

At a meeting of the COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE held in the CIVIC CENTRE on TUESDAY, 12TH OCTOBER, 2010 at 5.30 p.m.

Present:-

Councillor Heron in the Chair

Councillors Ball, Copeland, Emerson, Maddison, Scaplehorn, J. Scott and Timmins

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Ellis, O'Connor and J. Walton.

Minutes of the Last Meeting held on 14th September, 2010

1. RESOLVED that the minutes of the last meeting of the Committee held on 14th September, 2010 be confirmed and signed as a correct record.

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest.

The Neighbourhood Helpline

The Executive Director of City Services submitted a report (copy circulated) to provide an overview of the work of the Neighbourhood Helpline and to contribute to the Committee's study into alcohol related violence in the City Centre.

(For copy report – see original minutes).

Liz St. Louis, Head of Customer Service and Development, presented the report and was on hand to answer Members' queries.

Councillor Scaplehorn requested clarification on an issue he had raised at a previous meeting of the Committee in relation to the handing over of complaints that the helpline had received to the Police in respect of licensed premises.

Ms. St. Louis advised that any reports received by the helpline are passed to the Environmental Health Team, who determine the best course of action and liaise with the appropriate partners.

In response to Councillor J. Scott's query with regard to licensing breaches as mentioned in paragraph 3.3 of the report, Ms. St. Louis advised that these could include complaints from the public over extended opening hours and so on. These are logged with the Environmental Health Team to deal with in the appropriate manner.

Councillor J. Scott enquired if incidents of under age alcohol sales were included under the licensing breach category.

Ms. St. Louis advised that the data could be made available and provided in a future report.

In response to the Chairman's query, Ms. St. Louis advised that the category 'vandalised, damaged or in need of repair' included issues such as graffiti, damage to park benches, spray paint and such like. Ms. St. Louis also advised that these issues would be passed on to the Police.

2. RESOLVED that the report be received and noted.

Best Bar None 2010: Together we can create an even safer, more attractive and welcoming night time economy

The Chief Executive submitted a report (copy circulated) to inform Members of the Best Bar None scheme which provides licensed premises with the opportunity to take part in an Accreditation Scheme recognised nationally as best practice by the Home Office and the drinks industry.

(For copy report – see original minutes).

Louise Hardy, City Centre Manager, presented the report and was on hand to answer Members' queries.

In response to Councillor Scaplehorn's query, Ms. Hardy advised that they were working with the Tourism Team to promote the scheme and the positive perception it creates of the area.

Councillor J. Scott enquired on the length of time the Pubwatch scheme had been running and if it was any different from the local schemes which had been launched.

Ms. Hardy advised that the City Centre scheme had been relaunched two years ago and was the same as the locally launched initiatives.

In response to Councillor Scaplehorn's request, Ms. Hardy commented that she would circulate copies of the application forms to Members to help feed into the Committees study.

The Chairman commented on the busy nature of the City Centre during the Christmas period and enquired as to how the day time shoppers merged together with the evening and night time scenes.

Ms. Hardy advised that generally the schemes complimented rather than competed against each other and with events such as the Christmas illuminations switch on, work was carried out with licensees to make sure there were enough security on and such like.

In response to the Chairman's enquiry, Ms. Hardy commented that the polycarbonate glasses scheme had been hugely successful with the Police, landlords and staff finding them beneficial.

Ms. Hardy also advised that even public perception of the glasses had been positive and six premises had continued to use them once the pilot had ended. At present there was no encouragement to use polycarbonate bottles.

The Chairman enquired if it was worth encouraging more establishments to use the polycarbonate glasses.

Ms. Hardy advised that the scheme was worth encouraging but the main problem was the cost implications to the licensees as they were one of the hardest hit sectors during this economic climate and there was the specialist cleaning equipment to consider also.

3. RESOLVED that the report be received and noted.

Alcohol, Violence and the Night Time Economy: Progress Report

The Chief Executive submitted a report (copy circulated) to provide Members with an ongoing progress report in relation to this year's policy review around Alcohol, Violence and the Night Time Economy.

(For copy report – see original minutes).

Claire Harrison, Acting Scrutiny Officer, presented the report and advised the Committee of the intention to hold another meeting of the Licensing Task and Finish Group in the month of October and that a site visit of the City Centre venues would be arranged for the beginning of December.

Councillor Maddison commented that Members of the Licensing Committee had also requested a site visit and suggested a joint visit be arranged.

4. RESOLVED that Members note the progress in relation to the policy review.

Victims Champion Report

The Chief Executive submitted a report (copy circulated) to provide an overview on key priority areas of the Victims Champion and to promote discussion, encourage support and understanding of the role.

(For copy report – see original minutes).

Kirsty Swann, Victims Champion, presented the report and advised that additional funding had been secured to provide training for frontline staff and that they would continue to monitor the service provided to ensure it was tailored to the victim's needs.

Ms. Swann advised of the close work performed with the Neighbourhood helpline on data capture and any way to improve the cascading of information to teams so they can collate better statistics and prioritisation of cases.

Ms. Swann also informed the Committee of a planned event to be held in the Sunderland Civic Centre for frontline Criminal Justice Service staff to improve knowledge and understanding of a victim's journey through the Court process.

The Chairman enquired if there was any flexibility to the National Home Office risk assessment matrix for ASB.

Ms. Swann advised that there were Task Groups which considered the questions that needed to be asked and was constantly being reviewed.

In response to Councillor Maddison's query regarding a breakdown of data on ASB to Ward level, Ms. Swann advised that it could be included in the data capture from the Neighbourhood helpline and that they were also looking at collating data of offences being repeated on the same victim.

Ms. Swann also commented that they were looking for the ASB Team to work with the Neighbourhood helpline on improving the information supplied, but this would effect the length of calls taken and increase costs.

Councillor J. Scott raised concerns over the saturation of premises selling alcohol in particular areas and the protocols for dealing with complaints and evidence.

Ms. Swann suggested that more information/education could be given to residents on how they can object to licences being granted as a possible solution.

Councillor J. Scott commented that many residents do complain but if the Police did not submit representations then Members were almost powerless in the granting of applications.

Kelly Henderson, Safer Communities Officer/Violent Crime advised that she would liaise with Tom Terrett, Trading Standards and Licensing Manager, on the concerns Members had raised.

The Chairman commented that Mr. Terrett would be providing information on licensing to the task and finish group due to issues raised in a previous meeting of the Committee.

The Chairman informed of a past incident involving an elderly woman who had been burgled and installed a number of locks and chains to her door that they would have created problems should a fire occur in the property. The Chairman expressed concern if other people took such measures and how this could be dealt with by Victim Support.

Ms. Swann advised that a problem with ASB was that people started to tolerate and change their own behaviour. Most people referred by the Police would be given support and could also be referred to Adult Services so that they could return to a normal way of life. Ms. Swann also advised that it was hoped the risk assessment matrix would identify those most at risk.

The Chairman commented that he was pleased to see the introduction of Court separation so that the witnesses were kept away from the perpetrators and also praised the Sunderland Echo for their positive stories which helped deal with the perceptions in the City.

5. RESOLVED that Members note the key elements of the Victims Champion priorities and support the role in the forthcoming months.

Forward Plan – Key Decisions for the Period 1 October 2010 – 31 January 2011

The Chief Executive submitted a report (copy circulated) to provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 October 2010 – 31 January 2011 which relate to the Community and Safer City Scrutiny Committee.

(For copy report – see original minutes).

In relation to the review of the Council's Licensing Policy Statement, Councillor Scaplehorn again raised concerns that complaints received via the 101 helpline involving licensed premises were not being passed on to the Police.

Councillor Maddison agreed with Councillor J. Scott's earlier comments and stated if either the Police or Environmental Health did not submit representations on an application then the Members of the Licensing Sub-Committees were practically powerless.

Councillor Copeland commented that she was aware of many instances where complaints of ASB had been reported to the Police, yet they claimed to have no record of them, thus people stopped reporting incidents as they felt they were wasting their time.

6. RESOLVED that the Committee has considered the Executive's Forward Plan for the period 1 October 2010 – 31 January 2011 and Members' commented be noted.

Work Programme 2010-11

The Chief Executive submitted a report (copy circulated) providing for Members' information the current Work Programme for the Committee's work during the 2010-11 Council year.

(For copy report – see original minutes).

7. RESOLVED that the report be received and noted.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) R. HERON,
Chairman.

REFERENCE FROM CABINET: 3 NOVEMBER 2010

LICENSING ACT 2003 – APPROVAL OF AMENDMENTS TO THE COUNCIL'S
LICENSING POLICY STATEMENT

Report of the Head of Law and Governance

1. Why has this report come to the Committee?

- 1.1 To seek the advice and consideration of the Committee on a report considered by the Cabinet on 3 November 2010 which sets out the revised Licensing Policy Statement which is to be re-published on 7 January 2011. The Statement of Licensing Policy is an Article 4 Plan requiring full Council approval.
- 1.2 Members' views will assist the Council in its obligation to review the Statement of Licensing Policy in order to fulfil its statutory duty.

2. Background and Current Position

- 2.1 The Cabinet, at its meeting held on 3 November 2010, gave consideration to the attached joint report of the Executive Director of City Services and the Head of Law and Governance.
- 2.2 Copies of the 3 November 2010 Cabinet Agenda have been made available to all Members of the Council. The Cabinet recommended to Council to approve the revised Policy Statement.

3. Conclusion

- 3.1 The report is referred to this Committee for advice and consideration. Comments from this Committee will be reported direct to Council at its meeting to be held on 24 November 2010.

4. Recommendation

- 4.1 The Scrutiny Committee is invited to make comments to Council on the attached report.

5. Background Papers

5.1 Cabinet Agenda 3 November 2010.

5.2 A copy of the Agenda is available for inspection from the Head of Law and Governance or can be viewed on-line at:-

<http://www.sunderland.gov.uk/committees/CmisWebPublic/Meeting.aspx?meetingID=1811>

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CABINET MEETING – 3 NOVEMBER 2010

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

LICENSING ACT 2003 – APPROVAL OF AMENDMENTS TO THE COUNCIL'S LICENSING POLICY STATEMENT

Author(s):

JOINT REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE HEAD OF LAW AND GOVERNANCE

Purpose of Report:

To brief Members upon the responsibility of the Council with regard to the adoption of a Licensing Policy Statement under the Licensing Act 2003.

Description of Decision:

To recommend Council to approve a revised Policy Statement.

Is the decision consistent with the Budget/Policy Framework? *Yes/No

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

The Council must adopt a Licensing Policy Statement in respect of its functions under the Licensing Act 2003. This 3 year policy must be in place by 7 January 2011.

Alternative options to be considered and recommended to be rejected:

None

Is this a "Key Decision" as defined in the Constitution? Yes/No

Is it included in the Forward Plan? Yes/No

Relevant Scrutiny Committee:

Community and Safer City

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE HEAD OF LAW AND GOVERNANCE

CABINET – 3 NOVEMBER 2010

LICENSING ACT 2003 – APPROVAL OF AMENDMENTS TO THE COUNCIL’S STATEMENT OF LICENSING POLICY

1. Purpose of the Report

- 1.1 To brief Members upon the responsibility of the Council with regard to the adoption of a Licensing Policy Statement under the Licensing Act 2003 (the “Act”).

2. Description of Decision (Recommendations)

- 2.1 To recommend Council to approve the attached revised Licensing Policy Statement.

3. Introduction/Background

- 3.1 By virtue of the Act, the Council is responsible for licensing premises for the provision of licensable activities’ as defined in Section 1 of the Act namely:
 - (a) the sale by retail of alcohol;
 - (b) the supply of alcohol by or on behalf of a club to, or to the order of, a member of the club;
 - (c) the provision of regulated entertainment; and
 - (d) the provision of late night refreshment.
- 3.2 One of the requirements of the Act is that the Council produces a Licensing Policy Statement which specifies how we undertake our functions in that regard. The current Licensing Policy Statement was agreed at a meeting of the Council on 21 November 2007 and was published on 7 January 2008 (this date being specified by legislation).
- 3.3 The Act requires that the Statement is reviewed every three years and that it is re-published on 7 January 2011. Licensing Authorities are obliged to consider guidance upon the Act issued by the Department of Culture Media and Sport in conducting such reviews. Revised Guidance upon the Act was issued by the Department of Culture Media and Sport in March 2010. So, the review process has involved, firstly, amending the existing Licensing Policy Statement in order to comply with new requirements embodied within this revised Guidance. Secondly, as required by the statute, Licensing Officers have sought views upon the amended statement from persons who it may affect. The period for such consultation is now concluded. The Council is obliged to consider any responses received and determine whether it is

necessary to further amend the draft Licensing Policy Statement which is attached to the report at appendix 1.

4. Current Position

- 4.1 One response has been received from an external organisation. This response is from the Association of Convenience Stores (ACS) and is as follows:

‘Submission to Local Authority Consultation on Draft Alcohol Licensing Policy

1. Thank you for offering ACS (Association of Convenience Stores) an opportunity to respond to your draft Licensing Policy Statement. ACS is the voice of the convenience retail sector, representing over 33,500 local shops.

Alcohol is a major product category for convenience stores and ACS is committed to supporting our members to ensure they retail alcohol responsibly. ACS is also closely involved with the creation of central alcohol policy with Government. Therefore ACS has developed significant understanding of the implications of licensing reform for local shops and off licences.

2. Our members deal with a wide variation of different local licensing policies. We have found that the most successful policies invariably involve local authorities and retailers working together in partnership to create a fair and effective licensing policy. We advise all local authorities to maintain a dialogue with their local retailers and see them as part of the solution rather than part of the problem.

