (People) and Monitoring Officer

**Web Links and
Background Papers**

Contact details

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