

LAPG

2026

Local Alcohol Partnerships Group

Partnerships
that make a
difference.

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Foreword

Dear Reader,

The All-Party Parliamentary Beer Group has always been a strong supporter of the Local Alcohol Partnerships Group, which has brought together the different schemes and initiatives highlighted in this brochure since 2012, with the aim of fostering closer collaboration between them at both national and local level.

We all enjoy going out in our local towns and cities and these schemes and initiatives play a key role in ensuring with have a good and enjoyable experience. They often operate largely behind the scenes, working in partnership with our local police and councils to maintain high standards within venues and ensure that we are safe and have a great time when we are out with our families and friends.

These are long established initiatives, supported by the brewing and pub sector, and their impact has been tried and tested over 20 years or more. National Pubwatch is one of the longest established, closely followed by Best Bar None, the Proof of Age Standards Scheme, Purple Flag and Community Alcohol Partnerships. Street Pastors have also been in existence since 2003. The work of the Portman Group on responsible marketing and sponsorship and the role of Drinkaware in promoting

responsible drinking also sits alongside the work that they do to tackle alcohol related harm.

The safety of women and girls is a huge priority across the political spectrum, and in recent years, cities have begun to develop Charters to address this issue, working with a wide range of local businesses, not just pubs and wider hospitality, to build commitment and foster initiatives to ensure the safety of women and girls at night. The London Women's Night Safety Charter, led by Safer Business Network, is one of the most advanced examples of this.

In my own constituency of Gower, there is a Best Bar None scheme in Swansea, where we also have Street Pastors and the Purple Flag Award. The local partnerships that are forged around these schemes are central to keeping our local communities safe.

Despite their longevity, these schemes have not stood still. They have evolved over the years to continue to meet the needs of customers and public authorities, embracing newer initiatives such as Ask for Angela, with high standards and public safety always being their key objectives. Ultimately, the schemes and initiatives in this brochure are an important resource available

to the police and local authorities, and an important part of the toolkit for tackling alcohol related harm and anti-social behaviour in our towns, cities and local communities. Their work is greatly appreciated and I would encourage my parliamentary colleagues, police forces and local authorities to consider how they might be able to work with you as part of your commitment to community safety.

Tonia Antoniazzi MP
All-Party Parliamentary
Beer Group Chair

Introduction to the Local Alcohol Partnerships Group

Established in 2012, the Local Alcohol Partnerships Group (LAPG) brings together national partnership schemes, industry bodies, regulators, enforcement agencies and other stakeholders committed to reducing alcohol-related harm and promoting the safe and responsible sale and consumption of alcohol. The Group provides a unique forum for collaboration, enabling organisations to share expertise, exchange best practice and develop practical solutions to challenges affecting local communities and the night-time economy. LAPG's members and supporters work across a wide range of areas including community safety, responsible retailing, licensing, public health,

age verification, hospitality standards, crime reduction and safeguarding. Through regular engagement, the Group helps strengthen partnership working, supports local initiatives and promotes evidence-based approaches that contribute to safer town and city centres, reduced anti-social behaviour, improved business standards and stronger local economies. United by a shared commitment to the licensing objectives and the prevention of alcohol-related harm, LAPG demonstrates the power of partnership in delivering positive outcomes for businesses, residents, visitors and communities across the United Kingdom.





Local Solutions. National Impact.

The strength of the Local Alcohol Partnerships Group (LAPG) lies in the diverse range of partnership schemes that work every day to reduce alcohol-related harm, improve public safety and support vibrant local economies. Established in 2012, LAPG brings together organisations that share a common goal: promoting the safe and responsible sale and consumption of alcohol

while helping communities address local challenges through practical, evidence-based solutions. The schemes represented within LAPG operate across a wide range of settings, from town and city centres to neighbourhoods, schools, retail environments and hospitality venues. They tackle issues including underage drinking, alcohol-related anti-social be-

haviour, violence, vulnerability, responsible retailing, customer safety and community wellbeing. While each scheme has its own unique focus, all are founded on the principle that partnership working delivers better outcomes than any organisation can achieve alone. The following pages showcase these innovative schemes and the vital contribution they make in helping businesses, public services, community organisations and volunteers work together to create safer, healthier and more welcoming communities across the United Kingdom.

Purple Flag

The Gold Standard for the Night-Time Economy

Purple Flag is the accreditation programme that recognises excellence in the management of town and city centres in the early evening and night time economy.

There are just under 100 towns and cities globally which hold Purple Flag status. This includes the UK, Ireland, Sweden, Malta, New Zealand, and Australia. Those areas range from large cities like Liverpool and Bristol, to small towns such as Chippenham and Carrick-on-Shannon. The programme is overseen by the Association of Town and City Management (ATCM) and the Purple Flag Panel - a partnership of key stakeholder groups, including central and local government, Police, business and consumers.

Purple Flag provides a comprehensive set of standards, management processes and good-practice benchmarks designed to help transform town and city centres at night, with an extensive research, training and development programme, to help towns and cities improve their evening and night time economy. It is a positive initiative that indicates an entertaining, diverse, safe and enjoyable night out.

In practice, this often means visible improvements such as better street lighting, taxi marshalling schemes, late-night transport links, street wardens, and closer coordination between venues, police and local authorities to keep people safe as they enjoy the evening and night time economy.

Purple Flag's 'Core Agenda' focuses on encouraging centres to be: welcoming and safe; to be easy to arrive in, circulate and depart from; to offer a broad choice of entertainment and culture for everyone; to be stimulating and well designed; and to be well managed by a strong partnership.

Applications are led by local partnerships, typically a Business Improvement District, council or town-centre management body, working alongside police, transport operators, licensees and community groups, and are assessed through an external evaluation carried out by the ATCM.

Accreditation is not permanent. Centres must reapply and be reassessed annually, meaning Purple Flag functions as an ongoing quality standard rather than a one-off badge. The scheme is also designed to keep raising

standards over time: as more centres reach a given level, that level becomes the new norm, and the bar rises for both new applicants and centres renewing their status. This drives continuous improvement across the whole network of accredited places, rather than rewarding a static elite.

Achieving Purple Flag status brings a range of benefits to a town or city centre. It provides a powerful mark of quality that boosts the area's profile and public image, improving resident, business and visitor confidence. Purple Flag status has also been linked to reductions in crime and anti-social behaviour, thanks to the improved planning, coordination and partnership working the accreditation process encourages between police, licensees, transport providers and the local authority. Beyond the numbers, the accreditation helps foster a sense of pride and shared ownership among those who live, work and do business in the area, and it gives local partnerships a recognised framework for continuing to improve the evening and night time offer year on year.

You can find out more information on Purple Flag by visiting www.atcm.org/purple-flag or by contacting the Purple Flag Lead laura.blake@atcm.org.





Achieving Purple Flag status helps foster a sense of pride and shared ownership among those who live, work and do business in the area.

Every successful town and city centre relies on a vibrant hospitality sector, and behind every great customer experience lies a commitment to safety and responsible management.





Best Bar None

Setting the Standard for Safer Socialising

Every successful town and city centre relies on a vibrant hospitality sector, and behind every great customer experience lies a commitment to safety and responsible management.

For more than 20 years, Best Bar None (BBN) has helped hospitality businesses deliver exactly that, becoming a recognised leader in promoting excellence

and anti-social behaviour in the hospitality sector.

Backed by the Home Office and the Scottish Government, along with the hospitality and drinks industries, it grew into a respected accreditation scheme, extending to Scotland in 2005. Today, more than 3,500 accredited venues participate across 75 towns and cities in England,

Best Bar None isn't just about accreditation, it creates a real sense of community. Venues share best practices, support each other and work collectively to raise standards.

Mark Hobson, Owner, Corporation Night Club, Sheffield

across the licensed trade. Rather than simply responding to problems, it celebrates success, recognising venues that go above and beyond in customer welfare, staff training, venue management and community engagement.

A Proven Model for Excellence

Best Bar None was originally developed by Greater Manchester Police in 2003 to recognise and reward venues operating to high standards, tackling crime, disorder

and anti-social behaviour in the hospitality sector. Wales and Scotland, helping customers identify venues committed to responsible retailing, safety and excellent service.

Four Pillars of Accreditation

Participating venues are assessed against four core areas:

- Venue Management (including Martyn's Law) – security measures, procedures and steps to reduce nuisance and disorder.

- Staff Training and Care – ensuring staff are trained and equipped to deliver safe, effective service.
- Customer Safety and Welfare – safeguarding, responsible retailing and welfare practices.
- Customer Service and Community – recognising

venues that contribute to their local community and provide a welcoming experience.

Every accredited venue receives detailed feedback to support continuous improvement, and in some areas can progress through Bronze, Silver and Gold levels. Assessment criteria are

regularly updated to reflect current priorities, including Martyn's Law, vulnerability and the safety of women and girls.

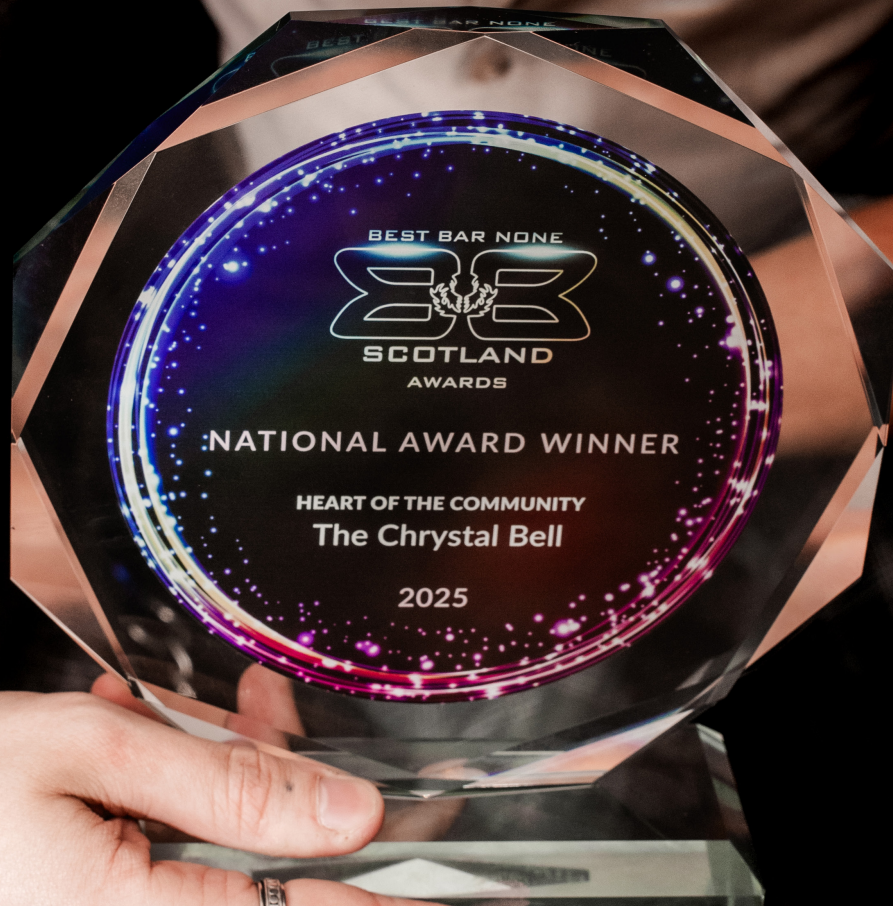
More Than Just Accreditation

For businesses, the value of Best Bar None extends far beyond recognition. Accredited venues build stronger relationships with local authorities, police and community partners, gaining access to best practice, specialist advice and networking opportunities.

Customers increasingly want reassurance that the venues they choose are safe and responsibly managed, and Best Bar None gives them a trusted, professional mark to look for.

Best Bar None plays a vital role in making Sheffield's night-time economy safe, inclusive and welcoming. It aligns perfectly with our city goals by supporting smaller businesses, raising standards and fostering collaboration between venues, partners and the community.

