

**REPORT TO: HEALTHIER STRATEGIC GROUP  
– 02 JULY 2009**

**SUBJECT: SELLING ALCOHOL RESPONSIBLY**

**BY: COMMUNITY PLANNING OFFICER**

## **1. REASON FOR REPORT**

- 1.1 The Healthier Strategic Group is invited to respond to the consultation on a new Code of Practice for Alcohol Retailers in respect of standardising alcohol measures in on-trade premises.

## **2. RECOMMENDATION**

- 2.1 It is recommended that the Healthier Strategic Group responds to the consultation on a new Code of Practice for Alcohol Retailers in respect of standardising alcohol measures in on-trade premises.

## **3. BACKGROUND**

- 3.1 A consultation has recently been launched by the Home Office on a new Code of Practice for Alcohol Retailers, entitled Safe, Sensible, Social – Selling Alcohol Responsibly. The consultation mainly applies to England and Wales, but includes one important issue potentially affecting Scotland.
- 3.2 This issue relates to the smallest standard measure for spirits, which is defined by current Weights and Measures legislation in Scotland, as well as in England and Wales, as either 25 ml or 35ml. Licensees can choose to serve one or other, but not both measures. The Government considers that this may cause confusion when the new legislation comes into force requiring all on-trade premises in England and Wales to make small standard measures available, if the offer of the smallest measure is not the same in every premises.
- 3.3 The consultation is therefore seeking views on whether there should be a change to the Weights and Measures legislation so that the smallest standard measure for spirits in Scotland, as well as England and Wales, would be the same in all on-trade premises. There are three options offered:
- only allow 25ml
  - only allow 35ml
  - make no change and continue to allow licensees to choose whether to offer either 25 ml or 35ml single measures (but not both)

- 3.4 Anyone wishing to find out more or respond to the consultation on this particular issue should follow this link – <http://www.homeoffice.gov.uk/consultations> - and turn to pages 25/26 of the document. The consultation closes on 05 August 2009 and all responses should be sent to [alcohol.consultation@homeoffice.gsi.gov.uk](mailto:alcohol.consultation@homeoffice.gsi.gov.uk).
- 3.5 In considering a response to the issue, it may be worth referring to the Scottish Government's publication 'Changing Scotland's Relationship with Alcohol : A Framework for Action', published on 02 March 2009, which sets out the next steps in tackling alcohol misuse in Scotland. The Framework sets out a package of measures addressing issues around
- reducing alcohol consumption
  - supporting families and communities
  - encouraging positive attitudes and positive choices, and
  - improving treatment and support
- The Framework can be found at <http://www.scotland.gov.uk/Publications/2009/03/04144703/0>

#### **4. SUMMARY OF IMPLICATIONS**

- (a) **Community Plan / Theme Plans / Partner Plans**  
Tackling the misuse of alcohol is one of the ten key priorities identified to be addressed in the new SOA (2009/10).
- (b) **Policy and Legal**  
The policy and legal implications are set out in the background to the consultation.
- (c) **Resources (Financial, Staffing and Risks)**  
There are no such implications arising directly from this report.
- (d) **Consultations**  
The Council's Licensing Standards Officer has been consulted and concurs with the content of the report.

#### **5. CONCLUSION**

- 5.1 The Healthier Strategic Group is invited to respond to the consultation on standardising the standard alcohol measure for spirits in all on-trade premises.**

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