

Non-Executive Report of the: Licensing Committee 13 th December 2018	
Report of: David Tolley, Head of Environmental Health and Trading Standards Directorate of Place	Classification: [Unrestricted or Exempt]
Update on the Community Alcohol Partnership and Best Bar None Scheme	

Originating Officer(s)	Vincent Fajilagmago Licensing Officer – Licensing and Safety
Wards affected	Whole Borough

1. Summary

- 1.1 This report provides an update on the progress of the Community Alcohol Partnership (CAP) initiative in Lansbury and Chrisp Street Market.
- 1.2 This report provides an update on Best Bar None (BBN) Scheme within the borough 2017-2018.
- 1.3 Both seek to lower alcohol related crime and anti-social behaviour within the borough.
- 1.4 A Licensing Projects Officer has been funded to work on both these initiatives, which started in August 2015.

2. Recommendations

The Licensing Committee is recommended to:-

- 2.1 To note the activity that has been undertaken by the Community Alcohol and Best Bar None Partnership.
- 2.2 To make CAP recommendations on further development of the schemes.
- 2.3 To request a representative of the Licensing Committee attends the Best Bar None Awards Ceremony held on the 13th March 2019 to meet and acknowledge those receiving the awards for participation in the scheme.
- 2.4 A networking reception to be provided for the Awards Ceremony.
- 2.5 Recommendations from members are welcomed for prizes that can be offered to awards and trophy winners.

3. Background

Best Bar None Award

- 3.1 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 are above the minimum standard for compliance with licensing, health and safety legislation and have achieved a Food Hygiene Rating Scheme Score of 4 (hygiene standards are good) or above.
- 3.2 The BBN system of assessment awards scores and premises will go into certain categories according to their score. Premises with outstanding and high scores are acknowledged as the best in their respective categories during an award ceremony.
- 3.3 A detailed report has been compiled of the scheme for 2016-2017 to which this report serves as a summary document. See Appendix 1.

Community Alcohol Partnership (CAP)

- 3.4 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 encouraging them to sign up to responsible retail training.
- 3.5 The second CAP was based in Mile End. It successfully reduced alcohol related antisocial behaviour by 62%, and won an award for Most Innovative CAP at the National Conference in 2017.
- 3.6 The current CAP is based in the area of Lansbury and Chrisp Street Market which includes Devon's Road.
- 3.7 Program of action undertaken by the Lansbury and Chrisp Street CAP
- 3.8 Surveys of the local residents, students and retailers are taken to determine areas for improvement.
- 3.9 The results for the Residents and Student Survey can be found in Appendix1.
- 3.10 Conclusions from the results of the Resident Survey are as follows:
 - Small groups that are source of anti-social behaviour have moved away from main streets and into estates stairwells due to no alternative to go.
 - Residents feel safe inside residence but not on street.
 - Chrisp Street has alcohol issues with more predominate drug issues.
- 3.11 Results of the Student Survey from Appendix 1

3.12 Conclusions from the Student Survey are as follows:

- Education on alcohol awareness is an important point of focus.
- Awareness of the effects of alcohol is low with a variety of understanding.
- Numbers of alcohol consumption are low, however, a small percentage will drink hard spirits indicating the cohort that are newly trying alcohol.

3.13 Results from the Retailer Survey can be found in Appendix 1.

3.14 Conclusions from the Retailer Survey

- Not all retailers are sure of the law.
- Some do not reject Proxy buyers indicating need for responsible selling.
- Majority of retailers would like a refusal book indicating that not all retailers have a refusal book.
- Majority of retailers do not want support or extra training.

3.15 The Four E's

- a) The Community Alcohol Partnership has a prescribed yet flexible method to address identified issues. These are known as the four E's; Education, Engagement, Entertainment, Enforcement.
- b) This report contains how the four E's have been executed tailored to the issues revealed from the surveys.

Education

3.16 Herlink – The CAP introduced the Herlink project to the school because there was concern that alcohol was being used to groom young girls in the school.

3.17 HerLink is a creative arts based health promotion workshop led by Drama therapists from East London NHS Foundation Trust in partnership with experienced Arts Practitioners from Tower Hamlets Youth Service ('A' Team Arts).