Cllr Mohammed Maroof, Chair, Economic Development, Skills & Culture, Sheffield City Council





What Local Scheme Coordinators Say

91.3% say Best Bar None has improved safety in their area

95.6% say Best Bar None is effective at reducing violence against women and girls

82.6% say Best Bar None improves partnerships between local stakeholders

65.2% report a positive shift in public perceptions of the licensed trade

Source: BBN Stakeholder Survey 2025

According to the BBN Stakeholder Survey 2025, 91.3% of local scheme coordinators say Best Bar None has improved safety in their area, 95.6% say it has reduced violence against women and girls, and 82.6% say it has strengthened local partnerships.

Bringing Best Bar None to Your Area

Best Bar None schemes are established and run locally, by BIDs, local authorities, police forces, trade bodies or simply an individual or organisation passionate about raising standards in their area.

BBN provides the accreditation framework, assessor training and ongoing support needed to get a scheme running, free of

charge thanks to the generous support of the drinks industry. The scheme is delivered by separate teams either side of the border:

- To set up a Best Bar None scheme in England or Wales, contact Helen Dawes at info@bestbarnone.com.
- To set up a Best Bar None scheme in Scotland, contact Mark Armstrong at bbnscotland@retailersagainstcrime.org. For more information visit: www.bestbarnone.com and www.bbnscotland.co.uk.



Community Alcohol Partnerships

Local Action

Delivering National Impact

When it comes to reducing alcohol harm among young people, there is no single solution. Success relies on bringing together the organisations, services and individuals that shape young people's lives, creating practical local responses that reflect the needs of individual communities.

That philosophy sits at the heart of Community Alcohol Partnerships, one of the UK's most successful and evidence-based partnership programmes focused on tackling underage drinking and improving outcomes for young people.

Over the past 18 years, Community Alcohol Partnerships has helped establish more than 380 local partnerships across the UK,

bringing together councils, police, retailers, schools, health services, youth organisations and community groups to address alcohol-related harm in a coordinated and sustainable way.

What makes CAPs particularly distinctive is that every project is locally owned. Rather than imposing a national blueprint, CAPs supports communities in developing tailored action plans that respond to local challenges, priorities and opportunities. The result is a programme that combines national expertise with local knowledge and delivery.

A Partnership Model Built Around Communities

Alcohol Partnerships is a Community Interest Company with a clear mission: reducing alcohol harm among children and young people, improving health and wellbeing, and helping create stronger communities.

Each CAP brings together partners who may not always work closely together but who all share responsibility for safeguarding young people. Local authorities, neighbourhood policing teams, licensed retailers, schools, public health teams and community organisations collaborate to understand local issues and implement practical solutions.

This collaborative approach recognises that underage drinking is rarely a stand-alone issue. It can be linked to wider concerns around health, vulnerability, anti-social behaviour, education and community safety. By encouraging coordinated action, CAPs helps create a more effective and sustainable response than any organisation could achieve in isolation.

Evidence That Makes a Difference

In a field where demonstrating impact is essential, CAPs has built a strong reputation for evaluation and evidence-based practice.

According to CAPs, almost all partnerships record significant reductions in underage drinking, alongside decreases in alcohol-related anti-social behaviour and crime. Projects also contribute to improved compliance with Challenge 25 and other responsible retailing measures. Outcomes are measured using a bespoke evaluation framework that compares baseline data with outcomes following intervention, enabling local partners to assess the effectiveness of their activities.

This focus on evidence has been a key factor in the continued growth of the programme. Communities are increasingly looking for interventions that can demonstrate measurable outcomes, and CAPs provides a model that combines prevention, education and enforcement within a structured framework.

More Than Enforcement

One of the reasons CAPs has been so successful is that it balances enforcement activity with education, prevention and positive opportunities for young people.

Support includes funding for alcohol education programmes, community engagement activities, Challenge 25 initiatives, retailer training, signage and campaigns addressing proxy purchasing, where adults buy alcohol on behalf of children.

Importantly, CAPs also invests in positive activities that provide young people with alternatives, helping communities build resilience and create environments where healthy choices become easier.

One of the most significant findings concerns the role of parental supply.

Evidence cited by CAPs shows that among 11 to 15-year-olds who have consumed alcohol, more than six in ten obtained it from their parents,

making parental provision by far the most common source of alcohol for children and young people. In some areas, CAPs research suggests this figure can be considerably higher.

This presents a particular challenge because many parents who provide alcohol do so

Stay Clear: Together for an Alcohol-Free Childhood

In 2025, Community Alcohol Partnerships partnered with youth communications agency Livity to develop an ambitious new behaviour-change campaign aimed at reducing parental supply of alcohol to children and young people.

The campaign, titled "Stay Clear: Together for an Alcohol-Free Childhood," is grounded in extensive research with parents, stakeholders and young people. Rather than relying on fear-based messaging or judgement, the campaign adopts a positive and supportive tone, recognising that most parents genuinely want the best for their children.

Research undertaken during the development process revealed

Lasting change happens when communities work together.

This balanced approach reflects modern understanding of alcohol harm prevention. Lasting change is achieved not only by restricting access to alcohol but also by improving knowledge, strengthening protective factors and creating supportive community networks.

Tackling One of the Biggest Challenges: Parental Supply

As CAPs has expanded, its research has continued to highlight emerging issues and opportunities for intervention.

with positive intentions. Some believe supervised drinking at home is safer than unsupervised drinking elsewhere, while others see small amounts of alcohol as a normal part of growing up. However, research highlighted by CAPs suggests that this approach can normalise underage drinking and potentially increase risk.

Recognising both the challenge and the opportunity, CAPs has undertaken pioneering work to better understand parental attitudes and behaviours.

several consistent themes. Parents often worry about damaging trust by setting strict rules, conversations about alcohol are frequently reactive rather than planned, and many adults draw heavily on their own experiences when deciding how to approach alcohol with their children.

The campaign therefore focuses on helping parents develop confidence and practical skills. It provides guidance on setting clear expectations, having open conversations about alcohol and supporting young people to make informed, healthy decisions.

Importantly, the initiative also includes youth-facing elements, recognising that successful prevention involves engaging young people as active participants rather than simply recipients of rules and messages.

Reaching Families Where They Are

The Stay Clear campaign is being piloted across seven locations using a modern multi-channel approach.

This includes targeted digital communications aimed at parents, school-based educational resources, dedicated online content, social media activity and support from retailers. Participating retailers are contributing both online and in-store promotional opportunities, helping ensure consistent messaging reaches families through multiple trusted routes.

A comprehensive evaluation framework is also being developed to measure awareness, understanding and behavioural intentions, helping CAPs build the evidence base for future expansion.

Looking to the Future

Over nearly two decades, Community Alcohol Partnerships has demonstrated the power of local partnership working to address complex social challenges. By combining education, prevention, community engagement and responsible retailing, the programme has helped hundreds of communities reduce alcohol-related harm and improve outcomes for young people.

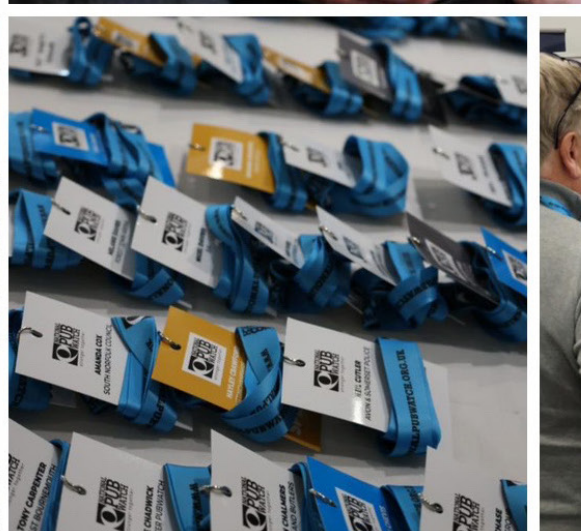
Its continued success lies in a simple but effective principle: lasting change happens when communities work together. Whether supporting retailers, educating young people, engaging parents or strengthening local partnerships, CAPs provides a practical framework that delivers real results.

As new challenges emerge and patterns of behaviour continue to evolve, Community Alcohol Partnerships remains at the forefront of alcohol harm reduction, helping communities equip young people with the

knowledge, support and opportunities they need to thrive.

For more information about Community Alcohol Partnerships, visit www.communityalcoholpartnerships.co.uk.







National Pubwatch

The pub and hospitality sector working stronger together

National Pubwatch (NPW) is a voluntary organisation that promotes safe drinking environments and tackles issues around crime and disorder in the licensed trade.

The organisation is preparing to celebrate its 30th anniversary, having been set up in 1997. It is recognised by National Police Chief Council, Home Office, Security Industry Authority and the Pub and Hospitality Industry as a trusted partner both at a national and local level.

Over the past three decades, NPW has grown to support over 800 individual Pubwatch schemes, while continuing to promote safe, secure and social drinking environments in all licensed premises throughout the UK.

Pubwatch schemes are voluntary local forums that bring together pubs and bars to tackle anti-social behaviour and alcohol-related crime through partnership working and information sharing.

Research conducted by Leeds Beckett University in 2025 highlighted the positive impact of

these schemes. It found that 86% of licensees, staff, police officers and those working in organisations such as local authorities believe Pubwatch helps create safer drinking environments.

More than half (53%) of those surveyed stated they had witnessed a decrease in alcohol-related disorder and anti-social behaviour since the introduction of a Pubwatch scheme.

Importantly, over two-thirds (68%) agreed that Pubwatch activities increased staff, customer and community safety.

The research also highlighted the value of NPW's role as the umbrella organisation for local schemes. A total of 92% of respondents agreed it was important for NPW to provide a voice for the licensed trade on issues relating to crime and violence, while 90% said it was important for the organisation to offer advice and information to support both new and established Pubwatch schemes.

Guidance and advice

The organisation has a team of experienced volunteer Regional

National Pubwatch Award

Every year local Pubwatch schemes have the opportunity to enter the Pubwatch of the year award sponsored by JD Wetherspoon. Finalists attend a prestigious event at the House of Lords.

In 2025, Colchester Pubwatch was awarded the top accolade, for its proactive and forward-thinking approach to managing the night-time economy, including its partnership work with the Police, Business Improvement District and Colchester City Council.

National Pubwatch was also able to ensure that the scheme received national and regional recognition in the media. In addition, they arranged for Andy Starr, chair of Colchester Pubwatch and other licensees and stakeholders, to meet with their local MP to talk about the issues facing the local economy.

In 2024, the award was won by Chesterfield Pubwatch, which has been running for 22 years and was recognised as an effective and forward-thinking organisation that works in partnership with the Police and Chesterfield Borough Council.

Winning the award has raised the profile of the Pubwatch locally and enabled it to access additional funding from the police and local council to support a range of initiatives benefitting the late-night economy, including the employment of a new community safety officer.



Representatives who can provide personal advice and guidance to licensees and stakeholders. A wealth of free information and materials can be found on their website www.nationalpubwatch.org.uk.

The NPW Good Practice Guide is now widely referred to by the licensed trade and statutory authorities and is seen as a trusted source of reference for many of

the issues affecting Pubwatch schemes.

The Leeds research said that the majority (90.9%) of those surveyed agree NPW's Good Practice Guide is important or very important, with many consulting it regularly.

It also found that 76% of those surveyed have used NPW materials, such as posters and leaf-

lets, which are seen as effective tools that make customers feel supported and safe and act as a visual deterrent to inappropriate behaviour.

NPW's training videos and on-line resources were highlighted as particularly valuable, with some Pubwatch schemes incorporating them into monthly meetings.

Education and Networking

As part of its approach to supporting best practice NPW also runs its annual conference. This is now one of the key events of the year where Pubwatch members, police and other stakeholders meet to discuss issues affecting the industry.

Lobbying

NPW provides a national voice for the concerns and problems facing schemes that are trying to prevent crime and violence in and around licensed premises.

NPW raises issues with bodies such as the Home Office, NPCC and others or may respond to public consultations where legislation or operational practices may damage partnership

working and disrupt the aim of creating safer drinking environments.