3. Our members encounter a wide variety of different approaches between licensing authorities, which can cause problems for businesses. We would encourage wherever possible for local authorities to share best practice and to when appropriate promote consistency between different areas.

4. Below are comments raised on specific licensing policy issues:

Mandatory Code

5. The Policing and Crime Act 2009 created a mandatory code of practice for all alcohol retailers. While four of the mandatory licence conditions relate solely to the on trade, one of the conditions also applies to the off trade. This states that: *all those who sell alcohol must have an age verification policy in place requiring them to check the ID of anyone who looks under 18 to prevent underage drinking which can lead to anti-social behaviour and put young people at risk of harm.*

6. ACS works closely with other industry stakeholders to ensure that there are strong and consistent proofs of age schemes in place that can be used across the trade. For example, ACS helped create the No ID No Sale scheme. ACS is also a member of the Retail Alcohol Standards Group (RASG). RASG created the Challenge 21 campaign and recently coordinated its launch across the country as Challenge 25. The policy recommends that anyone who appears under 25 is challenged for ID.

7. While the mandatory condition demands a proof of age scheme is in place, the condition does not prescribe which schemes retailers have to adopt. We support this flexibility for retailers and strongly discourage a more restrictive approach. The main responsibility of alcohol retailers is to ensure that they do not sell alcohol to those underage. They should not be dictated to on how to achieve compliance.

Form of Identification

8. It is important that there is consistency on which proof of age documents retailers are allowed to accept. ACS is a founding member of the PASS and board member of the CitizenCard proof of age scheme. CitizenCard has given out over 1.8 million cards, and offers young people who do not have a passport or drivers licence a valid form of ID. Particularly in society where identity fraud is a growing problem, it is even more important to offer a form of ID that it is not a passport or driving licence since these can facilitate fraud if lost.

9. Government and most local authorities accept passport, driving licence and PASS card as valid proof of age. ACS urges all local authorities to adopt this position.

10. We would also urge Local Authorities to consider how best to tackle fraudulent ID, in consultation with local retailers.

Community Alcohol Partnerships

11. Through our membership of RASG, ACS is also heavily involved in the Community Alcohol Partnerships (CAP) initiative. These innovative projects aim to tackle the local problems with underage drinking and anti social behaviour through partnership working. CAPs brings off-trade retailers together with local authorities, police and schools to tackle underage drinking and proxy purchasing in a holistic way. During the schemes test purchases are not carried out; instead any problems are dealt with using communication and support networks.

12. The project has been independently evaluated, finding a decline in offences of criminal damage some 6% greater than in non pilot areas.

Test Purchasing

13. ACS believes that the Partnership approach, where retailers are not penalised but are educated and supported, is a more effective way to tackle alcohol related problems. However we recognise that test purchasing is a tool at the disposal of local authorities and that some will find it necessary to use test purchasing to tackle the small minority of problem premises that repeatedly sell alcohol to children.

14. However if test purchasing is utilised it must be done in accordance to Government guidelines. It must be led by clear intelligence that there is a problem in with underage purchasing on a premises. It also needs to be ensured that test purchasing will target both on and off trade when required.

15. It is important that test purchasing does not descend into a tool to “catch-out” responsible retailers, who make a genuine mistake. Guidance issued by LACORS on how to conduct a test purchase must be adhered too. Using an individual who looks much older than 18 and allowing them to lie or show fake ID is unacceptable.

16. If a retailer does fail a test purchase, it is important that the first recourse is constructive support, rather than overzealous punishment. Punishments are effective only when they are proportionate. We support tough sanctions against persistent offenders.

17. We also strongly advise local authorities to recommend that retailers are notified of any test purchases they have passed. This helps stores to recognise if their policy to prevent underage sales is working and facilitates a partnership based relationship.

18. ACS supports the Local Better Regulation Office (LBRO) on Trading Places Scheme. The scheme places local authority employees with retailers so that they can see the challenges retailers face regarding underage sales on a daily basis and also understand what the retail trade is doing to tackle them. ACS advises Local Authorities to contact LBRO if they wish to partake in the scheme.

Crime

19. There have been proposals in some draft licensing policy statements that retailers should restrict where they place alcohol to prevent underage theft. Although it may be useful to make retailers aware of best practice, they should not be told where to place the products they sell. Ultimately the retailer will be aware of where best to place products to ensure security.

20. It is also important that retailers are not penalised for thefts that occur in store. If alcohol is being stolen from a store then it is not the retailers fault and full culpability must fall onto the culprit. In these

incidences the retailers are victims and should be supported. Any move to penalise retailers for thefts will be counter productive, as retailers will be discouraged from reporting crime.

Underage Drinking and Proxy Purchasing

21. Retail staff often face abusive or intimidating behaviour when refusing a sale. It is important that they feel sufficiently supported in their role as enforcers and local authorities have a role to play in this. Underage drinkers need to understand that it is against the law and unacceptable for them to attempt to buy alcohol. The wider community need to understand that it is unacceptable and illegal to buy or supply alcohol to a minor.

22. Being given alcohol by a parent or friend, or buying alcohol from someone else is the most common way for underage drinkers to buy alcohol. The proportion of pupils who were given alcohol by a parent or friend has increased from 9% in 1998 to 24% in 2008. 18% of young drinkers buy alcohol from someone else, compared with 6% who buy from the licensed trade. It is clearly a route of supply which needs to be tackled.

23. While it is currently offence to proxy purchase or attempt to buy alcohol while underage, there is little enforcement of these laws. Local licensing policies should address these issues and explore the most effective way to combat these crimes in community, rather than just targeting all their enforcement on licensees.'

- 4.2 As Members may conclude, the letter from the ACS appears to constitute a set of generic views on licensing policies rather than relate to this Council's specifically. However, it appears appropriate to comment upon certain points raised by ACS.
- 4.3 At paragraph 7 of their letter, the ACS advises that they do not want Councils to set policies as to how retailers verify the age of potential purchasers of alcohol. Given that this matter is dealt with by recent legislation the Council's draft policy does not pursue this issue and so the ACS need have no concern about our policy in this regard.
- 4.4 At paragraph 9 of their letter, the ACS urge local authorities to accept a National Proof of Age Standards Scheme (PASS card) as proof of age alongside government-issued documents such as passports or driving licences. Given that the view of the ACS in this regard is in line with new legislation which allows retailers, where a potential purchaser appears to be under 18 years of age, to accept any identification document bearing a photograph, date of birth and holographic mark, it is proposed to accept the suggestion of ACS as the PASS scheme is government approved. To that end a new Model Condition 27 is proposed to be added to the pool of Model Conditions in our policy.

- 4.5 Finally, with regard to the letter from the ACS, they suggest, at their paragraph 15, that local authorities adhere to the guidance issued by the Local Authorities Co-ordinators of Regulatory Services (LACORS) (now Local Government Regulation) in conducting test purchase exercises. Although not addressed in the Licensing Policy as such issues are beyond its remit, Members may wish to know that the Council does adhere to this guidance when conducting such exercises.
- 4.6 The only other response to the consultation exercise came from the Community and Safer City Scrutiny Committee at its meeting on 6 July 2010. Some of the members of that Committee commented upon Section 6 of the draft policy which deals with the potential cumulative impact of a concentration of licensed premises in a particular location. They were concerned that the draft policy indicates that evidence of existing crime and disorder is necessary in order to justify the adoption of a special policy of refusing new licences in a specified area. They suggested a more anticipatory approach to creating such policies would be appropriate. However, as mentioned at paragraph 3.3 of this report above, the Council is obliged by the Licensing Act to have regard to Government guidance upon such matters, with new amended guidance being issued on 13 October 2010, and that guidance is explicit in that an evidential as opposed to anticipatory basis is necessary to justify a policy restricting the numbers of licensed premises in a locality. The leading case of *Thwaites and Wirral MBC* [2008] EWHC 838 (Admin) confirms the need for proper evidence upon which to base a decision. In addition, the guidance goes on to say that it would not normally be justifiable to adopt a cumulative impact policy on the basis of a concentration of premises selling alcohol for consumption off the premises. Consequently, it is not legally appropriate to alter our present draft policy. However, the Coalition Government have recently undertaken a consultation exercise entitled “Rebalancing the Licensing Act” in which they have proposed removing the evidential requirement on licensing authorities wishing to make a cumulative impact policy. The consultation period has now concluded. It is therefore possible that legal changes will be made which would allow the introduction of a policy in line with the concerns of Members. In the meantime, Licensing Officers will regularly liaise with the Police and other partners in order to review whether sufficient evidence has come to light which would justify a change to our policy in the context of the current guidance.

5. Reasons for the Decision

- 5.1 To comply with legislation.

6. Alternative Options

- 6.1 None submitted.

7. Relevant Considerations / Consultations

- 7.1 The Director of Financial Resources has been consulted. There are no financial implications arising from this report.

8. Glossary

- 8.1 ACS – Association of Convenience Stores
CAP – Community Alcohol Standards Group
LACORS – Local Authorities Co-ordinators of Regulatory Services
LBRO – Local Better Regulation Office
PASS – Proof of Age Standards Scheme
RASG – Retail Alcohol Standards Group

9. List of Appendices

Appendix 1 - Licensing Act 2003 - Revised Licensing Policy Statement

10. Background Papers

1. Licensing Act 2003
2. Guidance issued by the Department of Culture Media and Sport under Section 182 of the Act.

Licensing Act 2003 Statement of Licensing Policy

**City Services
Public Protection and Regulatory Services
P.O. Box 107
Civic Centre
Sunderland
SR2 7DN**

Licensing Act 2003
Statement of Licensing Policy

(Issued pursuant to Section 5 of the Act)

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1. Introduction

- 1.1 The purpose of this Statement of Licensing Policy pursuant to Section 5 of the Act is to set out the Council's policy with respect to the exercise of its functions as the Licensing Authority under the Licensing Act 2003 ("the Act"). It relates to the 'licensable activities' as defined in Section 1 of the Act namely:
- (a) the sale by retail of alcohol;
 - (b) the supply of alcohol by or on behalf of a club to, or to the order of, a member of the club;
 - (c) the provision of regulated entertainment; and
 - (d) the provision of late night refreshment.
- 1.2 The policy will promote the four licensing objectives described in section 4(2) of the Act. These objectives are:
- (a) the prevention of crime and disorder;
 - (b) public safety;
 - (c) the prevention of public nuisance; and
 - (d) the protection of children from harm.
- 1.3 Each objective has equal importance. The Council will seek to work closely with the Police, the Fire and Rescue Service, local businesses, community representatives and local people, in order to meet these objectives. The Council's decision making is constrained by the provisions of the Act or Regulations made under it and by having regard to the guidance issued under Section 182.
- 1.4 This revised Statement of Licensing Policy takes effect on **7 January 2011** and replaces the previous statement. It will remain in force for a period of three years beginning with that date. During that period the policy will be kept under review.
- 1.5 The Council recognises the benefits to our local economy, tourism strategy and cultural life that follow from a vibrant licensed scene. The Council will therefore, within the statutory frame work, seek to assist applicants and licensees in their interface with licensing procedures.

Legal Background to this Statement of Licensing Policy

- 1.6 The Council is responsible for decisions to grant or reject applications for the sale of alcohol, the provision of entertainment or late night refreshment. Conditions designed to ensure safety, protect children from harm, prevent crime and disorder and prevent public nuisance can be attached to licences where necessary. For example, the Council could, in appropriate cases, restrict licensed hours in order to prevent people resident nearby being disturbed.
- 1.7 The Council must have due regard to this policy. It may, if it considers it appropriate, deviate from the policy but would need good reasons, which it can justify, to do so.

FURTHER INFORMATION

1.8 Further information upon the Licensing Act and its implications is available from:

Sunderland City Council
City Services,
Licensing Section,
P.O. Box 107,
Civic Centre,
Sunderland
SR2 7DN

Telephone: (0191) 5611012
Fax: (0191) 5531658
Email: licensing@sunderland.gov.uk

2. Consultation and Guidance

- 2.1 There are a number of groups who have an interest in the leisure industry. These include providers, customers, residents and enforcement agencies. They all have views and concerns that require consideration as part of the licensing function.
- 2.2 In formulating this Statement of Licensing Policy, the Council has paid regard to the Guidance issued by the Secretary of State under Section 182 of the Act in March 2010 and has consulted the following:
- Northumbria Police;
 - Tyne and Wear Fire and Rescue Service;
 - Representatives of the licensed trade and members' clubs;
 - Local businesses and their representatives; and
 - Local residents and their representatives.
- 2.3 Further consultation with the organisations and people mentioned above will be undertaken where any revision to this policy is proposed.
- 2.4 In addition, in formulating this policy, the Council has paid regard to the provisions of the **European Convention on Human Rights**; in particular the rights that everyone has to respect for their home and private life and to the peaceful enjoyment of their possessions (including a licence).
- 2.5 The **Human Rights Act 1998** makes it unlawful for a public authority to act in a way that will be incompatible with a convention right. Consequently, an aim of this policy, particularly in relation to the decision-making processes of the Council, is to ensure that a licensing decision does not cause a breach of a convention right.
- 2.6 The Council has also taken into account the provisions of the Crime and Disorder Act 1998. This requires local authorities to have regard to the likely effect of the exercise of their functions on crime and disorder in their area and to do all they can reasonably to prevent such incidences.

