

# Public Document Pack



To: Sandy Kelman, Convener; Stuart McPhee, Vice Convener; and Peter Benton, Dave Bliss, Ken Eddie, Gillian Flett, Daniel Forbes, Tara-Erin Gilchrist, Andrew Jones, Shamini Omnes, Emily Queen and Diane Sande.

Town House,  
ABERDEEN, 9 March 2016

## LOCAL LICENSING FORUM

The Members of the **LOCAL LICENSING FORUM** are requested to meet in Committee Room 4 - Town House on **WEDNESDAY, 16 MARCH 2016 at 2.00 pm.**

FRASER BELL  
HEAD OF LEGAL AND DEMOCRATIC SERVICES

### **B U S I N E S S**

- 1 Minute of Meeting of 12 January 2016 (Pages 5 - 12)
- 2 Matters Arising
- 3 Membership Updates

### **INTELLIGENCE (TO INFORM THE WORKING GROUP OF THE LICENSING FORUM)**

- 4 Community Licensing Toolkit (Pages 13 - 40)
- 5 Statement of Licensing Policy Consultation (Pages 41 - 46)
- 6 MESAS 2016 Annual Report (Pages 47 - 62)

7 Aberdeen City ADP and Alcohol Aberdeen's Festive Campaign Evaluation Report  
(Pages 63 - 70)

8 Safer Torry Evaluation Report (Pages 71 - 84)

**LICENSING OBJECTIVE 1 : PREVENTING CRIME AND DISORDER**

9.1 Update from Police Scotland

**LICENSING OBJECTIVE 2 : SECURING PUBLIC SAFETY**

9.2 Update from Licensing Standards Officer

**LICENSING OBJECTIVE 3 : PREVENTING PUBLIC NUISANCE**

9.3 Update from Unight Representative

**LICENSING OBJECTIVE 4 : PROTECTING AND IMPROVING PUBLIC HEALTH**

9.4 Update from NHS Grampian and Alcohol and Drugs Partnership

**LICENSING OBJECTIVE 5 : PROTECTING CHILDREN FROM HARM**

9.5 Update from Children's Services Representative

10 Progress Statement (Pages 85 - 88)

Website Address: [www.aberdeencity.gov.uk](http://www.aberdeencity.gov.uk)

Should you require any further information about this agenda, please contact Iain Robertson, tel. 01224 522869 or email [iairobiertson@aberdeencity.gov.uk](mailto:iairobiertson@aberdeencity.gov.uk)

**Substantive Members (voting)**

<b>Holders of premises licences and personal licences</b>
Stuart McPhee, UNIGHT, <u>Vice Convener</u> Vacancy, Off Sales
<b>Chief Constable for the police area in which the Forum's area is situated</b>
Sgt Gillian Flett
<b>Persons having functions relating to health, education or social work</b>
Sandy Kelman, Aberdeen Alcohol and Drugs Partnership, <u>Convener</u>
Shamini Omnes, NHS Grampian
Peter Benton, Aberdeen Samaritans
Emily Queen, Community Safety Partnership
Andrew Jones, Education, Aberdeen City Council
Dave Bliss, Children's Services, Aberdeen City Council
<b>Young People</b>
Vacancy, Aberdeen City Youth Council
<b>Persons resident within the Forum's area</b>
Ken Eddie, Aberdeen Civic Forum
<b>Licensing Standards Officer</b>
Diane Sande (or Tara-Erin Gilchrist)

**Co-optees (non-voting)**

<b>Holders of premises licences and personal licences</b>
David McNair
William Christie
Adrian Gomes
<b>Persons having functions relating to health, education or social work</b>
Gerry Bowyer, Street Pastors
Heather Wilson, NHS Grampian
<b>Persons resident within the Forum's area</b>
Piotr Teodorowski, Aberdeen Civic Forum
<b>Other</b>
Bob Westland, Door Security

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**LOCAL LICENSING FORUM**  
Tuesday, 12 January 2016

Members present: Sandy Kelman, Alcohol and Drugs Partnership Convener; and Peter Benton, Aberdeen Samaritans; Gillian Flett, Police Scotland; Emily Queen, Community Safety Partnership, Shamini Omnes, NHS Grampian and Diane Sande, Licensing Standards Officer.

Also present: Daniel Forbes, Bucksburn Community Council; Heather Wilson, Public Health and Iain Robertson, Democratic Services.

Apologies: Stuart McPhee, Dave Bliss and Adrian Gomes.

Item	Discussion	Action / Decisions	To be actioned by
1	<p><b><u>Membership Updates</u></b></p> <p>The Convener opened the meeting and nominated Daniel Forbes (Bucksburn CC) as the Community Council representative to the Forum. This nomination was seconded by Shamini Omnes and thereafter the Forum agreed to appoint Stuart McPhee as a voting member on the Forum.</p> <p>The Convener asked if any reply had been received from the prospective Young Persons representative to the Forum and the Clerk advised that he had received no correspondence from the representative or the Aberdeen Youth Council since the last meeting. The Convener instructed the Clerk to correspond with the Aberdeen Youth Council to ask them if they would be open to the Convener addressing a future meeting.</p> <p>The Clerk highlighted that there was still an Off Sales membership vacancy and Diane Sande advised that a potential candidate had been identified and was hopeful that she would attend the next meeting.</p>	<p>The Forum resolved to appoint Daniel Forbes as the Community Council representative to the Forum;</p> <p>To instruct the Clerk to correspond with Aberdeen Youth Council (AYC) to ask if they would be open to the Convener addressing a future AYC meeting; and</p> <p>LSOs to provide an update at the next meeting.</p>	<p>I Robertson</p> <p>I Robertson/S Kelman</p> <p>D Sande/ T-E Gilchrist</p>

Item	Discussion	Action / Decisions	To be actioned by
2	<u>Minute of Previous Meeting of 18 November 2015</u>	N/A	N/A
3	<u>Matters Arising</u>	<p>(i) With reference to Item 3(i) Diane Sande advised that the 2013-14 Annual Report was now outdated and proposed that the Forum should receive the 2015-16 Annual Report after it had been submitted to the Licensing Board in April 2016; and</p> <p>(ii) to note that all other matters would be covered under today's agenda items.</p>	D Sande / T-E Gilchrist  N/A
4	<u>Revised 2016 Meeting Dates</u>	<p>The Clerk proposed that the 15 November 2016 meeting be brought forward to 8 November 2016 to avoid a clash with the Licensing Board which had been scheduled to meet on that date. The Clerk advised that the rearranged meeting had been provisionally scheduled for 2pm on 8 November 2016 in Committee Room 4.</p> <p>The Clerk informed the Forum that he and the Clerk to the Licensing Board had agreed a provisional date for the Joint Meeting of the Licensing Board and Forum, subject to the approval of the Forum. He advised that this meeting had been scheduled for 2pm on 8 June 2016 in Committee Room 2.</p>	I Robertson          I Robertson
5	<u>Update from the Statement of Licensing Policy Working Group</u>	<p>The Convener appended a draft letter that subject to the Forum's approval would be submitted to the Convener of the Licensing Board. He advised that the letter contained nine draft recommendations which had been developed by the SLP Working Group and he requested that members provide feedback on the recommendations.</p>	S Kelman          I Robertson

Item	Discussion	Action / Decisions	To be actioned by
	<p>With regards to Recommendation 4(d), members requested the addition of criteria related to licenses applied for and granted;</p> <p>With regards to Recommendation 5 (Updates on baseline data), members requested that the term “personal interpretation” be revised to read the “<i>Board’s collective interpretation</i>” or their “<i>own interpretation</i>”;</p> <p>With regards to Recommendation 7, members requested that wording be included to reflect that other Local Authority Licensing Boards had defined the minimum distance between licensed premises in which a license would be granted.</p>	<p>To request that the final letter be presented to the Forum at its next meeting; and</p> <p>To request that LSOs correspond with ACC’s Community Council Liaison Officer to explore if licensing training could be provided to Community Councils.</p>	<p>I Robertson (for agenda)</p> <p>D Sande/T E Gilchrist</p>
<p><b>6</b></p> <p><b><u>IAS – Evaluating the Public Health Responsibility Deal for Alcohol</u></b></p>	<p>The Convener spoke to the report and advised that the report had criticised the Public Health Responsibility Deal and noted that key public health partners had not engaged with the partnership as it had pursued initiatives which had had limited success in reducing the levels of alcohol-related harm. The report had also been critical of the way the partnership had operated; particularly with regards to the role of licensed trade groups.</p> <p>Members then discussed the report and highlighted that the Best Bar None scheme had proven to be effective in Aberdeen and Emily Queen advised that the city had recently been accredited with the Purple Flag, which was a scheme that recognised the excellent management of the evening and night time economy.</p>	<p>To note the report and information provided; and</p> <p>To congratulate Community Safety Partners on their Purple Flag accreditation.</p>	<p>N/A</p> <p>N/A</p>

	Item	Discussion	Action / Decisions	To be actioned by
7	<p><b><u>European Court of Justice Decision on Minimum Pricing of Alcohol</u></b></p>	<p>Heather Wilson advised that the European Court of Justice's judgement delivered in December 2015 confirmed that the Minimum Unit Price (MUP) legislation, passed by the Scottish Parliament in May 2012 does not contravene European law. Ms Wilson explained that the matter would now be referred to the Scottish Inner House of the Court of Session but can only decide in favour of the legislation if "<i>proportionality</i>" could be evidenced and that the aims of MUP could not be better achieved through taxation.</p>	<p>To note the information provided.</p>	<p>N/A</p>
8	<p><b><u>Update from Police Scotland: Licensing Objective 1: Preventing Crime and Disorder</u></b></p>	<p>Gillian Flett provided an update regarding what enquiry was made as to the source of alcohol when recorded crimes involved children and young people who had been drinking alcohol. She informed the Forum that there was not a consistent approach and to that end she had discussed this with senior Police officers to have an appropriate 'prompt' included in the task from the YJMU (Youth Justice Management Unit) and possible overlap with the vulnerable persons database. She explained that she would provide an additional update to the Forum on this development when further progress had been made.</p> <p>Sgt Flett also advised that a number of licensed premises had applied for extended licenses during the festive period for Fridays and Saturdays which had not fallen on Christmas and New Year public holiday dates and these applications had been largely refused. She added that the Winter Festival had few licensing issues, other than a number of minor noise complaints and this was in part due to the visible presence of security officials</p>	<p>To request an update, when further progress had been made on discussions with the Youth Justice Group on the provision of data and analysis into how young people had been accessing alcohol; and</p> <p>To note the information provided.</p>	<p>G Flett</p> <p>N/A</p>



Item	Discussion	Action / Decisions	To be actioned by
9	<p>at the event.</p> <p>No further updates.</p> <p><u>Update from Licensing Standards Officer: Objective 2: Securing Public Safety</u></p>	N/A	N/A
10	<p>Emily Queen advised that plans were currently being developed to expand the membership of UNIGHT, in order to increase the scope and representativeness of the group. She also explained that she would be going on maternity leave in March and the Community Safety Partnership would appoint a new representative to the Forum who would attend the next meeting on 16 March 2016.</p> <p><u>Update from Unight Representative: Objective 3: Preventing Public Nuisance</u></p>	<p>To request that a new Community Safety Partnership representative be appointed ahead of the next Forum meeting in March 2016; and</p> <p>To note the information provided.</p>	<p>E Queen</p> <p>N/A</p>
11	<p>Shamini Omnes advised that NHS Grampian and Public Health colleagues had been working with Community Planning Partners to increase the level of community engagement and participation in Aberdeen City in order to align with the Community Empowerment (Scotland) Act (2015). She added that enhanced community engagement would support the delivery of bottom-up and integrated health and social care services.</p> <p>Heather Wilson appended the UK Chief Medical Officer's Alcohol Guidelines and she advised that the report recommended it was safest for men and women to limit the level of alcohol consumption to no more than 14 units per week to reduce the risk of developing a range of illnesses. Ms Wilson informed the Forum that the period of consultation would run until April 2016 and the existing guidance</p> <p><u>Update from NHS Grampian and Alcohol and Drugs Partnership: Licensing Objective 4: Protecting and Improving Public Health</u></p>	<p>To note the information provided;</p> <p>To note the summary of the proposed new alcohol guidelines;</p>	<p>N/A</p> <p>N/A</p>

	Item	Discussion	Action / Decisions	To be actioned by
		<p>would remain in place until July 2016 when definitive guidance would be published. She added that Public Health would submit a response to the consultation urging a greater focus on the impact of alcohol on children and older people.</p> <p>Ms Wilson then appended a report on the Aberdeen City ADP and Alcohol Aberdeen's Festive Campaign 2015 which illustrated a number of adverts and images that were posted on social media and throughout licensed premises which encouraged people to have fun but also to be safe and responsible when they were drinking alcohol in town. She added that licensed premises had been very helpful in displaying these images and they were now looking to establish links with the city's universities to gain a greater insight into the attitude of their student populations. She advised that a Weekend Partnership survey had received 27 responses so far and thereafter a detailed evaluation of the campaign would be produced.</p>	<p>The Clerk to cascade the web link to the full Chief Medical Officer's report to members of the Forum;</p> <p>To request that the Aberdeen City ADP and Alcohol Aberdeen's Festive Campaign 2015 Evaluation be presented to the Forum at a future meeting; and</p> <p>To note the report.</p>	<p>I Robertson</p> <p>H Wilson/I Robertson (for agenda)</p> <p>N/A</p>
12	<p><u>Update</u> <u>from</u> <u>Children's</u> <u>Services</u> <u>Representative:</u> <u>Licensing</u> <u>Objective</u> <u>5:</u> <u>Protecting</u> <u>Children</u> <u>from</u> <u>Harm</u></p>	No update.	N/A	N/A
13	<p><u>Progress</u> <u>Statement</u></p>	The Clerk spoke to the Progress Report and advised the Forum of the items which should be inserted and removed from the report.	The Clerk to add the Convener's SLP letter to the Progress Statement.	I Robertson

	Item	Discussion	Action / Decisions	To be actioned by
14	<u>Date</u> of <u>Next Meeting</u>	2pm, 16 March 2016.	To note the information provided.	N/A

If you require any further information about this minute, please contact Iain Robertson, tel. 01224 522869 or email [iairobertson@aberdeencity.gov.uk](mailto:iairobertson@aberdeencity.gov.uk)

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# Alcohol licensing in your community

## How you can get involved



### About this toolkit

This toolkit is designed to help anyone who would like to have a say on how alcohol impacts on their community.

It explains how the licensing process works in Scotland, and provides some practical tips to help people who want to get involved.

SECTION

1

Introduction to alcohol licensing.

SECTION

2

Raising concerns about alcohol in your community.

SECTION

3

Raising concerns about an existing alcohol licence.

SECTION

4

Commenting on an alcohol licence application.

SECTION

5

Attending a licensing board hearing.

SECTION

6

Alcohol licensing explained.

# Using this toolkit:

To find out which section of the toolkit is relevant to you, use the chart below:



## Introduction to alcohol licensing

### Why is alcohol licensed?

- Alcohol is not an ordinary product, it is a legal drug that causes a range of harms.
- Alcohol plays a part in many health and social problems - not just to the drinker but also to those around them, including families, neighbours and the wider community.
- Evidence shows that the easier it is to buy alcohol, the more people will drink.
- That is why controls are needed on how, where and when alcohol is sold.

### What is licensed and why?

- Places (for example supermarkets, convenience stores, pubs, restaurants) that sell or serve alcohol must be licensed. These are either permanent licences (premises licences) or temporary licences for specific events (occasional licences).
- People (for example managers or supervisors in licensed premises) that manage the sale of alcohol must have a personal licence.

### What are the licensing objectives?

- There are five licensing objectives, set out in law, that underpin the licensing system in Scotland. These are:
  - Preventing crime and disorder
  - Securing public safety
  - Preventing public nuisance
  - Protecting and improving public health
  - Protecting children from harm

## Who decides who can sell alcohol?

- The local licensing board decides who can sell alcohol, and where and when it can be sold. There are 40 licensing boards across Scotland. Only elected councillors can be members of a licensing board.

## Who else is involved?

Other people who get involved in licensing include:

- Licensing Standards Officers (LSOs)
- Police
- Health board
- Community councils
- Local licensing forum
- Members of the community

## What can I do?

There are a number of things you can do if you have concerns about alcohol in your community.

See “Raising concerns about alcohol in your community” on [page 4](#).

Other sections you may find useful:

**SECTION 2** **Page 4**  
Raising concerns about alcohol in your community.

**SECTION 3** **Page 8**  
Raising concerns about an existing alcohol licence.

**SECTION 4** **Page 9**  
Commenting on an alcohol licence application.

**SECTION 5** **Page 14**  
Attending a licensing board hearing.



# Raising concerns about alcohol in your community

There are a number of ways you can have a say on the impact of alcohol in your local community.

## Get in touch with your local councillors

If you have concerns, for example about alcohol-fuelled noisy house parties or litter or vandalism, then speak to your local councillors. They may be on the licensing board, or can speak to other councillors who are. They can also report the problems in your community to the appropriate departments in the council.

You will be able to get the contact details for your local councillor from the council.

### TOP TIP

If your neighbours also have concerns, suggest they contact their local councillors too. It will be important for councillors to know the scale of concern about problems in the community.

### TOP TIP

If a councillor is a member of the licensing board they are unlikely to be able to talk to you about specific licence applications. However there may be other councillors for that local area that you could speak to.