3.18 The workshop has the following aims:

- To raise awareness of personal safety and choices in personal relationships
- To instil a sense of self respect, maturity and freedom
- To support confidence to respond to pressures and report exploitation

3.19 Safe East – The CAP introduced Safe East to St Paul's Way school to provide their services working with the teacher on the student's needs.

3.20 Safe East is the young people service provider for Relationship and Sex Education and Alcohol and Substance misuse for Tower Hamlets.

Engagement

3.21 Spotlight – Spotlight is a creative youth service designed to inspire. Shaped by young people, for young people and it is free. Spotlight has state of the art studios, film, design and broadcast facilities with performance, dance, boxing, fashion spaces with a cafe, offices and meeting/one to one rooms.

3.22 Spotlight – Devon’s Road was identified by the CAP as the resource in the centre of the issues and was therefore the best place to help engage the community and local young people.

3.23 Rapid Response Team. The CAP brought in the Rapid Response Team (RRT) to engage with young people and young adults with a wide range of needs and who are disengaged from universal services.

3.24 The CAP engaged the services of the RRT as they can assist to reduce opportunities of people becoming victims and/or perpetrators of violence, vulnerability and/or exploitation.

3.25 The CAP was able to work with the Rapid Response Team to agree to extend their footpatrol outside of their assigned area to help signpost young people to Spotlight –Devon’s Road.

3.26 Tesco’s – Environmental Health and Trading Standards Services through the CAP and the National Community Alcohol Partnership body collaborated with Tesco to provide responsible retail training to all off-licenses and other retailers in the borough bring together local retailers and licensees, Environmental Health and Trading Standards, Police, education providers, and other local stakeholders to tackle the problems of underage drinking and associated anti-social behaviour (ASB).

3.27 The Tesco’s offer included the following:

- Provision of a venue (Tesco’s superstore, Hancock Road, E3 3DA)
- Provision of trainers.
- Lesson plans aimed at Responsible Retailing and Age Restricted Products with Refusals Register.
- As many sessions in responsible retailing as needed in.
- Training to be available as many languages are needed.
- Trading Standards to provide refusals registers.

3.28 Rounton Park Gym – 8 new outdoor gyms were launched in various parks across the borough, enabling local residents to work on their fitness without the need for any expensive gym memberships. The fitness instructors were provided by Sports Development.

- 3.29 Public Health provided the opportunity for residents to turn up and have a go, with the chance to also have a gym instructor on site to assist with getting to know how to use everything.
- 3.30 Spotlight Devon's road was to present the opportunity of the free instructor for the open gym to the users of their centre. Once a cohort is found, either adult or youth or both, Spotlight would then signal the CAP officer that a group is interested. The CAP officer would access Sports Development who would book the instructor for the agreed time.

Enforcement

- 3.31 Challenge 25 – Challenge 25 is a national age verification scheme that requires retailers to challenge anyone who looks under 25 years old to produce valid photo identification where they are attempting to purchase alcohol.
- 3.32 The CAP successfully obtain the services of Tesco's service provider for Challenge 25, who worked with the CAP to perform challenge 25 compliance checks identified venues within the CAP area. Unfortunately only 3 out of 14 venues passed the compliance checks.
- 3.33 Test Purchases - Following the compliance checks the CAP worked with Trading Standards to organise Under Age Test Purchases for alcohol for Off Licences in the CAP area. This done using Police Cadets to attempt to purchase alcohol from Off Licences.

Launch & Envisioning

- 3.34 The launch was held 25th May 2018 at Poplar Union, 2 Cotall St, Poplar, London E14 6TL. This consisted of a brainstorm with residents and service providers in the same room to gain the best achievable results.
- 3.35 Top feedback remarks from Appendix 2
- Invite residents volunteer in the CAP***
 - Create 2 single points of contact (SPOCs)***
 - Continuous intergenerational projects*
 - Better reporting systems*Residents fully involved with consistent inter-generational projects *

The benefits of partnership work outside of the CAP

Chrisp Street Strategy Local theft in relation to local drugs

- 3.36 Amongst the issues highlighted was drug dealing at the side of Chrisp Street Market. What was learned in the research was that addicts would steal from the local Co-op. The addicts would then sell to the market goers and stall holders. Once enough money is raise then a call is made from the local phone box to the dealer who then turns up at the side of Chrisp Street Market and to deliver the drugs. The addicts then use the drugs in the Chrisp Street market toilets.