3. Scope of Policy

- 3.1 The Act is concerned with the sale of alcohol, the supply of alcohol by clubs, the provision of regulated entertainment and late night refreshment at any premises (defined by the Act as any vehicle, vessel or moveable structure or any place or any part of any premises).
- 3.2 Activities that require a licence under the Licensing Act 2003 and covered by this policy include the:
- retail sale of alcohol;
 - supply of hot food or drink from premises from 23.00 to 05.00 hours;
 - supply of alcohol or provision of regulated entertainment to club members;
 - provision of entertainment of a type listed below (known as regulated entertainment) to the public or club members or with a view to profit:
 - film exhibitions;
 - performances of a play;
 - indoor sporting events;
 - boxing or wrestling;
 - live music performances;
 - playing of recorded music;
 - dance performances;
 - provision of facilities for making music; and
 - the provision of dancing facilities.
- 3.3 The Act covers the licensing of individuals for the retail sale of alcohol (personal licences), the licensing of premises for the retail sale of alcohol, the provision of regulated entertainment or late night refreshment (premises licences), the supply of alcohol or the provision of regulated entertainment at certain clubs (club premises certificates) and the permitting of certain licensable activities on a temporary basis (temporary event notices).
- 3.4 In general, a reference in this policy to a premises licence will include a club premises certificate.
- 3.5 The scope of the policy covers new applications, renewals, transfers and variations and also temporary event notices. Additionally, the review of licences, which could lead to their revocation, is also within its remit.

4. General Principles of the Policy

- 4.1 In determining a licence application, the overriding principle adopted by the Council will be that each application will be determined on its merits. Licence conditions will be tailored to the individual application and only those necessary to meet the licensing objectives will be imposed. All applicants will be expected to incorporate into their operating plan the steps proposed to comply with the four licensing objectives. Licence conditions will not be imposed where other regulatory regimes provide sufficient protection to the public; health and safety at work and fire safety legislation for example.
- 4.2 Licensing is about the control of licensed premises, qualifying clubs and temporary events within the terms of the Licensing Act 2003. Any terms and conditions that may be attached to the various licences will be focused on matters that are within the control of individual licensees or clubs. These matters will centre on the premises and places being used for licensable activities and their vicinity. The Council will primarily focus on the direct impact of the activities taking place at the licensed premises and on members of the public living, working or engaged in normal activity in the area concerned. In considering all licensed activities with regard to the objectives, the Council will take account of the following additional factors:
1. The use of the premises and the numbers of people likely to attend.
 2. The availability of public transport and private car parking.
 3. The proposed hours and frequency of the licensed activity.
 4. Any past history of problems, related to any or all of the licensing objectives, and the impact of any measures taken to counteract the problems.
- 4.3 The Council acknowledges that licensing law is not the primary mechanism for the general control of anti-social behaviour by individuals once they are beyond the direct control of a licensee. However, licensing law is a key aspect of such control and is part of a holistic approach to the management of anti-social behaviour. We therefore expect all licensees to take responsible steps to prevent the occurrence of crime and disorder and public nuisance immediately outside their premises e.g. on the pavement, in a beer garden or in a smoking shelter where and to the extent that these matters are within their control.
- 4.4 The Council is not able to authorise the supply of alcohol from premises used primarily as a garage, i.e. for the retailing of petrol or diesel or the sale or maintenance of motor vehicles. The issue of whether any use is primarily as a garage will be judged in each case on its merits.

5. The Need for Licensed Premises

- 5.1 The Council will not take 'need' into account when considering an application, as this is not a licensing function but a matter for planning control (to a limited extent) and the market.

6. The Cumulative Impact of a Concentration of Licensed Premises

- 6.1 The Government's Guidance to licensing authorities allows the Council to consider whether a large concentration of licensed premises in any area may have a potential impact on crime and disorder or public nuisance in that locality. We may then adopt a special policy of refusing new licences in a specified area whenever we receive relevant representations about the cumulative impact upon the licensing objectives from a responsible authority or an interested party. Such a policy may only be adopted if there is evidence showing it is necessary. To date no such evidence has been forthcoming. However, should, at some point during the lifetime of this policy, representations be received from a responsible authority or an interested party that an area has become subject to a concentration of licensed premises, so making it a focal point for large groups of people to gather and circulate away from the premises themselves and creating exceptional problems of disorder and nuisance, this issue would be re-considered.

7. Other Methods of Control

7.1 The Council recognises that, once away from licensed premises, a minority of consumers will behave badly and unlawfully. The Council will use various mechanisms, both inside and outside the licensing regime, to address these problems. These steps may include:

- planning controls (where possible);
- positive measures to create safe and clean urban centre environments in partnership with local businesses and transport operators;
- the provision of CCTV surveillance and taxi ranks;
- continuing to designate parts of the City as places where alcohol may not be consumed publicly;
- co-operating with the Police who may enforce the general law concerning disorder and anti-social behaviour, including the issuing of fixed penalty notices;
- the prosecution of any personal licence holder or member of staff at such premises who sells alcohol to people who are drunk;
- working with the Police who have powers to close down instantly for up to 24 hours any licensed premises or temporary event on the grounds of disorder, the likelihood of disorder or noise emanating from the premises causing a nuisance; and
- receiving representations from the Police, other responsible authorities or local residents or businesses who may seek the review of the licence or certificate in question.

8. Policy Relating to Personal Licences

- 8.1 The Act confers very little discretion upon licensing authorities in relation to the granting of personal licences. Provided that an applicant is aged 18 or over, possesses a licensing qualification and has not, within the preceding five years, held a licence which has been forfeited, a licence **must** be granted **unless** the applicant has been convicted of a 'relevant offence' (as defined in section 113 of the Act) or a comparable foreign offence.
- 8.2 Where (a) relevant offence(s) has/have been committed, the Council must give notice of this/these to the Police. If the Police are satisfied that, in the light of such conviction(s), the granting of the licence would undermine the crime prevention objective, notice to that effect (an 'objection notice') must be given to the Council within 14 days. If no objection notice is given, the licence must be granted. However, in cases where an objection notice is received, the Council must hold a hearing.

8.3 Policy

At the hearing, the Council's Licensing Sub-Committee will consider carefully whether the grant of a licence will promote the crime prevention objective. It will consider the seriousness and relevance of the conviction(s), the period that has elapsed since the offence(s) was/were committed and any mitigating circumstances. The application will normally be refused unless, in the opinion of the Sub-Committee, there are exceptional and compelling circumstances that justify granting the application.

8.4 Reason

Prevention of crime is not merely one of the four licensing objectives under the Act; it is also an important responsibility of the Council under the Crime and Disorder Act 1998. A licensee should be a person who will assist the fight against crime. Granting a licence to a known criminal will in many cases undermine rather than promote the crime prevention objective.

9. Policy Relating to Premises Licences and Club Premises Certificates

Structure/Physical Characteristics/Location of the Premises

- 9.1 The 2003 Act covers a wide range of premises that require licensing, including cinemas, concert halls, theatres, nightclubs, public houses, cafes/restaurants and fast food outlets/takeaways.
- 9.2 Each of these types of premises presents a mixture of risks, with many common to most premises and others unique to specific operations. Licensed premises, especially those operating late at night and in the early hours of the morning, can cause a range of nuisances, for example noise, light and odours. These may impact on people living, working or sleeping in their vicinity. It is therefore essential that premises are constructed or adapted and operated to safeguard occupants against these risks.
- 9.3 The Council will expect Operating Schedules¹ to satisfactorily address these issues and applicants are advised to seek advice from the Council's Environmental Health Officers, Northumbria Police and Tyne and Wear Fire and Rescue Service before preparing their plans and Schedules. All plans must be clear and legible in all material respects.

9.4 Policy

An application for a premises licence or a club premises certificate will not be granted for premises that are unsafe for members of the public. The Council will, where necessary, e.g. for reasons of public safety or the prevention of crime and disorder, impose conditions restricting capacity and may attach conditions relating to the monitoring of these capacities e.g. the installation of automatic counting systems.

9.5 Reason

Under the public safety objective the Council has a duty to ensure that licensed premises are of a suitable standard that makes them safe for use by both staff and members of the public. Whilst the Council acknowledges that there are powers available under health and safety legislation and fire safety legislation to ensure that premises are of a suitable standard, the Council will use all of its powers to ensure that, at the time a licence is granted, the premises are safe for use by both staff and members of the public. In addition, premises that are operating beyond their capacity may create problems of crime and disorder, which the Council will reflect in its licensing decisions.

¹ Operating Schedule – A document that is submitted by the applicant which outlines the licensable activities which are to take place on the premises, when they will take place, when the premises will be open to the public and what steps the applicant will take to promote the Licensing Objectives.

Sex- related entertainment

- 9.6 Where the activities proposed under an application for a licence include those of a sex-related nature (e.g. striptease or table dancing) the premises may also require a separate licence under the Local Government (Miscellaneous Provisions) Act 1982. Advice upon this Act is available from the Licensing Section.

Access and Facilities for the Disabled

9.7 Policy

The Council will encourage licensees to provide reasonable facilities and access for people with disabilities.

9.8 Reason

The Council believes that, wherever practicable, disabled people should not be treated in a less advantageous way than able-bodied people.

Drugs

- 9.9 The Council recognises that drug misuse may occur in public houses and nightclubs. Consequently, conditions may be imposed for certain venues to reduce the likelihood of drugs being sold and consumed. The Council will expect applicants for licences in respect of venues where alcohol is to be supplied for consumption on the premises or music is to be performed or played to detail in their operating schedules the steps they will take to prevent the use of drugs within their premises.
- 9.10 Where appropriate, Operating Schedules should address the issues raised in the Government's Safer Clubbing Guide. The Guide can be viewed in full at www.drugs.gov.uk

Street Cafés

- 9.11 It is recognised that applicants for licences under the Licensing Act 2003 may seek to extend their operating premises onto the street by the creation of a street café area. The Council supports and encourages the provision of street cafés in the city. However, permissions are granted by the issue of a licence by the Council, as Highway Authority, under **Section 115E** of the **Highways Act 1980** and **not** under the **Licensing Act 2003**. This is a separate and additional process. The "Street Cafés Guidance for Applicants" document is available on request from the Highway Maintenance Section of City Services on 0191 5611527.

Variations

- 9.12 The Council will determine whether an application for a new licence, as opposed to an application for a variation, is necessary in line with the Secretary of State's Guidance issued under Section 182 of the Licensing Act 2003.

Minor Variations

- 9.13 The Council will determine an application for a minor variation in line with the Secretary of State's Guidance issued under Section 182 of the Licensing Act 2003.

10. Licensing Hours

- 10.1 The Council recognises that in some circumstances, flexible licensing hours for the sale of alcohol from public houses and night clubs may avoid large numbers of people leaving premises at the same time, which in turn could reduce the friction at late night fast food outlets, taxi ranks, private hire offices and other sources of transport that can lead to disorder and disturbance.
- 10.2 Fixed trading hours within designated areas will not be set as this could lead to significant movements of people across boundaries at particular times seeking premises opening later, with the attendant concentration of disturbance and noise.
- 10.3 The Council will generally deal with the issue of the licensing hours of public houses and nightclubs having due regard to the individual merits of each application. However, consideration may be given to restricting hours and/or imposing stricter conditions, e.g. in respect of noise control, where premises are situated in mainly residential areas.
- 10.4 The Council will generally consider licensing shops to sell alcohol for consumption off the premises at any times they are open for shopping. However, we may restrict those hours, e.g. where the Police or local residents make representations in respect of disorder and disturbance, in order to prevent a breach of the licensing objectives.

11. Children

11.1 The protection of children from harm is one of the four licensing objectives. The Act prohibits the admission of children to premises in certain specified circumstances and, even where admission is lawful, such admission is at the discretion of those managing the premises. The Act contains no presumption of giving children access or any presumption of preventing this. Each application will therefore be considered on its own merits. However, the Council may find it necessary to limit the access of children to premises in order to protect them from physical, moral or psychological harm. Examples of situations where limitations may be necessary include premises:

- where entertainment or services of an adult or sexual nature are commonly provided;
- where there have been convictions of members of the current staff at the premises for serving alcohol to minors or with a reputation for underage drinking;
- with a known association with drug taking or dealing;
- where there is a strong element of gambling on the premises (but not, for example, the simple presence of a small number of cash prize gaming machines); and
- where the supply of alcohol for consumption on the premises is the exclusive or primary purpose of the services provided at the premises.

11.2 The controls which may be implemented include the following:

- limitations on the hours when children may be present;
- limitations concerning the exclusion of the presence of children under certain ages when particular specified activities are taking place;
- limitations on the parts of premises to which children might be given access;
- age limitations;
- requirements for accompanying adults (including for example, a combination of requirements which provide that persons under a particular age must be accompanied by an adult);
- full exclusion of persons under 18 from the premises when any licensable activities are taking place; and
- requirements to serve drinks in containers made from plastic or toughened glass.

- 11.3 It should be noted that the Council may not require that children may be admitted to licensed premises.
- 11.4 In submitting an application to license premises the applicant must submit copies to certain 'responsible authorities' as defined by the Act. These authorities include the Sunderland Safeguarding Children Board (SSCB), FAO Safeguarding and Quality Assurance Manager, Cassaton House, Fawcett Street, Sunderland SR1 1RF who will advise on matters pertaining to the prevention of children from harm.

The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks

- 11.5 The Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks is considered by the Council to be an important tool in protecting children from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner that may appeal to or attract such persons. The Portman Group also issues retail alert bulletins that identify products that have breached this code. The Council therefore recommends that those persons involved in the business of supplying alcohol comply with both the Code and the retail alert bulletins.

Children and Cinemas

- 11.6 Where applicants seek a licence to show films we expect that they will indicate in their operating schedules their arrangements for restricting children from viewing age-restricted films.
- 11.7 The Council will include a condition in all such licences that will restrict the admission of children in accordance with the recommendations of the British Board of Film Classification (BBFC) or, if a film has not been classified by the BBFC, the Council. Information upon obtaining such a recommendation is available from the Licensing Section at the address shown in Paragraph 1.10 above.

