


Non-Executive Report of the: Licensing Committee 13th September 2017	
Report of: Ann Sutcliffe – Acting Director Place:	Classification: Unrestricted
Community Alcohol Partnership and Best Bar None Report 2016/2017	

Originating Officer(s)	Vincent Fajilagmago – Licensing Project Officer David Tolley: Head of Consumer and Business Regulations
Wards affected	All

SUMMARY

This report provides an update on the progress of the Community Alcohol Partnership (CAP) initiative in Mile End.

This report provides an update on Best Bar None (BBN) Scheme within the borough.

Both seek to lower alcohol related crime and anti-social behaviour within the borough.

A Licensing Projects Officer has been funded by the Drug and Alcohol Team, to work on both these initiatives, which commenced in August 2015.

RECOMMENDATIONS

To note the activity that has been undertaken by the Community Alcohol and Best Bar None Partnership.

To make recommendations on further development of the schemes.

1.0 REASONS FOR THE DECISION

1.1 This is a report for noting.

2.0 ALTERNATIVE OPTIONS

2.1 This is a noting report, so there are no alternative options.

3.0 **DETAILS OF REPORT**

- 3.1 The first CAP area focused on Bethnal Green and St Peter's ward where it identified the main issue of underage sales by Off license Premises in the area and signing the businesses that were failing to a responsible retailer training scheme.
- 3.2 The second CAP was based in Mile End and a detailed report has been compiled to which this report serves as a summary document. See Appendix 1
- 3.3 An addendum sustainability report for the Mile End CAP has been included See Appendix 2

Best Bar None Award

- 3.4 The Best Bar None (BBN) Award seeks to raise standards within premises licensed for 'on sales' of alcohol. Applicants wishing to achieve the award must demonstrate to assessors that they more than compliant with Licensing and Health and Safety legislation and are broadly compliant with Food Safety legislation.
- 3.5 The system of assessment awards scores and premises will go into certain categories according to their score. Premises with outstanding and the highest scores are acknowledged as the best in their respective categories during an award ceremony.
- 3.6 A detailed report has been compiled of the scheme for 2016-2017 to which this report serves as a summary document. See Appendix 3

Programme of activity undertaken in the Mile End CAP

- 3.7 The engagement strategy of Community Alcohol Partnership included:
- Rapid Response Team (RRT)
 - Sport Development
 - East London Tabernacle
 - Youth Employment Project (YEP) run by Gateway Housing.
 - Ecotalent
- 3.8 The combination of RRT, Sports Development and the East London Tabernacle has led to the successful engagement with the Somali youth Cohort along with a Bangladeshi cohort in the East London Tabernacle Youth Centre. The YEP gave 5 young people a Level 1 qualification in employability skills followed by two week's work experience with Sainsbury's in Whitechapel. Ecotalent helped bring about aesthetic Improvements to the Mile End Park. The CAP presented the need to improve Mile End Park and

requested their help. The young people agreed and on a weekly basis, 4 Young People gave their Saturdays cleaning and clearing a highly visible and neglected part of Mile End on the corner of Mile End Road and Burdett Road. See Appendix 1 page 11.

- 3.9 This body of work has managed to succeed in many places where departments or services working independently have not. This illustrates that partnership working methods from the Community Alcohol Partnership can trend throughout other services and departments. Not only has the tailored approach made the partnership effective but has also maintained a low cost.

Enforcement

- 3.10 The Enforcement strategy of Community Alcohol Partnership included:

- Trading Standards
- Youth Council
- Tower Hamlets Enforcement Officers (THEOs)

- 3.11 The range of tactics included:

- Introduction of Challenge 25 to all Off Licenses in the CAP area.
- Challenge 25 posters,
- Letters informing all venues of upcoming compliancy tests and test purchasing operations.
- 2 Test purchase operations.

- 3.12 Results for the Compliancy test:

- 22 Tested
- 17 Passes.
- 5 Fails.
- Fails given warning letter and offer of training.

- 3.13 Results for the 1st Test Purchase (TP) Operation:

- 30 Tested
- 30 Passes
- 0 Fails.