- 3.37 The CAP partner, the Drug and Alcohol Action Team revealed that arrests by the Police when charged at Bethnal Green Police station can undergo tests for heroin. If the person tests positive then services for substance misuse can start to engage with the addict.
- 3.38 As a result of this the CAP was able to bring together and work jointly with Poplar Harca, Met Police and Co-Op to share the above knowledge. This has had the result that the thefts are reported by Co-Op to the police promptly, Markets Stall Holders were instructed not to accept purchases from street sellers and to report any attempts.
- 3.39 This also has led to all stakeholders involved, including the Police, to regard theft as a crime in this area of high drugs use to be prioritised as arrests allows an avenue to identify the drug issue and engage with substance misuse services.

Tesco providing Retail Training to Off Licenses Borough.

- 3.40 The partnership with Tesco was brought about the lessons learned from the last CAP which were:
- Test purchases alone were not enough to raise standards or bring about substantive change. This is because the process for one venue is lengthy and requires a lot of attention.
 - Prosecutions with the CAP data can give way for a stronger court outcome and fines.
 - The problem was really is a training need for better standards in retail and retail management.
 - Full details can be found in Appendix 2 Evaluation
- 3.41 A majority of Off Licenses are the same with the same needs across the borough. Therefore, it seemed logical to request training for the entire borough.
- 3.42 Finding Partners – With the CAP approaching Herlink allowed the sharing of contact and development of contacts which in turn allowed many schools access to the HerLink project that all know of the issues but have no idea to address the issues for their young people.
- 3.43 With the CAP approaching with Safe East allowed a very rapid growth with the need a substance misuse and RSE service for young people amongst secondary schools.

What went well

Education Strategy

- 3.44 The success of the previous project allowed greater access to residents and students. This opened doors to other institutions and organisations such as Poplar Harca and St Paul's Way Trust.

- 3.45 Access to St Paul's Way Trust. As part of the recommendations from the CAP project the officer was to gain a better relationship with St Paul's Way Trust. Not only was this done but other services were able to access St Paul's Way trust through the CAP.
- 3.46 Connection speeds. Safe East was connected with St Paul's Way Trust expediently and with the openness of St Paul's Way Trust to the CAP. This allowed a greater provision with more precise targets as opposed to generic workshop targets.
- 3.47 Tesco. The provision of such great support from a major retailer offered the following:
- As many sessions in responsible retailing as needed in.
 - The sessions to be held in as many languages as needed.
 - Use of their service providers for Challenge 25 in local off licenses. This allowed the enforcement and education strategy to move forward as very fast pace.
- 3.48 Partnership on every level. The partnership with Tesco's is an example of how the Community Alcohol Partnership nationwide can connect resources and partners from officers on the ground to national managers. This level of partnership, i.e. partnership on every level is a clear example of how great things can be achieved with a responsive network, shared goals and shared responsibility on every level, not just the frontline workers on the ground.

Conclusions & Lessons Learned (CAP and BBN)

Community Alcohol Partnership (CAP)

- 3.49 Partnerships as experienced within and without the Community Alcohol Partnership are two different ways of working.
- 3.50 Transparency and equal stake in the problem is required in Partnership work. These are factors that benefits partnership working but are a hindrance to silo working. Non-transparency can occur when partners experience internal issues and protection of the brand is required.
- 3.51 The advantages of Partnership working and the sharing of Partnership practices require time and exposure to other partners and departments.
- 3.52 Connection speeds – the speed of the partnership is one of the great advantages of the CAP. An example of the speed of Partnership; The Tesco deal was ready and the Off Licenses were compliance tested within a few months of the launch.