## Report any problems with a licensed premises to the police and Licensing Standards Officer

If you are concerned about the way a licensed premises is running, the police and Licensing Standards Officer (LSO) may be able to take action to sort out these problems. If things don't get better, you can ask the licensing board to review the licence.

The LSO works for the local council and you will be find their contact details on the council's website or by phoning them.

For more information on action that can be taken if you have concerns about a particular business, see "Raising concerns about an existing alcohol licence" on [page 8](#).

## Comment on alcohol licence applications

When a business is applying for a new alcohol licence, a change to an existing licence, or for an occasional licence, any person has the opportunity to object to this application. You don't have to live nearby to raise concerns about the application.

For more information on objecting to alcohol licence applications, see "Commenting on an alcohol licence application" on [page 9](#) and Top Tips on [page 11](#).

### TOP TIP

An application can only be refused on specific grounds. Your comments should therefore relate to these grounds for objection. The most common grounds for objection are:

- inconsistency with the licensing objectives
- the premises being unsuitable for the sale of alcohol; and
- there being too many premises in that area (overprovision).

## Input to the planning process

New licensed premises that are being built, or that are converting a building that was used for a different purpose, will normally have to apply for planning permission. This will usually happen before it applies for its alcohol licence.

If you have concerns about such a new business opening, you could submit an objection to its planning application.

Your council's website should have information on new planning applications and how to object.

## Contact your local community council

Many areas have a local community council, which represents the views of residents in that community. Community councils must be consulted if a business wants to start selling alcohol, and representatives are sometimes involved in the local licensing forum. Community councils often get involved in other local decisions such as planning or development of local government policies. You might want to highlight your concerns to the community council, or even become a member.

You can find out if your area has a local community council by going to [www.communitycouncils.org.uk](http://www.communitycouncils.org.uk)

## Get involved with the local licensing forum

In every licensing board area there is a local licensing forum. The forum monitors licensing in the local area and can offer advice and recommendations to the licensing board. The licensing forum is made up of different people with an interest in licensing, including community members.

You can take concerns about alcohol in your area to the local licensing forum. The forum cannot comment on individual licensed premises, but they can highlight to the board community issues or concerns, such as the number of licensed premises in the area.

### TOP TIP

Anyone can attend a forum meeting, but check in advance what the rules are for members of the public speaking or raising issues at the meeting.

### TOP TIP

Find out if there is a community representative on your local forum that you can contact to express opinions on your behalf.

### TOP TIP

If you have a particular interest in licensing issues you can apply to join the licensing forum. Forum members are appointed by the local council.

### TOP TIP

Contact your local licensing forum through the council's website or via the LSO.

## Respond to alcohol licensing consultations

Each local licensing board has to develop a statement of licensing policy. This policy sets out how the licensing board will carry out its work including how it will promote the five licensing objectives, how it will make decisions and also if the board thinks there are enough, or too many, licensed premises in any areas.

Currently all licensing boards must update their statement of licensing policy every three years. Under new legislation they will be required to produce these policies every 5 years, within 18 months of local government elections.

A licensing board must consult various groups when it is developing its policy, including the local licensing forum and the local health board. Some will send it to community councils or organisations representing the interests of the licensed trade.

Most licensing boards also put the consultation on the council's website and anyone can respond. Most consultations will begin around six to nine months before the statement is due to be produced.

### TOP TIP

You can contact your local licensing board to find out when it will be updating its policy and how you can give your views.

### TOP TIP

If you are contributing your opinion it can help to speak to your neighbours - the feelings of a large group of people often carry more weight in policy consultations.

### TOP TIP

It helps if contributions reflect the views of the wider community. Think about how you could gather the views of people living in your local area, such as surveys or public meetings. Alternatively, other local groups such as community councils might be gathering evidence and you might be able to take part in their work.

### TOP TIP

Try to include evidence to support your opinions, such as times you've reported noise disturbances to the police or environmental health noise teams. Reporting such problems also means that these incidents will be included in official statistics.

Other sections you may find useful:

**SECTION 3** **Page 8**  
Raising concerns about an existing alcohol licence.

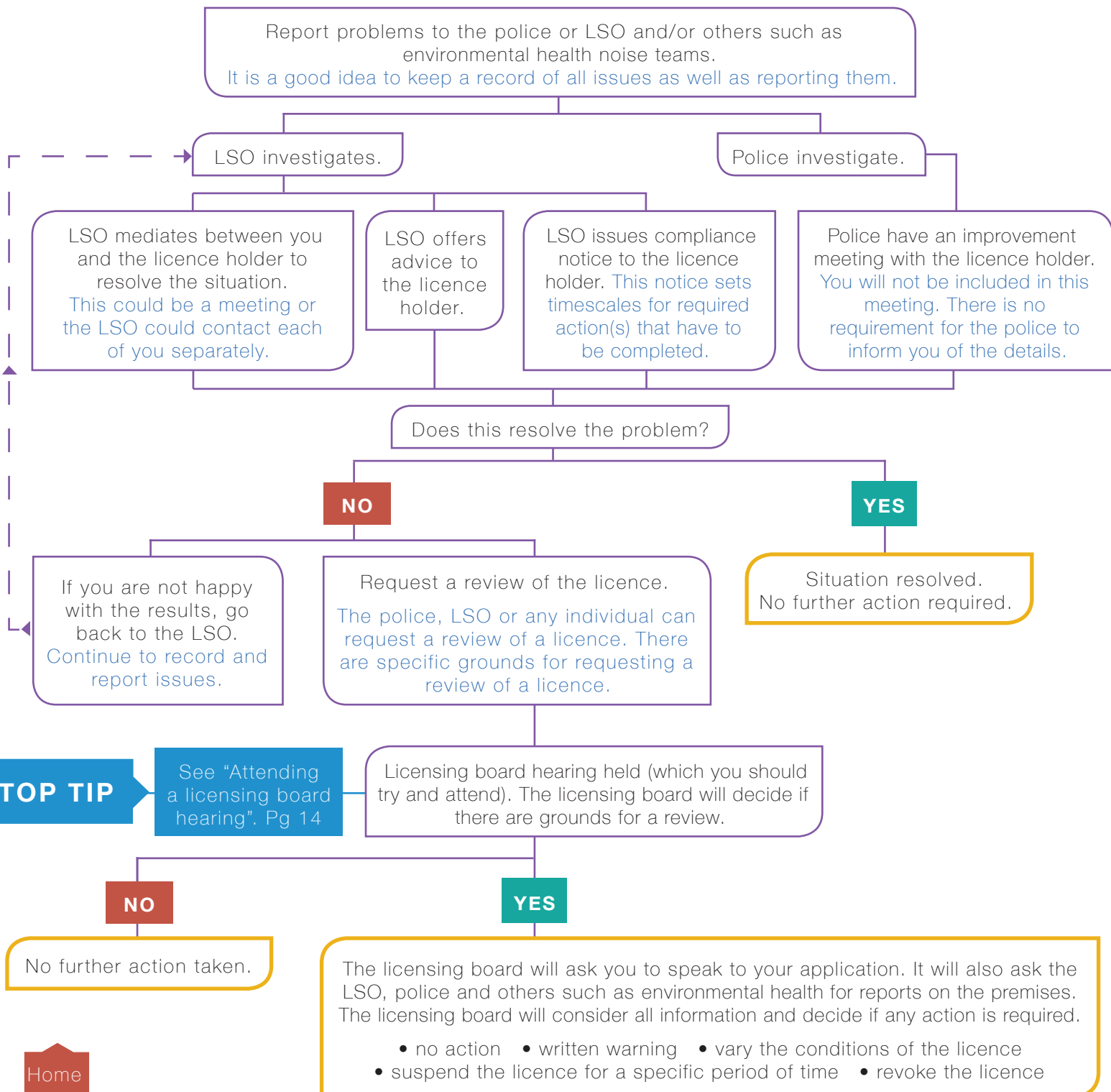
**SECTION 4** **Page 9**  
Commenting on an alcohol licence application.

**SECTION 5** **Page 14**  
Attending a licensing board hearing.

**SECTION 6** **Page 16**  
Alcohol licensing explained.

# Raising concerns about an existing alcohol licence

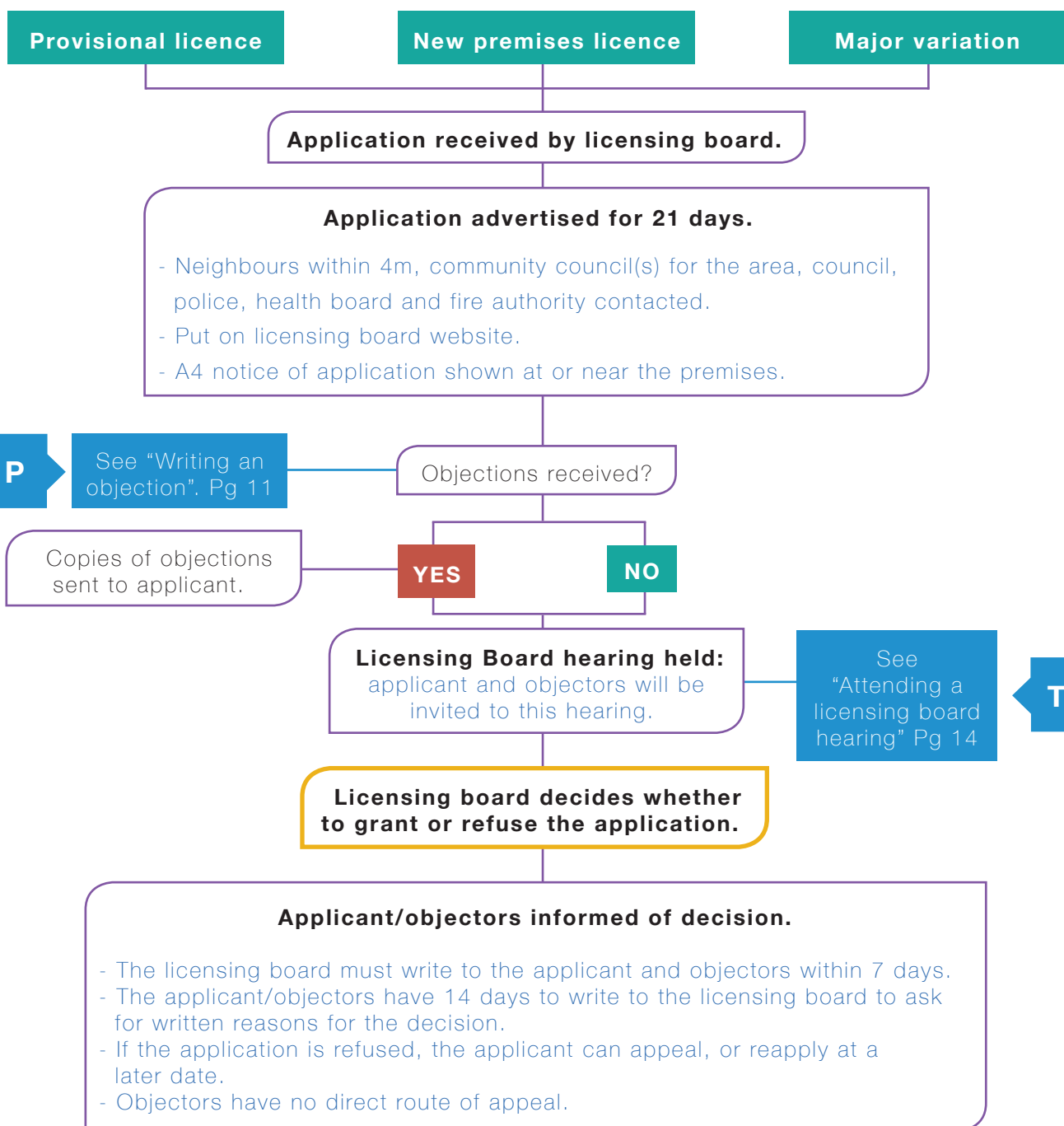
If you are concerned about how a place that sells alcohol is operating, there are processes you can use to address this (see below). The police or LSO may be able to resolve any problems or the licensing board can review the licence. The licensing board is unlikely to uphold a licence review unless the police or LSO also have concerns so you should contact them as a first step.



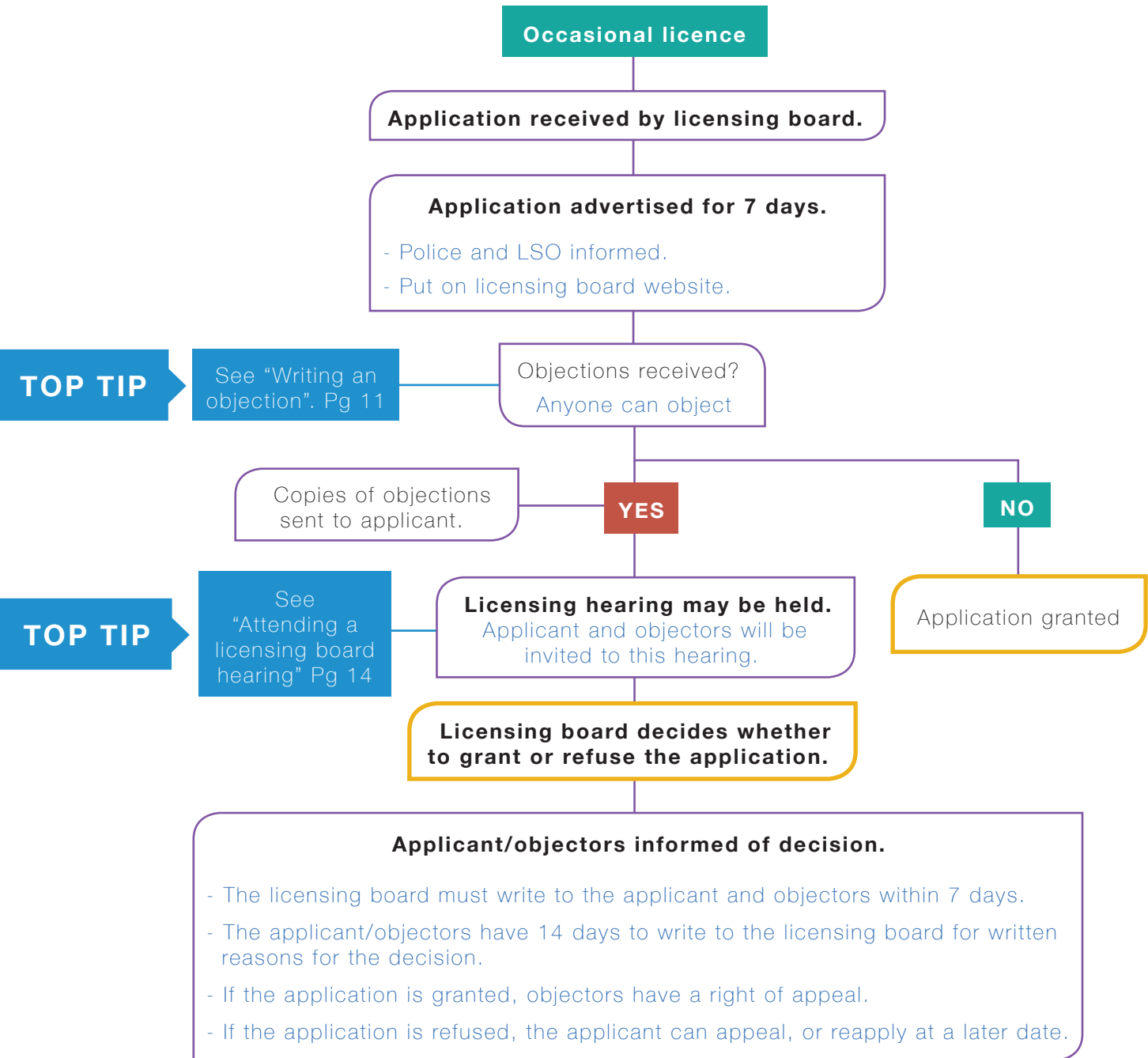
# Commenting on an alcohol licence application

Licensing boards have to follow strict procedures when considering alcohol licence applications. These procedures are different depending on the type of licence application.

The applications that people will most commonly encounter are for provisional licences, new premises licences or major variations of existing licences. The process for these applications is set out below:



There are also opportunities for communities to comment on occasional licence applications. The application procedure is slightly different, with a more limited opportunity for the public to be notified and comment.



Other sections you may find useful:

SECTION 5 **Page 14**  
Attending a licensing board hearing.

SECTION 6 **Page 16**  
Licensing explained

## Writing an objection

Here are some practical tips for commenting on alcohol licence applications. These tips might also be helpful if you are requesting a review of a licence.



### **Look at your licensing board's statement of licensing policy.**

This policy sets out what the licensing board is likely to allow premises to do and what standards they expect. It will also show any areas of concern - such as overprovision - the licensing board has. It can be helpful to refer to what the policy says in your objection / representation.



### **Look at the layout plan and operating plan for the application.**

These plans detail how the premises will be laid out and how it will be run. You will need to contact the licensing board to get copies of these. Some licensing boards will only let you see the plans at their offices. Others may allow you to take copies or might email them to you.



### **Look at useful sources of information.**

The licensing board has a register of all licensed premises in its area and you may be able to access this online or by going to the licensing office. You can also access information about local areas by looking at [www.cresh.org.uk/webmap](http://www.cresh.org.uk/webmap).