Recognition

NPW also promotes good practice by recognising and honouring those persons who go above and beyond to make the licensed trade a safe environment.

- The Eidmans award recognises the outstanding contribution made by a member of the police in supporting their local Pubwatch scheme.
- Award of Merit recognises the valuable contribution that individual members make to individual schemes.
- Bravery and Meritorious Conduct Award in recog-

nition of individuals that have saved life or minimised harm.

- The Pubwatch of the Year award which is judged by members of the National Pubwatch Committee, recognises the work of local Pubwatch schemes and their efforts to provide safe drinking environments for customers and staff.
- The regional Star Awards for individuals whose actions are seen as worthy of local commendation.



Safer Night-Time Economy Awards

In May 2025, National Pubwatch launched the Safer Night-Time Economy Awards, sponsored by Diageo, to recognise exceptional courage and commitment shown by individuals who go above and beyond to keep people safe in the licensed trade.

NPW honoured 13 individuals with Bravery and Meritorious Conduct Awards preventing serious harm and saved lives.

Their acts of bravery ranged from intervening in a knife attack and a drink spiking incident to preventing suicide attempts and protecting vulnerable customers.



PASS Giving Young People a Trusted Way to Prove Their Age

For retailers, hospitality venues and enforcement agencies, one of the ongoing challenges in preventing underage sales is ensuring that staff have confidence in the identification presented to them.

For young people, the challenge can be equally frustrating. Many do not hold a driving licence, passport or other widely recognised form of identification, yet regularly need to prove their age to access age-restricted products, services, transport offers or venues.

The Proof of Age Standards Scheme (PASS) was created to bridge that gap. Over the last two decades, PASS has become the UK's national proof-of-age accreditation scheme, providing a trusted, secure and affordable solution that supports responsible retailing, helps prevent underage sales and enables young people to prove their age with confidence.

Today, the PASS hologram is recognised throughout the UK and is supported by the Home Office, National Police Chiefs' Council (NPCC), Trading Standards and a wide range of retail, hospitality and industry organisations.

A Simple Idea With a Big Impact

PASS was established to create a nationally recognised standard for proof-of-age cards. Unlike a card issuer, PASS acts as an accreditation body, assessing organisations that issue proof-of-age cards and ensuring they meet strict standards for identity verification, security and administration.

Only cards issued by accredited providers can display the distinctive PASS hologram, which acts as an instantly recognisable mark of authenticity. For staff selling age-restricted products, the hologram provides reassurance that the card has been issued following rigorous verification procedures and can be trusted as evidence of age.

The scheme was developed because many young people lack access to traditional identification documents such as passports or driving licences. By providing an affordable alternative, PASS has helped remove barriers while supporting businesses in meeting their legal responsibilities.

Supporting Responsible Retailing

The importance of reliable age verification cannot be overstated.

Retailers, pubs, bars, clubs, convenience stores, cinemas, transport providers and other businesses selling age-restricted goods or services operate under significant regulatory obligations. Mistakes can lead to enforcement action, financial penalties and damage to reputation.

PASS helps reduce that risk by providing a trusted and standardised form of identification that staff can recognise quickly and confidently. When a customer presents a PASS-accredited card, businesses know that the holder's age and identity have already been independently verified by an accredited issuer.

As Challenge 25 and age-verification policies have become increasingly common, the role of PASS has grown in importance. The scheme provides another tool that enables retailers and hospitality staff to challenge confidently while ensuring legitimate customers are not unfairly turned away.

Security and Trust at the Heart of the Scheme

One of the reasons PASS enjoys such widespread support is its focus on security.

Every PASS-accredited card carries a unique hologram that is protected by trademark law. The accreditation process requires card issuers to meet demanding

standards covering identity checks, data handling, card production and fraud prevention. Accredited providers are independently audited to ensure those standards continue to be maintained.

This gives retailers, venue operators and enforcement agencies confidence that a PASS card represents far more than a simple photo card. It is part of a nationally recognised system built on consistency, accountability and verification.

The scheme's long-standing support from policing, Trading Standards and government partners has helped establish the PASS hologram as one of the most widely recognised proof-of-age symbols in the country.

Accessible Identification for Young People

While PASS plays an important role for businesses, its impact is equally significant for consumers.

For many young people, obtaining a passport or driving licence can be costly or unnecessary. PASS-accredited cards provide an affordable alternative that can be used to prove age when purchasing age-restricted products, entering licensed venues or accessing services where age verification is required.

The scheme is particularly valuable in helping reduce social exclusion. By providing a recognised form of identification that

is accessible to a wider range of people, PASS supports fairness while ensuring age restrictions



continue to be enforced appropriately.

Many cardholders also prefer carrying a PASS card rather than taking valuable identity documents such as passports on nights out or to public events.

Meeting Changing Consumer Needs

Over the past two decades, the profile of PASS cardholders has broadened considerably.

While young people remain at the heart of the scheme, PASS is

also increasingly used by adults who are unable to obtain a passport or driving licence, as well as those who choose not to carry valuable identity documents when visiting licensed premises, attending events or purchasing age-restricted products.

As demand for trusted proof of age continues to grow, PASS remains committed to balancing accessibility with responsibility. By providing robust and reliable age verification, the scheme helps retailers and licensed premises protect children from accessing age-restricted products, while ensuring legitimate customers can prove their age quickly, securely and with confidence.

Evolving for a Digital Future

As technology transforms the way people prove their identity and age, PASS is evolving to meet changing consumer expectations while maintaining the trusted standards that have underpinned the scheme for more than 20 years.

Subject to Parliamentary approval, changes to the Mandatory Licensing Conditions expected to come into force in Autumn 2026 will allow licensed premises in England and Wales to accept certified digital proof of age when selling alcohol. This represents a significant milestone in the evolution of age verification, giving consumers greater choice in how they prove their age.



the PASS hologram to support decisions about age-restricted sales and admissions. At the same time, young people across the UK use PASS-accredited cards to prove their age safely, affordably and confidently.

By creating a trusted national standard, PASS has helped businesses comply with the law, supported age-verification initiatives such as Challenge 25, and provided millions of people with an accessible form of identification.

Physical PASS cards are not being replaced. They will continue to be recognised and accepted alongside digital proof of age, ensuring consumers can choose the option that best suits their needs.

Through dPASS (Digital PASS), PASS is extending its trusted proof of age into the digital environment, providing a secure, convenient and interoperable solution that maintains the same high standards of identity verification, security and trust that retailers have relied on for over two decades.

To support retailers as they make the transition, PASS is also developing the PASS Verifier App, enabling businesses to verify both digital and physical PASS credentials using a single trusted platform. The app will be able to read digital credentials and scan physical PASS cards, allowing retailers to validate credentials quickly, securely and consistently while helping to combat fraud and support responsible retailing.

As an independent, not-for-profit organisation, PASS remains committed to working with retailers, accredited issuers, technology partners

In an age where confidence, security and trust are more important than ever, PASS continues to play a vital role in supporting responsible retailing, protecting young people and helping communities balance access with accountability.

For more information about PASS, visit www.pass-scheme.org.uk or email info@pass-scheme.org.uk.



and government stakeholders to help ensure the future of digital proof of age is built on trusted standards, interoperability and consumer choice.

A Quiet Success Story

PASS rarely generates headlines, yet its contribution to community safety and responsible retailing is substantial.

Every day, hospitality staff, retailers, door supervisors and enforcement officers rely on

PASS



Retail of Alcohol Standards Group

The Retailers Behind Responsible Alcohol Sales

When people think about alcohol harm reduction, they often focus on enforcement, education or public health campaigns. Yet, one of the most vital safeguards operates every day at the point of sale in supermarkets, convenience stores, specialist retailers and online marketplaces across the UK: the prevention of underage sales.

Behind many of the standards, policies and everyday practices that prevent underage sales sits the Retail of Alcohol Standards Group (RASG). As one of the most influential voices in alcohol retailing, RASG works closely with government bodies, enforcement agencies and industry partners to share best practice, support regulatory compliance, and champion responsible trade.

A Retail-Led Commitment to Responsibility

RASG was established in 2005 following calls from the government to help reduce underage alcohol sales and underage drinking. Leading retailers came together to share expertise, develop practical solutions and demonstrate how the industry

could take collective responsibility for high standards.

RASG brings together retailers from across the UK and works closely with government departments, local authorities, Trading Standards, licensing bodies and trade associations. Its role is not simply to respond to regulatory changes but to anticipate emerging challenges and provide practical guidance that helps businesses operate both compliantly and responsibly. This collaborative approach has allowed RASG to remain highly relevant as retailing formats have evolved, particularly as online sales and home delivery models have grown.

RASG's objectives centre on three key themes:

- **Reputation:** To be recognised as a reputable and authoritative source of information.
- **Representation:** To ensure they represent the retail industry as a whole.
- **Regulation:** To promote self-regulation and influence policy where appropriate and possible.

Our Proven Impact: The Story Behind Challenge 25

Perhaps RASG's greatest achievement is the development of the Challenge 25 scheme. Millions of people encounter this initiative every single day. What began as an industry-led effort to tackle underage sales (initially launched as Challenge 21) has evolved into the UK's most widely recognised age-verification scheme and a cornerstone of modern, responsible alcohol retailing.

The scheme requires anyone who appears to be under the age of 25 to provide acceptable identification when buying alcohol and other age-restricted products. Rather than asking staff to determine whether a customer is exactly 18, it creates a wider visual buffer that significantly reduces the risk of underage sales. Today, Challenge 25 is deeply embedded throughout the retail and hospitality sectors and is widely trusted by consumers, retailers, enforcement agencies and licensing authorities alike.

Beyond Age Verification: Free Resources for All Businesses

While Challenge 25 remains the most visible aspect of RASG's work, the group's remit extends much further. RASG develops and publishes free, practical guidance designed to help retailers of all sizes comply with alcohol licensing legislation. These resources cover crucial compliance topics including:

- Underage sales prevention

and proxy purchasing

- Spotting fake identification
- Licensing compliance
- Safe online alcohol sales and rapid deliveries

A key principle underpinning this work is accessibility. Whether a business operates a national supermarket chain, an independent convenience store or an online alcohol marketplace, RASG provides advice that can be adapted to any business model, size or resource level.

Responding to New Digital Challenges

The UK alcohol landscape has transformed dramatically over the last decade, driven by the rapid rise of e-commerce, digital marketplace models and on-demand delivery apps. As purchasing has shifted from the physical counter to the digital doorstep, RASG has evolved alongside the industry to ensure that consumer convenience never compromises child safety.

Recognising that distance selling removes the vital face-to-face interaction of traditional retail, RASG proactively expanded its focus to develop best-practice frameworks for both online sales and rapid deliveries. These guides break down complex legislation into actionable steps, shifting the critical line of defence from the digital point of sale to robust age-verification checks at the physical point of delivery. Through this continuous adaptation, RASG helps ensure that businesses are fully equipped to meet the regulatory challenges of a digital-first world.

Working with Partners

A defining feature of RASG's success has been its willingness to work collaboratively. The group regularly engages with the Home Office, Trading Standards and licensing authorities to ensure guidance reflects both legal requirements and operational realities.

Notably, RASG created and continues to work closely with Community Alcohol Partnerships (CAPs), recognising the importance of community-based approaches to reducing alcohol-related harm among young people. The group's guidance is frequently developed alongside Primary Authority Trading Standards partners, ensuring resources remain current, consistent and legally robust.

Supporting a Culture of Responsibility

One of RASG's most vital contributions is fostering an industry-wide culture of responsibility throughout alcohol retailing. Front-line retail staff must frequently make difficult decisions under pressure, particularly when refusing underage sales or managing confrontational situations. RASG actively supports these employees by providing targeted guidance, training frameworks and shared operational best practices to help them make confident, consistent decisions on the shop floor.

By encouraging businesses to learn from one another and adopt high standards voluntarily, RASG demonstrates the power of proactive industry leadership.

The group continuously proves that responsible retailing and commercial success are entirely complementary objectives.

