

**AGENDA ITEM**

**HIGH PEAK BOROUGH COUNCIL**

**Licensing Committee  
2<sup>nd</sup> November 2017**

<b>TITLE:</b>	<b>Re-Launch of Intoxicated Campaign</b>
<b>PORTFOLIO:</b>	<b>Councillor Kemp – Executive Councillor for Tourism, Regeneration and Licensing</b>
<b>OFFICER:</b>	<b>Alicia Patterson – Operations Manager (Regulatory Services)</b>
<b>WARDS:</b>	<b>Non specific</b>

**Appendix A - Promotional Information for Intoxicated**

**1. Reason for the Report:**

To update the committee on the re-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 Police Licensing Unit and High Peak Borough Council Licensing, five years ago. The aim was to give the Intoxicated Campaign an instantly recognisable, high-profile identity, 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 Licensing staff have been asked to choose venues across their divisions (30 across South division, 45 in the North division - broken down into 30 across the old ‘C’ division and 15 across the old ‘B’ division).

3.3 A launch date is now set for Friday the 17th and Saturday the 18th of November. This coincides with alcohol awareness week.

3.4 The launch for Buxton, Glossop and the Dales will be on Friday the 17th of November. The list of attendees for this will include the PCC, the Command Team, the Police Licensing team, the local safer neighbourhood teams, local publicans, door staff, street pastors, local pub watch and taxi firms.

#### 4. **Background**

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 new campaign will focus the same areas as the previous campaign and intends to;

- 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 Officers refresh their knowledge of licensing matters and their powers, in order to support the initiative.

#### 5. **Implications**

##### 6.1 Community Safety - (Crime and Disorder Act 1998)

The re-launch of the intoxicated campaign and working with the 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

No Financial Considerations

##### 6.5 Legal

As considered in the report

##### 6.6 Sustainability

None arise directly from this report

6.7 Internal and External Consultation

None arise directly from this report

6.8 Risk Assessment

As detailed in the report

**Mark Trillo**  
**Executive Director (People) and Monitoring Officer**

**Web Links and  
Background Papers**

**Location**

**Contact details**

N/A

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