Under 18 Discos

- 11.8 Such events present special risks for persons under 18, e.g. assault, exposure to drugs, theft etc, and can be the focus of disorder in the surrounding neighbourhood. The Council expects applicants to identify strategies for managing foreseeable risks e.g. requiring all staff present to have undertaken Enhanced Criminal Records Bureau checks, employing specified ratios of staff to participants and the provision of safe transport facilities to and from the venue.

12. Integrating Strategies

- 12.1 The Council recognises that there should be a clear separation of the planning, building control and licensing regimes in order to avoid duplication and inefficiency.
- 12.2 The Council has established a Safety Advisory Group (SAG) consisting of Council officers and representatives from the emergency services to advise and co-ordinate planning for public events within the City of Sunderland.

13. Crime Prevention

- 13.1 The conditions attached to premises licences and club premises certificates will, in so far as possible, reflect crime prevention strategies. For example, closed circuit television cameras will be required to be provided in premises authorised to supply alcohol and images may be retained for a specified period to facilitate inspection by the Police or Council.
- 13.2 The Council encourages all applicants for premises licences, which permit the sale of alcohol for consumption ON the premises, to be members of a local Pubwatch Scheme, which is approved by both Northumbria Police and the Council, where available.
- 13.3 Where representations are made by the Police in respect of crime and disorder with regard to public houses or club type premises, the Council may attach conditions which require that all drinks are served only in containers made from plastic or toughened glass. This condition may be on a permanent basis or triggered following a specified period of notice given by the Police for a specified period of time associated with a special event such as a high-risk football match or the Sunderland Air Show.
- 13.4 Again, following representations from the Police, conditions may be imposed on premises licences that require the employment of specified numbers of Door Supervisors during specified periods.

14. Cultural Strategies

- 14.1 The Council wishes to encourage and promote live music, dance and theatre for the wider cultural benefit of the community. Therefore, we will consider the impact of licensing on the provision of regulated entertainment, and particularly live music and dancing, and take care to ensure that only necessary, proportionate and reasonable licensing conditions impose any restrictions on such events. Should there be any indication that such events are being deterred by licensing requirements, the matter will be considered with a view to investigating how the situation might be reversed. Advice upon whether cultural activities are required to be licensed is available from the Licensing Section whose address and contact details are at the introduction to this policy.

15. Promotion of Racial Equality

- 15.1 The Council, in pursuing its functions under the Licensing Act, will, of course, comply with the Race Relations Act 1976, as amended by the Race Relations (Amendment) Act 2000, which places a legal obligation on public authorities to have due regard to the need to eliminate unlawful discrimination; and to promote equality of opportunity and good relations between persons of different racial groups. The 1976 Act, as amended, also requires local authorities to produce a race equality scheme, assess and consult on the likely impact of proposed policies on race equality, monitor policies for any adverse impact on the promotion of race equality, and publish the results of such consultations, assessments and monitoring.

16. Duplication

- 16.1 In operating this policy, the Council intends to avoid duplication with other regulatory regimes in so far as possible. Conditions that replicate the requirements of other legislation will not be imposed. However, where regulations do not cover the unique circumstances that may pertain to specific licensed premises, tailored conditions may be utilised.

17. Conditions

- 17.1 A fundamental principle of the Act is that conditions should be attached to licences and certificates only where they are tailored to suit the individual characteristics of premises and events concerned. However, in the interest of promoting the licensing objectives, we may utilise conditions drawn from the Pool of Model Conditions attached as Appendix 1.
- 17.2 Other conditions may be imposed upon licences by the Council where appropriate following due legal process and these will be expressed as clearly as possible.

18. Enforcement

- 18.1 Once licensed, it is essential that premises are maintained and operated to ensure the continued promotion of the licensing objectives and compliance with the specific requirements of the 2003 Act. We will arrange to monitor premises and take appropriate enforcement action in accordance with the Council's Enforcement Policy and the Code of Conduct for Crown Prosecutors to ensure this.
- 18.2 The Council works closely with its partners and has established a Responsible Authority Group which meets fortnightly to ensure that resources are targeted upon problem and high-risk premises.

19. Administration, exercise and delegation of functions

- 19.1 The Council is involved with a wide range of licensing decisions and functions and has established a Licensing Committee for their administration.
- 19.2 We wish to provide a speedy, efficient and cost-effective service to all parties involved in the licensing process. Therefore, the Committee has delegated certain decisions and functions and has authorised the formation of Sub-Committees for this purpose.
- 19.3 Furthermore, with many of the decisions and functions being purely administrative in nature, the grant of non-contentious applications will be delegated to Council officers.
- 19.4 The Table below sets out the method of delegation of decisions and functions to the Sub-Committees and officers.

Matter to be dealt with	Sub-Committee	Officers
Application for Personal Licence	If a Police objection	If no objection made
Application for Premises Licence/Club Premises Certificate	If relevant representations made	If no relevant representations made
Application for a Provisional Statement	If relevant representations made	If no relevant representations made
Application to vary Premises Licence/Club Premises Certificate	If relevant representations made	If no relevant representations made
Application for a minor variation to a Premises Licence/Club Premises Certificate		All cases
Application to vary Designated Premises Supervisor	If a Police objection	All other cases
Request to be removed as Designated Premises Supervisor		All cases

Application for a transfer of Premises Licence	If a Police objection	All other cases
Application for Interim Authorities	If a Police objection	All other cases
Application to review Premises Licence/Club Premises Certificate	All cases	
Decision on whether a complaint is irrelevant, frivolous, vexatious, etc.,		All cases
Decision to object when the Council is a consultee and not the Licensing Authority considering the application	All cases	
Determination of a Police objection to a Temporary Event Notice	All cases	

Appendix 1

LICENSING ACT 2003

POOL OF MODEL CONDITIONS

Notes: -

- (i) These conditions must be read in conjunction with the Guidance issued under section 182 of the Licensing Act 2003.
 - (ii) These conditions must not be regarded as “standard conditions” which are to be automatically imposed in all cases. They are designed to provide a range of possible conditions, which may need to be attached to licences depending upon differing situations. The wording of the conditions may need to be modified to suit a particular premises and situations.
 - (iii) This is not an exhaustive or exclusive list of conditions. Additional conditions may be drafted and attached to licences to meet individual circumstances.
 - (iv) Applicants preparing Operating Schedules are at liberty to use these conditions, or volunteer any other measures(s) to promote the licensing objectives.
 - (v) When incorporated into a Premises Licence or Club Premises Certificate, any condition becomes enforceable under the law and a breach of such a condition could give rise to prosecution.
 - (vi) In these conditions the term “Licensee” refers to the holder of a Premises Licence or a club holding a Club Premises Certificate and Operating Schedule refers also to a Club Operating Schedule.
-

CONDITIONS
RELATING TO THE PREVENTION OF CRIME AND DISORDER

Text / Radio Equipment

1. There must be provided at the premises text and/or radio equipment to be operated in conjunction with the Police.
2. The text and/or radio system must be capable of sending and receiving messages to and from the Police, and other licensees, Designated Premises Supervisors, Door Supervisors, managers and club operators, incorporated into any joint and mutually beneficial scheme operating in the area.
3. The text and/or radio system must be maintained in good working order at all times when the premises are being used for a licensable activity.
4. The text and/or radio system must be activated, made available to, and monitored by the Designated Premises Supervisor or a responsible member of staff at all times when the premises are being used for a licensable activity.
5. The Licensee, Designated Premises Supervisor or other person having responsibility for monitoring the text and/or radio system provided must comply with any instructions or directions received through the system from the Police.
6. The Licensee, Designated Premises Supervisor or other responsible person must use the text and/or radio system to notify any incident of crime and disorder to the Police as soon as practically possible, in accordance with agreed protocols.
7. At any time that the premises are in operation the names of all personal licensees on duty and all persons in possession of text/radio equipment shall be recorded in an appropriate record book to be kept at the premises. This record book must be available for inspection by the Police or Council Officers at all times when the premises are open.

Door Supervisors

8. (either)

- At all times that the premises are open for any licensable activity

(or)

- Between andon (days) when the premises are open for a licensable activity

There shall be employed at the premises 'X' number of Door Supervisors (as defined in the Private Security Industry Act 2001).

9. Door Supervisors must be stationed in such numbers and in such positions as detailed on the attached schedule and approved plan of the premises.

10. Door Supervisors may be male or female, but, where physical searching of a patron is to be undertaken, such searching must be undertaken by staff of the same sex as the patron.

11. Door Supervisors must be provided with 'two-way' radios or similar systems capable of ensuring continuous communication between each other at all times that the premises are open for a licensable activity.

12. Door Supervisors shall wear clothing of the same style, type and colour, which may be appropriate to the nature of the venue, but which will ensure they are clearly distinguishable and identifiable as Door Supervisors having regard to the events and activities taking place at the licensed premises.

13. On each day that Door Supervisors are engaged for duty at the premises, their details (names and licence numbers) shall be recorded in an appropriate book kept at the premises. In conjunction with this record book, an incident book shall also be kept. This record book and incident book must be available for inspection by the Police or Officers of the Council at all times when the premises are open.

Bottle Bans

14. Glass bottles containing beverages of any kind must not be left in the possession of any patrons after service and following the discharge of the contents into an appropriate glass or drinking vessel (except glass bottles containing wine which may be sold for consumption with a meal taken at a table, by customers who are seated in an area set aside exclusively for patrons taking table meals).
15. No persons carrying open or sealed glass bottles must be admitted to be premises at any time that the premises are open for any licensable activity.

Plastic Containers and Toughened Glass

16. Drinks shall be served only in containers made of strengthened glass (tempered glassware) or of a material that, in the event of breakage, will fragment with no sharp edges remaining. Alternatively, drinks may be served in non-glassware drinking vessels (e.g. plastic, polystyrene, waxed paper).

(Note: Weights and Measures legislation may require the use of “stamped glasses” where “meter-measuring equipment” is not in use.)

17. Any drinks to be consumed in a beer garden or children’s play area must be served only in containers made of strengthened glass (tempered glassware) or of a material that, in the event of breakage, will fragment with no sharp edges remaining. Alternatively, drinks may be served in non-glassware drinking vessels (e.g. plastic, polystyrene, waxed paper).
18. No glass drinking vessels or glass bottles shall be permitted (*in the areas described in the attached schedule and delineated on the approved plan.*)

CCTV

19. A CCTV system must be designed, installed and maintained in proper working order, to the satisfaction of the Council and Northumbria Police. Such a system must:
 - Ensure coverage of all entrances and exits to the premises internally and externally;
 - Ensure coverage of such other areas as may be required by the Council or Northumbria Police;
 - Provide continuous recording facilities for each camera to a good standard of clarity. Such recordings must be retained (on tape or otherwise) for a period of _____, and must be supplied to an Officer of the Council or a Police Officer on request; and
 - Be in operation at all times the premises are in use.

Open Containers not to be taken from the Premises

20. No patrons shall be allowed to leave the premises whilst in the possession of any drinking vessel or open bottle, whether empty or containing any beverage.

Restrictions on Drinking Areas

21. No alcoholic drinks may be consumed in the (areas described in the attached schedule).

Capacity Limits

22. The number of persons permitted to assemble on the premises on the same occasion shall at no time exceed the permitted numbers specified on the Premises Licence.

23. The maximum number of persons permitted in each of the following areas at any one time shall not exceed: -

- (a)
- (b)
- (c)
- etc,

but at no time shall the total number of persons on the premises as a whole exceed (number) persons.

24. There shall be effective management arrangements in place to identify how many persons there are in the premises at all times when the premises are open for a licensable activity.
25. The maximum number of persons permitted to assemble on the licensed premises, or relevant part of the licensed premises, shall be indicated by a fixed notice bearing the words "Maximum Occupancy" with letters and numbers not less than 20 mm high, conspicuously sited at each relevant part of the premises and at the reception point.

Proof of Age

26. A suitably worded sign of sufficient size and clarity must be displayed at the point of entry to the premises and in a suitable location at any points of sale, advising customers that they may be asked to produce evidence of their age.

27. All members of staff at the premises shall seek credible photographic proof of age evidence from any person who appears to be under the age of 18 years and who is seeking to purchase or consume alcohol on the premises. Such credible evidence, which shall include a photograph of the customer, will either be a passport, photographic driving licence, Police or Armed Forces ID card, Proof of

Age card carrying a "PASS" logo, or any other Government approved identification card or such evidence which the Council have approved as credible.

Crime Prevention Notices

28. Suitably phrased, clear and conspicuous notices shall be displayed near the entrance to the premises and in other appropriate locations such as sanitary conveniences advising patrons:
- a) of any risk of theft or possibility of other criminal activity
- and/ or*
- b) to exercise care with their personal possessions to prevent theft
- and/or*
- c) how to report any incidents of theft or other criminal activity.
29. All such signs shall be illuminated or positioned in well-lit locations.

Signage

30. A conspicuous notice must be displayed on or immediately outside the premises adjacent to the entrance to the premises that gives details of times when the premises are permitted to be open for any licensable activity.
31. A conspicuous notice must be displayed on or immediately outside the premises, or which is immediately adjacent to the premises, which gives details of any restrictions relating to the admission of children to the premises.