### **Refer to the grounds for objecting in your submission.**

A licence can only be refused, or conditions attached, on specific grounds. It is important that your comments make clear:

- a) on what ground you are objecting/making a representation;
- b) how the grounds apply to the specific application/premises.

If you are objecting on more than one ground, then address these separately.



### **Check how you should submit your objection.**

Objections must be in writing. Some licensing boards may accept objections by email but you should check this with them. Some licensing boards have a form for objectors to use to help them stick to the relevant grounds for objection. This will usually be on the licensing board's website, so look there or phone and ask whether there is a form for you to use.



### **Be specific with your comments.**

Try and focus your comments on how the application impacts on you, or how the premises impacts on the grounds for objections. Try and avoid making general statements in case they are considered to be irrelevant to the application.



## Writing an objection (continued)



### **Provide any evidence you have.**

If you have evidence to support the points you are making, for example records of phone calls to the police or LSO, you should give details to the licensing board. Evidence will have more weight than speculation. If you report incidents to the police you should ask for an incident number and include this in your objection.



### **Submit the objection in the name of an individual.**

The law states that “any person” may object. To avoid any problems, if you are submitting comments on behalf of an organisation such as a community council, it is better for any letter to be signed by an individual. However, you should make clear that the comments represent the views of the organisation. It is also possible for individual members of an organisation to submit their own comments.



### **Make sure you submit your comments on time.**

The notice of the application will give the deadline for submitting comments to the licensing board. It is important that you send your comments to the licensing board by this date, because late objections may not be taken into account. If you miss the deadline, include reasons why this has happened. Depending on the reason, the licensing board might consider your comments.



### **Include photos if they would add to your point.**

Not all licensing board members will know your particular area. Photographs can help to make your point. (Applicants will bring photographs and other information to a licensing board hearing to illustrate what they are aiming to offer.)



### **Ask the Licensing Standards Officer (LSO) for advice.**

Part of the LSO’s job is to give advice. They can give general guidance about what you need to do to object or make a representation, and explain what happens at the licensing board hearing. Your local council will be able to give you information about how to contact the LSO.



### **Would you support the application if changes were made to it?**

In your written comments you can make suggestions for changes you would like the applicant to make to address your concerns. This gives them the opportunity to consider your ideas in advance of the hearing. Commonly suggested changes are things like a smaller alcohol display area, shorter licensed hours, CCTV to be installed, or restrictions on noise levels.

## Writing an objection: Things to watch out for



The licensing board cannot consider any information about the application that doesn't relate to alcohol licensing (for example traffic, planning.)

- Stick to alcohol licensing.
- Make sure you clearly state which ground for objection you are using.



In an application to change how a business is run, the licensing board does not have the ability to remove the licence, only to agree or refuse the proposed licence variation.

- Your objections must be about the changes proposed in the application.



Some licensing boards may treat identical/similar letters as one objection rather than different objections.

- It would be better for each person to write their own letter of objection, and these should try to avoid being too similar.
- If you object regularly to applications, tailor each objection to the specific application/premises rather than sending in the same letter.



Petitions opposing licences are often not accepted by the licensing board because of basic mistakes. Some common problems with petitions are names not being readable, names or signatures looking like they were written by the same person, problems with the wording of the petition, and it not being clear whether people have meant to sign to each of the relevant points.

- Make sure that all signatories can see exactly what points they are agreeing to - for example, list the points on each page.
- Avoid multiple points in a phrase, for example "it would be a public nuisance and affect vulnerable people." List the points separately and ask people to tick which ones they agree with.
- Ensure each person only puts their own name and that they sign it.



Objections from members of the licensed trade can be given less weight because they are seen as protecting their own business.

- The licensing board has the discretion to attach whatever importance they think appropriate to each piece of information before them.



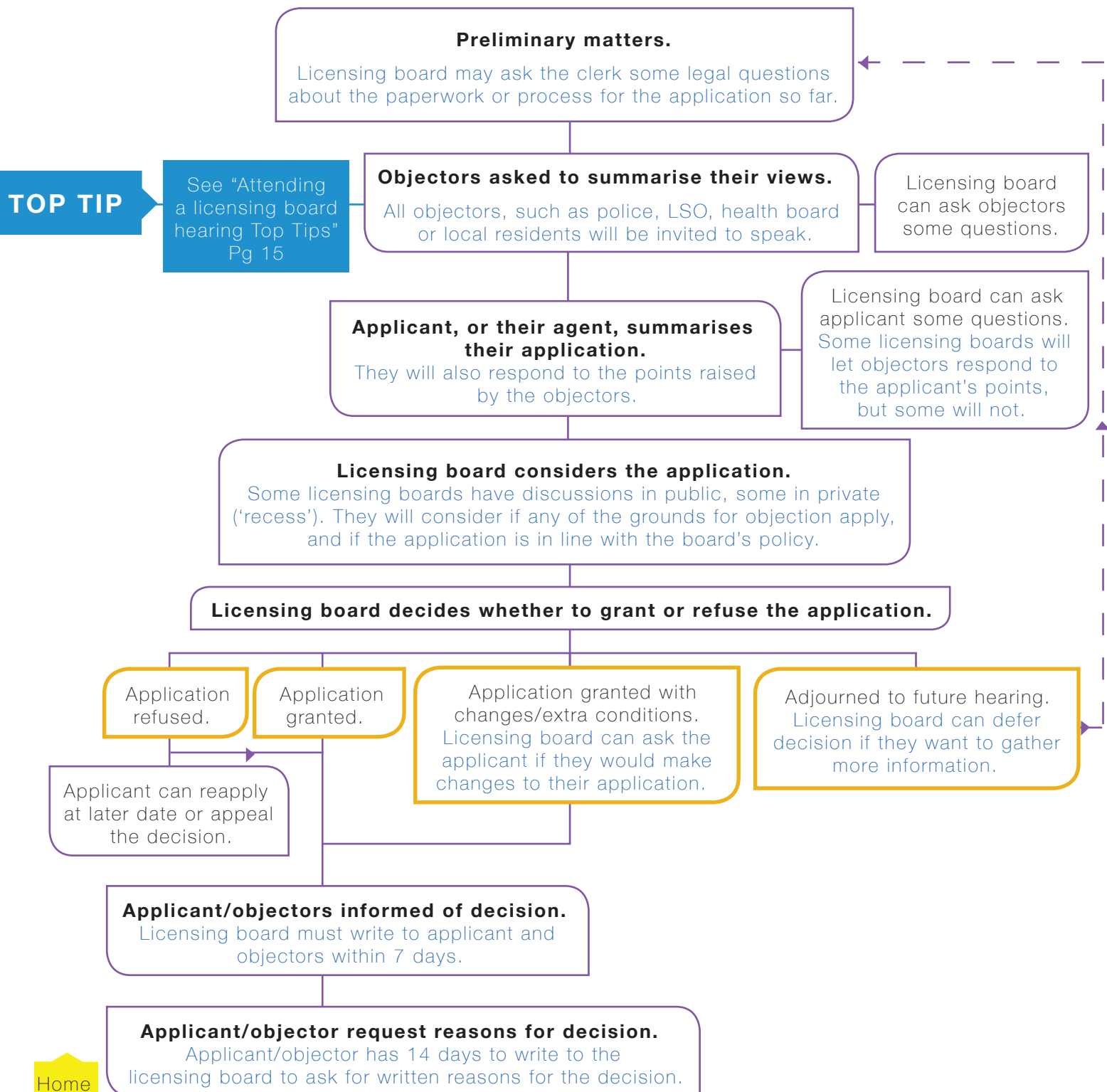
The onus is on objectors to say why the licence should be refused, rather than on applicants to provide evidence for why their application should be granted.

- Think about what the applicant might say about their application. Raise your concerns about the applicant's likely arguments as questions in your submission.
- If you have evidence to back up your concerns - for example from a similar situation somewhere else - then include this in your written objection.

# Attending a licensing board hearing

If you have put in an objection or made representations on an application, the licensing board will invite you to attend the hearing where they will be considering the application.

The diagram below shows the process the hearing is likely to follow. A similar process will be followed in licence review hearings.



## Attending a licensing board hearing



### **Check the website in advance for the agenda.**

Some licensing boards make the papers available up to one week in advance of the hearing. (Many do not, but if you ask a member of council staff on the day, they should be able to give you a copy.) It is difficult to say how long each case will take or when yours will be heard but the agenda will give you an idea of the running order for the hearing.



### **Try and see a licensing board hearing in advance.**

It might help to go along to a licensing board hearing before the one you'll be speaking at. This will let you see the layout of the room, and how the hearings are run.



### **Give another person written authorisation to speak on your behalf if you can't attend.**

If you go to the hearing, licensing boards usually welcome the chance to ask you some questions about your written comments. If you don't go to the hearing, they may give less weight to your objections.

If you are unable to make the hearing, ask someone else to attend on your behalf. You must give them written permission to speak for you, and they should show this to the clerk.



### **Know what you want to say and prepare.**

It is helpful to think about what you want to say - bring notes. At the hearing, you might only get one chance to speak. You may not be given the opportunity to respond to comments made by the applicant, or to raise any new points.

- Try and address your points the first time you are invited to speak.
- If there are points you want to raise outwith the grounds for objection, word them as questions.
- Try and avoid repeating yourself.



### **Ask for any 'promises' made by the applicant to be added as conditions of the licence.**

Applicants often give assurances to the licensing board that they will or will not do certain things, for example that all staff will be trained to personal licence holder level. To make sure this happens you could ask the licensing board to include the applicant's commitments as conditions of the licence.



### **If you are having problems hearing, let council staff know.**

If you are struggling to hear the discussions, let a member of council staff at the hearing know. They might be able to tell you where you can sit that will help you hear better, or they may be able to ask the licensing board to speak up.

**This section gives a more detailed explanation of some of the words and phrases you will find in the toolkit.**

## Who's who in alcohol licensing

### **Agent**

- It is common for a person applying for a premises licence to have someone present their application and respond to any objections. This person is referred to as the applicant's agent. This is normally a solicitor.

### **Applicant**

- This is the person or business applying for a licence.

### **Clerk of the licensing board**

- The job of the clerk of the board, or deputy clerk, is to give legal advice to the licensing board. They are employed by the council and are legally qualified. During hearings, they often sit in front of the licensing board, or beside the convener.

### **Community councils**

- Community councils are voluntary organisations made up of local residents that represent the interests of people living in their community. Community councils must be notified of new licence applications in their local area. The licensing board will often seek their views during the development of the statement of licensing policy. Representatives from community councils are often members of local licensing forums.

### **Convener (or 'Chair') of licensing board**

- The convener of the licensing board is a councillor. He/she is often referred to as the chair of the licensing board as he/she chairs its hearings. He/she will have the casting vote if there is a split decision of the licensing board.

### **Health board**

- The local health board for the area is sent all applications for new premises licences and licence variations, and has the right to object to applications.
- It must be part of the local licensing forum.
- The health board must provide the licensing board with information for the statement of licensing policy. The licensing board must consult them when the licensing board is developing its overprovision policy.

## Licensing board

- Licensing boards decide all applications for licences to sell and serve alcohol in their area.
- There is one licensing board in each local authority. (Exceptions: South Lanarkshire, Dumfries and Galloway and Aberdeenshire have more than one, known as divisional licensing boards.)
- Licensing boards must publish a statement of licensing policy every three years, and must assess overprovision in the area they cover.
- Each licensing board will have between 5 and 10 members. Members are local councillors and must complete a course and exam before sitting on the board.
- Despite being made up of local councillors, the licensing board is separate from the council.

## Licensing Standards Officers (LSOs)

- Licensing Standards Officers (LSOs) are council employees. Each council decides how many LSOs are needed in its area. LSOs have three roles:
  - Guidance – provide guidance on alcohol licensing to the public and licensed trade.
  - Mediation – mediate in low level disputes between the public and the licensed trade.
  - Compliance – check that licensed premises are complying with the law. If problems are not resolved, the LSO can ask the licensing board to review the premises licence.

## Local licensing forum

- The local licensing forum reviews or scrutinises the operation of the Licensing (Scotland) Act 2005 in its area and gives advice and makes recommendations to the licensing board. The licensing board must have regard to this advice and recommendations.
- The licensing forum cannot comment on individual cases.
- There are between 5 and 21 members of each forum. It must include at least one LSO for the area and a representative of the health board. Other members commonly include licence holders; police; health, education or social work; young people; and residents.
- The licensing forum has at least one meeting with the licensing board every year.

## Police

- The police are sent all applications for new licences and licence variations, and have the right to object to applications.
- They enforce the law, have the power of entry to licensed premises and authorise test purchasing of alcohol.
- If the police have concerns about a premises or a personal licence holder, they can ask the licensing board to review the licence.
- The police must provide the licensing board with information for the statement of licensing policy. The licensing board must consult the police when developing its overprovision policy.

## Premises manager

- The premises manager is responsible for the day-to-day running of a licensed premises. They can only be the premises manager for one premises.
- The premises manager must be a personal licence holder.

## Other organisations that might get involved:

### Alcohol and Drug Partnerships (ADPs)

- An ADP includes members of the local health board, local authority, police, prison service and voluntary sector. ADPs are responsible for drawing up joint strategies for tackling alcohol and drug use in their communities.

### Community Planning Partnerships (CPPs)

- CPPs are hosted by the local authority and are made up of representatives from health, police, education, fire, councillors and sometimes council departments. A CPP coordinates services for a particular area.

### Community Safety Partnerships (CSPs)

- CSPs are local authority-led partnerships that bring together representatives from the local authority, police service and fire and rescue services. Health, education and other public sector interests may also be represented. CSPs work to reduce anti-social behaviour and fear of crime and to promote safer, more inclusive and healthier communities.

### Health and Social Care Partnerships (HSCPs)

- A HSCP is a partnership managed by the health board and local authority, and includes voluntary sector and independent sector organisations. It plans the local delivery of integrated health and social care services.

## Types of licences

### **Occasional licence**

- If a premises is not licensed but wishes to sell alcohol for a particular event, an application can be made to the licensing board for an occasional licence.
- Similar national mandatory conditions to those applying to premises licences also apply to occasional licences.
- Premises and personal licence holders can apply for an occasional licence. Voluntary organisations can also apply if the event is linked to their activities. Members clubs need an occasional licence to allow the general public to buy and consume alcohol on their premises.
- There are rules about the number of occasional licences voluntary organisations and members clubs can have in a 12 month period.

### **Personal licence**

- A personal licence allows a person to authorise or supervise the sale of alcohol, and to train staff to the required minimum.
- Personal licence holders must complete a course and exam, and then apply to the licensing board for their licence. They must complete refresher training within five years of gaining their licence.
- Every premises (with the exception of members clubs) must have at least one personal licence holder – the premises manager – but in practice most premises have several. It is common for managers and supervisors to hold personal licences.

### **Premises licence**

- For a place to be allowed to sell alcohol, it must have a premises or occasional licence, or be an exempt premises.
- A premises licence allows alcohol to be sold. Any premises selling alcohol, whether on-sale or off-sale, must have a premises licence. A premises licence is granted by the licensing board of the area where the premises is situated.
- The premises licence includes an operating plan and layout plan and has various conditions attached to it. Breach of a condition will lead to a review of the premises licence.
- Premises licences last indefinitely but can be reviewed in certain circumstances.



## **Provisional licence**

- A provisional licence will allow a business to be granted a premises licence once the premises are built or converted. It lasts for up to four years. It is counted for the purposes of overprovision, even though the premises is not trading.

## Types of premises

### **Exempt premises**

- Some premises do not need to have a licence to sell alcohol.
- Exempt premises are international airports, international ports, and trains, aeroplanes, ships, boats and ferries on journeys.

### **Licensed premises**

- Any place selling alcohol to the general public must have a premises licence and is called a licensed premises. This could be a supermarket, convenience store, pub, club, restaurant, café etc.

### **Members clubs**

- Members clubs are premises that are not open to the general public and can only be used by their members and their members' guests, such as a bowling club. Their business must not be conducted to make a profit.
- Because they do not sell alcohol to the general public, special rules apply to members clubs. While they need to have a premises licence, they do not need to have a premises manager nor for the sale of alcohol to be supervised by a personal licence holder.
- If a members club wanted to sell alcohol to the general public, it must apply for an occasional licence.
- The number of members clubs is not included when a licensing board assesses whether there is overprovision in an area.

### **Off-sales premises (also known as off-licence)**

- This is a shop selling alcohol to be taken away and drunk off the premises. Examples are supermarkets, convenience stores, specialist off-licences and gift shops.

### **On-sales premises (also known as on-licence)**

- These are premises selling alcohol to be drunk within the premises. Examples include pubs, clubs, and restaurants.

## Licensing terms

### Alcohol display area

- Off-sales are only allowed to display alcohol in one or two areas, known as the alcohol display areas. One of these areas must be 'alcohol only.'
- The alcohol display area is shown in the layout plan.

### Conditions

- Certain rules about how alcohol can be sold and how businesses must be run are attached to all premises and occasional licences. These are called 'national mandatory conditions.'
- A licensing board can also attach 'local conditions' to some or all of the premises and occasional licences in their area. These local conditions will usually be listed in the board's statement of licensing policy.