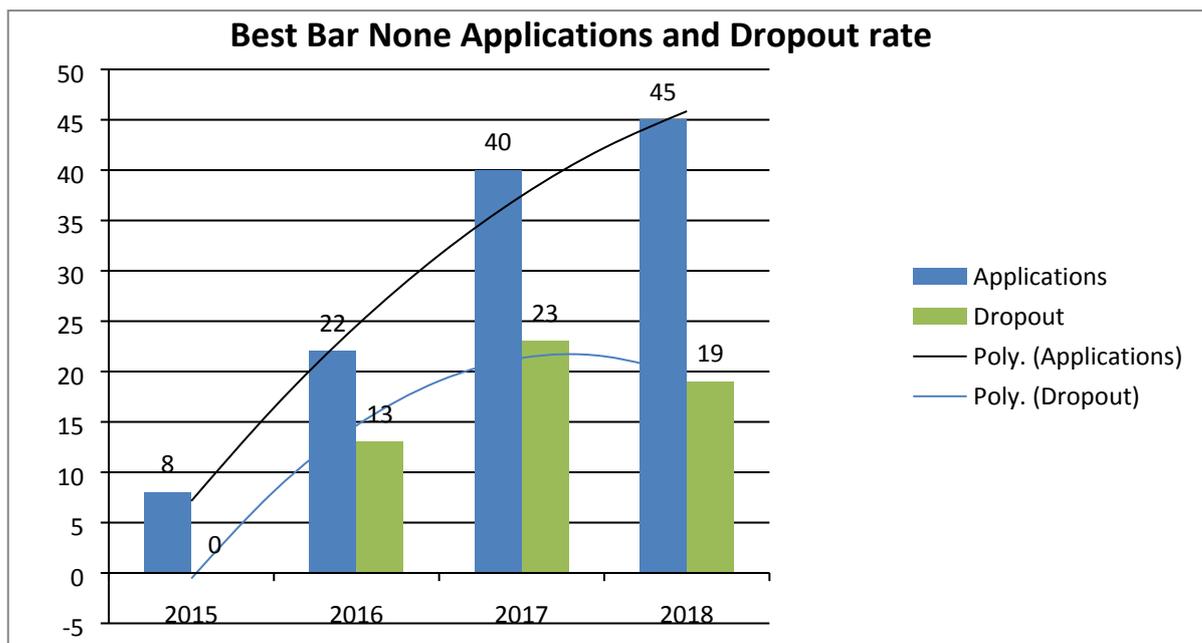
The state of Off Licenses and the hurdles to community building.

- 3.53 CAP will continue to find more partners to supply and offer free workshops or courses to cover the basics such as English as a second language to help bolster compliance.

- 3.54 The new Licensing Policy expects that Designated Premises Supervisors uphold their responsibilities in responsible retailing. This is to address the problem of absentee owners and absentee licence holder in retail management and retail standards. When a training need has been identified with the training offer refused the Authority may pursue more stringent enforcement methods.
- 3.55 8The nationally prescribed time for a CAP area is 2-3 years. This current CAP has provided many services within six months. It is recommended that the CAP for Chrisp Street and Lansbury timescale to be extended in line with other CAPs nationally and allow external problems to be resolved.
- 3.56 Education. The education strategy has worked very well with St Paul's Way Trust and will be finished by the end of November and recommend the continuance of the strategies employed by the CAP for the CAP area as it has benefits for schools and businesses outside of the CAP area.
- 3.57 Partnership on every level is a key component in borough wide. However, ground work is required to allow large opportunities to yield success.

Best Bar None (BBN)

- 3.58 This year the BBN scheme has 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.
- 3.59 Program of action taken under BBN
- 3.60 The action plan for 2018-2019 revolved around growing the number of venue by helping them to meet the criteria to be eligible for the scheme.



3.61 The Figure above illustrates the growing number of applications over the years. However, the number of venues that drop out of the process is nearly 50% of all applications. This indicated the area for improvement in the delivery of the BBN scheme.

Focus on Digital Communication

3.62 Greater focus with the Digital Communications department have allowed online and social media strategies to be implemented. This includes:

- List of venues with pictures on the website for reference on social media.
- Best Bar None Twitter account provided by the National Best Bar None office.
- #OurDay. A video that shall be placed on social media and Licensing webpage highlighting the usefulness of the scheme as stated by a local business.

Better relationships with partners

3.63 This year BBN is gaining greater awareness in St Katherine's dock and Aldgate thanks to the complimentary Counter Terrorism training for local businesses arranged by the officer, using the ties from last year's Project Griffin and improving on them this year.