Large Capacity Venues used Exclusively or Primarily for the “Vertical” Consumption of Alcohol (High Volume Vertical Drinking Establishments (HVVDs))

32. The premises must contain at least (number) tables and (number) chairs.

Restaurants/Cafés

33. Seating for no less than (number) persons shall be provided in the premises at all times the premises are in operation.
34. Seating shall be provided for all customers and alcohol shall only be served to those customers who are seated at tables by way of waiter or waitress service.
35. Except in the area identified and delineated (e.g., hatched, coloured green) on the deposited plan, alcohol shall only be sold or supplied to, and consumed by, persons seated at a table, by way of waiter or waitress service, save that:

- a. No more than (number) persons may stand in the area identified and delineated (e.g. coloured blue) at any one time; and
- b. A patron may take alcohol from the area marked (e.g. coloured green) and consume it in the area marked (e.g. coloured blue).

CONDITIONS **RELATING TO PUBLIC SAFETY**

Disabled People

36. When disabled people are present, adequate arrangements must exist to enable their safe evacuation in the event of an emergency. Staff must be aware of disabilities and react according to a pre-determined plan.

Escape Routes

37. All escape routes and exits must be kept unobstructed, in good order with non-slippery and even surfaces, free of trip hazards and be clearly identified.
38. Where chairs and tables are provided in restaurants and other premises, internal gangways must be kept unobstructed.
39. All exit doors must be easily opened without the use of a key, card, code or similar means.
40. All doors leading from exits into passages or to the outside of the premises shall be without locks, bolts or other fastenings, except that those doors used only for exit shall be fitted with panic bolts and the method of opening shall be clearly indicated on the door to which it is fitted. Panic bolts shall not be secured with chains, padlocks or other locking devices when the premises are being used for the purposes of the licence.
41. All exit doors must be regularly checked to ensure that they function satisfactorily and a record of the check kept on the premises.
42. Any removable security fastenings must be removed whenever the premises are open to the public or occupied by staff. Arrangements must be made to ensure that security-fastening devices are displayed in a prominent position under management control when the premises are open to the public.
43. The edges of steps and stairs shall be conspicuous. Mats, matting, carpets and other floor coverings shall be secured to the surface they cover and shall be so maintained.

Safety Checks

44. Safety checks must be carried out before the admission of the public. These must correspond with the risk assessment and the conditions of the licence.

45. A written record of all periodic tests, examinations, inspections, staff training and results referred to herein shall be made in a log book. The log book shall be kept on the premises at all times and shall be available for examination by Officers of the Council, Northumbria Police and Tyne and Wear Fire and Rescue Service.

Curtains, Hangings, Decorations and Upholstery

46. Curtains and drapes shall be adequately supported and shall not be hung across stairs, stairways or gangways. Curtains and drapes may be hung over doors, but shall be so hung as to draw easily and slide freely. All curtains and drapes shall be hung so that they do not come into contact with the floor, and do not conceal notices.
47. Temporary decorations must not be used without prior notification to the Council.

Capacity Limits

48. The number of persons permitted to assemble on the premises on the same occasion shall at no time exceed the permitted numbers specified on the Premises Licence.
49. There shall be kept a record of the total number of persons present on the premises at all times when the premises are open to the public. Such record shall be kept in written form or by such other means as may be approved in writing by the Council and shall be kept readily available for inspection upon request by any Officer of the Council, Police or Tyne and Wear Fire and Rescue Service.

Access for Emergency Vehicles

50. Access to the premises for emergency vehicles must be kept clear and free from obstruction.

First Aid

51. Access to the premises for emergency vehicles must be kept clear and free from obstruction.
52. At least one suitably trained first aider per 500 people shall be on duty at all times when the public are present up to the first 3,000 and then one per 1,000 for the remainder. If more than one suitably trained first aider is on duty their respective duties must be clearly defined.

Lighting

53. In the absence of adequate daylight all areas including circulation areas and exit routes shall be illuminated whenever the premises are being used for the purpose of this licence. Such lighting shall be maintained in working order.

54. Emergency lighting must not be altered without the prior consent of the Council.
55. The emergency lighting system must be checked to ensure it is operating correctly before the admission of the public, members or guests.
56. In the event of the failure of normal lighting, arrangements shall be in place to ensure that the public, members or guests leave the premises immediately.

Temporary Electrical Installations

57. Temporary electrical wiring and distribution systems must not be installed without notification to the Council at least ten days before commencement of the work and must be inspected and certified by a suitable qualified electrician prior to use.
58. Where it is not possible to give ten days notification to the Council of the installation of temporary electrical wiring and distribution systems, the work must be undertaken by competent, qualified persons.
59. Temporary electrical wiring and distribution systems must comply with the recommendations of BS7671 or, where applicable, BS7909.
60. All temporary electrical wiring and distribution systems must be inspected and certified by a competent person before they are put to use.

Indoor Sports Entertainment

61. An appropriately qualified medical practitioner must be present throughout a sports entertainment involving boxing, wrestling, judo, karate or other sports entertainment of a similar nature.
62. Where a ring is constructed for the purposes of boxing, wrestling or similar sports, it must be constructed by a competent person, and inspected, prior to use, by a Building Control Officer of the Council (at the cost of the applicant).
63. At any wrestling or other entertainment of a similar nature, members of the public must not occupy any seat within 2.5 metres of the ring.
64. At water sports entertainments, staff adequately trained in rescue and life safety procedures must be stationed and remain within the vicinity of the water at all material times.

CONDITIONS
RELATING TO PUBLIC SAFETY IN THEATRES, CINEMAS,
CONCERT HALLS AND SIMILAR PLACES

Attendants

65. The number of attendants on each floor in a closely seated auditorium must be as set out on the table below:

Number of members of the audience present on a floor	Minimum number of attendants required to be present on that floor
1 - 100	One
101 - 250	Two
251 - 500	Three
501 - 750	Four
751 - 1000	Five
And one additional attendant for each additional 250 persons (or part thereof)	

66. Attendants must not be engaged in any activity that would hinder the prompt discharge of their duties in the event of an emergency or entail their absence from the floor or auditorium where they are on duty.
67. All attendants must be readily identifiable to the audience (but this need not entail the wearing of a uniform).
68. The premises must not be used for a closely seated audience except in accordance with (a) seating plan(s), (a) copy/copies of which must be available at the premises and must be shown to an Officer of the Council, Police or the Fire and Rescue Service on request.
69. No article must be attached to the back of any seat, which would reduce the clear width of seatways or cause a tripping hazard or obstruction.
70. A copy of any certificate relating to the design, construction and loading of any temporary seating must be kept available at the premises and must be shown to an Officer of the Council, Police or the Fire and Rescue Service on request.

Standing or Sitting in Gangways etc.

71. Sitting on floors must not be permitted except where authorised in the premises licence or club premises certificate.
72. Waiting or standing must not be permitted except in areas designated in the premises licence or club premises certificate.
73. In no circumstances must anyone be permitted to –

- sit in any gangway;
- stand or sit in front of any exit; or
- stand or sit on any staircase including any landings.

Drinks

74. Except as authorised by the premises licence or club premises certificate, no drinks must be sold to or be consumed by a closely seated audience except in plastic and paper containers.

Balcony Fronts

75. Clothing or other objects must not be placed over balcony rails or upon balcony fronts.

Special Effects

76. Any special effects (as defined below) or mechanical installation must be arranged and stored to minimise any risk to the safety of the audience, the performers and staff.
77. Except with the prior written approval of the Council and subject to any conditions that may be attached to such approval no special effects shall be used on the premises.

Special effects include:

- a) dry ice machines and cryogenic fog;
- b) smoke machines and fog generators;
- c) pyrotechnics, including fireworks;
- d) real flame;
- e) firearms;
- f) motor vehicles;
- g) strobe lighting;
- h) lasers; and
- i) explosives and highly flammable substances.

Ceilings

78. All ceilings in those parts of the premises to which the audience is admitted must be inspected by a suitably qualified person who will decide when a further inspection would be necessary and a certificate concerning the condition of the ceilings forwarded to the Council.

Seating

79. Where the potential audience exceeds 250 all seats in the auditorium must, except in boxes accommodating not more than eight persons, be either securely

fixed to the floor or battened together in lengths of not fewer than four or more than twelve.

PREMISES USED FOR FILM EXHIBITIONS

Attendants – Premises without a Staff Alerting System

80. Where premises used for film exhibitions are not equipped with a staff alerting system the number of attendants present must be as set out in the table below:

Number of members of the audience present on the premises	Minimum number of attendants required to be on duty
1 – 250	2
And one additional attendant for each additional 250 members of the audience present (or part thereof)	
Where there are more than 150 members of an audience in any auditorium or on any floor	At least one attendant must be present in any auditorium or on any floor

Attendants – Premises with a Staff Alerting System

81. (a) Where premises used for film exhibitions are equipped with a staff alerting system the number of attendants present must be as set out in the table below:

Number of members of the audience present on the premises	Minimum number of attendants required to be on duty	Minimum number of other staff on the premises who are available to assist in the event of an emergency
1 - 500	Two	One
501 - 1000	Three	Two
1001 - 1500	Four	Four
1501 or more	Five plus one for every 500 (or part thereof) persons over 2000 on the premises	Five plus one for every 500 (or part thereof) persons over 2000 on the premises

(b) Staff shall not be considered as being available to assist in the event of an emergency if they are:

- the holder of the premises licence or the manager on duty at the premises;
- a member of staff whose normal duties or responsibilities are likely to significantly affect or delay his response in an emergency situation; or

- a member of staff whose usual location when on duty is more than 60 metres from the location to which he is required to go on being alerted to an emergency situation.

(c) Attendants must as far as reasonably practicable be evenly distributed throughout all parts of the premises to which the public have access and keep under observation all parts of the premises to which the audience have access.

(d) The staff alerting system must be maintained in working order and be in operation at all times the premises are in use.

Minimum Lighting

82. The level of lighting in the auditorium must be as great as possible consistent with the effective presentation of the film; and the level of illumination maintained in the auditorium during the showing of films would normally be regarded as satisfactory if it complies with the standards specified in BS CP 1007 (Maintained Lighting for Cinemas).

CONDITIONS **RELATING TO PUBLIC NUISANCE**

Noise and Vibration

83. The internal LAeq 15min and the Leq 15 min for the 63Hz frequency centred octave band shall not be increased within nearby residential properties (measured with windows at the dwellings either open or closed) as a result of noise emissions from the licensed premises.
84. Noise generated by amplified music must be controlled by a noise-limiting device set at a level determined by the Council, such level being confirmed in writing to the Licensee.
85. The lobby doors at the premises must be kept closed except for access and egress. Door staff must supervise to ensure that the doors are maintained closed as far as possible when public entertainment is taking place.
86. Windows, doors and fire escapes shall remain closed during entertainment events within the premises
87. The use of fireworks and pyrotechnics is restricted to the hours of to
88. Clear and legible notices must be displayed at exits and other circulatory areas requesting patrons to leave the premises having regard to the needs of local residents; in particular emphasising the need to refrain from shouting, slamming car doors and the sounding of car horns.

Light Pollution

89. Internal and external lighting provided for the purpose of customer and staff safety and for the security of the premises must be so positioned to not cause nuisance to neighbouring or adjoining properties.
90. Lighting associated with activities of entertainment must be positioned so as not to cause nuisance to neighbouring or adjoining properties.
91. Lighting provided externally to promote advertising of the premises or activities associated with the premises must not be so intense as to cause nuisance to neighbouring or adjoining properties.

Noxious Smells

92. Suitable ventilation and extraction systems must be provided to eliminate noxious odours. Such systems must be maintained on a regular basis.

CONDITIONS **RELATING TO THE PREVENTION OF HARM TO CHILDREN**

Access for Children to Licensed Premises – General

93. Persons under 18 years must not be allowed access to the premises.
94. Persons under ...years unaccompanied by an adult over 18 must not be admitted after

Theatres

95. Persons under the age of 18 years must not be allowed access to premises during any time when an activity or entertainment of a sexual nature is being provided. For the purposes of this condition entertainment of a sexual nature includes but is not limited to striptease (sometimes referred to as exotic dancing), lap dancing, pole dancing or any other entertainment of a similar nature.
96. Persons under the age of 18 years shall not have access to the premises (or specified part thereof) during any time when an activity, entertainment or service of an adult and/or sexual nature is provided. For the purposes of this condition entertainment of an adult or sexual nature includes but is not limited to performances involving feigned violence or horrific incidents, entertainment involving strong, foul, offensive or abusive language, nudity, striptease (sometimes referred to as exotic dancing), lap dancing, table dancing, pole dancing, feigned or actual sexual acts or fetishism, or which is likely to offend against good taste or decency or any other entertainment of a similar nature.

Entertainment Especially for Children

97. Where entertainment is provided wholly or mainly for unaccompanied children:

- a. an attendant must be stationed in the area(s) occupied by the children, in the vicinity of each exit, provided that on each level occupied by children the minimum number of attendants on duty should be one attendant per 50 children or part thereof;
 - b. attendants must wear distinctive clothing or suitable armbands; and
 - c. attendants must be present throughout the entertainment and while the audience is entering and leaving the building.
98. All staff coming into contact with children shall be vetted by an Enhanced Criminal Records Bureau check and have no convictions that would make them unsuitable to inter-act with children.

Children in Performances

99. The show venue must be large enough to safely accommodate the children backstage.
100. All chaperones and production crew must receive the fire instruction procedures applicable to the venue prior to the arrival of the children.
101. Children must be supervised by an adult at all times.

The Portman Group Code of Practice on the Naming, Packaging and Promotions of Alcoholic Drinks

102. Compliance with the Portman Group's Retailer Alert Bulletins is required.

COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9th NOVEMBER 2010

MARKETING AND COMMUNICATIONS TO TACKLE ALCOHOL RELATED VIOLENCE IN THE NIGHT TIME ECONOMY

REPORT OF THE DEPUTY CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: SAFE CITY

CORPORATE IMPROVEMENT OBJECTIVES: CI01: Delivering Customer Focused Services; CI02: Being One Council; and CI04: Improving partnership working to deliver 'One City'.