### Delegated powers

- Decision-making powers for certain applications can be delegated to a sub-committee of the licensing board, the convener, the clerk of the board and/or the clerk's staff, rather than being considered by the full licensing board.
- Examples of the types of applications that might be dealt with under delegated powers are the granting of occasional and personal licences and minor variations where there are no concerns or objections.

### Grounds for objections

- An application for a new premises licence or licence variation can only be refused for specific reasons set out in law. These are:
  - Granting the licence/ variation would be inconsistent with one of the five licensing objectives.
  - The premises is 'excluded' in terms of the Licensing (Scotland) Act 2005 (a motorway service station or garage).
  - An application for the same premises was refused within one year.
  - Given the nature of the proposed activities, the likely customers and the premises themselves, the premises are unsuitable for the sale of alcohol.
  - If the application were to be granted it would result in overprovision (too many premises of a particular type in that area).

## Hearing

- A hearing is the licensing board meeting where it undertakes its business, such as deciding on licence applications or reviewing licences.

## Irresponsible promotions

- It is a condition of all premises and occasional licences that businesses must not run irresponsible promotions. Any premises running an irresponsible promotion could have its licence reviewed.
- Examples of irresponsible promotions are given in the Licensing (Scotland) Act 2005. These include deals that encourage, or seek to encourage, a person to buy or drink more alcohol than they had intended, for example 'buy one get one free' offers or 3 bottles for £10.
- In addition to the specific examples given in the 2005 Act, the licensing board may judge a particular promotion to be irresponsible.

## Layout plan

- The layout plan shows how the premises is laid out. For off-sales, this will include the alcohol display area, and for on-sales this includes the bar and seating areas.
- The layout plan must be provided as part of a licence application. It forms part of the premises licence.
- If a licence holder wishes to make changes to the layout plan, they must apply for a 'licence variation.'

## Licence review (premises licence review)

- If there are concerns about how a business is operating, the police, the LSO, the licensing board and any person can apply for a review of a premises licence. There are specified grounds for a review: breach of a licence condition, or something relevant to the licensing objectives.
- If the licensing board decides there are grounds for a review, they must hold a hearing. If the review is upheld, the board has the option of issuing a written warning, varying the licence, suspending the licence or revoking it.

## Licence review (personal licence review)

- The licensing board can review a personal licence under certain circumstances: if the licence holder has acted inconsistently with the licensing objectives or has convictions.
- The licensing board can decide to revoke, suspend or endorse the licence.

## **Licence variations: minor and non-minor ('major')**

- A variation is where an existing premises applies to the licensing board to change how it operates.
- Certain small changes, as detailed in legislation, are 'minor' variations. Minor variations would include things like reducing opening hours. These are granted automatically, often under delegated powers.
- Non-minor variations are commonly called 'major variations'. An example would be a business wanting to change from a restaurant to an off-sales. The process is very similar to an application for a new licence. The licence already exists and it cannot be taken away, but people can object to the changes.

## **Licensed hours**

- These are the hours that alcohol can be sold and, for on-sales, when customers can drink it on the premises. The licensing board's approach to licensed hours are detailed in its statement of licensing policy.
- By law, off-sales premises cannot sell alcohol before 10am and after 10pm.
- There are no specific rules for on-sales, but there is a presumption against granting 24 hour licences.

## **Licensing objectives**

- The Licensing (Scotland) Act 2005 is based on five licensing objectives. All licensing decisions must be made with reference to these five objectives. All five objectives are of equal importance. They are:
  - preventing crime and disorder,
  - securing public safety,
  - preventing public nuisance,
  - protecting and improving public health, and
  - protecting children from harm.
- If an application is felt to be inconsistent with any of the five objectives, the licensing board can refuse the application.
- The licensing board must seek to promote the licensing objectives in its statement of licensing policy.
- If a premises or personal licence holder acts inconsistently with the licensing objectives, they could have their licence reviewed.

## Licensing (Scotland) Act 2005 (the '2005 Act')

- This is the main legislation setting out the rules for the alcohol licensing system in Scotland.

### Notice of application

- An application for a new premises licence must be advertised for 21 days, to give people the opportunity to send comments to the licensing board.
- The premises must display a notice advising that an application has been made. While these notices can be in legal language, they should provide the following information:
  - the name and address of the applicant
  - the date by which objections/representations must be received by the licensing board.
  - information on the nature of the business and proposed licensed hours (in the case of new premises licence applications.)
  - a brief overview of the proposed changes to the licence (in the case of licence variation applications.)
- The licensing board must also contact the following people with details of the application:
  - neighbours living within 4 metres of the premises;
  - the local community council(s) for the area;
  - the council;
  - the health board;
  - the police;
  - the fire authority.

### Objections

- Anybody is able to object to applications for new premises or occasional licences, and to 'major' variations of existing licences. They do not need to live nearby the premises.
- There are strict requirements about timescales and the grounds for objections (see 'grounds for objections.')
- Objectors must be made in writing to the licensing board.
- Objectors can request a statement of reasons from the licensing board for its decision. Objectors have 14 days to write to the licensing boards to ask for written reasons for the decision. The licensing board should provide these reasons within 14 days.
- Objectors can only appeal against the granting of an occasional licence. They have no direct right of appeal against the granting of new premises licences, provisional licences or major variations, though there is the possibility of judicial review. Anyone considering this route may wish to seek independent legal advice.

## Offences

- Licensing law creates a number of offences. Some of these apply to individuals, such as buying or drinking alcohol when drunk in licensed premises or buying alcohol for someone under the age of 18 (there is a small exception with meals). Other offences apply to licence holders, including selling alcohol to a drunk person or an underage person or failing to display certain important notices.

## Operating plan

- The operating plan details how the premises will run. This includes things like licensed hours; whether it's on- or off-sales; if under 18s are allowed; and activities the premises will run, for example karaoke, functions, adult entertainment.
- The operating plan must be provided as part of a licence application and forms part of the premises licence. If a licence holder wishes to make changes to the operating plan, they must apply for a 'licence variation.'

## Overprovision

- Overprovision is where the licensing board determines there are enough/too many premises in a particular locality.
- As part of its statement of licensing policy, a licensing board has to include an assessment of whether there is any overprovision in its area.
- It is for the licensing board to decide what a locality is. Localities can range from small areas such as a street, to larger areas such as towns or the whole local authority area.
- The licensing board can also specify the types of premises it considers to be overprovided in an area. For example, it could decide there are enough supermarkets or pubs in a particular area but that there is not overprovision of other types of premises such as restaurants or hotels.

## Representations

- A representation can be made to the licensing board to either support an application or to ask the licensing board to modify it in some way, for example limit its opening hours. Anybody is able to make a representation to the licensing board.
- Making a representation is the same process as making an objection.

## **Statement of licensing policy (also known as licensing policy statement, licensing policy, board policy)**

- The statement of licensing policy sets out the licensing board's general approach to making licensing decisions and how it will promote the five licensing objectives. Licensing board decisions should be in line with this policy, although they can make exceptions.
- As part of the statement of licensing policy, the licensing board must include a statement of overprovision and should also include the hours that licensed premises will be allowed to sell alcohol.
- The licensing board must gather sufficient information to ensure its policy is well considered. The police, health board and relevant council must provide information and it can be requested from anyone else. Ideally the statement of licensing policy should take account of other local strategies where alcohol is a factor, including crime prevention, community safety and health.
- Currently all licensing boards must update their statement of licensing policy every three years. Under new legislation they will be required to produce these policies every 5 years, within 18 months of local government elections.

## Useful contacts

You should find details of the licensing board, local licensing forum and Licensing Standards Officer on your local council's website. It would be helpful to search using the terms such as 'alcohol licensing,' 'liquor licensing,' 'licensing board,' 'Licensing Standards Officer,' and 'licensing forum'.

Alternatively, a list of licensing contacts can be found on Alcohol Focus Scotland's website [www.alcohol-focus-scotland.org.uk](http://www.alcohol-focus-scotland.org.uk)



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# Agenda Item 5

Legal and Democratic Services  
**Corporate Governance**  
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13 January 2016

Councillor Marie Boulton,  
Convener of the Aberdeen City Licensing Board,  
Aberdeen City Council,  
Town House,  
Broad Street,  
Aberdeen.  
AB10 1AQ

Dear Councillor Boulton,

## **STATEMENT OF LICENSING POLICY - RECOMMENDATIONS FROM THE ABERDEEN CITY LICENSING FORUM**

As per section 10 of the Licensing (Scotland) Act 2005, the Aberdeen City Local Licensing Forum (LLF) has kept under review the operation of the Act and the exercise of the functions of the Aberdeen City Licensing Board (LB). In doing this, the LLF recognises that the LB's Statement of Licensing Policy (SLP) 2013-16 aimed to provide a solid framework around which the LB could base its decisions.

The LLF feels that the LB has an opportunity to build on this in its next version of the SLP. It therefore makes the following comments and recommendations.

### Aspirational Statement

The LLF welcomes the fact that the LB has, in advance of the publication of its next SLP, circulated a draft '*aspirational statement*'. An aspirational statement provides an opportunity for the LB to describe in detail its longer term vision for licensing across Aberdeen City and could be a useful introduction to the next version of the SLP.

The LLF notes that the draft aspirational statement does use some of the key words contained within the five licensing objectives, for example: 'health'; 'protecting'; 'safeguarding'. The draft fails however to reference or include other equally important factors which are also contained within the five licensing objectives. These include: 'public nuisance'; 'children'; 'young people'; 'harm'; and 'prevention'. The LLF believes that the aspirational statement would therefore benefit by having ambitions which are more clearly aligned to all five licensing objectives.

### **Recommendation No 1**

That the LB aspirational statement is redrafted so that it is clearer in how it aligns to all five licensing objectives.

### Re drafting of the SLP

The LLF has previously noted the report produced by the Glasgow Centre for Population Health in November 2014, entitled 'Strengthening the Community Voice in Alcohol Licensing Decisions in Glasgow'. This report aimed to understand how communities could have a greater understanding of and actively contribute to the licensing process. The conclusion of this report states, '*While the issues and possible solutions are based on research in Glasgow, the key messages should be relevant to stakeholders across Scotland with an interest in alcohol licensing.*'

Key elements in the report for communities include:

- Awareness of alcohol issues and the licensing process
- Knowledge and understanding of the decision making process
- Skills and resources to engage in the process

In order to start overcoming some of these issues, the LLF believes that the SLP should describe the whole licensing application process, in plain English, so that it is abundantly clear to applicants and to other stakeholder groups, such as Community Councils (who will invariably not have access to legal representation to guide them). This would ensure greater transparency and help build confidence in the whole licensing process.

The LLF has noted that the SLP 2013-16 is essentially an updated / expanded version of the preceding SLP. LLF members have commented that it is not a user friendly document and therefore is not something which a lay person, such as a Community Council member, would necessarily find easy to use or refer to. The LLF believes that the LB should take the opportunity of the requirement to have a new document, to take a dynamic look at how its new SLP could be shaped and developed, and to draft it afresh, setting aside any previous versions.

### **Recommendation No 2**

That the SLP is drafted afresh, in plain English so that it is easily understood by all groups, and is not an updated / expanded version of the preceding SLP.

### Guidance and resource material

The LLF is aware that local Community Councils have also commented upon how they would want to improve engagement with the LB. Although Community Councils do receive information from the LB, this is quite sparse and is not delivered via e-mail, in a timely fashion. It is therefore clear, that in addition to having a SLP which is easily understood, and written in plain English, local communities would benefit from improved communication channels and having bespoke guidance material and resources which are easily accessed. This could be achieved through enhancing the current LB website, improving accessibility, providing a community guidance document, and having greater on-line details for each licensing application. This would help ensure that Community Councils are better informed and aware at the earliest opportunity of any new applications in their area.

### **Recommendation No 3**

That the LB enhances its website for Community Councils so that it is more easily accessed, includes a guidance document and provides more details on each licensing application.

### Baseline data

The LLF believes that it is essential that the LB aims to measure the effectiveness of its SLP. A regular discussion at LLF meetings is around the question - *How can the LB measure how successful its SLP has been in helping to deliver on the five Licensing Objectives?*

There are numerous metrics that could be used in relation to this. It is however imperative that the LB has some baseline positions which it can benchmark itself against over the lifespan of the SLP. This task should not be onerous as some basic data is already collated by the LB. This could be measured at the commencement of the year and reviewed on a regular basis. This baseline data could include, for example data on: number of on-sales premises; number of off-sales premises; alcohol shelf space across all off-sales; occasional licences; percentage of adults living in Aberdeen city in close proximity to on-sales and off-sales.

### **Recommendation No 4**

That the LB ensures that the SLP gives a baseline position in relation to key metrics, e.g.:

- a) Number of on-sales licences
- b) Number of off-sales licences
- c) Total off-sales shelf space
- d) Total number of occasional licences applied for over a year broken down into the following categories -
  - Number withdrawn and reason
  - Number granted along with any conditions imposed
  - Number of extended hours applications
  - Number of applications involving school premises
- e) Percentage of residents, aged 18 years and over who live within 500 metres / 1000 metres of an on-sales
- f) Percentage of residents, aged 18 years and over who live within 500 metres / 1000 metres of an off-sales.

### Updates on baseline data

Updates on the baseline data would need to be regularly reviewed. It would also be beneficial to other stakeholders if the LB gave written comment on its own interpretation of any changes across the baseline data. This commentary could be done on an annual basis and included in the LB's published annual report.

### **Recommendation No 5**

- a) The LB reviews its baseline data
- b) The LB reviews are carried out on an annual basis
- c) The LB gives commentary in its annual report on its interpretation of any changes across the baseline data.

### Accurate recording of LB decisions

The SLP, including the five Licensing Objectives, should always be the main reference point in relation to any decisions that the LB makes. It should also be the guidance document for mandatory or additional conditions that the LB may make when a decision is made to grant a licence.

The LLF is aware that there have been various applications for off-sales premises, where applicants have indicated that they only intend to stock certain types of goods. Examples include applicants suggesting that they will only stock 'high end' products, or that they will not sell 'super strength' alcohol. The inference is that they will sell the 'high end' products at an increased price in relation to other goods as they are of premium quality, and that they will not attract patrons who may purchase goods because they have an alcohol problem and who are only interested in the alcohol strength. The LLF understands that in approving the application, it is not always recorded as an explicit condition of the licence. As such it does not allow for any follow up monitoring to ensure that the applicant is adhering to their stated intention. This type of situation needs to be articulated clearly within the SLP, to show that there is a process to ensure that, if approved, it is recorded as part of the conditions of granting the licence.

#### **Recommendation No 6**

The LB ensures that its SLP gives greater detail of how it processes decisions, so that on occasions where a licence is granted under specific conditions, these are accurately recorded as a condition of the licence being granted.

### Setting minimum distances for consideration of any new licensed premises

Research<sup>1</sup> which investigated whether alcohol-related illnesses and deaths across Scotland were related to the local availability of alcohol outlets, showed that alcohol-related hospitalisations and deaths were greater in areas with higher alcohol outlet availability.

It is known that the LB sometimes receives applications for licences in locations where similar premises currently exist. Other than when it is implied in the overprovision section of the current SLP, there is nothing to suggest that the LB feels that there should be a minimum distance between existing and proposed new licensed premises. The LLF feels that the LB should have a section in its SLP which states that there is a presumption that no new licences will be granted for a new premises within set minimum distance(s). The option would be open for the LB in its SLP to detail a range of distances, depending upon factors such as:

- whether it is in the city centre or in the suburbs
- what type of premises it is, e.g. on-sales, off-sales, restaurant, etc

The LLF is aware that in the context of overprovided localities, the City of Glasgow Licensing Board has included information on determining localities and suggested distance boundaries within their Statement of Licensing Policy 2013-2016.<sup>2</sup>

#### **Recommendation No 7**

<sup>1</sup> Alcohol-related illness and death in Scottish neighbourhoods: is there a relationship with the number of alcohol outlets – Centre for Research on Environment, Society and Health (CRESH), Universities of Edinburgh & Glasgow. <http://www.alcohol-focus-scotland.org.uk/media/65042/Alcohol-outlet-density-and-harm-report.pdf>

<sup>2</sup> <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=17578&p=0>

The LB includes set minimum distance(s) in its SLP in which there is a presumption that an application for a new licence will not be granted.

### Shelf space

With the exception of a few off-sales premises that exist in Aberdeen City, which specialise in alcohol sales, most off-sales primarily sell other goods, such as groceries, etc, with alcohol being an ancillary product.

The best available evidence for tackling alcohol misuse indicates that the biggest impact is achieved through control of price and availability. Although availability generally relates to access to premises which sell alcohol, general exposure to alcohol also plays a significant role. An extract from 'the Grocer' (which is a British market magazine, devoted to grocery sales) in October 2014, illustrates this point, when it published an article on alcohol which said that 'merchandising matters', and then gave examples of ten ways for retailers to make their alcohol products stand out.<sup>3</sup>

One cannot therefore be surprised that alcohol problems have increased over the last decades, when there is greater visible access to the product. The LLF therefore suggests that the LB consider a section within its SLP which gives a maximum shelf space that it will permit in a supermarket / grocer for off-sales purposes in comparison to the overall shelf space in the premises. This would help manage the exposure to alcohol and reiterate the message that alcohol is no ordinary commodity.

### **Recommendation No 8**

The LB sets a maximum percentage of shelf space that a non specialist off-sales premises can use in relation to its total shelf space within its premises within its SLP.