Looking Ahead

As technology, consumer habits and delivery models continue to evolve, the retail sector faces an entirely new landscape of opportunities and risks. Navigating these changes requires a thoughtful, coordinated response. RASG's core strength lies in its unique ability to unite the UK's leading retailers to confront these industry challenges collectively. Through continuous collaboration, pioneering guidance and an unwavering commitment to best practice, RASG will continue to shape and safeguard the future of responsible alcohol retailing.

For more information about the Retail of Alcohol Standards Group and to access our free resources, visit: www.rasg.org.uk.



Safer Business Network

Building a Safer Brixton

Through Partnership Working

Safer Business Network (SBN) is an award-winning Community Interest Company that works with businesses, police, local authorities and community partners to reduce crime, tackle anti-social behaviour and improve public safety in towns and cities across the UK. Established in 2011, the organisation has developed a strong reputation for creating and managing Business Crime Reduction Partnerships (BCRPs), helping thousands of businesses share intelligence, identify prolific offenders and work collectively to address local crime issues. Its mission is to promote safer communities through effective partnership working, ensuring that businesses and the communities they serve can thrive in safer, more secure environments.

Through initiatives such as WAVE (Welfare and Vulnerability Engagement), Ask for Angela, the Women's Night Safety Charter, #ShopKind and a range of intelligence-sharing and training programmes, Safer Business Network supports both the daytime and night-time economies. The organisation combines practical crime prevention, safeguarding, business support and community engagement to deliver measurable improvements in safety and confidence. By bringing together stakeholders from across the

public, private and voluntary sectors, SBN demonstrates how collaboration can reduce crime, protect vulnerable people and create stronger, more resilient communities.

Safer Business Network and Brixton BID

Creating safer town centres requires strong partnerships, shared responsibility and practical initiatives that support businesses, employees, residents and visitors.

The partnership between Safer Business Network (SBN) and Brixton BID demonstrates how collaborative working can improve community safety, reduce crime and help prevent violence against women and girls (VAWG). Working alongside local businesses, the Metropolitan Police, Lambeth Council and other partners, SBN provides the expertise, training and operational network that support Brixton BID to deliver initiatives including the Business Crime Reduction Partnership (BCRP), Safe Havens and the Women's Night Safety Charter.

Together, these programmes are creating a safer and more welcoming Brixton. Year to June 2026 the BCRP has received more than 350 incident reports, involving 235 offenders, of which 107 have been positively

identified.

Strengthening Business Crime Reduction

The BCRP enables businesses, police and local partners to share intelligence, identify emerging issues and work collectively to tackle crime and anti-social behaviour. Through the partnership, businesses benefit from intelligence-sharing systems, crime reporting processes and direct engagement with local policing teams.

A dedicated radio network allows businesses and the Brixton BID Street Team to share real-time intelligence, helping to deter prolific offenders and coordinate responses. Regular daytime and night-time briefing meetings bring together businesses, police, the local authority and BID representatives to review trends, share intelligence and agree joint action.

The partnership has delivered tangible enforcement outcomes. Working with the Metropolitan Police, four Criminal Behaviour Orders have been secured against prolific offenders, preventing them from entering Brixton Town Centre, with a further five applications currently in progress.

In February 2025, SBN supported the creation of a Lam-



both Task and Focus Group, bringing together the police, BIDs and businesses to target the borough's 20 most prolific shoplifters. Through fortnightly intelligence-sharing meetings and improved crime reporting, 14 of the top 20 offenders were in prison by April 2025, demonstrating the impact of coordinated partnership working.

Creating Safe Havens

Recognising that safety extends beyond crime reduction, SBN has worked with Brixton BID to establish a network of Safe Havens across the town centre.

Safe Havens are businesses where anyone who feels unsafe

or needs support can seek immediate assistance from trained staff. Support may include contacting friends or family, arranging safe transport, charging a mobile phone or contacting the emergency services where appropriate.

The initiative provides valuable reassurance for anyone experiencing harassment, feeling threatened or requiring assistance, particularly within the daytime and evening economy.

The network continues to expand, with four organisations currently operating as Safe Havens. One location reported supporting someone through

the scheme in the last month, demonstrating the value of having trusted places of safety available when needed. A further four organisations are preparing to join the network, extending coverage across Brixton.

Supporting the Women's Night Safety Charter

A key element of the partnership has been Brixton BID's promotion of the Women's Night Safety Charter, which SBN delivers on behalf of the Mayor of London.

The Charter encourages organisations to take practical action to improve the safety of women and girls by embedding good practice into their policies, staff



training and customer experience.

The London Borough of Lambeth now has 59 Women's Night Safety Charter signatories, reflecting a growing commitment from businesses and organisations to tackling violence against women and girls and creating safer public spaces.

Charter signatories commit to promoting women's safety, encouraging reporting, training staff to respond appropriately, improving workplace and public safety, and demonstrating zero tolerance towards harassment and violence.

SBN supports signatories through guidance, best practice, awareness campaigns and specialist training, including Welfare and Vulnerability Engagement (WAVE) and Stand VR, helping businesses build confidence in responding to incidents and supporting those who may need assistance.

A Partnership Delivering Lasting Impact

Training has been central to the success of the partnership. Around 50 Brixton venues had completed WAVE training before 2026, equipping staff with the skills to recognise when someone may need support and respond confidently.

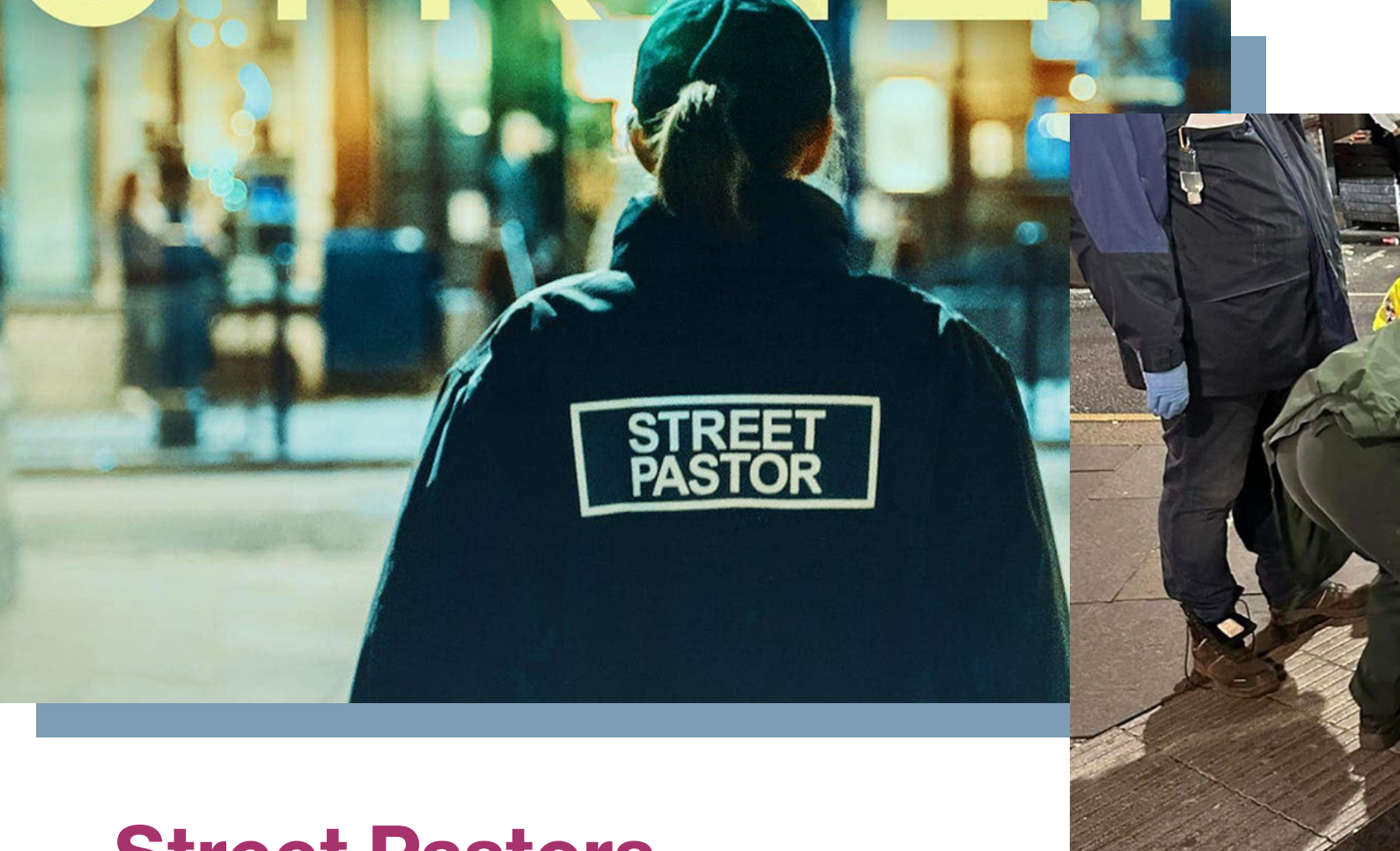
A notable example is O2 Brixton Academy, which has trained all of its staff and continues to provide annual refresher training, ensuring knowledge and confidence remain high. Businesses have also benefited from robbery awareness training, strengthening crime prevention and improving staff preparedness when responding to robbery-related incidents.

The partnership between SBN and Brixton BID demonstrates the value of bringing businesses, local authorities, police and community organisations together around a shared goal. By combining effective crime reduction with proactive safeguarding, businesses are better equipped to respond to crime, support people who need assistance and help prevent violence against women and girls.

The Business Crime Reduction Partnership, Safe Havens and

the Women's Night Safety Charter are not standalone initiatives. Together they form a coordinated approach that is making Brixton a safer, more resilient and more inclusive place to live, work and visit. Through continued partnership working, training and engagement, SBN and Brixton BID are helping businesses play an active role in creating a town centre where everyone feels safe, supported and welcome.





Street Pastors

Caring, Listening and Helping to Make Communities Safer

Among the diverse organisations represented within the Local Alcohol Partnerships Group (LAPG), Street Pastors occupies a unique and highly respected position. While many initiatives focus on enforcement, regulation or education, Street Pastors offers something different: a visible, compassionate and reassuring presence for people who may be vulnerable, distressed or simply in need of assistance.

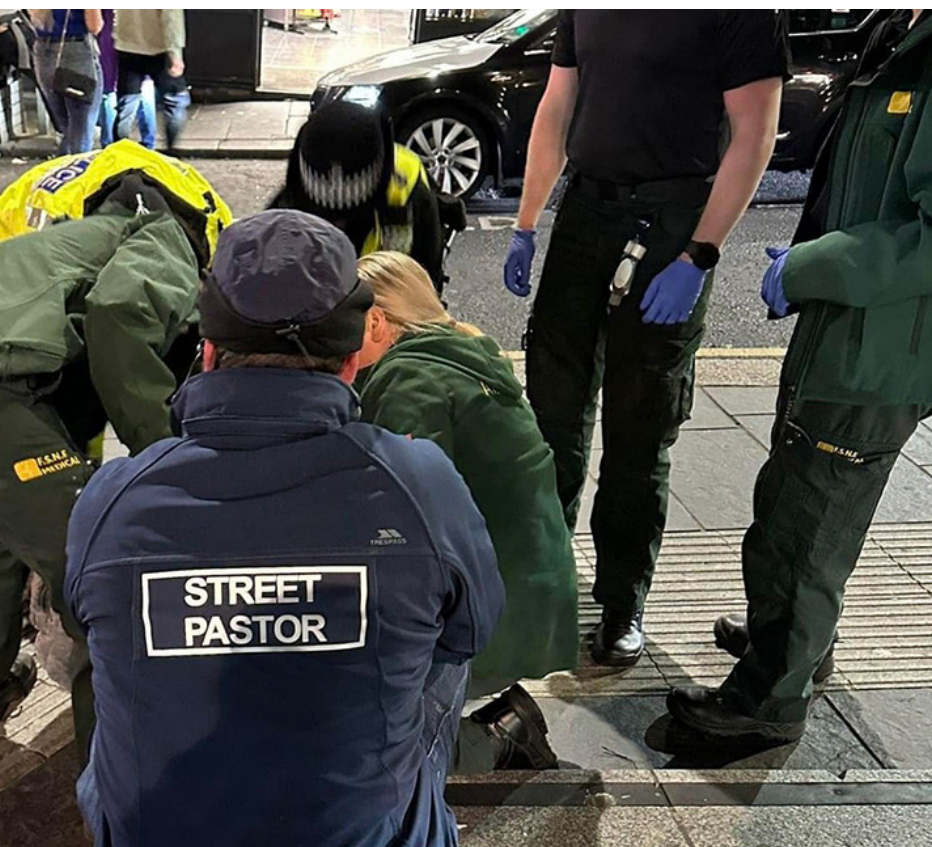
For more than 20 years, Street Pastors has been supporting communities through a flexible volunteer model built on partnership, community service and a commitment to improving safety and wellbeing. Although

originally established to address challenges associated with the night-time economy, the movement has evolved significantly over time in response to changing community needs. While evening patrols remain an important part of its work, many Street Pastor teams now operate during the daytime as well, supporting local events, engaging with communities and responding to issues identified by local partners. This flexibility has become one of the initiative's greatest strengths, enabling it to remain relevant and effective in a rapidly changing society.