3.64 These partnerships include the relationship of Best Bar None members who have been kind enough to host as the training venue of which 5 Best Bar None venues have volunteered.

Better prizes

3.65 Canary Wharf have offered £100 Canary Wharf vouchers for the winners in the Best in Canary Wharf category which includes, best bar, best pub and best restaurant of Canary Wharf.

- 3.66 The Canary Wharf prize leaves the other categories without a prize. These categories are; Best of Brick Lane, Best of the Rest and the Best of the Best.

Strict assessment cut off

- 3.67 Assessments for the 2017 scheme went in as far as February 2018 for the March ceremony. This has now been address with only a few exceptions sitting the assessment in January.

3.68 The current list of Best Bar None members are:

1. 28 West
2. Backyard Comedy Club
3. Boisdale
4. Café 1001
5. East London Liquor Company
6. Galvinisers Union
7. Hilton Canary Wharf
8. Holiday Inn London Whitechapel
9. Horn of Plenty
10. London Cocktail Club Bethnal Green
11. London Cocktail Club Shoreditch
12. Manjal
13. Pepper Saint Ontiod
14. QMUL Drapers Bar & Kitchen
15. QMUL Griff Inn Bar and Kitchen
16. Silver Sturgeon
17. Sports Bar and Grill Canary Wharf
18. The Big Chill Bar
19. The Hawksmoor
20. The Henry Addington
21. The Medieval Banquet
22. The Old George
23. The Star of Bethnal Green
24. The Ten Bells
25. The Tower Hotel
26. The White Hart
27. Wilton's Music Hall

Project Act Now

- 3.69 113 individuals have signed up to the Counter Terrorism awareness training provided by the Met Police. This has exposed Tower Hamlets Council to local businesses offering a free service for an important matter that is not easily accessible to businesses. Most of the voluntary host venues are Best Bar None venues.

The Awards Ceremony

- 3.70 The members of the BBN are requesting a reception/networking time to allow all members and council staff to meet and introduce themselves to each other. To allow this there are two options.

- 3.71 It is also suggested that the scheme would benefit from the Chair of Licensing, the vice chair and the Mayor of Tower Hamlets being invited to attend the Awards ceremony.
- 3.72 For the Best Bar None 2019/20 scheme and we recommend opening another two categories; St Katherine's dock and Aldgate.
- 3.73 With the growing number of entertainment venues that are licensed, we also recommend another category to be opened which Best of the Best, Best Entertainment venue.

4 REASONS FOR THE DECISIONS

- 4.1 This is a noting report to advise the Licensing Committee of the outcome of the inspections and no decision is required.

5 ALTERNATIVE OPTIONS

- 5.1 This is a noting report

6 EQUALITIES IMPLICATIONS

- 6.1 There are no equalities implications.

7 OTHER STATUTORY IMPLICATIONS

- 7.1 Best Value implications: There are no best value implications
- 7.2 Environmental considerations: There are no environmental implications
- 7.3 Crime reduction: One of the key licensing objectives of the Council ensure that it does not licence premises that are liable to be a source of crime and disorder. The Council 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. Illegal activity has been proven to occur at the premises.
- 7.4 Safeguarding: There are no proven safeguarding impacts; however premises that are managed in this way may employ underage persons or vulnerable adults. Therefore there may be a positive safeguarding impact.
- 7.5 Risk Management: The Council will be at risk of legal challenge if its processes are not transparent and evidentially based.

8 COMMENTS OF THE CHIEF FINANCE OFFICER

- 8.1 This report provides a progress update on the Community Alcohol Partnership and Best Bar None initiatives aimed at lowering alcohol related crime and anti-social behaviour within the borough.
- 8.2 Both initiatives are funded from within existing resources and there are no specific financial implications arising from the report.

9 LEGAL COMMENTS

- 9.1 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 CAPs are for Bethnal Green & St Peter's ward, Mile End and Lansbury & Crisp Street, the report provides updates on the progress.
- 9.2 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.
- 9.3 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
- 9.4 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).

Linked Reports, Appendices and Background Documents

Linked Report

- NONE.

APPENDICES:

Appendix 1: Mile End Community Alcohol Partnership

Appendix 2: Launch Presentation final + feedback

Appendix 3: CAP+ Policy