1.0 Purpose of the Report

- 1.1 The purpose of this report is to provide members with information on the types of marketing and communication activity being carried out by the Safer Sunderland Partnership (SSP) to help tackle alcohol related violence in the night time economy and improve feelings of safety.

2.0 Background

- 2.1 Back in 2004 Sunderland was experiencing a significant gap between recorded crime and how safe people felt living in Sunderland. Improving feelings of safety became a key strategic priority for the SSP and is reflected in its overall outcome around 'being and feeling safe and secure'.
- 2.2 In order to close the perception gap, the SSP has carried out research to better understand what impacts on people's perceptions, fear, and worry about crime. It has also explored what factors are associated with people's confidence in the local agencies that are striving to make our local communities safe.
- 2.3 In response to this research, the SSP has increased the amount (and range) of marketing and communications activity it does. It now uses marketing and communications as an intervention tool in its own right to help improve people's perceptions, their safety and their feelings of safety.

3.0 Current position

- 3.1 The SSP does not just rely on recorded crime data to identify problems. It routinely carries out community engagement and survey work to identify local priorities, monitor changes in perceptions of crime, worry and feelings of safety and better understand what influences these perceptions. This data helps inform the work of the SSP's marketing and communication group.

- 3.2 The marketing and communications group includes SSP officers, supported by PR/Media/Comms officers from key partners, including the Council's Corporate Communications Team. The group uses a wide range of methods to ensure residents know what is being done to address their concerns. This ranges from strategic citywide campaigns (e.g. 'Not in our city') through to more targeted and localised work including feedback postcards, social and digital media including a partnership community TV network (Safer Sunderland Partnership Television – SSPTV).
- 3.3 In the context of the night time economy, the main nights identified as being problematic for crime and disorder linked to licensed premises are Fridays, Saturdays and Mondays (Monday being 'student night'). Whilst violent crime has been steadily falling across Sunderland, there has been an increase in levels of most serious violence and there are links to alcohol and the night time economy. Worry about violence is also above the force average. The SSP has responded strategically and operationally to the following issues:
- Increases in recorded most serious violence
 - Worry about violence, being physically attacked by strangers, being mugged or robbed; and being raped
 - Perceptions of people being drunk in the street; and
 - Feelings of safety in the city centre at night
- 3.4 Several interventions have been developed to address these problems. All of them have been supported by the Marketing and Communications Group. The following is a list of the interventions that have been implemented:
- A personal safety campaign was developed and targeted at young women and girls
 - Operation Barracuda was set up to tackle city centre violent crime. This was backed up by a strong marketing element (The difference between drink and drunk is U)
 - New Drinking Banning Orders (DBOs) were introduced with the first two successful applications in July 2010. Again, these were backed up by strong local media coverage and posters
 - The Best Bar None (BBN) scheme was re-launched citywide with 22 assessors (police, council and fire service) trained to assess premises against the BBN criteria. The Marketing and Communications group funded the promotion of the scheme to licensed premises and filmed it for SSPTV to show the positive outcomes
 - Pubwatch continues and has also been filmed and promoted on SSPTV

- The 2 Taxi marshalled ranks at Green Terrance and Park Lane have been extended to also cover Monday nights. This scheme has also been filmed for SSPTV
- A World cup campaign on domestic violence was promoted during June and July 2010. This followed a 2 week long campaign on domestic violence in May 2010 in the Sunderland Echo
- A region wide rape campaign was developed by Northumbria, Cleveland and Durham Police forces and promoted locally
- The Street Pastors scheme went live on 16th July 2010. The scheme has already been filmed and promoted on SSPTV. The Marketing and Communications Group also funded some banners, calling cards, leaflets, flyers, posters and some equipment such (e.g. flip flops)
- An evaluation was carried out on the polycarbonate glasses pilot, funded by the Marketing Group and the positive outcomes were covered in the local media
- A series of Lock Em Inn leaflets were produced to raise awareness of the consequences of alcohol related crime and disorder. This was also filmed for SSPTV.

3.5 The remainder of this report provides additional information on two of the Marketing and Communication Groups night time economy campaigns.

- (i) Campaign 1: Personal Safety and the Night Time Economy - "Keys, Money, Phone, Plans to Get Home" (May-December 2010)
- (ii) Campaign 2: Tackling Alcohol Related Violent Crime through Operation Barracuda – "The Difference Between Drink and Drunk is "U"

3.6 Both have been jointly developed and funded with Northumbria Police.

4.0 Campaign 1 on Personal Safety and the Night Time Economy Campaign: "Keys, Money, Phone, Plans to Get Home"

4.1 Purpose of the campaign

4.1.1 This personal safety campaign for the city centre was developed to improve feelings of safety and provide crime prevention advice on how to stay safe on a night out. It was launched in May 2010 and is being repeated at key times during the year e.g. bank holidays weekends and Christmas/New Year.

4.1.2 The campaign had 3 communications objectives. These were to:

- Encourage the target audience to consider and think about their personal safety when planning a night out.

- Raise people’s awareness about the ongoing work Northumbria Police and its partners are doing to tackle crime linked to the night time economy
 - Promote standard advice and a safety slogan to the target audiences to reduce the risk to themselves of becoming a victim or perpetrator of crime linked to the night time economy
- 4.1.3 Key personal safety messages sat under the campaign strapline **“Keys, Money, Phone, Plans to Get Home”**. This was a catchy phrase for women to think through before they left the house for a night out, checking they had their essential belongings; had thought ahead about how they were going to stay safe; and also how they were going to get home safely at the end of the night.

4.2 Target Audiences and Key Messages

4.2.1 Our understanding of the problems in the night time economy identified that the key people the campaign needed to reach were:

- Women (aged between 17-25)
- Men
- Students
- Visitors
- Stakeholders and partners

4.2.2 The campaign messages were then tailored to each of the different target audiences.

Key messages for women, students and visitors were:

- Northumbria force area is a safe place but you must still take care of yourself and follow simple steps to ensure you keep safe.
- Think: Keys, Money, Phone, Plans to Get Home.
- Being too drunk significantly increases your vulnerability.
- Look out for your friends and make sure they look out for you.
- Save an ICE (in case of emergency) number in your phone.
- Stash some cash in case you lose your purse or wallet.
- Pre-book a taxi and plan a safe meeting place with friends in case you become separated.
- In an emergency call 999. For all other incidents or advice call 03456 043 043.

Key messages for men were:

- Northumbria force area is a safe place but you must still take care of yourself and follow simple steps to ensure you keep safe.
- Being too drunk increases your vulnerability both as a victim and sometimes as an offender.

Key messages for stakeholders and partners were:

- By working together we can reduce crime levels and reduce the risk of target audiences becoming victims of crime linked to night time economies.

4.3 Schedule of Communication Activity: Phase 1

4.3.1 A schedule of activity was produced including dates and locations for outdoor advertising, including the volumes of materials that needed to be produced.

4.3.2 The campaign used a broad range of communications activity to ensure wide penetration of the key messages with the different target audiences.

4.3.3 Activity included outdoor advertising, promotional materials, 'give-aways', social media, press and PR. It was also promoted internally with partners and within the police using staff briefings. A description of each of the activities and their purpose is provided below:

4.3.4 Advertising

- **Bus Panels, Metro Carriage Cards, Bus Plasma Screens, and Radio Ads.** This would raise awareness of key campaign messages. The initial phase would focus on ensuring people remember the 'Keys, Money Phone, Plans to Get Home' message, and the safety steps that sit behind this.

4.3.5 Promotional Materials

- **Credit Card Sized Safety Information** was produced. These were plastic credit card sized cards to be kept in people's purses, with 6 safety steps. On the reverse is a space to write a contact phone number should somebody lose their mobile phone and need to make arrangements to get home (e.g. friend, partner, taxi contact number). These were also handed out at the Pink concert at the Stadium of Light and were very well received
- **Tent cards** were used to target young females aged 17-25 whilst out shopping for outfits for nights out, or preparing for a night out (e.g. hairdressers, beauty salons). Tent cards were displayed at checkouts, reminding people to think ahead and plan to stay safe. People are not used to seeing messages here, and also have time to read them whilst their transaction is processed



- **Posters** were displayed via pubwatch schemes, also in student residence and places such as takeaways, shopping centres, restaurants etc.
- **Plasma Screens** in bars, pubs and clubs were used to show the messages
- **Safer Sunderland Partnership TV** was used and a specific filmed clip was produced for the SSPTV network. The 60 second film showed a girl getting ready for a night out and running through the 'Keys, Money, Phone, Plans to get Home' message. The campaign artwork was also used on the film clip.

4.3.6 Give Aways

- **Key Rings** were purchased and distributed via "I AM VIP" photo key ring network ("I AM VIP" provide a service where they take photos of couples and groups in busy bars, then sell photo key rings for around £3 each. Their key rings are given to the group straight away and are hugely popular with women locally. Campaign key rings were given to "I AM VIP" to distribute with their own key rings, and were also handed out by police officers to use as an engagement tool)
- **Mobile Phone Charms** were purchased to carry the campaign message. The reverse side is a cleaning cloth material for the mobile phone, giving people a reason to keep them. The charms were supplied with a backing card with key messages on.

4.3.7 Viral Video

- An **in-house video** was produced by Northumbria Police for the younger age range of the target audience. It showed various girls getting ready to leave for a night out and running through the 'Keys, Money, Phone, Plans to get Home' message. The campaign video had sound and was displayed on the Northumbria Police website, YouTube, facebook and the Partnership's Media Player

4.3.8 Action Nights

- Additional funding from the SSP allowed the campaign to be ‘brought to life’ (see section 4.3.11) with **street projectors, Digi-Vans, and additional staff engagement**, engaging with the public and talking about the simple safety steps people can take.

4.3.9 PR Activity

- A **full press and media campaign** was implemented working with the Police Media Advisors and local press and good coverage was received.

4.3.10 As this was a force wide campaign, Northumbria Police HQ committed to, and funded, a base level of marketing activity (e.g. the give aways, promotional materials, radio adverts, transport advertising, as well as engagement tools to facilitate face-to-face interaction).

4.3.11 In order to maximise the impact and success of the campaign, the SSP used some of its marketing and communications budget to buy additional 'building blocks' to strengthen the impact of the campaign in Sunderland (see table 1)

Table 1: Costs for the additional activity funded through the SSP for the ‘Keys, Money, Phone’ campaign	
Item	Cost
Digivan in the city centre on Friday and Saturday nights (4/5 June and 18/19 June), which showed a short film on the subject	£1196
Street projector in the city centre on key nights	Nil
The extension of the Galaxy and Metro radio campaign to cover SunFM for a more local audience. There were no production costs as Police HQ had already paid for the adverts to be produced. The SSP funded the license to re-use the radio adverts and the airtime. The 4 week SunFM campaign with 50 ads a week, in the 6am-10am and 4pm-7pm time bands	£2106
Washroom panels in female toilets in the city centre pubs displayed posters. 12 panels were used for 4 weeks coverage.	£960
Bluetooth messaging was used (no additional cost). This operates via a Bluetooth hub (owned by the area command) which can be situated at various locations. The messages can be preset for each different campaign. It automatically sends the message to anyone within a 50 metre radius of the hub. The message sent was “ <i>Planning a night out? Plan to stay safe. Keys, money, phone, plans to get home. Visit www.northumbria.police.uk for more information</i> ”	Nil
TOTAL	£4,262

4.4 Schedule of Communication Activity: Phase 2

4.4.1 A second, but smaller phase of the campaign was developed following very encouraging feedback from phase 1. This was intended keep the messages in people's minds. This ran from 23rd August - 5th September (centering around the August Bank Holiday weekend) and included:

- 2 weeks of radio advertising on Metro Radio and Galaxy Radio
- Campaign messages on the Police homepage, SSP WebPages, facebook, twitter and YouTube
- Mobile phone/handbag charms handed out
- Posters distribution by the Area Commands
- Personal safety cards handed out
- Tent cards displayed in shops/cinemas/bars etc.
- Bluetooth Messaging done in popular areas on busy nights
- Digi-van
- Street projector

5.0 Campaign 2 - Operation Barracuda to Tackle Alcohol Related Violence: "The Difference between Drink and Drunk is "U" Campaign

5.1 Purpose of the campaign

5.1.1 Throughout February and March 2010, a hard hitting police operation (Barracuda) focussed on license holders in the city. As well as carrying out additional joint visits to licensed premises, extra officers were on patrol to stamp down on crime and disorder linked to the night time economy. The Operation was hailed a success and now runs intermittently over weekends and focuses on hot spots right across Sunderland.

5.1.2 Operation Barracuda was backed up by a joint SSP and Northumbria Police marketing and communications campaign. The purpose was two fold:

- It provided a clear message that the police and partners were cracking down on drunken disorder in the city
- It also promoted the positive message that the SSP and Northumbria Police were working together to make Sunderland an even safer and enjoyable place to enjoy a night out.

5.2 Target Audience and Key Messages

5.2.1 The target audience for the campaign were people aged 18 to 30 coming into the city centre to enjoy a good night out in the pubs, clubs and bars.