From Brixton to a UK-Wide Movement

Street Pastors was pioneered in Brixton, South London, in 2003 by Rev Les Isaac OBE through Ascension Trust. What began with just 18 volunteers taking to the streets on a Friday night has grown into one of the most recognised community safety initiatives in the UK. Today, Street Pastors operates in hundreds of towns and cities and is supported by thousands of trained volunteers who dedicate their time to helping others.

The initiative was originally developed in response to concerns about crime, community safety and the challenges facing urban neighbourhoods. Over time, its role expanded to include



supporting people affected by alcohol misuse, vulnerability, loneliness, anti-social behaviour, mental health concerns and other issues affecting community wellbeing.

Street Pastors now operates across England, Scotland, Wales and Northern Ireland, working in partnership with local churches, police services, local authorities, emergency services and community organisations.

A Simple but Powerful Mission

Street Pastors describe their mission through three simple actions: care, listen and help. Volunteers patrol streets, town centres, transport hubs, retail areas, community events and public spaces, providing practical assistance, reassurance and a friendly presence. While many

teams continue to patrol during busy evening periods, particularly on weekends, others now operate in daytime settings where local circumstances suggest their support can make a positive difference.

They are not police officers, security staff or emergency responders. Instead, they act as approachable and trusted members of the community who are often able to intervene before situations escalate.

On a typical evening, Street Pastors may:

- Help someone who has become separated from friends.
- Assist a vulnerable person to get home safely.
- Provide emotional support to someone in distress.

- Offer practical help such as water, first aid assistance or directions.
- Work alongside police and emergency services where appropriate.
- Help reduce tensions before incidents develop into violence or disorder.
- Signpost people towards support services or community resources.

Their distinctive uniforms and visible presence have become a familiar and reassuring sight in many communities throughout the UK.

Adapting to Changing Communities

One of the reasons Street Pastors has remained successful for more than two decades is its ability to adapt.

While the challenges associated with the night-time economy continue to exist, communities today face a wider range of issues than when Street Pastors was first established. Social isolation, mental health concerns, vulnerability among young people, community cohesion and public reassurance have become increasingly important areas of focus. By working closely with local partners, each Street Pastor project is able to tailor its activities to local needs. Some focus heavily on town centre night-time activity, while others undertake daytime patrols, community engagement projects or attendance at local events and festivals. This flexibility allows Street Pastors to respond to emerging needs while maintaining the core values that

have always underpinned the movement.

Working in Partnership

Every Street Pastor project is established by Ascension Trust (Ascension Trust Scotland for communities in Scotland) and delivered locally through partnerships involving churches, police services, local councils, businesses and other statutory agencies. The success of the model depends upon effective collaboration between these stakeholders.

Complex challenges such as alcohol-related harm, community safety and vulnerability cannot be solved by any single organisation working alone. Street Pastors demonstrates the value of bringing together voluntary groups, public agencies and local businesses to improve outcomes for communities.

Many police forces have publicly recognised the contribution Street Pastors make in reducing pressure on frontline services by supporting vulnerable people before situations become emergencies. Venue operators, local authorities and community groups similarly value the role volunteers play in helping people stay safe and creating more welcoming public spaces.

Supporting Safer and More Inclusive Public Spaces

The presence of Street Pastors helps make communities feel safer and more welcoming. Whether assisting someone who has become intoxicated, helping reunite friends, supporting

somebody experiencing a difficult moment or simply offering a listening ear, Street Pastors provides an important layer of reassurance and care within public spaces.

Importantly, their work focuses on prevention rather than enforcement. By building trust and engaging positively with members of the public, volunteers often help prevent minor situations from escalating into incidents requiring police, ambulance or hospital intervention.

Their approach demonstrates that simple acts of kindness, visibility and community engagement can have a meaningful impact on public safety and wellbeing.

The Power of Volunteers

One of the most remarkable features of Street Pastors is its volunteer base. Since its launch, thousands of volunteers from churches across the UK have been trained to serve their communities. Volunteers undertake comprehensive training covering safeguarding, conflict management, listening skills, partnership working, community safety and vulnerability awareness before going on patrol.

This preparation helps ensure they can respond appropriately to a wide variety of situations while working safely alongside professional agencies and support services.

The dedication shown by these volunteers reflects a strong commitment to community service and civic responsibility.

They give up their evenings, weekends and personal time because they want to make a positive difference where they live and work.

A Legacy of Community Impact

Since its launch in 2003, Street Pastors has become one of the best-known community safety initiatives in the UK.

What makes Street Pastors particularly effective is its ability



to build bridges between faith groups, public services, businesses and local communities. Through this collaborative approach, it strengthens social cohesion while addressing practical challenges affecting everyday life.

Across the UK, countless stories exist of Street Pastors helping vulnerable people, supporting emergency responders, comforting those in distress and making communities feel safer.

While these moments are not always recorded in statistics, their impact is felt by the individuals, families and communities they support.

More than two decades after its foundation, Street Pastors continues to demonstrate the value of compassion, partnership and community action. By adapting to local needs while remaining true to its mission to care, listen and help, the movement remains a trusted and valued part

of community life throughout the United Kingdom.

For more information about Street Pastors, visit www.street-pastors.org or www.ascension-trust.org.uk.



Introduction to LAPG Supporting Organisations

Supporting Collaboration, Driving Best Practice

Behind every successful partnership scheme is a wider network of organisations that provide leadership, expertise, advocacy, research, training and support. The supporting organisations of the Local Alcohol Partnerships Group play a crucial role in helping local initiatives succeed and ensuring that collaboration remains at the heart of alcohol harm reduction, community safety and responsible retailing.

Representing sectors including hospitality, alcohol producers, retailers, regulators, licensing professionals, policing, education and public health, these organisations bring national insight and specialist knowledge to the work of LAPG.

They help shape policy, promote best practice, support professional development and champion initiatives that improve safety and wellbeing within communities and the night-time economy.

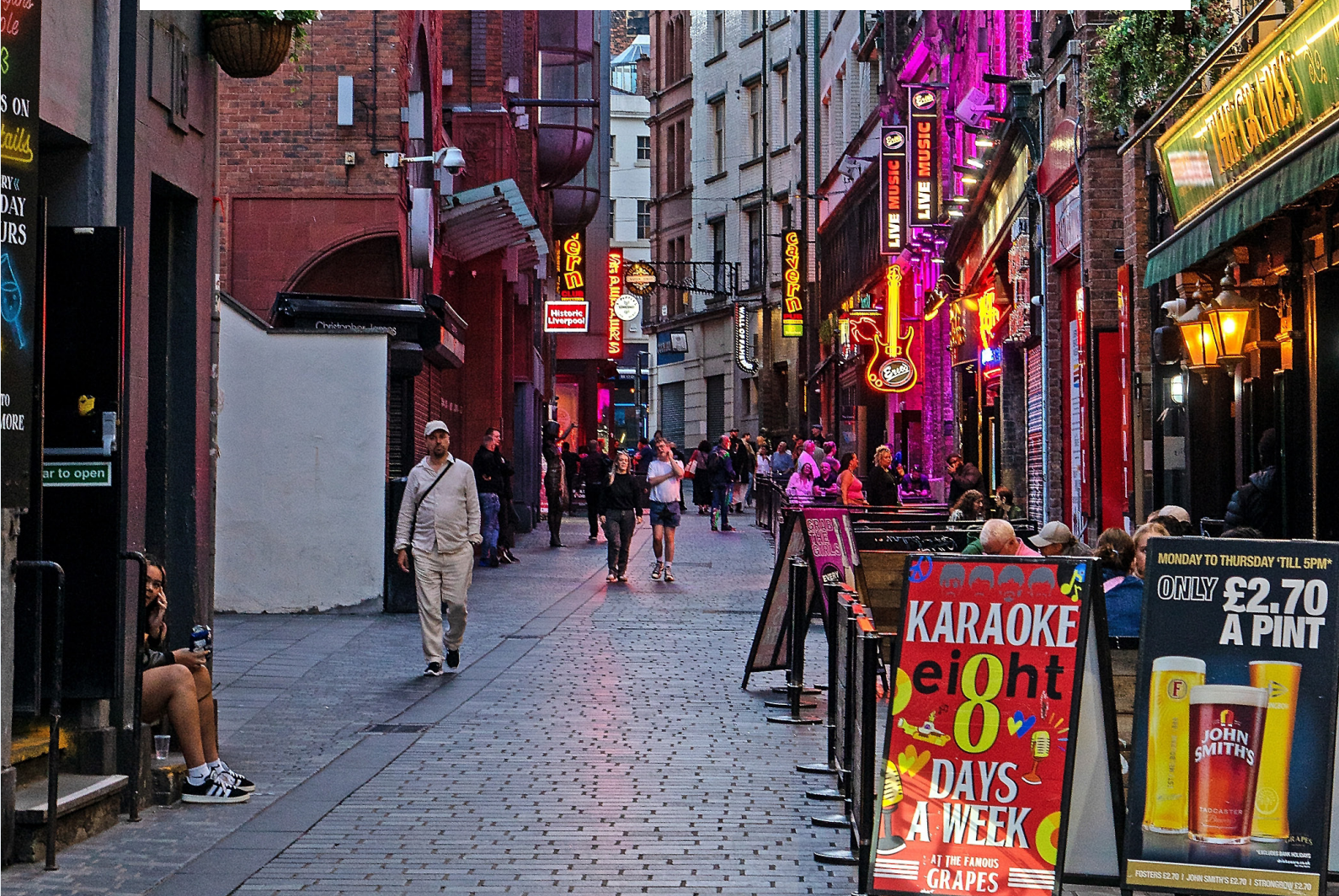
Together, LAPG's supporting organisations demonstrate the value of bringing diverse perspectives around a shared table. Their commitment to partnership working helps ensure that local schemes are supported by strong national leadership, enabling communities across the UK to benefit from innovative approaches, shared learning and a collective commitment to reducing alcohol-related harm.





'The Local Alcohol Partnerships Group facilitates collaboration between the various schemes within the Group with the support of organisations that share the aim to see alcohol sold and consumed responsibly and safely. We are extremely grateful to those organisations for their invaluable assistance'

David Lucas, Chair of the Local Alcohol Partnerships Group



British Beer & Pub Association, Scottish Beer & Pub Association and Welsh Beer & Pub Association

Champions of One of the UK's Great Industries

Few sectors play a more important role in the social, cultural and economic life of the United Kingdom than brewing and pubs. From city centres and market towns to villages and rural communities, pubs remain important places where people meet, celebrate, socialise and connect. Behind many of the initiatives, policies and campaigns that support these businesses are the **British Beer & Pub Association (BBPA)** and its two sister organisations, the **Scottish Beer & Pub Association (SBPA)** and the **Welsh Beer & Pub Association (WBPA)**.

