

Aspirational Statement

The Board recognises it has a role in contributing to the vision of Aberdeen as a healthy and prosperous place in which to live, work and visit. Through its Statement of Licensing Policy the Board shall seek to promote Aberdeen as a vibrant international city with a thriving night time and leisure economy whilst at the same time protecting and safeguarding members of the public from the dangers of alcohol related violence and health harm. The Board recognises that alcohol enjoyed sensibly is part of the national culture however it is mindful that there are serious health implications linked with overconsumption. Through engagement with a range of organisations including the Police, Licensing Standards Officers, the NHS, representatives of the licensed trade, alcohol and drug partnerships, community councils and elected members the Board shall strive to reach a balance between the protection of members of the public and the expectations and aspirations of the licensing trade.