- 3.14 Results from 2nd Test Purchase (TP) Operation:

- 27 Tested
- 21 Passes
- 6 Fails
- Venue 1 – Written warning & Minor Variation of licence to include – Refusal Book, Challenge 25 Policy, ID checks

- Venue 2 – Written warning & Licence revoked due to company dissolved – new application made
 - Venue 3 – Minor variation added & pending investigation
 - Venue 4– pending investigation
 - Venue 5 – pending investigation
- 3.15 The long term enforcement strategy of the CAP in preparing Off Licenses to pass TP helped to raise standards before the test purchases took place. Although the 1st test purchase had 100% pass rate, a change of strategy was required as daytime weekend test purchases during the school holidays was a predictable tactic. Therefore, a change in tactic uncovered more failures in the 2nd test purchase. Progressive and responsive strategies are required not to make things difficult for businesses but to find each opportunity to help improve standards and protect young people from harm. See Appendix 1 pages 12-13.
- 3.16 Results from THEOs:
- 17 patrols from 26th September to 24th October 2016
 - 8 CSAS name and address request
 - 3 CSAS alcohol seizures
 - 1 Cannabis warning
 - Littering of drug and alcohol has stopped outside Youth centre.
 - Groups have not revisited UAB
 - UAB able to engage with Tasking and provide evidence from CCTV.

Education

- 3.17 The Education strategy of Community Alcohol Partnership included:
- Alcohol Education Trust
 - Youth Service
 - St Paul's Way Academy
 - Sainsbury's
- 3.18 The CAP created A 'Drop Down Day' product around alcohol awareness modelled on guidance from the Alcohol Education Trust and offered for free to Schools and Youth groups provided solely by the CAP. 2 assemblies have been completed for St Paul's Way Academy year 9 consisting of 243 Young people. Two Youth centres took part in National Alcohol Awareness week sessions.

Responsible retailing programme

3.19 The CAP has been able to offer Off Licenses in Mile End and the surrounding wards Responsible retail training provided by Sainsbury's. 26 Premises have been offered training, 18 of these have refused and 8 have accepted.

Survey results

3.20 A resurvey has taken place with the residents and retailers in the CAP area. The results have been taken and compared with the results of the initial resident survey. See Appendix 1 pages 14-26.

3.21 The conclusions of the results are as follows:

- A public drinking problem still exists in Mile End.
- The problem has shifted from mainly adults to a mixed group of adults and young people drinking.
- From the surveys in both 2017 & 2015 the highest indicators have been for Bangladeshi and Somali ethnicities. This is reflective of the local area.
- The issues of Mile End Park are now not the prime locations and has shifted to the streets and communal stairways. Therefore, either the alcohol related crime and ASB problem has evolved or we are uncovering deeper issues entrenched within the Mile End Area.
- The frequency of alcohol related crime and ASB issues have gone down but the severity has risen. The data shows a great rise in ASB activities. The clearest indication is the rise in 'Violence' and 'Drug use' followed by littering of alcoholic containers. From the initial survey the top 3 categories were 'Noise', 'Smoking' and 'Littering of Alcoholic Containers'. The top categories in the 2017 are 'Drug use', 'Violence' and 'Noise'.
- The main issue is shifting from an alcohol problem to a drug issue.
- As the locations are on the streets a strategy for the streets is required.
- Stronger methods are required for specific off licences where complaints are made.

Recommendations

3.22 The recommendations from the results and conclusions of the Resident Resurvey report are as follows:

- Active and Responsive collaboration between Housing Associations.
- St Paul's Way School to take part in the Community.
- Triggering reviews for Off Licenses.
- CCTV Strategy within the estates.
- Having more visible outlets available for young people within the Estates.
- Community Cohesion Manager.
- Workshops for Tower Hamlets shop staff.
- Urban Gym.

3.23 The recommendations from the results of the Resident Resurvey 2017 have been made because the source of the alcohol related ASB has been addressed and the existing more problematic issues have come to the fore. The issues are now found further into the estates of Mile End where there is less visibility of council services or authority. Therefore the recommended strategies address the issues in its location through the same approach used by the licensing officer; Education, Enforcement and Engagement. See Appendix 1 pages 27-30.