### Surveys

The LLF understands that some licensing applicants attempt to strengthen the justification for their application by including information of a survey that they have carried out amongst local residents which aims to show that they (the local residents) generally welcome the proposal. The LLF supports the fact that communities should have a voice in the licensing process. It does however believe that this should be done in an open and transparent way. It therefore suggests that the SLP should contain a section in which it informs potential applicants that if they intend to carry out any survey, it will generally only be considered if it has been done well in advance of the application and that it has been carried out in consultation with the Community Council or other similar independent body for the relevant area. If the applicant does not do this, the onus should be on them to explain why this was not done.

### **Recommendation No 9**

The LB has a section in the SLP outlining the detail of the circumstances in which a survey will, or will not be considered. This section should place an onus on the applicant, if they choose to carry out a local survey, to do this well in advance of the application and in consultation with the relevant community council or other similar independent body.

---

<sup>3</sup> <http://www.thegrocer.co.uk/reports/digital-features/alcohol-report-2014/10-things-you-need-to-know-about-alcohol/373013.article>

I would be obliged if the LB could consider these recommendations in developing its new SLP and respond back to the LLF at its earliest convenience.

Yours sincerely,

Alexander Kelman,  
Chair of the Aberdeen City Local Licensing Forum



# **Monitoring and Evaluating Scotland's Alcohol Strategy**

## **Final Annual Report**

March 2016



We are happy to consider requests for other languages or formats. Please contact 0131 314 5300 or email [nhs.healthscotland-alternativeformats@nhs.net](mailto:nhs.healthscotland-alternativeformats@nhs.net)

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The MESAS project team all provide intellectual thinking to the MESAS project and review of this report. In addition, their contribution to this report is as follows:

Clare Beeston (NHS Health Scotland): concept and design, data analysis and interpretation, report writing

Dr Rachel McAdams (NHS Health Scotland): data analysis and interpretation, report writing

Neil Craig (NHS Health Scotland): data analysis and interpretation (price and affordability)

Dr Lesley Graham, Dr Annemarie van Heelsum and Ruth Gordon (NHS National Services Scotland): data analysis & interpretation (alcohol-related harm)

Megan MacPherson (NHS Health Scotland): data analysis and interpretation (ABIs; crime)

Andrew McAuley (formerly NHS Health Scotland now NHS National Services Scotland): data analysis and interpretation (ABIs; Treatment and care)

Dr Gerry McCartney (NHS Health Scotland): data analysis and interpretation (External factors)

Dr Garth Reid (NHS Health Scotland): data analysis and interpretation (Licensing Act; Scottish Social Attitudes Survey)

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Audrey Henderson who undertook additional data analysis on the alcohol module of the Scottish Social Attitudes Survey during an internship with NHS Health Scotland.

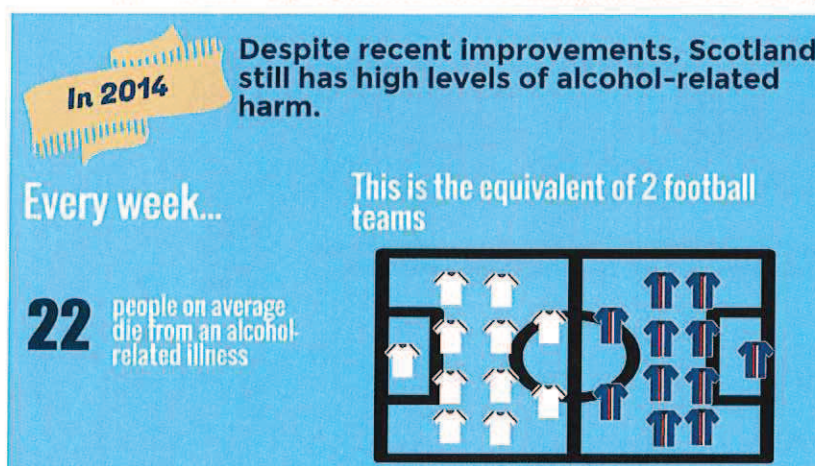
This report was signed off by Dr Andrew Fraser (NHS Health Scotland), and Dr Colin Fischbacher (NHS National Services Scotland)

**All alcohol sales and price data are copyrighted to Nielsen and CGA Strategy**

## Monitoring and Evaluating Scotland's Alcohol Strategy March 2016 - Executive summary

After a period of rapidly increasing rates of alcohol-related harm in Scotland and with alcohol-related harm in Scotland at historically high levels, a comprehensive strategic approach to alcohol was put in place from 2008/2009. The strategy was evidence-based and contained the main components advocated by the World Health Organisation (WHO). It aimed to reduce alcohol consumption and related harm through a wide range of interventions implemented through new policy and legislation. This evaluation was put in place to assess the success or otherwise of the strategy.

- Monitoring trends in alcohol consumption shows that population consumption of alcohol has declined in recent years, although that decline may now be flattening. A downward trend in self-reported consumption appears to be driven by declining consumption and increased abstinence in young adults, and decreased consumption amongst the heaviest drinkers, especially men.
- The most reliable and robust indicators of alcohol related harm are alcohol related-related mortality and hospitalisation rates. In general, both of these have been declining in recent years. The decline in the alcohol-related mortality rate started from peaks in 2003 for men and in 2006 for women. Rates have not declined since 2012 for either gender. Alcohol-related hospitalisations began to decline from 2008/09 for both genders. The increase and subsequent decline in alcohol-related mortality and hospitalisations was driven in particular by men and those living in the most deprived areas.



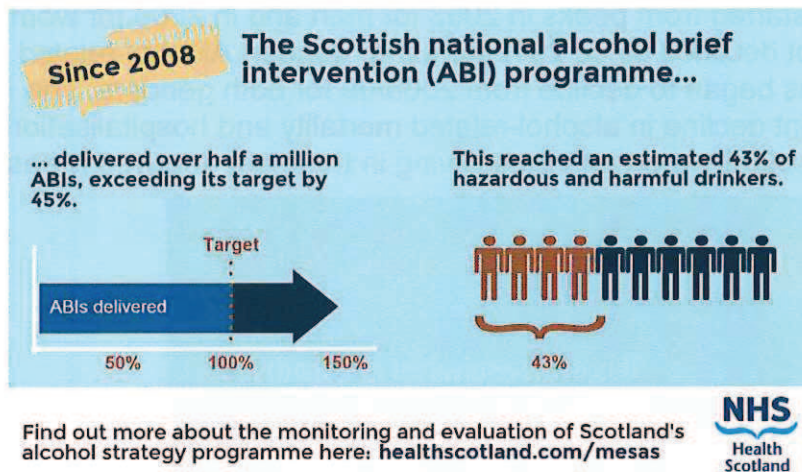
Find out more about the monitoring and evaluating Scotland's alcohol strategy at: [healthscotland.com/mesas](http://healthscotland.com/mesas)



- Within the context of declining overall crime, there was little evidence of a consistent trend across the indicators of alcohol related crime.
- Adverse consequences, from their own alcohol consumption, reported by 13 and 15 year olds have been declining, and are now at the lowest recorded level. Hospitalisation rates for those aged under 15 years have also declined by approximately 80% since their peak in 1995/96.

**This evaluation studied the implementation and intermediate outcomes of selected components of the strategy:**

- The Licensing Act has changed licensing practice. There was compliance with regulations concerning promotions in the on-trade and display of alcohol in the off-trade. Licensing standards officers, staff training and test purchasing were well received. The overprovision assessments and public health objective had influenced statements of policy, but were proving difficult to operationalise. Limitations of licensing data meant it was not possible to determine if such policy-based changes are influencing either licensing decisions or alcohol availability.
- There was evidence that the performance target, national co-ordination and increased investment for a programme of alcohol brief interventions (ABIs) successfully scaled up delivery from 2008. ABIs have since been embedded into routine NHS practice in Scotland, particularly in primary care, and the performance target was exceeded. It was estimated that ABIs have been delivered to 43% of harmful and hazardous drinkers over the seven years of the programme. There were insufficient data collected within the ABI programme with which to assess the characteristics of those reached, uptake or impact on alcohol consumption.



- There was a tripling of investment in specialist treatment and care services. Staff perceived the increased investment, reformed planning arrangements and guidelines, to ensure quality and consistency in alcohol treatment and care services, from 2008 had improved the availability and quality of services in Scotland. Waiting times for specialist services reduced. In 2012 the ratio of prevalence of alcohol dependence to service users (the PSUR) estimated that 1 in 4 individuals in need had accessed a specialist service. This is a high level of service access by international standards. However, it is sensitive to changes in the estimate of prevalence of alcohol dependency (and the definition of need) and, given the limitations of the estimate used, is likely to be an overestimate. It was not possible to estimate the PSUR before the increase in investment, or to compare with service access in England or England & Wales.



- The Alcohol Act, which included the ban on multi-buy discounts, was introduced in October 2011 and was associated with a modest reduction in alcohol sales in the off-trade, driven by a reduction in off-trade wine sales. This does not appear to have had a measurable, short-term impact on deaths or hospitalisations entirely caused by alcohol. Its effect on wider alcohol attributable conditions was not examined.



- Evidence of knowledge and attitude change was mixed. There was evidence that there had been no consistent change in knowledge about units or attitudes to drunkenness or the social role of drinking. However, there was evidence that harm caused by alcohol in Scotland was increasingly recognised. There was a lack of evidence on whether or not the media discourse, or the de-normalisation of alcohol implicit in many of the interventions had changed attitudes not measured in the study.
- Minimum Unit Pricing (MUP) is subject to a legal challenge and has not yet been implemented. Other than the removal of the financial incentive to buy more alcohol than intended through the ban on multi-buy promotions any change to the affordability of alcohol was due to factors external to the strategy.

Given the timing of the declines it is clear that factors external to the strategy are likely to have contributed to changes in alcohol-related mortality and hospitalisation, especially male mortality. It is likely that rising and then falling incomes, especially for the poorest groups, over the 1990s and 2000s, explain part of the rise and fall in alcohol consumption and harms in Scotland over that time period. There is some evidence that a 'vulnerable cohort', adversely affected by socio-economic policies in the 1980s, was responsible for a wave of alcohol-related mortality that increased in the 1990s and decreased from the mid-2000s as the cohort aged and died.

**The report recommends that:**

- The current refresh of the alcohol strategy continues to be informed by the evidence that the most effective (and cost effective) interventions to reduce alcohol consumption and related harm involve action to reduce alcohol price, availability and exposure to marketing. Consideration should be given as to how alcohol consumption and related harm can be addressed within the context of the wider socioeconomic determinants of health.
- Effort is made to improve implementation of existing components of the strategy, particularly those with the potential to reduce the availability of alcohol and to incorporate the learning on implementation facilitators when developing new interventions. Notably, the lack of implementation of MUP due to on-going legal challenge has constrained the impact of the strategy. There is a need to improve the completeness and consistency of local data collection so that how an intervention is being implemented, by whom, reaching whom and with what immediate impact is better understood. Such data are crucial for informing and assessing whether interventions are likely to be having the desired and equitable impact locally and to drive improvement. Allowing sufficient lead time to establish systems to support delivery, including data collection systems is vital.
- Monitoring of key trends in alcohol price, affordability, sales and alcohol related mortality and morbidity continues to ensure any consistent increase in alcohol affordability, consumption or related harm is spotted early. Where possible and feasible, new interventions should be planned to enable robust evaluation before integration into policy. Better collection, collation,

accessibility and use of national and local data on delivery could improve implementation.

- There are recommendations for future research. These include: strengthening the use of natural experiment designs to evaluate policy; better understanding of the differences in drinking between Scotland and England & Wales and the relationship with harm; understanding the linkages between policy intent, legislation, social attitudes and changing social norms; understanding the mechanisms underpinning a 'vulnerable cohort'; understanding the factors that facilitate initiation and continued engagement with specialist alcohol treatment and care services; and; examining the relationship between alcohol price, consumption and harm within Scotland and the rest of the UK..

**Recommendations**

- 1** The review and refresh of Scotland's alcohol strategy should draw on the current evidence base.
- 2** Continue to improve implementation of the strategy (including implementation of minimum unit pricing).
- 3** Monitor alcohol-related harm and consumption. Where possible evaluate new interventions.
- 4** A number of potentially useful areas of future research were identified which should be explored.

Find out more about the monitoring and evaluating Scotland's alcohol strategy programme here: [healthscotland.com/mesas](http://healthscotland.com/mesas)



## Conclusion

Alcohol-related harm in Scotland has declined in recent years. There was evidence that the evidence-based interventions studied were implemented, although there were difficulties operationalising some aspects. There was evidence of impact on several of the intermediate outcomes, although lack of data and/or data limitations meant impact was not assessable for others.

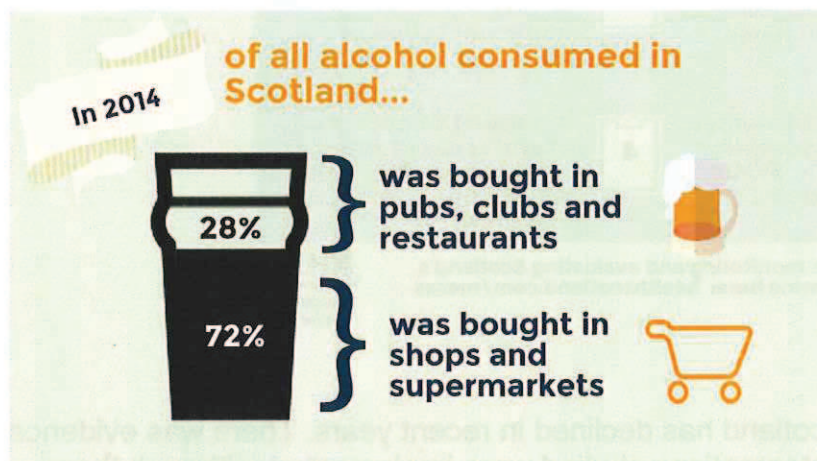
Two factors external to the strategy were considered to have made a contribution to the mortality trends: falling disposable income (and hence alcohol affordability) for people living in the most deprived areas, and a vulnerable cohort responsible for a wave of alcohol-related mortality, that increased in the 1990s and decreased from the mid-2000s as the cohort aged and died.

It was impossible to quantify precisely the impact of these external factors, nor determine the relative contribution of the external factors and the strategy to the declines. The declines in both mortality rates and hospitalisation rates have been much steeper in Scotland than England/England & Wales and, given the evidence base, the strategy may be contributing to these improvements.

Despite these recent improvements, rates of alcohol-related mortality and morbidity in Scotland continues to be higher than in the 1980s and higher than England & Wales. Inequalities in alcohol-related harm persist, with those living in the most deprived areas, especially men, having the highest rates. There is, therefore, a

continued need for action to further reduce alcohol-related harm in Scotland and to address these health inequalities. Minimum unit pricing has not been implemented and this is likely to have constrained the strategy's contribution to declining alcohol consumption and related harm. There is some evidence that the downward trends in both alcohol consumption (sales) and alcohol-related mortality may have stalled, with no decreases in 2013 and 2014. To say whether this marks the start of a longer-term change in trend requires continued monitoring.

The full annual report of the Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS) can be accessed at [http://www.healthscotland.com/uploads/documents/26884-MESAS\\_Final%20annual%20report.pdf](http://www.healthscotland.com/uploads/documents/26884-MESAS_Final%20annual%20report.pdf)



Find out more about the monitoring and evaluating Scotland's alcohol strategy programme here: [healthscotland.com/mesas](http://healthscotland.com/mesas)



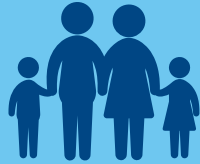


# Monitoring and Evaluating Scotland's Alcohol Strategy: The Strategy

Excessive alcohol consumption causes harm across Scottish society, impacting on:



Communities



Families



Public services



The economy



Individual health

Scotland's alcohol strategy aimed to address these harms. It was comprehensive, evidence based, and included four key components.

## Licensing (Scotland) Act (2005)

Includes reform of licensing process and restrictions on licence-holders, for example:



Restrictions on displays in the off-trade



Reducing underage selling



Restrictions on happy hour in the on-trade

Implemented 2009

## Changing Scotland's Relationship with Alcohol: The Framework for Action (2009)

Includes 41 actions aimed at:



Reducing consumption



Supporting families and communities



Promoting positive attitudes and positive choices



Improved treatment and support services

Implemented 2009

## Alcohol etc. (Scotland) Act (2010)

Contains a number of measures designed to reduce alcohol consumption, including:

25?

Challenge 25 age verification



Multi-buy discount ban (e.g. 3 for 10) in off-trade

Implemented 2011

## Alcohol (Minimum Pricing) (Scotland) Act (2012)

Establishes a price per unit of alcohol below which alcohol cannot be sold. This Act has not yet been implemented.