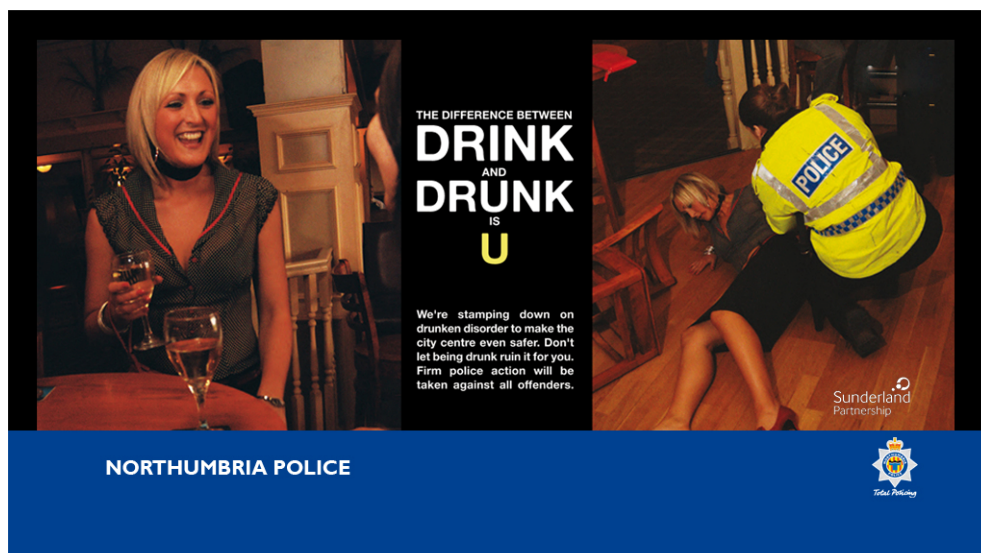
5.2.2 The campaign strapline was “The Difference between Drink and Drunk is U”. The overall theme was that “we’re working hard to make the city centre an even safer place to enjoy a night out - don’t let being drunk ruin it for you.”

5.2.3 The key messages were:

- Sunderland is a good, safe vibrant place to enjoy a night out
- Have fun but don't take it too far
- Excess drinking makes you more likely to commit offences
- Crime and disorder won't be accepted.

5.2.4 There was a different poster design aimed at women compared to that aimed at men. The artwork used depicted before and after photos, highlighting that it is possible to have a good night out without taking it too far and crossing the line. There is one set of before and after photos depicting a female, and one set depicting a male.

5.2.5 The message is more positive on the ‘Drink’ photos, with it becoming a more forceful policing message on the ‘Drunk’ posters. The clear presence of a police officer gets across this message and this element of the poster shows that the people have taken things too far.



5.3 Schedule of Communication Activity

5.3.1 This was primarily a poster campaign, backed up by Home Office TV adverts (“you wouldn’t start a night like this”) for use on the digi-van and SSPTV.

5.3.2 The campaign commenced on 15th March and activities ran until mid April. It has been repeated at key seasonal times, such as Bank Holiday weekends.

5.3.3 Activities have included:

- Adshels in key city centre locations, main routes in to the city centre and outside university buildings. These ran from 15th March until 11th April, including the Easter Bank Holiday.
- Escalator panels at Park Lane Metro Station (the main station people use for a night out in Sunderland) from 15th March until 11th April
- Washroom Posters in 4 popular bars (Blu Bambu, Chase, Diva, Liquid)
- The ad-van was used on 2 weekends around busy locations on night times to display the drink or drunk artwork. This allowed the campaign creative to be reinforced and seen in numerous places in the city centre. The mobile nature of it meant it could park right outside the bars
- The digi-van was used on the Easter Bank Holiday weekend around busy locations on night times to play the Home Office advert 'you wouldn't start a night out like this'. This allowed the hard hitting message to be seen in numerous places in the city centre and the mobile nature of the van meant it could also park right outside the bars
- Posters for students in university residence and buildings (distributed through the Student Union). Posters were also placed in takeaways and wherever people hang around later in the night
- PR and Media promoting the campaign
- Beer Mats in city centre bars with the key messages on
- Messages on the SSPTV network throughout Sunderland
- Street Projector
- Bluetooth messaging on Friday, Saturday and Monday nights at main bar areas. The message used was *"The difference between Drink and Drunk is U. We're stamping down on drunken disorder to make the city centre even safer, so have fun but don't let being drunk ruin it for you"*.
- Flyers/postcards were distributed on Friday, Saturday and Mondays and also in student premises. Police handed out red and yellow flyers to anyone causing trouble or behaving in a way that could have the potential to cause trouble, warning them if they didn't improve their behaviour they could face being arrested. The colour flyer

someone received - red or yellow - depended on the scale of their behaviour



5.4 Campaign Costs

5.4.1 The campaign costs were £11,430 (see table 1 below) and the campaign has continued to run at key time throughout the year (e.g. bank holidays) since it was launched in March. This was a Sunderland specific campaign, rather than force wide. In comparison, the estimated social and economic cost of a single 'violence against the person' offence is £10,407 (this is based on 2003 figures from the Home Office).

Item	Supplier	Cost
Creative - Appointment of external agency to develop artwork	Pearsons	£2,000
20 x Adshels in city centre locations (including production) – 4 weeks for main routes in and around university accommodation	CBS Outdoor	£4,120
28 x Metro escalator panels at Park Lane station – 4 weeks	CBS Outdoor	£1,458
Ad-van x 5 nights (Friday, Saturday, Monday then Friday, Saturday)		£1,300
Digi-van x 3 nights (Friday, Saturday, Monday)	SA Media	£897
Washroom Panels and men's toilets in top bars) 12 x 4 weeks (3 panels in each of Blu Bambu, Chase, Diva, Liquid)	Ads Direct	£1,200
A3 Posters (@12p each x 100)		£12
Red/yellow postcards (@3p each x 200)		£6
Beer Mats x 2,500 for city centre bars and clubs	Alphagraphics	£437

TOTAL		£11,430
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6.0 Impact, Evaluations and Campaign Feedback

6.1 The most recent safer communities survey (June 2010 compared to October 2009) shows that there has been improvements around:

- People being very worried about being physically attacked by strangers. This has improved significantly from 37% worried to 33% worried.
- Perceptions of people being drunk and rowdy. This has gone down from 23% thinking it is a big problem to 19%.
- Feelings of safety walking in their area after dark which has improved from 45% feeling safe to 50%
- Worry about violence overall has stayed stable at 15%

These improvements are despite the current increases in most serious violence, violence against the person and alcohol related violence in the city centre since April 2010 to October 2010.

6.2 Balance, the North East Regional Alcohol Office is currently carrying out a form evaluation of the 'Keys, Money, Phone' campaign and results will be available in the New Year.

6.3 In addition, informal and anecdotal feedback has continued to be sought throughout both campaigns. For example:

- There has been excellent feedback from police officers around the credit card sized safety cards. They gave officers a reason to engage with young people and officer found many people approached them directly for cards if they had seen their friends with them.
- Retailers in the city centre were very supportive around displaying the tent cards and liked the key messages. Some large employers, who had helped distribute the cards, had provided very positive feedback and they liked the safety messages and the useful tips (e.g. store an ICE number on your phone, and keep some cash separate).
- For both campaigns, there was very positive feedback around the digi-van and advan with people taking notice of the messages. The digi-van driver reported lots of people reading the message on the van and walking around to see both sides. Police officers have also reported that when the digi-van is used it attracts a lot of attention, meaning the officers can engage with the people who come over to find out what's going on. However, they did not appear to take as much notice of the Street Projector.

6.4 As the report has demonstrated, there have been specific campaigns developed to tackle alcohol related violence associated with the night-time economy as well as improving feelings of safety. In addition, there

has also been a range of campaigns that challenge alcohol misuse generally. This has included challenging parents who purchase alcohol for their children; raising the public's awareness of campaigns such as 'Know Your Limits to improve awareness of alcohol content and improve individuals' health; and promoting access to advice and information around problematic alcohol use. Wherever possible, the SSP supports Balance (the North East regional alcohol office) to challenge the public's perceptions of alcohol use to move towards a more sensible and safe approach to alcohol consumption.

- 6.5 On a more general note, the approaches described in this report have contributed to a much wider range of marketing and communications work carried out by the SSP. Collectively, this has contributed to a significant improvement as feelings of safety which have continued to improve in the last 2 years and the perception gap is beginning to close. The percentage of residents who said they feel safe living in Sunderland has increased steadily from 76% (in December 2009), to 78% (March 2009) up to 80% (June 2010). This is also a significant improvement from 51% in 2008¹. This is also supported by almost a 29 percentage point improvement in perceptions of anti-social behaviour (ASB) as a problem, reducing from 51% in 2003 to 22.5% in 2009. This is coupled with excellent reductions of recorded incidents of ASB.

7.0 Safer Sunderland Partnership Television (SSPTV)

- 7.1 The Sunderland Partnership (joint SSP and LSP system) now has 20 plasma TV screens in public areas across the city displaying a range of community safety messages, including advice on how to access support services and advice on how to report problems and stay safe. An independent evaluation found that between 51-71% of people who have viewed the screens say they felt safer as a result of what they had seen.
- 7.2 Screens are located right across Sunderland such as some GP surgeries, cafes and community buildings. An additional screen is shortly due to be located in the County Court. There are currently 3 screens in the city centre in:
- Sunderland Magistrates Court
 - McDonalds on High St West
 - The Café in Wilkinson's on Fawcett St
- 7.3 The content is updated every quarter and local partnership initiatives are filmed and promoted alongside messages and artwork from a range of SSP campaigns. There are numerous SSPTV film clips and messages linked to the night time economy (both directly and indirectly). The direct messages currently supporting work to tackle alcohol related crime in the night time economy cover the following initiatives:
- Best Bar None

¹ However, some caution must be taken in directly comparing results between the two surveys as whilst the question wording and methodology is the same, the questionnaires were slightly different.

- Lock Em Inn
- Street Pastors
- Taxi Marshals
- Keys, Money, Phone film
- Drink or Drunk
- Pubwatch
- Binge Drinking
- Alone in a Crowd
- Drink Aware
- Big Drink Debate
- Keys, Money, Phone safety tips
- Fights after closing time? - Not in our city
- Alcohol (schools competition storyboard winner)
- Cardiff Model

8.0 Recommendations

8.1 Members are asked to endorse the marketing and communications approach taken by the SSP and Northumbria Police to help tackle alcohol related violence in the night time economy; and improve feelings of safety on the city.

9.0 Background Papers

- Safer Sunderland Partnership's Marketing and Communications Plan
- Personal safety and the night time economy campaign brief
- Northumbria Police Drink Awareness campaign brief
- Safer Sunderland Partnership TV Evaluation Report
- Report on the Safer Communities Survey Findings August 2010

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COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9th NOVEMBER 2010

SUNDERLAND STREET PASTORS

REPORT OF CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3 SAFE CITY

CORPORATE IMPROVEMENT OBJECTIVES: CI01: Delivering Customer Focussed Services, CI04: Improving partnership working to deliver 'One City'

1. Purpose of the Report

- 1.1 To provide Members of the Community and Safer City Scrutiny Committee with information about the Street Pastors and how the scheme operates within Sunderland.

2. Background

- 2.1 A Street Pastor is a Church leader/minister or member with a concern for society. They help people who have had too much to drink or who are left feeling vulnerable. Street Pastors regularly work with young people and are willing to engage people in a number of locations including the streets, in the pubs and clubs or at parties. Support provided can range from; practical help supplying flip flops or water, to support and guidance to those who are unable to look after themselves properly.
- 2.2 Street Pastors are also willing to work with fellow activists, church and community leaders, and with agencies and projects, both statutory and voluntary, to look at collaborative ways of working on issues affecting youth, and initiatives that will build trust between them and the Street Pastors.

3. Current position

- 3.1 The first 40 volunteers were officially recognised by the Church as Street Pastors in a ceremony at Sunderland Minster on Friday, 9 July 2010. They are now on patrol in Sunderland city centre from 10pm until 4am on Friday, Saturday and Monday nights.
- 3.2 The presentation provides further information about the work carried out by the Street Pastors. The presentation is attached as Appendix A of this report.

4. Recommendations

- 4.1 Members are asked to note the report and provide any comments as appropriate.

5 Background Papers

No background papers

Contact Officer: Claire Harrison
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SUNDERLAND STREET PASTORS

- Volunteers
- Working 10.00 pm – 4.00 am
- Friday, Saturday, and Monday nights
- Helping
- Listening
- Caring

- Since July we have given out...
592 pairs of Flip Flops
144 bottles of water
- Picked up.....
907 glass bottles or glasses
from the streets
- Administered First Aid to...
63 people

Making a
difference to the
streets of
Sunderland
through acts of
kindness.



COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9th NOVEMBER 2010

CARDIFF MODEL IMPLEMENTATION WITHIN CITY HOSPITALS SUNDERLAND NHS FOUNDATION TRUST

REPORT OF CITY HOSPITALS SUNDERLAND

STRATEGIC PRIORITIES: SP3 SAFE CITY

CORPORATE IMPROVEMENT OBJECTIVES: CI01: Delivering Customer Focussed Services, CI04: Improving partnership working to deliver 'One City'

1. Purpose of the Report

- 1.1 To provide Members of the Community and Safer City Scrutiny Committee with an overview of how the Cardiff Model is being implemented within Sunderland Royal Hospital.

2. Background

- 2.1 The Cardiff model was developed from a dataset based upon a study carried out by Dr. Jonathan Shepherd in Cardiff, which looked into the effects of alcohol upon the night time economy, and also studied the numbers of alcohol related assaults which present to Accident and Emergency departments, and the best way to tackle this issue in order to drive down the number of presentations.

3. Current position

- 3.1 The presentation provides an overview of the Cardiff Model and provides information on the effectiveness of the model as well as challenges associated with implementation. The presentation is attached at Appendix A of this report.