As the leading trade associations representing brewers and pub operators, the BBPA, SBPA and WBPA provide a powerful voice for an industry that contributes significantly to employment, tourism, local economies and community wellbeing. Together, they work to ensure that policymakers, regulators and the wider public understand both the value of the sector and the challenges it faces.

More Than a Century of Representation

The British Beer & Pub Association traces its origins back to 1904, when it was founded as the Brewers' Society. Over the following decades it evolved alongside the industry, becoming the principal trade body representing brewers and pub companies throughout the UK. Today, its members brew more than 90% of British beer and own or operate over 20,000 pubs.

In Scotland, the Scottish Beer & Pub Association has an equally impressive heritage. Originally established as the Brewing Association of Scotland more than a century ago, it now operates as part of the BBPA while representing the specific interests of Scotland's brewers and pub operators.

The Welsh Beer & Pub Association was launched on St David's Day, 1st March 2021. Created as a dedicated national branch operating alongside the British Beer & Pub Association, it was

formed to represent Wales' 3,000-strong pub sector and over 120 breweries, providing a unified political voice to the Welsh Government, Senedd, and UK Government.

Together, the organisations represent a diverse membership that ranges from international brewers and major pub companies to regional businesses and family-owned operations. Despite their differences in size and scale, members share a common commitment to great beer, welcoming pubs and thriving communities.

A Voice for Pubs and Brewers

At the heart of all three organisations is a simple mission: to advocate for the interests of pubs and brewers and help create the conditions in which they can thrive.

The BBPA provides policy expertise, industry insight and evidence-based advocacy to government, parliamentarians, regulators and the media, help-

ing ensure the sector's voice is heard on issues affecting its future.

This work covers a broad range of issues, including taxation, licensing, business rates, sustainability, skills, tourism, community wellbeing and responsible retailing. By bringing together industry knowledge and practical experience, the BBPA helps shape discussions around policies that affect businesses operating in every community across the country.

The SBPA performs a similar role in Scotland, championing issues that matter most to Scottish brewers and pubs while engaging with the Scottish Government, Parliament and other stakeholders on behalf of the sector.

Supporting Communities as Well as Businesses

While pubs are often viewed as commercial enterprises, their wider community value is increasingly recognised.

Many pubs act as social hubs, bringing people together and helping combat loneliness and isolation. They support local employment, host community events, provide spaces for clubs and societies, raise money for charities and contribute to local identity and tourism.

The BBPA, SBPA and WBPA consistently champion this broader role. Their work highlights the contribution pubs make not only to economic growth but also to community cohesion and wellbeing. In Scotland, the SBPA has specifically called for pubs

to be recognised within tourism, health and wellbeing strategies because of their positive role within local communities.

This perspective aligns closely with the wider partnership objectives of many community safety and alcohol harm reduction initiatives, recognising that well-managed licensed premises can make a positive contribution to local areas.

Promoting Responsibility and Partnership

A key aspect of all three organisations' work is promoting responsible retailing and supporting initiatives that enhance safety within the licensed sector.

The BBPA has long worked alongside licensing authorities, enforcement agencies, retailers, community groups and national organisations to encourage high standards across the hospitality industry. Its members actively participate in schemes such as Challenge 25, National Pubwatch, Best Bar None, Community Alcohol Partnerships and other local and national partnership initiatives.

This commitment reflects a recognition that thriving hospitality businesses and responsible alcohol retailing go hand in hand. Effective partnerships help reduce alcohol-related harm, support safer town and city centres and improve public confidence in the night-time economy.

Looking to the Future

The brewing and pub sector continues to evolve in response to changing consumer preferences, economic pressures, technolog-

ical developments and shifting regulatory environments.

Throughout these changes, the BBPA, SBPA and WBPA have remained focused on ensuring that pubs and brewers are well represented, supported and able to continue making a positive contribution to communities across the UK.

More than simply trade associations, they are advocates for an industry that sits at the heart of the UK's social life. Through their work with members, governments, regulators and partners, they help ensure that pubs remain safe, welcoming and sustainable places that continue to serve communities for generations to come.

For more information, visit www.beerandpub.com, www.beerandpub.com/sbpa and www.beerandpub.com/wbpa.



British Institute of Innkeeping

Helping You and Your Pub Thrive!

The BII provides over 13,500 members with key support across a variety of areas to help their businesses thrive. From gaining access to independent industry advice, to practical templates and worksheets, find countless resources to help you focus on what matters most.

**The BII membership
has been really
valuable for me as
a new pub owner.
The support and
guidance provided
have been clear,
helpful, and easy to
follow. It has made
the process much
smoother and given
me more confidence
in setting up and
running my business.
Thank you for your
support.**

**Supaporn Jenkins,
The White Horse**

BII members get access to:

- Helplines - free access to all 9 expert helplines including HR, legal, licensing, health & safety and more, available for any and all queries.
- Staff Contract Builder - build your staff contracts using our easy-to-use template that takes you through the process step by step!
- Accredited Advisors - professional advisors for the licensed trade for Chartered Surveyors, Accountants, Solicitors, Building Surveyor & Fixtures & Fitting Valuers to help in business planning and beyond.
- Trusted Suppliers - an approved network of industry specific providers of products, services and solutions suppliers offering member discounts, special offers and more.
- Templates - business planning and P&L templates, GP calculators, TUPE checklists and other useful tools and guides.





Finding Balance with Drinkaware

Drinkaware is the UK's leading alcohol charity, working to reduce alcohol-related harm by helping people make informed choices about their drinking. For 20 years, we have worked closely with governments, industry, communities, and individuals to provide evidence-led advice and practical resources. Our aim is to positively shift drinking behaviours and drinking culture to reduce alcohol consumption and minimise harm.

This year, we celebrate 20 years of Drinkaware.

Working closely with our industry and non-industry partners, we use our expertise to provide knowledge, support, and guidance that help people to drink less and lead healthier, more balanced lives. We provide a range of digital tools, including our free, confidential alcohol quiz, the *Drinking Check*, the *MyDrinkaware* app and the *Unit and Calorie Calculator*, designed to help individuals track and understand their relationship with alcohol.

All our work is underpinned by research. Each year, Drinkaware commissions, *The Monitor*, a UK comprehensive survey tracking the nation's drinking habits. As well as, conducting and commissioning other research and surveys throughout the year.

Our next chapter

As we entered our 20th year, we published our new 5-Year Strategy, with a core focus of targeting the 1 in 5 drinkers who regularly drink above the UK CMOs' low-risk drinking guidelines of 14 units per week.

By the end of 2030, Drinkaware's shared ambition is to see two million fewer risky drinkers.

Over the next five years, we aim to deliver our work through a combination of targeted actions aimed at creating meaningful and lasting impact. Our 2026-2030 strategy identifies three goals:

1. Reinforcing moderation as the cultural norm, making it an easier choice for more people:

We will achieve this by sharing evidence and insights into UK drinking trends and awareness of moderation techniques through national behaviour change campaigns, community intervention, and online presence.

2. Provide people with the guidance and support they need to cut back:

We will continue to develop digital tools, like the *Drinking Check*, to aid increasing

risk drinkers, support local neighbourhoods with targeted community intervention and continue to provide advice and resources for our partners and supporters.

3. Working together to influence and accelerate shifts in moderation:

We will support partners in promoting best practice, share alcohol-related insight with key stakeholders, and act as an inclusive convener to champion voices of the people and communities we support.

Karen Tyrell, Chief Executive of Drinkaware, said: "Of the eight million risky drinkers in the UK, seven million are drinking above the CMOs' low risk guidelines but not at the very highest level of harm. This group represents a crucial opportunity for prevention, yet many don't recognise their level of risk or routinely discuss their drinking with healthcare professionals.

"By 2030, our shared ambition is to see two million fewer risky drinkers in the UK. This new target has been developed with industry partners and stakeholders, and aligns closely with the NHS 10-year plan's focus on prevention and early intervention. Achieving it would bring real benefits to society, communities and public health.

"We know we can't do this alone. That's why we'll continue working closely with our trusted partners and with Government to accelerate progress over the next five years and beyond."

Find Your Balance with Drinkaware

Finding a balance with alcohol isn't about giving something up. It's about making choices that make sense for you today.

Everyone's relationship with alcohol is different, and what feels right can change over time. Balance is nuanced. It can look different depending on where you are in life, how you're feeling, what's important to you, and what you want from tomorrow.

Maybe it's about cutting back, taking a break, drinking differently, or simply being more aware of your habits. Whatever balance means to you, it should be something that works for your life, not someone else's.

That's why our Find Your Balance campaign takes a positive, non-judgmental approach. Rather than focusing on restriction or telling people what they should do, it encourages reflection, understanding, and informed choice. It's about helping people explore their options and decide what feels right for them.

Drinkaware is here to support that journey with practical tools and evidence-based advice and guidance. Whether you're looking to better understand your drinking, make small changes, or build new habits over time, we're here to help you take the next step. Whatever your balance looks like, we want people to know that Drinkaware is here to help.

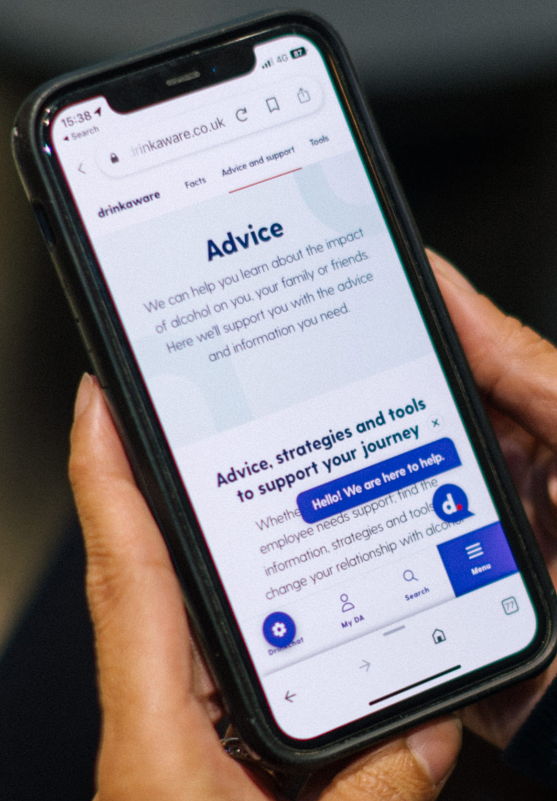
In September 2026, we launched our first campaign, in which we

followed six people across six weeks as they tried to find a better balance with alcohol. Using Drinkaware's advice, tools, and guidance, they documented their journey and shared their experiences of reducing drinking and changing their relationships with alcohol. Despite taking different routes and journeys, each of them found techniques and

tools to help them find a balance that worked for them.

To find out more and read their stories, go to www.drinkaware.co.uk/findyourbalance.

drinkaware



The Institute of Licensing

Your National Partner in Licensing

Licensing. Often invisible until something goes wrong. A pub that should have been shut. A taxi that shouldn't have been on the road, driven by someone unsuitable. A festival that was one bad decision away from disaster. The rest of the time it just works. That isn't luck. It takes a lot of thought, planning, work and professionalism.

Chief Executive Paul Adams put it simply when he took the role: "Licensing is incredibly varied and impacts so many things we take for granted in everyday life." He believes the IoL's work is in the "importance of public regulatory licensing, balancing regulation and safeguarding alongside enabling good businesses to thrive."

ing programme ensures that licensing professionals at every stage of their career can access learning tailored to their needs.

The scale of that support is significant. In 2025/26 alone, the Institute delivered 119 professional development events, including conferences, specialist training courses, webinars and regional meetings, reaching licensing practitioners across the UK. Six free member webinars covered emerging issues ranging from artificial intelligence and safeguarding to gambling regulation and immigration matters.

Conferences that connect

Alongside training, the IoL runs its calendar of conferences, where licensing professionals gather to discuss and learn from

The job is to let a nation live and have fun, while everyone in it stays safe, included and respected.