Retailer Re-survey Results

3.24 The conclusions of the results are as follows:

- Superficially, the numbers of the survey is reassuring.
- When results are compared to each other it indicates a need for training in responsible retailing.
- When taking into consideration the results of the Test Purchase operations it affirms that there is an awareness of responsibilities but it is not necessarily practiced.
- A majority of Off Licenses are successfully upholding their responsibilities. However, training focused on those failing their responsibility is required.
- The large number of venues that have 'Challenge 25' is due to the CAP officer introducing challenge 25 before the Test Purchase operations.
- The number of off-licenses that experience abusive behaviour is at a total of 6. The number of venues that can have a better relationship with local SNT's is 5.
- There needs to be a focus on the venues that experience abusive behaviour having a better relationship with SNT's
- Comparing graph 2.15, 2.14 and 2.13 in Appendix 1 page 43-45 it indicates that there are off licenses that possess a refusal book but not all off licenses use their refusals book. Results indicate that some Off Licenses do not know how to use their Refusals book. This indicates room to improve knowledge and practice amongst off-license staff.
- There is a desire to have a better relationship with SNT's but there is a strong desire not to have training. I believe this comes from not knowing how to deal with customers at refusal point and loading the responsibility of dealing with difficult customers to the Police.
- Therefore, a method to improve the standards in responsible retailing needs to be a close and friendly manner to not be perceived as 'training'.
- Police can help in this endeavour whilst at the same time building rapport.

Recommendations

- 3.25 The recommendations from the results and conclusions of the Retailer Resurvey 2017
- Progressive Test purchasing strategies
 - Improved relationship with Off Licenses
 - Education and training
- 3.26 The recommendations from the results of the Retailer Resurvey 2017 have been made as there are wavering standards in Off Licence premises. Staff in Off Licence premises needs a better relationship with Licensing to help staff open up and accept education and training on responsible retail. See Appendix 1 page 50.

ASB Calls

- 3.27 The CAP officer encountered speculation regarding the success of the first CAP area. Therefore, data collected from alcohol related ASB calls from Police and 101 calls of the CAP area were to reinforce the positive results of the CAP strategy and its work.
- 3.28 Maps 4.1, 4.2 & 4.3 reflect the drop in ASB calls is significant in the area of intervention at the top of Burdett Road. This indicates that the ASB calls for the CAP area especially where strategies have been deployed dropped to its lowest since August 2015. See Appendix 1 pages 51-52.

What went well?

- 3.29 There are a variety of factors that contributed to the favourable outcome. The highlights are as follows;
- Capable managers in Partner Organisations.
 - Local Help.
 - Team work.
 - Youth Council and Trading Standards.
 - Improve public perception on alcohol related issues
- 3.30 The strong successful points of the Community Alcohol Partnership is not just the partnership working but also the attitude of the people involved to contribute to a wider issue. The commonality is the working bond towards the issues between the partnership and the residents. A combined effect also influences the public perception on alcohol related issues by residents. As this is a localised problem and localised strategy the effects can be experienced by local residents. See Appendix 1 page 53.

What could have been done better?

- 3.31 There are a variety of factors that can be improved on: The highlights are as follows;
- Relationship with schools
 - Relationship with Residents and Residents Associations
- 3.32 It is important to build better relationships and communication to potential partners to allow a combined effort and strategy to engage with young people and residents. The internal departments of Tower Hamlets work in various ways and it is important to find the right fit to the project as opposed to theoretically the right team. See Appendix 1 page 54.

Conclusions

- 3.33 The CAP has provided services to a cohort that was not engaging in positive activities. By engaging with the hard to reach group of people the issues in the local area has petered out and/or moved to other areas.
- 3.34 The CAP ability to tailor its approach with local partners allows a fluid and fast approach within its own framework. It has the capability to be applied more effectively with greater support from Resident Associations, Residents, Councillors, Council services and schools.
- 3.35 The local SNT's needed a non-uniformed intervention to engage with the responsible cohorts. It is for this reason that there is a need to help to maintain its current programmes in order to help improve resident engagement and participation of young people.
- 3.36 A new CAP area can be sought out and opened whilst the Mile End interventions can be maintained until the end of the financial year 17-18 where the partners can review their participation and according to their fiscal projections

Sustainability Report

- 3.37 The highlights of the Sustainability report are as follows:
- Maintain Monday sessions at East London Tabernacle.
 - Continue with Rapid Response team.
 - Develop a summer and Winter Plan.
 - Follow up funding opportunities to strengthen ELT.
 - Sports Development to continue Football with Celtic FC.
 - Open Youth Gym
 - ELT & EEH to galvanise Junior youth Group aged 13+ to strengthen community activities.
 - Test Purchasing.
 - Responsible Retailing Training

- 3.38 A sustainability report was written to illustrate the steps required for successful positive tactics to address and maintain the CAP area issues. Many of the tactics are to continue and maintain the current strategy. The introduction of Opening the Youth gym with the help of the young Mayor and opening the resources to a younger cohort will allow a greater cohort greater provisions for the young people in the CAP area.