50p

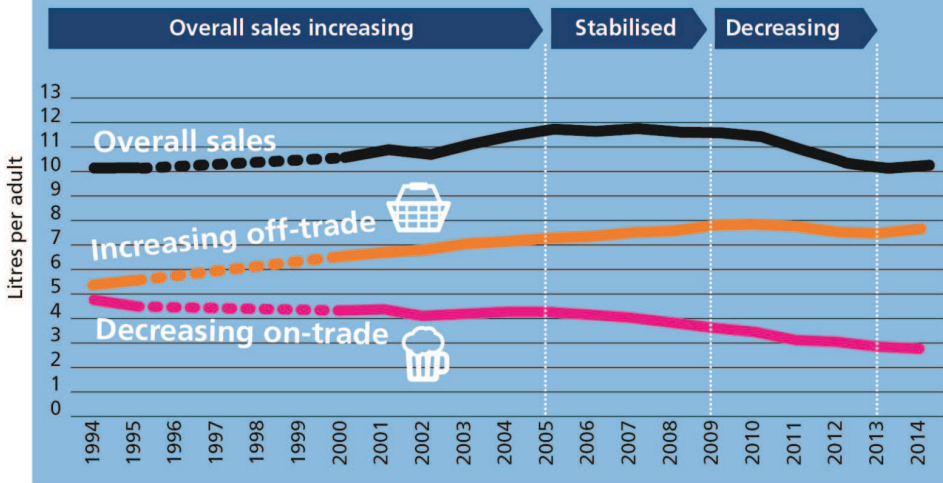
Currently set at 50 pence per unit

This Act has not yet been implemented

# Monitoring and Evaluating Scotland's Alcohol Strategy: Key trends

## Consumption

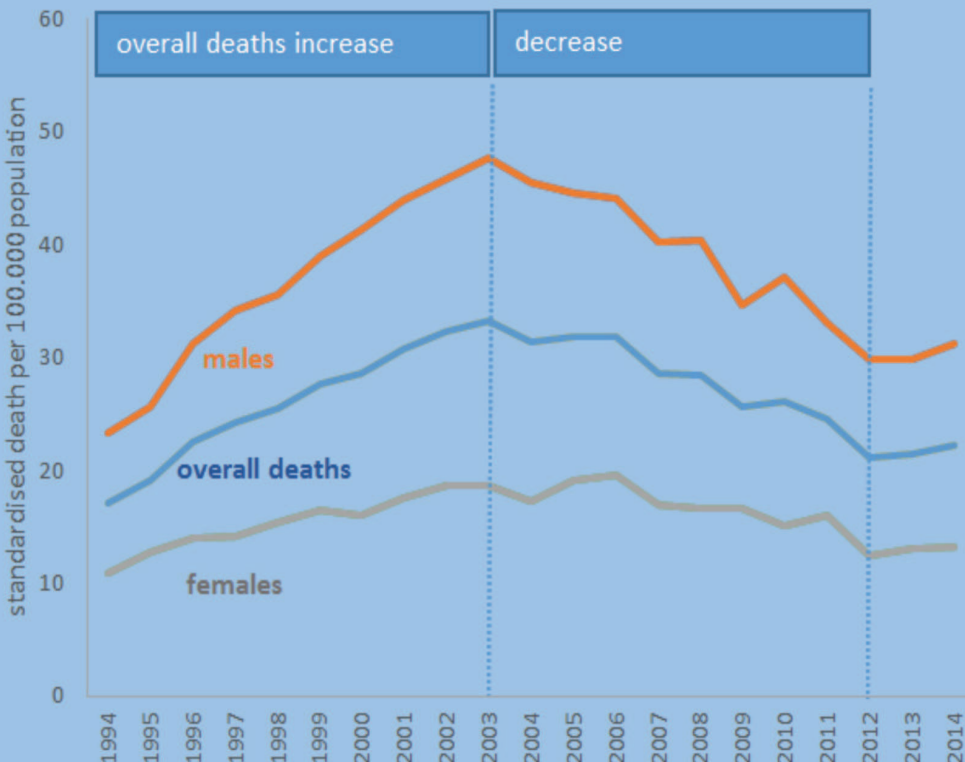
Sales of pure alcohol, Scotland, 1994-2014



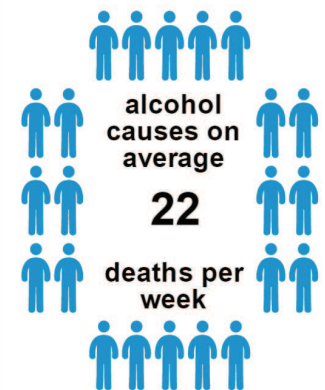
In 2014, of alcohol consumed



## Harm



In 2014 in Scotland



Since 2003 alcohol-related harm has declined by

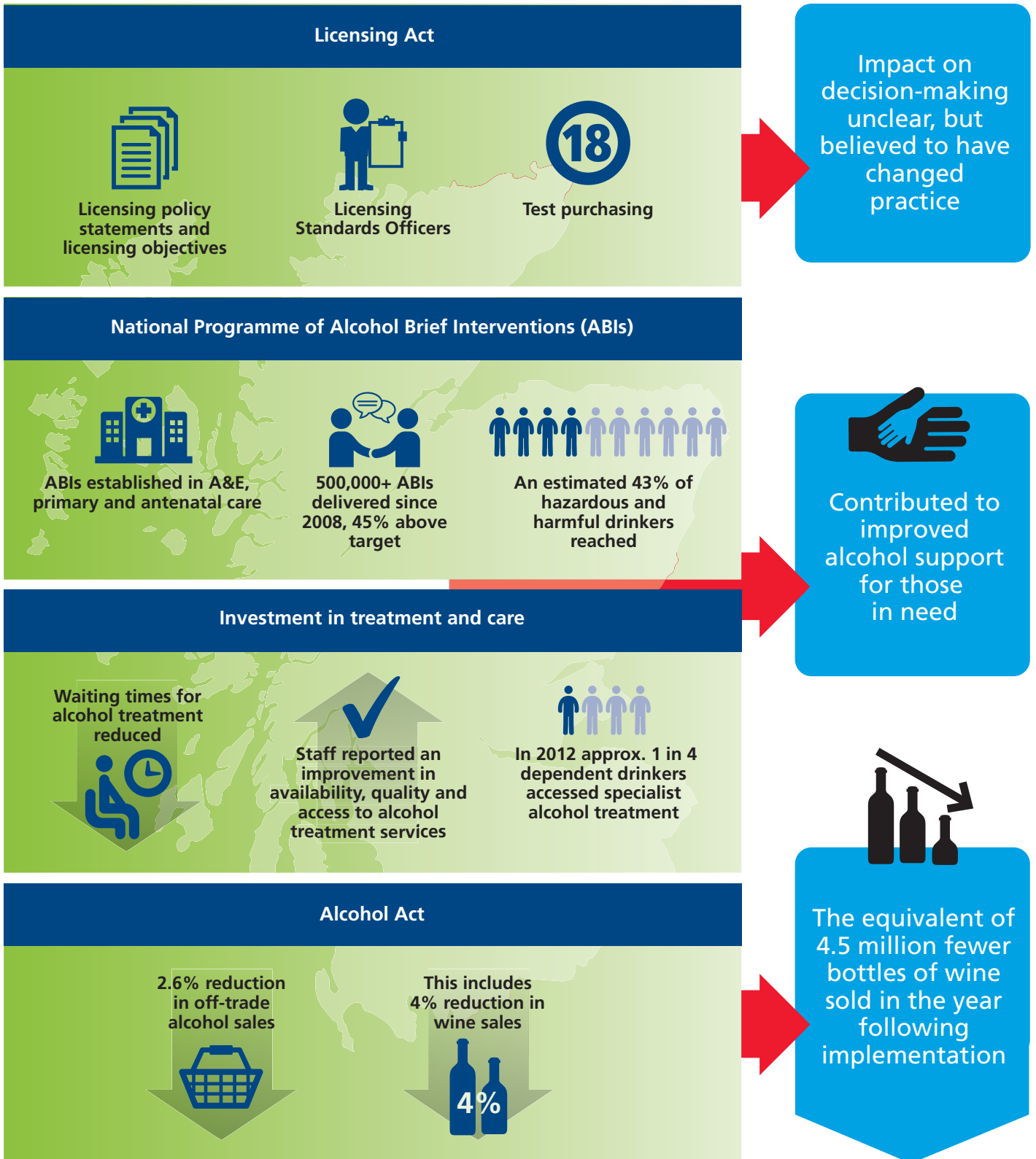
- 35% for men
- 29% for women

The full report can be found at [www.healthscotland.com/MESAS](http://www.healthscotland.com/MESAS)  
 For more information contact: [nhs.healthscotland-MESAS@nhs.net](mailto:nhs.healthscotland-MESAS@nhs.net)  
 Alcohol sales data are copyrighted to Nielsen and CGA Strategy



# Monitoring and Evaluating Scotland's Alcohol Strategy: Impact of the strategy

The evaluation found that some elements of the strategy have been successfully implemented and are likely to have had a positive impact.





# Monitoring and Evaluating Scotland's Alcohol Strategy: Recommendations

1

## Review and refresh the alcohol strategy



The Scottish Government has already announced a refresh of the alcohol strategy. This should continue to be informed by evidence of effectiveness and cost-effectiveness as well as evidence of gaps in policy to determine the priority for further action. Consideration should be given to how alcohol consumption and related harm can be addressed within the context of the wider socio-economic determinants of health.

2

## Improve implementation

Minimum Unit Pricing (MUP) has not yet been implemented, constraining the impact of the strategy. MUP should be implemented. Implementation difficulties and local variation means that impact of interventions may vary. Improved consistency and completeness of local data would help identify areas for improved implementation.

3

## Future monitoring and evaluation



Monitoring of alcohol price, affordability, consumption and alcohol-related deaths and hospital admissions should continue. Bringing these together in an annual overview will facilitate early identification and exploration of emerging issues.

4

## Research

For example:

Understanding the mechanisms underpinning a 'vulnerable generation' and why their risk of alcohol-related harm appears elevated.

The factors that facilitate initiation and continued engagement with specialist alcohol treatment and care services in Scotland, including early identification of those with alcohol problems.

## In conclusion

The strategy has had a positive impact on alcohol consumption and alcohol-related harm to date. However, on average 22 Scots die of an alcohol-related illness every week. There is a need for continued action to reduce alcohol-related harm.

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## 'Party Animals'

A Content Marketing Campaign

*for*

Aberdeen City Alcohol & Drugs Partnership  
and Drugs Action

December 2015

***Prepared by:***

*Malcolm McGee*  
Marketing Director

## Introduction

Citrus Mix created a drink safety awareness campaign for Aberdeen City Alcohol & Drugs Partnership (ADP) and Drugs Action to encourage people to enjoy the festive season and act responsibly with regards to alcohol consumption.

## Creative

A series of posters were designed featuring the targeted audience enjoying the party season under the theme of 'Party Animals' supported with soft messages that nevertheless gave good advice:

- Party Animals: In town slow down (x2)
- Party Animals: It's cool to wrap up!
- Party Animals: Stick together.

The posters signed off with the statement 'Enjoy the festive season responsibly'.



## Media

It was initially proposed to project the images on to buildings as an illumination in high density areas. Unfortunately, this was not possible due to access constraints, while offers to complement other public information campaigns were not appropriate given the specific content and concern over mixed messages.

Four Citybox posters, chosen for high footfall and dwell time, were placed within Bon Accord & St Nicholas Shopping Centre.

One hundred A3 posters of each execution were printed and distributed for display in the premises of participating pubs and clubs in the city.



A series of Facebook ads for display on mobile and desktop news feeds were served to specific target audiences.

## Campaign Period

The ads were scheduled to run throughout December 2015 and finished on 4 January 2016.

## Target Audience - Facebook



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 41–65+

Gender: Male



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–39

Gender: Female



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–40

Gender: Male



Location - Living in: United Kingdom: Aberdeen (+20 mi) Scotland

Age: 18–65+

Gender: Female

## Action

This was about awareness, reach and engagement with the opportunity to download a full set of posters for personal and business use.

Our primary focus was to deliver a message and to do this required people to view the video. The action directed viewers to download as it was important not to take them off message. Social actions on these posts divert a lot of attention through to the parent Facebook Pages. As there was no support or complementary articles on either website, there was no need to include a 'Learn More' link through to a webpage article. Therefore, given the intent of the awareness campaign, the action was set to 'download' to encourage reach online and offline with as little friction as possible.

## Placement

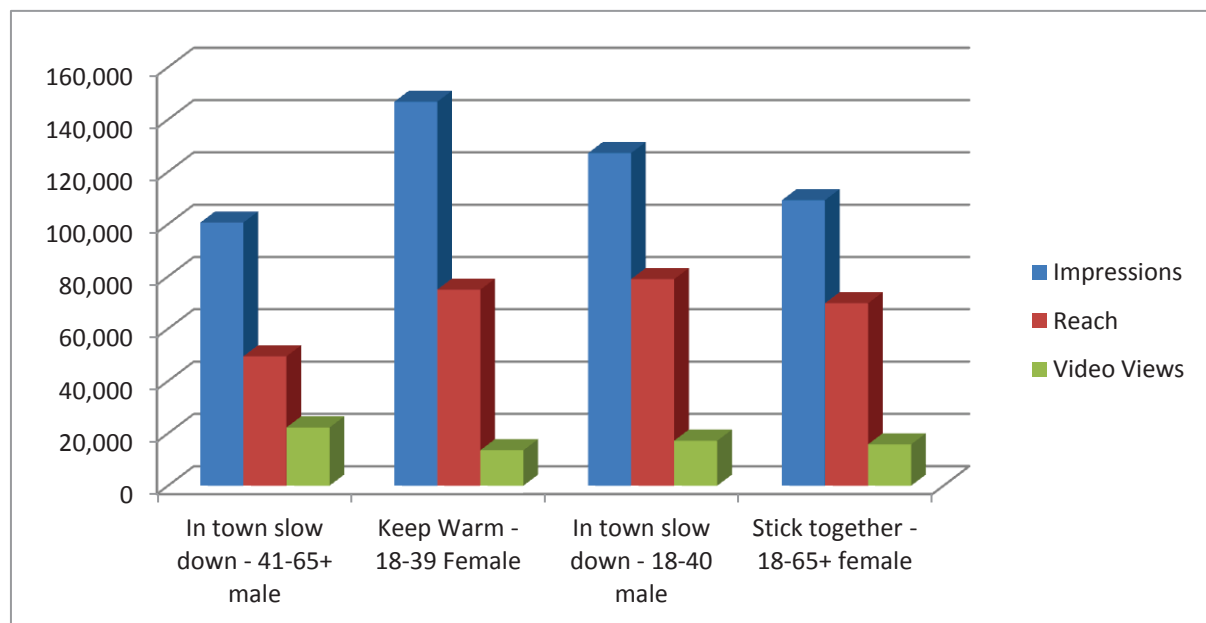
Audience Network, Mobile News Feeds and Desktop News Feeds. Mobile/Tablet viewers were offered a single pdf file with all of the posters when they clicked 'Download'. This was to overcome any issues with mobile/tablets not having an app installed to recognise .zip files.

## Campaign Results

### Facebook – total campaign

- Budget spend £1200
- 483,738 Impressions
- 109,850 Individuals reached
- 68,783 Video views
- 80% of the total video was viewed on average (8 seconds)
- 4,429 Clicks on the posts (website, Facebook page, play video, etc)
- 483 Website clicks
- £2.48 Cost per website click
- 346 Post likes
- 19 Post comments (nearly all tag to other Facebook users)
- 85 Post shares

### The campaign in detail



*Looking at top line stats per ad set*

### In Town Slow Down – Male 41–65+

- 100,609 Impressions
- 52,347 Individuals reached
- 22,254 Video views
- 77% of the total video was viewed on average (8 seconds)
- 1,207 Clicks on the posts (website, Facebook page, play video, etc)
- 131 Clicks to ‘download’
- £2.27 Cost per website click (£297.79)
- 116 Post likes
- 6 Post comments (nearly all tag to other Facebook users)
- 40 Post shares

### Keep Warm – Female 18–39

- 146,781 Impressions
- 74,932 Individuals reached
- 13,541 Video views
- 84%/87% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,030 Clicks on the posts (website, Facebook page, play video, etc)
- 95 Clicks to ‘download’
- £2.27 Cost per website click (£278.83)
- 60 Post likes
- 3 Post comments (nearly all tag to other Facebook users)
- 9 Post shares

### In Town Slow Down – Male 18–40

- 127,169 Impressions
- 78,978 Individuals reached
- 17,200 Video views
- 79%/77% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,091 Clicks on the posts (website, Facebook page, play video, etc)
- 126 Clicks to ‘download’
- £2.44 Cost per website click (£308.10)
- 88 Post likes
- 5 Post comments (nearly all tag to other Facebook users)
- 17 Post shares

### Stick Together – Female 18-65+

- 109,179 Impressions
- 69,753 Individuals reached
- 15,788 Video views

- 78%/79% desktop/mobile of the total video was viewed on average (8 seconds)
- 1,101 Clicks on the posts (website, Facebook page, play video, etc)
- 131 Clicks to 'download'
- £2.41 Cost per website click (£315.28)
- 82 Post likes
- 5 Post comments (nearly all tag to other Facebook users)
- 19 Post shares.

## Conclusion

On Facebook this was an advertising campaign that extended beyond both ADP and DA's social networks. It provided a platform to support organic posts but reached out to a new and wider audience. It was always the intent to deliver safety messages around alcohol rather than promote the respective organisations.

All four ad sets delivered reach in terms of the number of individuals that were served the ads.

The campaign action was to view a video and it was encouraging that they were viewed eight seconds on average, more than enough time to get the message across.

## Recommendations

Enhance the 'Party Animals' theme this year with additional content on ADP and DA's web pages, focusing on useful tips to survive the festive season. The ads would direct the viewer to these pages.