4. Recommendations

- 4.1 Members are asked to note the report and provide any comments as appropriate.

5 Background Papers

No background papers

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Sunderland Royal Hospital Cardiff Project Cain Thomason / Leanne Davis



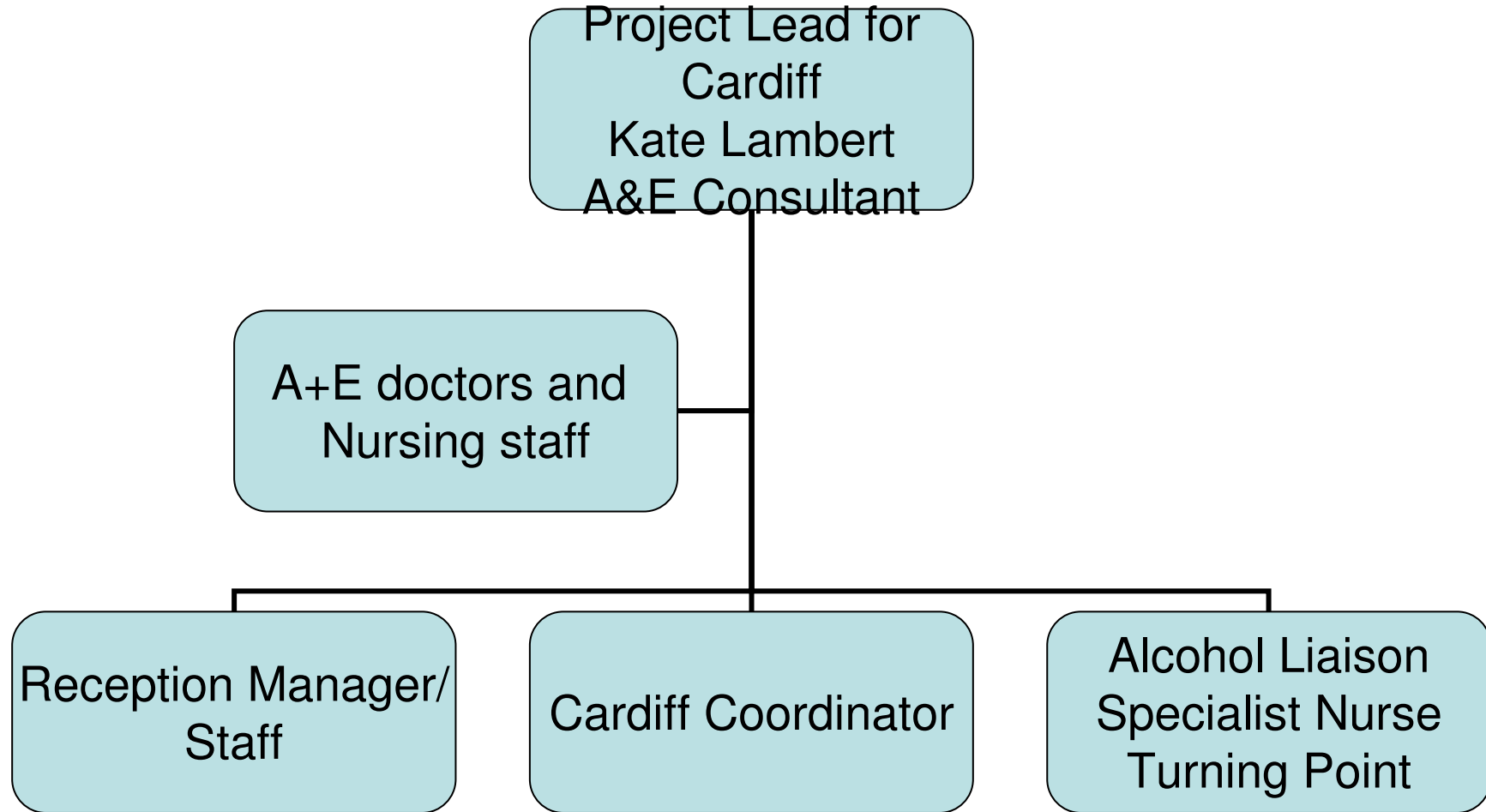
Background

- An initiative to tackle alcohol related violence was established under the Safer Capital Partnership in Cardiff led by Professor Jonathon Shepherd
- Intended to reduce the incidents of alcohol related violence and the consequences of it
- To fill the information void between the number of incidents occurring and those reported to the Police (BCS – only 25% of moderately serious offences reported to the police)
- Cost to the Health Service including the Emergency Department, Maxillofacial Clinics, etc

Overview of Cardiff Model

- Identify Attendees to A&E dept
- Assault due to alcohol
- Data gathering
- Basic analysis
- Sharing information
- Safer Communities for further analysis
- Police for strategic analysis
- Local Authority for licensing reviews

Hospital Project



Attendance to A&E

- On attendance patient is clerked into reception using HISS (Patient Admin. System)
- Minimum Dataset is available as a screen built into HISS system and completed by reception staff if patient has suffered alcohol related assault.

View Customer Defined Screen

Incident Type:

Assault Location:

If other:

Pub Name:

Street:

Locality:

Town:

County:

Postcode:

Inside/Outside Pub:

Weapon used:

Where was your last drink:

Reported to Police

Options
<Return> <Exit>

Use of Data

- All Data is protected by and in line with Caldicott Guidelines for sharing
- Anonymity is mandatory
- Consent required for discussion outside of Trust
- Linked with Alcohol Project
- Audited on regular basis

Use of data cont

- Data is shared on a two weekly basis with the Safer Sunderland Partnerships performance and information analysts
- Information is included on a monthly basis with the Police as part of their Tasking and Coordination Groups, particularly in relation to the Violent Crime Section
- When the information is of sufficient quality it will also be shared with Sunderland City Council's Trading Standards Department for licensing reviews

Numbers

- Total Alcohol Attendances to SRH A&E from start Oct 2009 – Oct 2010 6090
- Total of Cardiff presentations from Oct 2009 to end Sept 10 – 925
- 15.1% of alcohol related presentations to A&E fall under Cardiff Model.

Challenges



Challenges

- Patient willingness to impart information
- I.T. issues
- Data Completeness
- Staffing difficulties/ awareness training

Effectiveness

- Patient support within hospital/brief intervention training for staff
- Greater police presence in and around city centre
- Licensing reviews for problem premises
- Safer communities
- Less attendances to A&E
- Better use of hospital resources

Importance

- City Hospitals Sunderland duty of care to people of Sunderland
- Preventing reoccurrence through patient experience
- Reliable, caring, confidential = trust
- Reliability of information improves focus
- Links to the Safer Sunderland Partnership priority to reduce alcohol related violent crime

Next Steps

- To improve current data quality
- To link with Balance to gain access to additional data from the North East Ambulance Service
- To extend the Cardiff Model to Walk-In Centres across the City to improve intelligence and to help identify hot spots for alcohol related disorder

Conclusion

- Cardiff model effectively implemented
- Less risk and more alcohol support for victims
- Regular review through training/steering groups
- Improving service

Any Questions?



COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9th NOVEMBER 2010

ALCOHOL, VIOLENCE AND THE NIGHT TIME ECONOMY: PROGRESS REPORT

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP 3: SAFE CITY

CORPORATE PRIORITIES: CIO1: Delivering Customer Focused Services, CIO4: Improving Partnership Working to Deliver 'One City'.

1. Purpose of Report

- 1.1 The purpose of this report is to provide members with an ongoing progress report in relation to this years policy review around Alcohol, Violence and the Night time Economy

2. Background

- 2.1 An initial scoping document providing several options for detailed focus was presented to the Committee on 6th July 2010. A further report was presented at the 14th September 2010 meeting which added structure to the review and further focus on the subject area.
- 2.2 The title of the review was agreed as Alcohol, Violence and the Night time Economy. It was agreed that a task and finish group would be set up to investigate Licensing and enforcement of the city's Licensing Policy.

3. Progress on the Policy Review

- 3.1 The second meeting of the task and finish group will take place in November. The group will consider evidence from Sarah Howson, Licensing Co-ordinator, Northumbria Police and Tom Terrett, Trading Standards and Licensing Manager.
- 3.2 All members of the Committee will be invited to the next task and finish group. Regular updates will be provided to the Committee regarding the evidence gathered by the task and finish group.
- 3.3 There have been two dates suggested for the visit to the City Centre, the 4th December 2010 and the 11th December 2010. The police have advised that a maximum of three members should attend on each visit. When the number of attendees have been confirmed an itinerary will be developed to ensure realistic observations of the City Centre will be

obtained. Should additional visits be required, these will be arranged over the coming months.

- 3.4 Cllr Heron attended the Best Bar None Awards in his role as Chair of the Committee. The awards were held on Sunday 17th October at the Stadium of Light in Sunderland. The Best Bar None scheme is a national scheme, now operating in over 100 towns and cities across the UK, which recognises and celebrates well managed licensed premises within the evening economy. Verbal feedback from the awards will be provided at Committee.

4. Recommendations

- 4.1 That members note and comment on the progress in relation to the policy review.

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COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9 NOVEMBER 2010

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 NOVEMBER 2010 – 28 FEBRUARY 2011

REPORT OF THE CHIEF EXECUTIVE

1. Purpose of the Report

- 1.1 To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 November 2010 – 28 February 2011 which relate to the Community and Safer City Scrutiny Committee.

2. Background

- 2.1 The Council's Forward Plan contains matters which are likely to be the subject of a key decision to be taken by the Executive. The Plan covers a four month period and is prepared and updated on a monthly basis.
- 2.2 Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Forward Plan) and deciding whether Scrutiny can add value in advance of a decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.3 Members requested that only those items which are under the remit of the Committee be reported to this Committee. The remit of the Committee covers the following themes:-

Safer Sunderland Strategy; Social Inclusion; Community Safety; Anti Social Behaviour; Domestic Violence; Community Cohesion; Equalities; Licensing Policy and Regulation; Community Associations; Registrars

- 2.4 In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

3. Recommendation

- 3.1 It is recommended that the Committee considers the Executive's Forward Plan for the period 1 November 2010 – 28 February 2011.

4. Background Papers

4.1 There were no background papers used in the preparation of this report.

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**Forward Plan -
Key Decisions for
the period
01/Nov/2010 to
28/Feb/2011**



**E Waugh,
Head of Law and Governance,
Sunderland City Council.**

14 October 2010

Forward Plan: Key Decisions for the next four months - 01/Nov/2010 to 28/Feb/2011

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01434	To review to Council's Licensing Policy Statement	Cabinet	03/Nov/2010	Scrutiny Committee; Northumbria Police; Tyne and Wear Fire & Rescue Service; Local Businesses & Residents; Reps of the Licensing Trade and Members' Clubs	Written requests to principal consultees; internet	Via the Contact Officer by 20 October 2010 - Community and Safer City Scrutiny Committee	Report	Tom Terrett	5611715

COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

9 NOVEMBER 2010

WORK PROGRAMME 2010-11

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP3 – Safe City

Corporate Priorities: CIO1: Delivering Customer Focused Services, CI04: Improving partnership working to deliver ‘One City’.

1. Purpose of the report

- 1.1 The report attaches, for Members’ information, the current work programme for the Committee’s work during the 2010-11 Council year.
- 1.2 The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of Safer City, support delivery of the related themes of the Local Area Agreement, and, through monitoring the performance of the Council’s services, help the Council achieve its Corporate Improvement Objectives CIO1 (delivering customer focussed services) and C104 (improving partnership working to deliver ‘One City’).

2. Background

- 2.1 The work programme is a working document which the Committee can develop throughout the year. The work programme allows Members and officers to maintain an overview of work planned and undertaken during the Council year.

3. Current position

- 3.1 The work programme reflects discussions that have taken place at the 12 October 2010 Scrutiny Committee meeting. The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme developed from the meeting will form a flexible mechanism for managing the work of the Committee in 2010-11.

5 Recommendation

- 5.1 That Members note the information contained in the work programme and consider the inclusion of proposals for the Committee into the work programme.

Contact Officer: Sarah Abernethy, Acting Assistant Scrutiny Officer
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	JUNE 8.5.2010	JULY 6.7.10	SEPTEMBER 14.9.10	OCTOBER 12.10.10	NOVEMBER 9.11.10	DECEMBER 7.12.10	JANUARY 12.1.11	FEBRUARY 9.2.11	MARCH 9.3.11	APRIL 20.4.11
Cabinet Referrals and Responses			Anti-social Behaviour Feedback from Cabinet		Article 4- Licensing Policy Statement					
Policy Review	Proposals for policy review (Claire Harrison)	Scope of review – (CH) Tackling Serious Youth Violence (KH) Review of the Council's Licensing Policy Statement (TT)	Setting the Scene (LD/KH)	Victims Champion report (KS) Neighbourhood Helpline update (LSL) Best Bar None and Pubwatch (LH) Policy review update (CH)	Cardiff Model – A&E (CT) SSP Marketing (JS) Street Pastors (DB) Policy Review update (CH)	Evidence Gathering Drink Banning Orders PCT Perspective	Evidence Gathering	Evidence Gathering	Evidence Gathering	Final Report
Performance			Performance and Value for money assessment			Performance Q2				Performance Q3
Scrutiny	Request to attend conference (CH) Work Programme 2010/11 (CH) Forward Plan	Poverty of Place Visit (SB) Feedback from Conference Work Programme 2010/11 (CH) Forward Plan (CH)	Policing in the 21 st Century Consultation (SD) Feedback from Poverty of Place Visit (CH) Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan	Out of hours schools (RB) Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan	Work Programme 2010/11 (CH) Forward Plan
CCFA/Members items/Petitions										