Best Bar None (BNN)

- 3.39 This year the BBN scheme been successful in gaining the support of both Canary Wharf and the Truman Brewery who have agreed to be partners to help boost promotion and recognition of the scheme. BBN Terms and Conditions were introduced this year which gave clear rules for applicants wishing to apply to enter the award. This led to re-rating requests to improve low Food Hygiene Rating Scheme (FHRS) Scores. Best Bar None has also been added to the proposed Town Centre Strategy to enhance its visibility.
- 3.40 The action plan for 2016-2017 revolved around 4 goals: Incentive, Improving the brand, support and awareness. The highlights of the results of the action plan are as follows:
- Incentive. Acknowledging the best in localised areas led to titles in which the local businesses could compete for. This included the Best Restaurant and Bar of Brick Lane, The Best Restaurant and Bar for Canary Wharf and the Best Restaurant and Bar for the Rest of the Borough. There is also a Best of the Best category. The winners would receive the accreditation, title and trophies. See Appendix 3 page 11.
 - Improve Brand. To improve the brand the scheme required searching in wider areas rather than limiting the scheme in inviting only Brick Lane, iconic and popular venues in Tower Hamlets to take part. The list of venues that were awarded the Best Bar None accreditation are:
 - Boisdale Canary Wharf
 - Café 1001
 - Casa Blue
 - East London Liquor Company
 - Horn of Plenty
 - London Cocktail Club
 - Manjal Indian Restaurant
 - QMUL Drapers Bar & Kitchen
 - QMUL Griff Inn Bar and Kitchen
 - The Big Chill Bar
 - The Coborn
 - The Henry Addington
 - The Redchurch

- The Ten Bells
- The Tower Hotel
- The White Hart
- Support. To have iconic and popular venues to take part showed buy in from recognised venues and brands in and out of the borough. However, to give the scheme credence it displayed the organisations that gave its support. The partner organisations were the Met police, Canary Wharf Group and the Old Truman Brewery. Appendix 3 page 8.
- Awareness. This required a personal approach arranging meet & greets to introduce the officer to new venues. This saw a rise of 22 applications in 2016 to 40 applications for 2017. This is a 40% increase in applications. The increase in applications led to more venues being awarded the national standard.

Awards

3.41 The Accreditations, Titles and Trophies were given at the Awards ceremony held at the Radisson Hotel in Canary Wharf. This gave the Awards Ceremony greater grandeur than its previous years. This impressed the participants from both previous years and new competitors. This also raised expectations for the next Award ceremony for more participants, greater hospitality and more drama in the presentation. Appendix 3, Table 2.1 page 9.

Next Steps

3.42 The highlights of the recommendations of the next steps are as follows:

- Communication improvement. A one year strategic plan to help gain better awareness for all industry premises in Tower Hamlets is required. The number of alcohol licensed premises open past 12am has reached over 100 venues. Therefore, there is great potential for the scheme to reach greater numbers.
- Better relationships with partners. Seeking active partners can help improve the strength of the BBN brand but more importantly help cope with greater numbers. For example, the cost of an award ceremony for larger numbers of participants requires greater specialist venues which, in turn, add greater financial pressure upon the council. Partners that can contribute to such costs can help justify a spend to the public and demonstrate a unifying agenda of efforts to lower alcohol related crime and asb and rewarding venues who take an active part in that.
- Better prizes. The reward in taking part in the Best Bar None scheme is ultimately for the referrer possessing a venue that has reached a national standard equipped to deal with most potential incidents and preventing many others. The addition and a title and trophy have boosted the appeal to many venues. To continue to improve on this, prizes for the team or individual who

sat the assessment can be looked for. To adhere to the perception of not rewarding through alcohol or the alcohol industry, the prizes would need to be from a neutral source to add to the prestige of the Award.

- Strict assessment cut off. Assessments for the 2017 scheme went in as late as February for the March ceremony. This was due to being generous with the time for venues to improve and meet the minimum criteria. This had an effect on the lead up time to the ceremony and its press release and campaign.
 - Workshops. The dropout rate of applications to assessments was high in numbers but was consistent in percentage drop out of around 60%. This was due to varying factors. Mainly because the Best Bar None affected touting in the long run and the Brick Lane restaurants no longer engaged once they learned about this. There other reason was due to the effort required and being intimidated by the paperwork.
- a) Managers not very keen to take part in the scheme.
 - b) Criteria being very intimidating.
 - c) Not enough time to complete changes for managers of businesses where they take on a majority of the work and are time pressured. For example; policy changes are not easy for a sole manager who runs most duties and finding time in the regular is difficult.
 - d) Due to high demand workshops on the assessment criteria are being provided to help participants through the criteria.