Segment the audience profile and extend reach to additional audience segments with suitable imagery or video content that reflects the respective audience profile.

Target the corporate market with posters, leaflets and general advice – a survival guide to the festive season.

Increase the number of poster sites to include passenger panels (bus and rail), Adshels and other roadside media with the call to action directing the target audience to dedicated web pages.

Establish and mature relationships with pubs and clubs and support with posters, leaflets, beer mats, etc all directing 'Party Animals' to online media.

## Glossary of Terms

We know some of the words used in this report may require explanation ...

### Impressions

This represents the number of times the post was shown to a user. Impressions can represent multiple views by a single user.

### Reach

This figure represents the number of individuals who were served your post/ad.

### Video views

The number of times the video was viewed.

### Clicks on the post

The total number of clicks on your advert. This may include off-site clicks to your website, page likes, post comments, etc.

### Cost per click

The average that you paid for each action associated with your objective. In this case the objective was website clicks.



<b>Progress Report</b>	Safer Torry – Prevention Pilot
<b>Lead Officer</b>	Joanne Larsen
<b>Report Author</b>	Emily Queen
<b>Date of Report</b>	10 <sup>th</sup> February 2016
<b>Governance Group</b>	Community Planning Aberdeen –Management Group

<b>1:</b>	<b>Purpose of the Report</b>
<p>The Community Planning Aberdeen Management Group requested that Torry be used to test a model which assesses the impact of increased preventative work. The Management Group has previously received verbal updates from Neil Carnegie on the prevention pilot being undertaken in Torry.</p> <p>This report will present the Community Planning Aberdeen Management Group with an update on the Safer Torry prevention pilot.</p>	

<b>2:</b>	<b>Summary of Key Information</b>
<p><u>Alcohol Related Disorder and Domestic Abuse in Torry</u></p> <p><u>Background:</u> In early 2014 Aberdeen Community Safety Partnership’s Tasking and Coordinating group identified the Torry neighbourhood as having relatively high rates of community safety incidents over various themes. Further analysis of incidents in Torry identified two key themes that the partnership wished to address. The two themes being alcohol fuelled disorder and domestic abuse.</p> <p>Working with the Torry Community Council the Community Safety Partnership convened a multi-agency group to develop local responses to alcohol fuelled disorder and domestic abuse. The multi-agency group consisted of Aberdeen City Council; Housing, Criminal Justice Social Work and Community Safety, Police Scotland, NHS, Cyrenians, Grampian Regional Equality Council (GREC) and Torry Community Council.</p> <p>Following creation of the multi-agency group a workshop was held on 23rd April 2014 highlighting the need to tackle alcohol related disorder and domestic abuse issues in the area. At this workshop four main actions were agreed for further progression by the group with the intention of implementation by October 2014:</p> <ol style="list-style-type: none"> <li>1. Develop an approach similar to Safer Aberdeen (city centre) by engaging local licensed premises, facilitating sharing of information on offenders / people involved in anti-social behaviour, introducing a radio link system and implementing a case management</li> </ol>	

- approach for individuals involved in patterns of behaviour.
2. Communication plans targeted at various stakeholder groups to deter and encourage early reporting of domestic abuse.
  3. Improve local accessibility of services introducing regular surgeries at a relevant community facility.
  4. Training and awareness raising for local services on alcohol related disorder and domestic abuse issues.

#### Action Update:

The first action of the Safer Torry working group was to develop an approach similar to Safer Aberdeen by engaging local licensed premises facilitating sharing of information on offenders/people involved in ASB, introducing a radio link system and using a case management approach for individuals involved in patterns of behaviour.

The Safer Aberdeen scheme is a proactive scheme between retailers, licenced trade, the police and local authority primarily directed at criminal activity within Aberdeen City Centre.

Members, who have each signed a confidentiality agreement, are involved in the collation and disclosure of offender information.

Safer Aberdeen aims to develop a range of measures to reduce and prevent criminality, fear of crime and anti-social behaviour, for the mutual benefit of the business community, local community and partners.

Safer Aberdeen intend; to create and safe and secure area, build stronger communities through effective partnership, reduce crime and violence, reduce criminal opportunity and reduce the fear of crime, whilst utilising resources effectively.

Based on the Safer Aberdeen methodology a Torry scheme was launched titled Torry Alcohol Action Group (TAAG). The scheme aims to work in partnership with Torry businesses to reduce incidents of alcohol related violence and antisocial behaviour.

TAAG formally launched on 20<sup>th</sup> May 2015 at the Victoria Bar, Torry.

The group consists of representatives from Aberdeen City Council; Community Safety, Police Scotland and local licensees. The Group meet every 6 weeks to review and discuss alcohol related incidents occurring in their respective premises.

TAAG has a total of nineteen members out of an eligible twenty licensed premises in the Torry area.

In line with the group's constitution and procedures an exclusion order can be issued against an individual who has committed an offence, members vote to exclude nominated offenders for a period determined by the group. Enforcing the message 'banned from one banned from them all'.

Monthly bulletins of known offenders; *serious and violent and or prolific and active* are distributed to TAAG members in the form of a bulletin. At present there are a total of eleven individuals excluded from licensed premises in Torry. Subsequently there have been an additional five exclusions which have now lapsed.

Safer Torry partners recognised the importance of communication in this strategy. The TAAG meetings allow for neighbouring businesses to communicate however the group recognised the potential for implementing a radio link system. The radio link gives many benefits to TAAG members from increasing staff confidence, ending business isolation, reducing the fear of crime, giving up to date information, incident management and managing real time crime.

On this premise a radio link system was set up were each member of TAAG was issued a radio



functioning on its own independent frequency 'TAGG Channel' this allows members to communicate with neighbouring businesses permitting effective real time sharing of information. The radios are also carried by the city wardens in Torry and a radio is based at Torry Police station.

It is worth noting that this is the first group of its kind in Scotland which combines 'on sale' and 'off sale' businesses working together to exclude individuals offending in these businesses and in the Torry area.

The success of the group can be measured by the take up and participation at the regular meetings. The response has been extremely positive and the group continues to work together, building stronger relationships through the partnership, sharing information and reducing crime and antisocial behaviour in the locality.

The second action of the Safer Torry working group resolved to develop; communication plans targeted at various stakeholder groups to deter and encourage early reporting of domestic abuse.

In relation to this second action progress was made to develop new methods for communicating specifically with victims of domestic abuse. The Safer Aberdeen App was adapted to include more information on domestic abuse. Relevant websites were updated. The group designed and produced posters, leaflets and business cards. The posters highlighted the issue of domestic abuse and the services designed to help those affected. These materials were also printed in Polish and Latvian and were distributed amongst the local community.

Social media platforms were used to convey the messages and the group featured on SHMU radio.

To raise awareness of early reporting of domestic abuse, health visitors were briefed and efforts were made to engage with local GP practices.

The third action set out to; improve local accessibility of services introducing regular surgeries at a relevant community facility.

The three providers; Aberdeen City Council's Domestic Abuse Team, The Cyrenians and Grampian Women's Aid agreed to deliver two hour weekly drop in sessions on a rotational basis.

Wallet size cards were produced with details of the drop in session and a 24 hour helpline number. Translation of resource was also made available in Polish and Latvian. Promotion and marketing of this resource was carried out through primary care specifically Torry Medical Practice, various partnerships and community groups.

The surgeries launched on 27<sup>th</sup> October 2014, two hour surgeries were set up to take place from 1:30 till 4pm every Monday at Deeside Family Centre. An intake form was designed to record details of how people reached the service to assist evaluation. Surgeries ran from October 2014 to February 2015 however no one attended the surgeries. Three referrals were made by health professionals but no one attended. Subsequently the decision was made to end these surgeries and instead promote the wide range of services available.

The fourth action of the group focused on; developing training and awareness raising for local services on alcohol related disorder and domestic abuse issues.

It was agreed that action four would be developed following progress with actions one to three.

A general awareness raising event was proposed and a training session took place on 18<sup>th</sup> November 2014. At the training event nine attendees confirmed and efforts were made to promote Safer Torry to services currently not involved as well as further invitations to the community.

A General awareness raising lunchtime event took place on 2 December 2014.

The Torry Action group resolved to engage with local hairdressers, beauticians and pharmacists to seek participation in an awareness raising briefing as per the actions outlined by the group. This consultation was carried out by means of a door stop discussion with managers. The general consensus was that these business managers would be receptive to attend any future event.

The group resolved to host a Domestic Abuse event to be held in Torry during 16 Days of Action. 16 Days of Action against Gender Violence is a national campaign which ran from Wednesday 25<sup>th</sup> November to Thursday 10<sup>th</sup> December and the Aberdeen VAWP held a calendar of events to support and promote this campaign, including service user events, awareness raising sessions and a candlelit vigil.

This particular event aimed at local businesses in the Torry area was to warn of trigger signs and how to deal with anyone they may come in to contact with that is dealing with a domestic abuse issue. Unfortunately, due to scheduling conflicts and difficulty in obtaining a venue, coupled with a lack of time in which to promote such an event, it was decided that we could not hold the aforementioned session during 16 Days of Action as previously hoped.

It is still the intention of the Aberdeen Violence Against Women partnership to hold an event in Torry as per the action from the Safer Torry group but it is clear that more planning needs to take place in order to properly promote such an event.

### **Torry Analysis:**

An evaluation report was produced on 28<sup>th</sup> April 2015. The report was created to inform future approaches by the group. The report aimed to evaluate the effectiveness of the various actions under consideration.

Previous analysis reported a reduction in public space violence for the 2014/15 fiscal year compared with the previous fiscal year for both Aberdeen City and the neighbourhood of Torry. The analysis, however, showed a much greater reduction for Torry than for Aberdeen City (19% and 4% reduction respectively for Common Assaults). While assaults classed as Serious showed an increase, it would be fair to say that there was an overall reduction as the numbers of assaults classed as "serious" are much less. Furthermore, the classification between serious assault and common assault can be somewhat obscured due to the amendment to the definition and distinction. The variance in the classification of a Serious or Common Assault depends upon the severity of injury sustained by the victim and does not always reflect the intensity or intent of the assault itself.

The previous analysis undertaken compared the six month period prior to and after the 1st October 2014 and pointed to some reduction in common assaults of a domestic nature in non-residential locations. Examination of Threatening & Abusive Behaviour (unrelated to domestic incidents) also pointed to some reduction within non-residential locations over the 6 month period after October 2014.

### Updated Analysis

An updated analysis was undertaken comparing the 12 month period prior to and after the 1st October 2014 to obtain a further update, particularly as the measures linked to Safer Aberdeen (city centre) implemented in Torry were in their infancy at that time.

### Summary

Updated analysis compares 12 month period pre and post October 2014.

Small percentage reduction in common assaults for Aberdeen City & Torry (3.2% and 5.6% respectively).

However, Torry has seen a small increase in non-domestic common assaults while Aberdeen City saw a small decrease. However, closer analysis shows that the increase is for assaults located at residential addresses while assaults at non-residential locations have reduced and that reduction is higher than the Aberdeen City average.

The above is backed up by:

A map (below) showing common assaults at locations around licensed premises and shops on Victoria Road showing a reduction in common assaults at non-residential locations.

Sobriety levels for non-domestic common assaults at non-residential locations show a decrease for perpetrators and victims recorded as Drunk, Had Been Drinking and Drugs.

When cost saving estimates are applied to the reduction in the number of crimes for Common Assaults overall, the estimated saving is £30,962 for the 12 month period post October 2014. However, if we were to exclude common assaults related to domestic incidents there would be an increased cost element of £44,819. If only non-domestic assaults at non-residential locations were considered, there is an estimated saving of £161,257 for the 12 month period.

### Overall Performance

The following table compares crimes and reports related to Public Space Violence in the 12 month period prior to 1st October 2014 with the 12 month period after for Torry and Aberdeen City.

CSP Performance 14/15	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Difference %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Difference %
	TORRY				ABERDEEN CITY			
<b>PUBLIC PLACE VIOLENCE</b>								
Common Assaults (All)	204	216	-12	-5.6%	2976	3075	-99	-3.2%
Common Assaults (non-domestics)	114	111	3	2.7%	1936	1997	-61	-3.1%
Serious Assaults	12	10	2	20.0%	154	123	31	25.2%
<b>STREET DRINKING</b>								
Street Drinking	11	24	-13	-54.2%	112	231	-119	-51.5%

The updated results show that there has been a small percentage reduction in all common assaults within Torry and Aberdeen City as a whole (5.6% and 3.2% reduction respectively). The reduction has been slightly higher for Torry. However, Torry has seen a small increase in non-domestic common assaults (2.7% increase) while Aberdeen City as a whole saw a small reduction (3.1% decrease). Serious assaults have increased for Aberdeen City and Torry, with Aberdeen City seeing a slightly higher % increase.

Reported incidents of Street Drinking saw a reduction for Aberdeen City as a whole and for Torry. The percentage decrease was slightly higher for Torry. However, while this seems to be only a slightly higher decrease for Torry than Aberdeen City, this decrease is particularly significant as the previous analysis showed a substantial increase in Street Drinking reports for Torry in 2014/15 while Aberdeen City as a whole saw a substantial decrease

### Consideration Made to Populations:

In understanding the impact of public place and domestic violence with consideration made to populations.

Looking at the above table and adding additional columns to accommodate incidents per 10,000 people in Torry and Aberdeen City (using mid-2013 population estimates). It suggests that across all categories, Torry is considerably above the city average, with for example Torry experiencing just shy of 200 common assaults per 10,000 people in the Oct 2014 - Sep 2015 period, compared to just over 130 common assaults per 10,000 people across the City. Per 10,000 people, Torry sees roughly double the city average for street drinking.

CSP Performance 14/15	Oct 14 to	Incidents	Oct 13 to	Incidents	Difference	Difference	Oct 14 to	Incidents	Oct 13 to	Incidents	Difference	Difference
	Sep 15	per 10000	Sep 14	per 10000	(Nos)	%	Sep 15	per 10000	Sep 14	per 10000	(Nos)	%
	TORRY						ABERDEEN CITY					
<b>PUBLIC PLACE VIOLENCE</b>												
Common Assaults (All)	204	193	216	204	-12	-5.6	2976	131	3075	135	-99	-3.2
Common Assaults (non-domestics)	114	108	111	105	3	2.7	1936	85	1997	88	-61	-3.1
Serious Assaults	12	11	10	10	2	20.0	154	7	123	5	31	25.2
<b>STREET DRINKING</b>												
Street Drinking	11	10	24	23	-13	-54.2	112.0	5	231	10	-119	-51.5

Table 1 - Public Place Violence and Street Drinking - Torry vs. Aberdeen City

However, when looking at some available data for April-November 2015 regarding common assaults across neighbourhoods, Torry does not experience the highest rate of assaults, although it consistently experiences the highest number of assaults. Taking aside the City Centre, Middlefield and George Street experience a higher rate of common assaults than Torry, due to their significantly smaller populations.

COMMON ASSAULT	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Sum	Population	Rate per 10000
City Centre	9	8	10	6	13	8	11	11	524	6229	841.2
Middlefield	5	5	6	12	3	7	4	14	56	2881	194.4
George Street	8	15	11	13	15	13	10	14	99	6055	163.5
<b>Torry</b>	<b>20</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>22</b>	<b>30</b>	<b>12</b>	<b>30</b>	<b>170</b>	<b>10582</b>	<b>160.7</b>
Cummings Park	3	8	2	1	5	6	2	5	32	2147	149.0
Ashgrove	6	8	3	5	3	8	3	3	39	2634	148.1
Woodside	14	9	10	9	8	9	5	9	73	5297	137.8
Tillydrone	5	15	7	7	5	10	9	9	67	4972	134.8

Table 2 - Common Assault - High Priority Neighbourhoods, April-November 2015

Looking at domestic violence, however, shows a perhaps surprising picture. Torry does not feature in the top 3 neighbourhoods for domestic violence (year to date, to December 2015) once population is taken into account. Woodside, with over 325 incidents per 10,000 people takes the crown for the highest rate of domestic violent incidents. Torry, although it has experienced the highest number of domestic incidents, does not have the highest rate of incidents, due to the higher population in Torry. All six of the featured neighbourhoods, however, do have rates of domestic violence far above the Aberdeen average of just over 44 incidents per 10,000 people.

Neighbourhood	Population	Total 14/15	Rate per 10,000 pop
Woodside	5297	167	315.3
City Centre	6229	189	303.4
Tillydrone	4972	151	303.7
<b>Torry</b>	<b>10582</b>	<b>265</b>	<b>250.4</b>
Middlefield	2881	68	236.0
Summerhill	3616	78	215.7
<b>ABERDEEN CITY</b>	<b>227129</b>	<b>1007</b>	<b>44.3</b>

Table 3 - Domestic Violence - High-Priority Neighbourhoods

In conclusion, Torry is clearly a high-priority neighbourhood across the CSP priorities, featuring prominently and experiencing above-average levels across almost all categories, even when the neighbourhood's large population is taken into account. However, when population is considered it is not the neighbourhood with the highest rates of incidents for the issues considered here, and we have possibly been neglecting equally high-priority neighbourhoods, such as Woodside and Middlefield, due to their relatively small populations.

### Location

Further analysis on the above in relation to location of common assaults was undertaken to establish any links with measures being implemented in Torry linked to Safer Aberdeen on the location of such crimes occurring.

