

<b>REDUCING THE STRENGTH</b>	<b>ITEM</b>
------------------------------	-------------

<b>Committee</b>	Licensing Committee
<b>Officer Contact</b>	Stephanie Waterford x7232
<b>Papers with report</b>	Appendix 1 – Information from Suffolk Police
<b>Ward(s) affected</b>	All

## **SUMMARY**

To inform the Committee of a scheme recently implemented in Ipswich to control the sale of super strength alcohol in off licences.

## **RECOMMENDATION**

**That the committee note the information**

## **INFORMATION**

Suffolk Constabulary have launched a campaign to restrict the sale of super strength alcohol in Off-Licensed Premises.

Super strength alcohol is often available in licensed premises very cheaply and is often bought by persons with alcohol dependency issues or young vulnerable people. The consumption of this type of alcohol can exacerbate crime and community issues i.e. street drinking, theft, antisocial behaviour etc. This is in addition to the obvious physical and mental effects of alcohol on the individual consuming the alcohol.

Suffolk Police have categorised ‘Super Strength Alcohol’ as lager, beer, wine and cider with an ABV of 6.5% or above and is available very cheaply.

Licensees in Ipswich have been requested to sign up to the scheme by voluntarily applying to the Licensing Authority for a Minor Variation to add a condition to restrict the sale of super strength alcohol.

The Police are working in close partnership with the Local Authority, NHS and trade representatives to ensure that the scheme is implemented fairly and that licensees are part of the solution to the problems associated with alcohol consumption.

There are 53 off licences so far who have signed up to the campaign. This is out of 130 in total.

Currently, Hillingdon has some areas where street drinkers congregate and cause antisocial behaviour. Some of the areas highlighted by the Metropolitan Police Service include;

- Hayes Town Centre – Canal Towpath, Street Benches

- Uxbridge Town Centre – St Andrews Subway, War Memorial, Civic Centre Grounds
- Yiewsley Town Centre – St Matthews Church Grounds, High Street

---

PART 1 – MEMBERS, PUBLIC AND PRESS