The Institute of Licensing (IoL) is the professional body for the people who do that work: council officers, police, lawyers, operators, trainers. Not one side of the table. All of them. The brief sounds dry until you notice what it actually covers: alcohol, late nights, taxis, gambling, animals, tattoo studios, sex establishments, the village hall that wants a bar for a wedding. The job is to let a nation live and have fun, while everyone in it stays safe, included and respected. It exists because that job is harder than it looks. Laws change. Case law piles up. One town's common sense is another town's disaster.

How does the IoL support the profession?

You can't do licensing on instinct. The IoL supports the profession with specialised training courses for the parts that actually matter: premises inspections, standing up in a hearing, taking a case through to trial, taxi law, animal protection, zoos, street trading, safeguarding. Some courses are for someone new to licensing who wants to cover the basics. Others are highly targeted, built for professionals who have been in the sector for years and want to refresh or upgrade their skills. The IoL's comprehensive train-

each other. The largest is the National Training Conference, a three-day event covering every part of licensing and a fixture for anyone working in this field. The Institute also runs a one day summer training conference, a shorter version of the NTC that suits those who cannot commit three full days out of the office. Complementing these are a range of specialist conferences, including the Taxi Conference, the Gambling Conference, the Animal Licensing Conference, and the Police Licensing Conference. Each is valuable in its own right, but all share the same purpose: bringing the sector together to discuss key issues, exchange insights and help shape

the future of the profession.

Supporting everyone with publications, guidance and news

Learning doesn't stop at conferences and courses. Throughout the year, the IoL produces guidance, technical updates, legislative briefings and professional publications to help practitioners navigate complex and evolving areas of licensing law. These resources are complemented by webinars, regional meetings and regular member communications, ensuring timely access to expert knowledge and best practice.

LINK Magazine is the working companion, covering news, practice and the week-to-week detail of the job. The Journal of Licensing is the sector's academic counterpart, covering case law and argument, the publication practitioners have on the desk at hearings and appeals. Add that to the members' library of guidance and consultations, plus daily news, and the result is a sector that stays informed, engaged and clear on what good practice looks like.

Regional structure

Licensing is national law applied locally, so it matters that the IoL supports each area in its own way. For that reason, the IoL is split into twelve regions across the UK. They cover England, Wales, Scotland and Northern Ireland. Each region has a volunteer committee, and its meetings and training days through the year are the quiet engine of the IoL.

The IoL's regional network is powered by more than 75 volunteer regional officers across 12 regions, who organise meetings, share expertise and provide local professional support. Together they delivered 29 regional meetings during 2025/26, helping licensing professionals stay connected and informed wherever they are based.

Members can attend another region's event as easily as their own. That matters more than it sounds: seaside towns, urban city centres and rural districts are not managing the same Saturday night.

Keeping everyone connected

The IoL recognises that although every region works differently, and rules vary from council to council, it is important that they come together to share knowledge and learn from each other. A number of tools support that collaboration. On the website, members can join in discussions on the online Members' Forum, to ask for views, discuss approaches, get ideas and suggestions on all areas of licensing. There are special interest groups for each area of licensing, where members can register their interests in order to engage with the IoL on targeted government consultations and stay up to date on the topics that matter to them.

Today, the IoL community connects more than 4,500 licensing professionals and stakeholders across local authorities, police services, industry and private practice, creating one of the UK's most significant profes-

sional networks for licensing.

By the numbers

- 4,500+ professionals connected through IoL membership and organisational networks
- 119 events delivered in 2025/26
- 12 active regions across the UK
- 75+ volunteer regional officers
- 29 consecutive annual National Training Conferences

Together, these activities help promote consistency, professionalism and public protection across the UK's licensing system.

Why it matters

None of this is meant to put licensing on a poster. Most of the public will never need the name. What they need is a high street that can stay open without becoming a problem, a taxi they can get into without a second thought, and a night that ends the way it should. That only happens if the people making the decisions are trained, connected and honest with each other about what works. The Institute of Licensing supports those professionals by helping them stay informed, connected and effective in a role that is often overlooked until something goes wrong.



The Portman Group

Alcohol Marketing Regulation & Social Responsibility

The Portman Group is the social responsibility body and self-regulator for alcohol marketing and sponsorship in the UK. They are a not-for-profit organisation, funded by 23 members, who represent a wide range of large and small alcohol producers covering beer, wine, spirits, cider and ready-to-drink in the UK market. These members fund the work of the Portman Group and the Independent Complaints Panel (ICP) that adjudicates complaints based on the Codes of Practice which regulate the sponsorship, naming, packaging and promotion of alcoholic products.

Founded in 1989, they have the explicit support of over 170 Code Signatories including producers, wholesalers, retailers, marketing agencies and member bodies who agree to support the enforcement of regulatory decisions that are made under the Codes. The Code is mentioned in the guidance to the Licensing Act 2003 and applies to all producers that market alcohol products in the UK regardless of the whether they are signatories to the Code or not.



Not suggest any association with bravado or violent, dangerous, anti-social or illegal behaviour



Not have a particular appeal to under-18s

Portman Group responsibilities include:

Administering the Codes of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and Alcohol Sponsorship.

Secretariat to the Independent Complaints Panel, which decides on complaints about alcohol marketing and can issue rulings that may lead to product changes or withdrawals, with over 220 products having been amended or removed from the market to date.

Providing Guidance on the application of the Code as well as a free, confidential advice service and paid-for training options to the alcohol

industry to help ensure compliance with the Code. Training can be tailored to producers' individual needs, and 99% of advice requests are answered within 48 hours.

Conducting proactive audits and market compliance reviews, the Portman Group appoints an independent auditor to conduct regular audits of the market to check levels of compliance with the Code of Practice on naming, packaging and promotion of alcoholic drinks as well as conducting its own audits of compliance with voluntary health labelling best-practice guidance.

Complaints

Anyone can make a complaint about an alcohol product or promotion they think is in breach of the Codes of Practice. Complaints are considered by the ICP, its decisions are transparent and published, setting the high standards for industry to learn from and reflect in their marketing.

If the ICP upholds a complaint most producers voluntarily make changes to their packaging to bring it into line with the Code or choose to remove it from the UK market. However, if a producer refuses to comply with the decision, a Retailer Alert Bulletin (RAB) will be issued. When a RAB is issued retailers may sell existing stock but will cease placing orders for the product within a set time-frame. If a producer seeks to circumvent a RAB the Portman Group can also notify the local licensing authorities based on the guidance in the 2003 Licens-

ing Act.

Social responsibility

The Portman Group is committed to promoting high best-practice standards for health information labelling so consumers can make an informed choice. In a recent review of the market they found near universal compliance with the voluntary health labelling guidelines as set by the Portman Group.

The results of 500 alcohol products sampled from the UK's top brands showed that UK consumers are now provided with more information than ever before on alcohol labels.

The Portman Group's minimum recommended guidelines cover four key areas, with high levels of compliance in all areas:

- Over 99% of labels carry a pregnancy warning logo or message.
- 96% carry alcohol unit content information.
- 89% carry the UK Chief Medical Officers weekly low-risk drinking guidelines not to regularly drink more than 14 units per week.
- 85% carry a reference to the independent education charity Drinkaware.



Partnerships

The Portman Group and its members work with and support partner organisations and initiatives that focus on targeted

measures to tackle alcohol harm, such as Local Alcohol Partnership Groups, Scottish Alcohol Industry Partners and Community Alcohol Partnerships, amongst others.

All helping to promote greater moderation across the population and further reduce harmful patterns of drinking. Falling rates of binge drinking and under-age drinking are testament to the continued success of this tailored approach and the merits of partnership working across industry, local authorities and government.



RETAILER ALERT BULLETIN

January 2026

Sip N Drip Bubble Yum

Producer: Sip N Drip

SUMMARY OF DECISION

The Independent Complaints Panel (Panel) stated that the bright, colourful packaging had particular appeal to under-18s. The Panel also found that the packaging, which was in a 250ml plastic bottle, reminiscent of fruit juice, alongside the confectionary flavour and fruit imagery did not communicate its alcoholic nature with absolute clarity.

LICENSEE ACTION + TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of Sip N Drip Bubble with the existing packaging as shown after **14 April 2026**. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.

www.portmangroup.org.uk



The product opposite has been found in breach of the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Licensees who currently stock the product shown opposite should take careful note of the Licensee Action and Timetable for Implementation sections.

The following should be borne in mind:

- Manufacturers are not legally bound to buy back stock from retailers even if the current stock infringes the Code;
- Licensees should continue to honour any existing purchase orders and not sell existing stock other than by normal retail trade;
- When reviewing a liquor licence, a licensing authority may enquire about licensees' compliance action with regards to products that breach the Code, so it would be advisable to keep any relevant records, for example the date of new orders placed.

If you have any questions or wish to receive a copy of the Code, please email: complaints@portmangroup.org.uk

The Portman Group Code is supported by over 180 Code signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Statutory Guidance under the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions (in particular, in relation to an application for the grant, variation or review of a premises licence), consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with the Portman Group's Retailer Alert Bulletins.

Scotch Whisky Association

Partnership, Responsibility and a Sustainable Future

Few products carry the global recognition and prestige of Scotch whisky. As one of Scotland's most important exports and a symbol of quality, heritage and craftsmanship, Scotch whisky makes a significant contribution to economic growth, tourism and employment throughout the UK. Supporting and representing this world-renowned industry is the Scotch Whisky Association (SWA), whose mission is to ensure that Scotch whisky is produced sustainably, traded globally and enjoyed responsibly.

Representing more than 90 companies that account for the vast majority of Scotch whisky production, the SWA works across a broad agenda that includes sustainability, international trade, intellectual property protection, responsible consumption and government relations. The Association's goal is to create the best possible business environment for producers while safeguarding the reputation and long-term future of Scotch whisky around the world.

A Commitment to Responsible Enjoyment

The Scotch Whisky Association recognises that long-term industry success must be built upon a culture of responsibility. Along-

side promoting and protecting Scotch whisky, the SWA works with governments, regulators, public health stakeholders and community organisations to encourage responsible consumption and helps to tackle harmful drinking.

In addition to its own programmes which include its responsible marketing code and 'Made to be Measure' responsible drinking campaign. The Association also supports initiatives that improve understanding of alcohol and promote informed consumer choices, recognising that alcohol harm reduction is a shared responsibility requiring collaboration across multiple sectors by directly working with organisations, such as, the Scottish Alcohol Industry Partnership, Drinkaware and Community Alcohol Partnerships.

Supporting Partnership Through LAPG

The SWA is a valued supporter of the Local Alcohol Partnerships Group (LAPG), a unique network that brings together national partnership schemes, industry organisations, regulators and community safety stakeholders. Through LAPG, organisations collaborate to share best practice, develop practical solutions and support initiatives that promote respon-

sible sale and consumption of alcohol within local communities.

By supporting LAPG, the SWA contributes to a collective effort that extends far beyond the whisky sector alone. The Group's work helps address issues such as underage drinking, alcohol-related anti-social behaviour, public safety and responsible retailing while promoting stronger partnerships between businesses, local authorities, police services and community organisations.

The SWA's involvement demonstrates its belief that meaningful progress is achieved when diverse organisations work together towards common objectives rather than operating in isolation.

For more information about the Scotch Whisky Association, visit www.scotch-whisky.org.uk.





Giving a Voice to One of the UK's Most Important Industries

Hospitality is woven into the fabric of everyday life. From pubs, bars and restaurants to hotels, leisure venues, contract caterers and visitor attractions, the sector creates experiences, supports communities and drives economic growth in every part of the country.

Representing this diverse and dynamic industry is UKHospitality, the leading trade body for hospitality in the UK. As the sector's collective voice, UKHospitality works to ensure that hospitality businesses are represented at the highest levels of government, supported through changing economic conditions and recognised for the vital contribution they make to society and the economy.