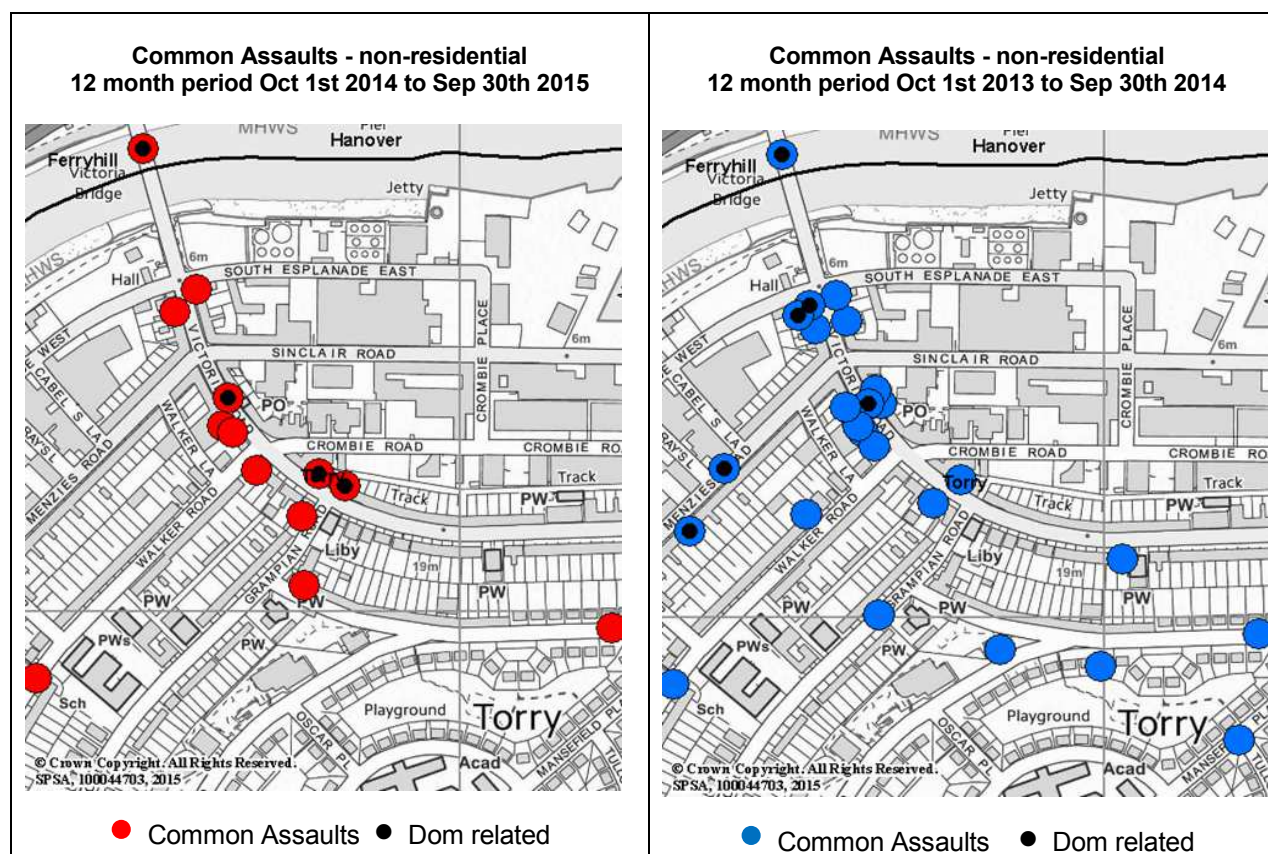
### 12 month comparison

Location	TORRY				ABERDEEN CITY			
	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %
Commercial	9	9	0		450	491	-41	
Conveyance	1	1	0		17	22	-5	
Educational	1	1	0		40	44	-4	
Open Space	1	10	-9		38	71	-33	
Public Space	55	53	2		820	873	-53	
Public Utilities		9	-9		73	74	-1	
Recreational	3		3		69	64	5	
Residential	130	128	2	1.6%	1393	1380	13	0.9%
Not Recorded	4	5	-1		76	55	21	
<b>Total</b>	<b>204</b>	<b>216</b>	<b>-12</b>	<b>-5.6%</b>	<b>2976</b>	<b>3074</b>	<b>-98</b>	<b>-3.2%</b>

The outcome revealed that Torry saw a higher decrease in assaults at non-residential locations than that seen in Aberdeen City.

### Area around Licensed Premises & Shops at Victoria Road

The last evaluation report for Common Assaults in Torry for the last 2 fiscal years showed a concentration of assaults around the licensed premises of Victoria Bar and Grampian Bar and shops. A 12 month pre and post 1st October 2014 shows the following:



The above maps demonstrate visually that the 12 month period since October 2014 has seen a reduction in Common Assaults around the area of Victoria Road close to various licensed premises and shops. This effect seems to have spread out along nearby streets.

## Domestic and Non-Domestic Common Assaults and Location

Further analysis of assaults in relation to domestic and non-domestic and location was undertaken to get a better understanding of the circumstances.

The following table shows a breakdown of domestic & non-domestic common assaults by location for Aberdeen City and Torry and compares the 12 month period prior to 1st October 2014 and the 12 month period after for each.

	TORRY				ABERDEEN CITY			
<b>NON-RESIDENTIAL</b>	<b>Non-Domestic Common Assaults</b>							
	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %
	57	66	-9	-13.6%	1332	1417	-85	-6.0%
	<b>Domestic Common Assaults</b>							
	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %
13	17	-4	-23.5%	180	224	-44	-19.6%	
<b>RESIDENTIAL</b>	<b>Non-Domestic Common Assaults</b>							
	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %
	54	42	12	28.6%	558	535	23	4.3%
	<b>Domestic Common Assaults</b>							
	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %	Oct 14 to Sep 15	Oct 13 to Sep 14	Difference (Nos)	Diff %
76	86	-10	-11.6%	835	845	-10	-1.2%	

The results show:

### Non-Residential Locations

- an overall 14% decrease for Torry in the 12 month period after 1st Oct 2014 for non-domestic common assaults (Aberdeen City as a whole shows a 6% decrease)
- an overall 24% decrease in domestic common assaults for Torry in the 12 month period after 1st Oct 2014 (Aberdeen City as a whole shows a 20% decrease)

### Residential Locations

- An overall 29% increase in non-domestic common assaults for Torry (Aberdeen City as a whole on the other hand shows a small increase of 4%)
- an overall 12% decrease in domestic common assaults for Torry (whereas Aberdeen City as a whole shows a 1% decrease)

### Sobriety

Analysis of sobriety levels was undertaken to establish any association with measures being implemented in Torry linked to Safer Aberdeen. The following table shows a breakdown of sobriety for non-domestic common assaults at non-residential locations:

<b>NON-DOMESTIC COMMON ASSAULTS</b> <b>(Non-Residential Locations)</b> <b>Sobriety coded as Drunk, Had Been Drinking, Drugs</b>			
<b>Torry</b>	Oct 14 to Sep 15	Oct 13 to Sep 14	Increase/ Decrease
Victim	29.5%	32.0%	-2.5%
Perpetrator	39.1%	55.2%	-16.1%

This shows a decrease for the 12 month period after 1st October 2014 for both Victims and Perpetrators classed as "Drunk, Had Been Drinking or Drugs". The decrease is particularly marked for perpetrators committing non-domestic common assaults.

### **Breach of the Peace and Threatening & Abusive Behaviour**

Analysis of crimes relating to Breach of the Peace and Threatening & Abusive Behaviour showed an increase in non-domestic crimes. Those crimes located at non-residential locations showed a 15.3% reduction while those located at residential locations indicated a 40% increase.

### **Location of Breach of the Peace & Threatening & Abusive Behaviour crimes**

Location	TORRY	
	Oct 14 to Sep 15	Oct 13 to Sep 14
Commercial	11	16
Conveyance		2
Educational	2	4
Open Space	3	5
Public Space	43	41
Public Utilities	1	2
Recreational	1	2
Residential	66	47
<b>Total</b>	<b>127</b>	<b>119</b>

The 12 month period since October 2014 shows an increase in non-domestic crimes for Threatening & Abusive Behaviour located at residential locations. For all locations which are non-residential there has been a reduction from 72 to 61 which is a percentage reduction of 15.3%.

### **COSTS**

#### **Alcohol Related Disorder**

The following are rough estimates of costs associated with the following crimes<sup>1</sup>

Common Assault:	£6,700
Serious Assault:	£24,719
Breach of the Peace	£2,072

<sup>1</sup> Community Safety Costs in Scotland: Measuring Preventative Spend - A Toolkit for Community Safety (SCSN).



The above estimates have been applied to the crimes of Common Assault and Serious Assault for the 12 month period pre and post October 2014 for the Torry neighbourhood.

#### All Common Assaults

TORRY	Oct 14 to Sep 15		Oct 13 to Sep 14		Savings/Costs
	Nos	Cost	Nos	Cost	
Common Assaults (All)	204	£1,366,800	216	£1,447,200	-£80,400
Serious Assaults	12	£296,628	10	£247,190	£49,438
Total Cost	216	£1,663,428	226	£1,694,390	<b>-£30,962</b>

This would indicate a saving of £30,962.

#### Non-domestic Assaults

if we wanted to exclude common assaults related to domestic incidents which have already been included under Domestic Abuse costs then the following estimates would apply:

TORRY	Oct 14 to Sep 15		Oct 13 to Sep 14		Savings/Costs
	Nos	Cost	Nos	Cost	
Common Assaults (All)	114	£763,800	111	£743,700	£20,100
Serious Assaults	11	£271,909	10	£247,190	£24,719
Total Cost	125	£1,035,709	121	£990,890	<b>£44,819</b>

#### Non-domestic Assaults at Non-Residential locations

TORRY	2014/15		2013/14		Savings/Costs
	Nos	Cost	Nos	Cost	
Common Assaults (non-doms)	70	£469,000	83	£556,100	-£87,100
Serious Assaults	3	£74,157	6	£148,314	-£74,157
Total Cost	73	£543,157	89	£704,414	-£161,257

This would indicate a saving of £161,257 for non-domestic assaults at non-residential locations.

#### Breach of the Peace & Threatening & Abusive Behaviour incidents at Non-Residential locations:

TORRY	2014/15		2013/14		Savings/Costs
	Nos	Cost	Nos	Cost	
Breach of the Peace & Threatening & Abusive Behaviour (non-doms)	61	£126,392	72	£149,184	-£22,792

#### DOMESTIC ABUSE

##### Previous Analysis

Previous figures produced from SCOMIS (Police Performance Management Information System) reported a 15% increase in incidents reported for the fiscal year 2014/15 compared with the previous year for Aberdeen City as a whole. However, as this system does not enable figures to be broken down at locality level, some analysis looking at crimes for Common Assaults and Threatening & Abusive Behaviour with the domestic incident marker was undertaken in an attempt to establish any trend.

This analysis showed that there was a reduction in domestic abuse crimes (Common Assaults and Threatening & Abusive Behaviour crimes with a domestic marker) for the fiscal year 2014/15 compared with the previous year for Torry. Aberdeen City on the other hand saw a 2% increase in Common Assaults but a 9% reduction in Threatening & Abusive Behaviour.

Comparison of the 6 month period prior to and after 1st October 2014 pointed to some reduction in common assaults of a domestic nature in non-residential locations. A similar pattern was found for Threatening & Abusive Behaviour.

### **Updated Analysis**

Year to date, figures produced from the Police SCOMIS system report a 19% reduction in reported incidents of domestic abuse for the fiscal year 2015/16 compared with the previous year to date figures.

Initial findings looking at the crimes in relation to domestic abuse (common assaults with a domestic abuse marker) and which compare the 12 month period prior and post October 2014, indicate that Torry has continued to see a reduction in crimes relating to domestic abuse (common assaults). Furthermore, Torry has seen a greater percentage reduction in such crimes compared with Aberdeen City as a whole (Torry 13.6% reduction, Aberdeen City 5% reduction).

### **Summary**

The statistical analysis and updated evaluation report provided shows encouraging trends. Partners are committed to continue to meet to develop future initiatives and inform strategy. Torry Alcohol Action Group (TAAG) will continue to meet and work in partnership, sharing information and serving exclusion notices on persistent offenders of criminal and antisocial behaviour. The group will continue to work on communications plans targeted at various stakeholder groups to deter and encourage early reporting of domestic abuse whilst continuously raising awareness through training events and seminars. The Community Safety Partnership are currently working to build a Subgroup which will co-ordinate Torry based initiatives and action groups including Youth Annoyance, Alcohol Action and Motorcycle Annoyance amongst others with members of each individual group, partners and locality managers.

### **3: Recommendations for Action**

Community Planning Management Group is recommended to:

Note the update on the Safer Torry Prevention Pilot.

### **4: Opportunities and Risks**

Aberdeen Community Safety Partnership is the community planning group working leading progress towards the safety theme within the single outcome agreement. Domestic abuse has been a priority for the partnership over the past three years, initially as part of the wider violence theme, and now since April 2014 within the violence against women theme. The Safer Torry group agrees to deliver tactical responses to relevant issues.

The opportunity presents itself to be scaled across to other communities within Aberdeen city.



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## ABERDEEN LOCAL LICENSING FORUM

### PROGRESS STATEMENT – 16 MARCH 2016

Remit of Local Licensing Forums as set out in the Licensing (Scotland) Act 2005 – keeping under review the operation of the Act in the Forum’s area and in particular the exercise by the Licensing Board of their functions including giving advice and making recommendations to the Board in relation to those matters where the Forum considers it appropriate. The Act does not enable a Forum to review or give advice or make recommendations in relation to the exercise by a Board of their function in relation to a particular case. “Case” is taken to mean an application before a Board and in the interests of natural justice is also taken to mean individual licensed premises. The preferred route for consideration of complaints about the running of licensed premises is to write directly to the Clerk or Depute Clerk to the Licensing Board.

The Licensing (Scotland) Act 2005 requires Licensing Boards in exercising any of their functions to have regard to any advice given or recommendations made to them by a Local Licensing Forum and where the Board decides not to follow the advice or recommendation to give the Forum reasons for that decision, the Board must provide copies of relevant statistical information to the Forum as it may reasonably require for the purposes of its general functions.

Licensing Standards Officers have a general function of providing to interested persons information and guidance concerning the operation of the Act, supervising compliance with the Act and the conditions of their licences by holders of Premises Licences and Occasional Licences and mediate between communities and the trade or between any two parties where there is a need to resolve a local problem and develop a local solution. LSOs do not act as “policemen” with regard to licensing but they will liaise with the police and other relevant officials such as Environmental Health Officers in pursuit of the objectives of the Act.

Item	Meeting Reference	Decision/Action	Update	Responsible Lead	Licensing Objective
<b>Items relating to all Licensing Objectives</b>					
1.		<p><b>Statistical Information</b> To receive reports from the Licensing Board containing relevant statistical information.</p>	The Forum and Board will continue to liaise at joint meetings.		All objectives

Item	Meeting Reference	Decision/Action	Update	Responsible Lead	Licensing Objective
2.	2 July 2015 (Joint Licensing Meeting)	<p><b><u>Statement of Licensing Policy 2016-19</u></b>  The Forum to begin discussions on their response to the development of a draft Statement of Licensing Policy 2016-19.</p>	<p>At the Joint Meeting of the Licensing Board and Forum on 2 July 2015 Ruth O'Hare advised that an extensive consultation process would be carried out in relation to the Statement of Licensing Policy for 2016 -2019. The Board would also be requesting evidence and statistics from various organisations and, as advised earlier, officers were developing a timeline for preparing the policy. It was hoped that a proposed timeline would be put to the Board at its meeting in August.</p> <p>The Convener to the Licensing Board added that the information needed to be area specific, up to date and relevant to alcohol. She added that Board would look to other Board's policies for guidance as part of the review.</p> <p>On 16 September the Forum agreed to establish a Working Group to develop its response to the draft statement.</p>	All	All objectives
3.	11 February 2015	<p><b><u>Alcohol and Young People</u></b>  The Forum considered whether attitudes towards alcohol have changed</p>		Young Person's Representative to the Forum	All Objectives

Item	Meeting Reference	Decision/Action	Update	Responsible Lead	Licensing Objective
4.	18 November 2015	<p>amongst younger people and the Convener requested a presentation for a future workshop on what young people think of alcohol and their experiences of its use and impact.</p> <p><b>Youth Justice Monitoring</b> The Forum requested Gillian Flett to provide an update on the monitoring arrangements and research conducted by the Youth Justice team on how young people accessed alcohol.</p>	Sgt Flett provided an update on 12 January 2016 and advised that there was no clear mechanism in place to retrieve the requested data but discussions were ongoing between Police Scotland the Youth Justice Team on how to achieve greater alignment.	Gillian Flett/Jonathan Lloyd	Licensing Objective 1: Preventing Crime and Disorder; and Licensing Objective 5: Protecting Children from Harm
5.	12 January 2016	<p><b>Statement of Licensing Policy Refresh</b> The Forum approved recommendations for the Licensing Board to consider when they were refreshing their Statement of Licensing Policy.</p>	The Clerk submitted the approved letter with recommendations to the Convener and Clerk of the Licensing Board on 14 January 2016 and received a receipt from the Convener of the Licensing Board on 27 January 2016.	Sandy Kelman/Iain Robertson	All Objectives

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