3.43 All venues for the workshops are current Best Bar None members who have been accredited to National Standard and have kindly agreed to host the workshop for free.

4.0 COMMENTS OF THE CHIEF FINANCIAL OFFICER

4.1 This report provides an update on the Community Alcohol Partnership and Best Bar None initiatives, both of which seek to lower alcohol related crime and anti-social behaviour within the borough.

4.2 Both projects were funded from existing resources and there are no specific financial implications arising from the report.

5.0 LEGAL COMMENTS

5.1 Community Alcohol Partnerships (CAP) is a Community Interest Company whose aim is to tackle underage drinking and the resulting harm to local communities. A combination of enforcement, education, engagement of the community and local businesses, and provision of appropriate positive activity for young people is the hallmark of the CAP model. CAP is the national

coordinating organisation for the establishment of local Community Alcohol Partnerships which can be set up in any area with evidence of an underage drinking problem. Within Tower Hamlets, the current CAP is for Mile End and the report provides an update on the progress of the CAP.

5.2 As to setting up fresh CAPs, once an area has been identified, it is important that the issues of concern are known and that there is proper planning before any commencement. It is essential to build evaluation (pre- and post-) into any action plan as evaluation is a mandatory part of any CAP scheme. It is also important to bring together a number of agencies working to reduce alcohol related harm to young people and associated anti-social behaviour as well as involving local alcohol retailers.

5.3 As to Best Bar None Scheme, this is a National Award Scheme supported by the Home Office and aimed at promoting responsible management and operation of alcohol licensed premises. The Scheme's purpose is:

- Reduce alcohol related crime and disorder
- Building a positive relationship between licensed trade, police and local authorities
- Reduces harmful effects of binge drinking
- Improves knowledge and skills of enforcement and regulation agencies,
- Licensees and bar staff to help them responsibly manage licensed premises
- Process of becoming recognised by BBN includes meeting minimum standards and culminates with a high profile award night with category winners and an overall winner
- Responsible owners are recognised and able to share good practice with others
- Highlight how operating more responsibly can improve the profitability of an individual business and attractiveness of a general area

5.4 In its consideration of this Report, the Council must have due regard to the need to eliminate unlawful conduct under the Equality Act 2010, the need to advance equality of opportunity and the need to foster good relations between persons who share a protected characteristic and those who do not (the public sector equality duty).

6.0 ONE TOWER HAMLETS CONSIDERATIONS

6.1 These projects fit within the theme of a safe and cohesive community by ensuring that key individuals and organisations work to address some of the issues presented with by alcohol.

7.0 BEST VALUE (BV) IMPLICATIONS

7.1 The projects are grant funded through the Drug and Alcohol Team. The funding as demonstrated a real effect in the CAP area and ensuring that those businesses that sign up to the BBN award are reducing any adverse impacts on the local community.

8.0 SUSTAINABLE ACTION FOR A GREENER ENVIRONMENT

8.1 There are no adverse implications.

9.0 RISK MANAGEMENT IMPLICATIONS

9.1 The Council will be at risk of legal challenge if its decision making process on formal action is not transparent and evidentially based in relation to underage sales.

10.0 CRIME AND DISORDER REDUCTION IMPLICATIONS

10.1 One of the key licensing objectives is to prevent licensed premises from being a source of crime and disorder. The CAP/BBN supports and assists with crime and disorder reduction by controlling those who manage premises open to members of the public and imposing conditions on relevant premises licences

Linked Reports, Appendices and Background Documents

Linked Report

NONE

APPENDICES:

- a. Appendix 1: Community Alcohol Partnership (CAP) Evaluation 2017
- b. Appendix 2: Mile End Community Alcohol Partnership (CAP) Sustainability plan 2017.
- c. Appendix 3: Best Bar None (BNN) Evaluation 2017

Local Government Act, 1972 Section 100D (As amended)

List of "Background Papers" used in the preparation of this report

List any background documents not already in the public domain including officer contact information.

- **NONE.**

Officer contact details for documents:

- **N/A**