UKHospitality represents businesses operating across more than 123,000 venues and speaks on behalf of every corner of the sector, from independent operators and family-run businesses to some of the UK's largest hospitality brands.

Representing a Sector at the Heart of the Economy

Hospitality is one of the UK's largest and most important industries. It supports millions of jobs, creates opportunities for

people entering the workforce, contributes significantly to the visitor economy and plays a vital role in communities nationwide. UKHospitality highlights the sector's contribution of approximately £93 billion annually to the economy, generating around £54 billion in tax revenues and employing more than 3.5 million people.

As the industry's principal trade association, UKHospitality ensures that policymakers, regulators and the wider public understand both the value of the sector and the challenges it faces.

A Strong Voice for Hospitality

One of UKHospitality's primary functions is advocacy.

The organisation works closely with government departments, parliamentarians, regulators and stakeholders to influence policy and create an environment in which hospitality businesses can thrive. It campaigns on issues including taxation, business rates, employment regulation, sustainability, skills, economic growth and licensing.

By bringing together businesses of all sizes under one banner,

UKHospitality provides a unified voice for the sector. This collective approach helps ensure that hospitality's interests are effectively represented during policy discussions and legislative reforms that could impact businesses, employees and consumers.

The organisation's influence has made it a respected and trusted stakeholder in debates affecting the future of hospitality across England, Scotland, Wales and Northern Ireland.

Supporting Businesses Through Change

The hospitality industry operates in an environment of constant change. Economic pressures, workforce challenges, sustainability requirements and evolving consumer expectations all create both opportunities and risks.

UKHospitality supports its members by providing expert guidance, practical advice and access to specialist resources designed to help businesses navigate these challenges. Members benefit from policy expertise, compliance information, industry insights, research, webinars, helplines and best-practice guidance covering a wide range

of operational issues.

Whether addressing employment law changes, business rates reforms or sustainability initiatives, the organisation helps businesses understand emerging developments and prepare for the future.

Championing Workforce Development

People are the foundation of hospitality.

The sector provides career opportunities for millions of people from all backgrounds and is often the first step into employment for young people entering the workforce. Recognising this, UKHospitality places a strong emphasis on skills, workforce development and creating rewarding long-term careers within hospitality.

The *Hospitality Skills Passport* is a UKHospitality initiative designed to tackle recruitment challenges and help build a stronger, more skilled hospitality workforce. Developed with employers and training providers, it creates a recognised pathway into the industry by equipping candidates with the essential knowledge, skills and experience employers need, making recruitment easier and giving new starters the best possible foundation for success.

This focus on people reflects the industry's wider contribution to social mobility, economic opportunity and community wellbeing.

Supporting Responsible Hospitality

Hospitality businesses have an important role to play in community safety, promoting responsible drinking and customer welfare.

With this in mind, UKHospitality works closely with a range of partner organisations, including Best Bar None, pub-watch schemes etc to promote responsible business practices and support initiatives that enhance safety in the night-time economy. These partnerships help businesses meet their legal obligations while creating welcoming and inclusive environments for customers and staff alike.

The organisation's involvement in licensing, public policy and partnership initiatives reflects a broader commitment to ensuring that hospitality businesses remain positive contributors to local communities and high streets.

Looking Ahead

As towns, cities and communities continue to evolve, hospitality will remain a cornerstone of economic growth, tourism, employment and social connection.

UKHospitality's role in supporting and championing the sector has never been more important. Through advocacy, expertise, partnership working and industry leadership, the organisation continues to help businesses navigate challenges, seize opportunities and contribute positively to communities

across the country.

At a time when hospitality faces both significant pressures and exciting opportunities, UKHospitality remains focused on its core mission: ensuring the industry's voice is heard, its value is recognised and its future is secured.

For more information about UKHospitality, visit www.ukhospitality.org.uk.





Wine and Spirit Trade Association

Championing a Responsible and Sustainable Industry

The UK's wine and spirits sector is made up of a diverse range of businesses: producers, importers, wholesalers, retailers, logistics providers and hospitality businesses, supporting jobs, trade and consumer choice across the country.

The Wine and Spirit Trade Association (WSTA) is the leading UK trade body for the wine and spirit sector. With a history dating back almost 200 years and a membership of more than 300

companies, the WSTA provides leadership, expertise and advocacy to help businesses thrive while promoting the responsible sale of alcohol.

The Voice of the Wine and Spirit Industry

The WSTA campaigns for a vibrant and sustainable wine and spirit sector, across the supply chain. From global brands to specialist independent businesses, it aims to create a regulatory and

commercial environment that supports growth, innovation and consumer choice. As the leading drinks trade association with the broadest membership, its work covers a range of issues including taxation, environmental sustainability, trade, product regulation, packaging, labelling and market access.

Working closely with government, regulators, policymakers and stakeholders the WSTA ensures that the interests of

wine and spirit businesses are understood and considered when decisions are made.

As businesses face increasing challenges from regulatory complexity, economic pressures and environmental expectations, the WSTA provides practical support, guidance and expertise to help members adapt and succeed. Through research, publications, events and policy engagement, it helps businesses navigate change while identifying opportunities for future growth.

The WSTA also plays an important role in supporting the development of low and no alcohol products, recognising their growing importance in offering consumers greater choice and supporting moderation.

The WSTA represents organisations across the wine and spirits supply chain, from global brands to specialist independent businesses, reflecting the breadth and diversity of the sector. Its aim is to create a regulatory and commercial environment that supports growth, innovation and consumer choice.

Championing Responsible Consumption

A central element of the WSTA's work is its commitment to ensuring that alcohol is produced, sold and enjoyed responsibly. The Association recognises that a successful drinks industry depends on high standards, informed consumer choice and effective partnership working.

The WSTA actively supports initiatives that encourage re-

sponsible retailing, improve understanding of alcohol and help reduce alcohol-related harm. By engaging with government and other key stakeholders, it contributes to wider efforts to promote sensible drinking behaviours while maintaining a vibrant and successful industry.

A Strong Belief in Partnership

Partnership working sits at the heart of the WSTA's approach. Its collaborative approach aligns closely with the objectives of the Local Alcohol Partnerships Group (LAPG), of which the WSTA is a supporter.

The Association works extensively with government departments, enforcement agencies, industry bodies and community organisations to develop practical solutions to complex issues. Whether addressing sustainability, responsible retailing, consumer information or regulatory reform, the WSTA understands that long-term success depends upon cooperation and shared responsibility.

Its support for organisations and schemes such as the Local Alcohol Partnerships Group reflects a belief that businesses have an important role to play in creating safer communities and reducing alcohol-related harm. These partnerships bring together industry expertise, local knowledge and public sector leadership to support practical, place-based solutions.

Supporting Members and Driving Best Practice

In addition to its policy and ad-

vocacy work, the WSTA provides extensive support to members through guidance, publications, compliance advice, technical expertise, data, market intelligence and networking opportunities.

This support helps businesses understand changing legislation, respond to new regulatory requirements and maintain high standards of operation. By sharing knowledge and promoting best practice, the Association helps strengthen the sector.

The WSTA's role as both an advocate and a source of expertise makes it an invaluable resource for businesses operating throughout the wine and spirits supply chain.

Looking Ahead

The wine and spirits sector continues to evolve as consumer preferences, technology, sustainability expectations and regulatory frameworks change. These developments create both opportunities and challenges for businesses across the industry.

The WSTA remains focused on helping its members navigate this changing landscape while ensuring that the sector continues to be innovative, competitive and responsible.

For more information about the Wine and Spirit Trade Association visit www.wsta.co.uk.

wsta
speaking for the wine and spirit trade

The Partnership Charter for the Night Time Economy

The vision of the Charter is to create a thriving, diverse, innovative and inclusive night time economy that meets the social and cultural needs of the community, and promotes investment, employment and tourism, while maintaining high standards of well-being and safety for all.

The term “night time economy” was invented in the UK. It is a much-loved part of our national culture, describing the totality of activities in towns and cities from 6 p.m. to 6 a.m. including traditional night time activities such as pubs, restaurants, clubs and music venues, theatres and cinemas, and high street newcomers such as competitive socialising and experiential venues.

It goes much further than just consumption: gyms, galleries and even late opening community facilities such as libraries and medical centres are also part of the picture. And transportation workers, health professionals and police all work in the night time economy too, as of course do hospitality workers.

The night time economy is a place of joy: where families, friends and communi-

ties meet to enjoy themselves and express their common humanity. But there are externalities, including impacts on neighbours, and on the safety of those visiting and working in the night time economy itself.

In recent years, some elements of the night time economy have come under threat, particularly pubs, clubs and music venues, for reasons too many to list here, and so are also deserving of our protection. Meanwhile, hard-stretched public authorities, including police and health services, work with venues to protect the public and reduce the need for formal and costly interventions.

The UK leads the world in the way communities have come together to create part-
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ship initiatives to protect and promote the night time economy, and those who visit, work in and live around it. It is a reflection of our nation at its best, mobilising together for the common good, whether that is protecting women, making nightlife more accessible, or highlighting the attractions of the night time economy locally. It means people giving up their free time to stand in public places administering welfare, leading forums, sticking up posters and mentoring their peers.

This has happened because regulation by itself is not enough to create safe and vibrant night time economies. Regulation is important. But it has never opened a pub, invented electronic music or created a great late night burrito. And nor did it think of *Purple Flag*, *Best Bar None* or *Pubwatch*, or write a vision for the night time economy. For that you need creative, committed and concerned citizens, working together in partnership.

This Charter is a celebration of partnership working in the night time economy.

But more

than that, it is an invitation to you, the reader, to commit to partnership. And, whether you are starting or continuing your journey, all you have to do is sign the Charter.

It might then mean a small step, such as introducing *Ask for Angela* in your pub. Or it might lead you to play a more active role in a local partnership. By signing, you help to turn the whole idea of partnership from a series of local initiatives into a national movement.

This Charter is the start of something. Please join us.

— Philip Kolvin KC



Index of Organisations

All-Party Parliamentary Beer Group

www.appgbeer.uk

Best Bar None

www.bestbarnone.com

Best Bar None Scotland

www.bbnsotland.co.uk

British Beer & Pub Association

www.beerandpub.com

British Institute of Innkeeping

www.bii.org

Community Alcohol Partnerships (CAP)

www.communityalcoholpartnerships.co.uk

Drinkaware

www.drinkaware.co.uk

Home Office

www.gov.uk/government/organisations/home-office

Institute of Licensing

www.instituteoflicensing.org

Local Alcohol Partnerships Group

www.localalcoholpartnershipsgroup.co.uk

The National Proof of Age Standards Scheme (PASS)

www.pass-scheme.org.uk

National Pubwatch

www.nationalpubwatch.org.uk

NPCC

www.npcc.police.uk

Portman Group

www.portmangroup.org.uk

Purple Flag (ATCM)

www.atcm.org/purple-flag

Retail of Alcohol Standards Group

www.rasg.org.uk

Safer Business Network

www.saferbusiness.org.uk

Scotch Whisky Association

www.scotch-whisky.org.uk

Scottish Beer & Pub Association

www.beerandpub.com/sbpa

Street Pastors

www.streetpastors.org

UKHospitality

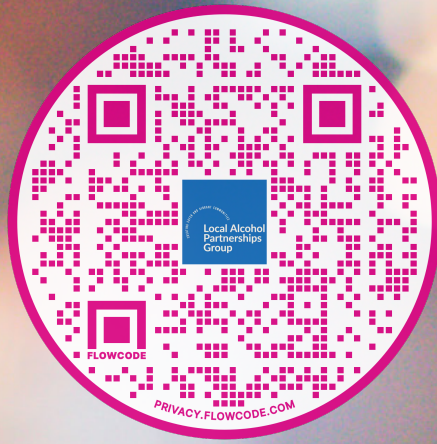
www.ukhospitality.org.uk

Welsh Beer & Pub Association

www.beerandpub.com/wbpa

Wine and Spirit Trade Association

www.wsta.co.uk



CREATING SAFER AND VIBRANT COMMUNITIES

**Local Alcohol
Partnerships
Group**