

Appendix 1 – Changing Scotland’s Relationship with Alcohol: A Framework for Action (2009)

Summary of action areas and intentions

The Framework for Action identifies the need for sustained action in four areas:

- reduced alcohol consumption;
- supporting families and communities;
- positive public attitudes, positive choices;
- improved treatment and support.

The Scottish Government has the following specific intentions:

- bring forward regulations to end irresponsible promotions and below-cost selling of alcoholic drinks in licensed premises;
- pursue the establishment of a minimum price per unit of alcohol through regulation;
 - Alcohol (Minimum Pricing) (Scotland) Act received Royal Assent in 2012
 - In November 2017 the UK Supreme Court ruled that Scotland can set a minimum price for alcohol
 - A campaign is being launched to raise awareness of Scotland's minimum unit price for alcohol. Owners of the 5,300 convenience stores across Scotland will be targeted with posters, leaflets and adverts over the coming weeks highlighting the changes coming in from May 1st. Health secretary Shona Robison said that retailers "are the key to ensuring the legislation is implemented, which is why it is crucial we raise awareness of this change in the law early."⁴⁰
- review advice to parents and carers;
- place a duty on Licensing Boards to consider raising the age for off-sales purchases to 21 in part or all of their Board area and provide powers for Chief Constables and Licensing Forum to request a review of their local Board’s policy;
 - This measure was rejected by MSPs in September 2010
- establish a legislative power to apply a social responsibility fee on some alcohol retailers;
- bring forward regulations to restrict the use of marketing material or activity on licensed premises.

⁴⁰ The Independent, Catriona Webster, 24 February 2018, *Campaign launches in Scotland on minimum unit price for alcohol as ministers prepare to make recommendations on figure*