

COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE

12 OCTOBER 2010

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

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3 – SAFE CITY

CORPORATE IMPROVEMENT OBJECTIVES: CIO1: Delivering Customer Focused Services, CIO4: Improving Partnership Working to Deliver ‘One City’.

1. Purpose of the Report

- 1.1 To inform Members of the Community and Safer City Scrutiny Committee 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.

2. Background

- 2.1 Best Bar None (BBN) is a national award scheme supported by the Home Office and aimed at promoting responsible management and operation of alcohol licensed premises. It was piloted in Manchester in 2003 and found to improve standards in the night time economy, with premises now competing to participate. It has since been adopted by 100 towns and cities across the UK and is now being taken up internationally.
- 2.2 The aim of BBN is to reduce alcohol related crime and disorder in a town/city centre by building a positive relationship between the licensed trade, police and local authorities.
- 2.3 It reduces the harmful effects of binge drinking as well as improves the knowledge and skills of enforcement and regulation agencies, licensees and bar staff to help them responsibly manage licensed premises.
- 2.4 The process of becoming recognised by BBN includes meeting minimum standards and culminates with a high profile award night with category winners and an overall winner.
- 2.5 Responsible operators are recognised and able to share good practice with others. A scheme can also highlight how operating more responsibly can improve the profitability of an individual business and attractiveness of a general area.

- 2.6 In 2007 an agreement was reached between Greater Manchester Police, the Home Office and BII (British Institute of Innkeeping), the professional body for the licensed retail sector, to develop the scheme nationally. An independent committee has been formed and is currently chaired by Lord Rupert Redesdale.

3. Current position

- 3.1 In 2009 fifteen Sunderland city centre licensed premises took part in the first Sunderland BBN scheme and thirteen premises received the highly acclaimed Accreditation.
- 3.2 The aim of the Sunderland scheme is to work with the licensed trade to create a safer city centre for all and thus encourage even more visitors into the city centre by raising public awareness of the benefits of choosing well run license premises. Other partners include Northumbria Police, Tyne and Wear Fire and Rescue, Sunderland Council Licensing Team, Community Safety Partnership, City Centre Management and Pubwatch.
- 3.3 The BBN scheme, year two in Sunderland, has been extended to include licensed premises within the City as a whole with the aim of all partners continuing to work together to reduce the risk of alcohol related harm, disorder and crime by identifying and rewarding responsible operators and sharing good practice.
- 3.4 Venues entering the scheme are assessed against categories including door, drink and drugs policy, crime prevention and emergency procedures. Applications are collated and venues receive an inspection visit from the Sunderland BBN team (trained to national standard) to assess their practices and policies.
- 3.5 Premises that meet the criteria will then be awarded 'Accredited' status and will be able to display the Best Bar None logo. This will show customers that they are socialising in a venue that is committed to their care and safety.
- 3.6 The top scoring venues in the pub, club, bar, community pub and bar/restaurant categories are considered by an independent BBN judging panel.
- 3.7 The scheme culminates in an awards ceremony on the 17 October 2010, with one establishment crowned Best Bar None 2010 Sunderland.

4. Recommendations

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

Contact Officer: Louise Hardy
City Centre Manager
0191 565 3806
Louise.Hardy@sunderland.gov.uk