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**COMMITTEE: LICENSING & REGULATORY REF NO: LR/19/09**

**DATE: 3 OCTOBER 2019**

**SUBJECT: UPDATE ON THE REDUCING THE STRENGTH  
CAMPAIGN IN IPSWICH**

**PORTFOLIO HOLDER: COUNCILLOR A ROSS**

**HEAD OF SERVICE: IAN BLOFIELD**

***Short description of report content and the decision requested:***

This report is for information and gives an update on the reducing the strength campaign in Ipswich.

***Ward(s) affected:***

*All*

***List of Appendices included in this report:***

*Appendix 1 – Guidance issued by the Local Government Association on Reducing the Strength campaigns.*

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***This report was prepared after consultation with:***

*Internal consultees*

*Legal Services*

*Head of Service*

*External consultees*

***The following policies form a context to this report:***

*(all relevant policies must also be referred to in the body of the report)*

*Building a Better Ipswich 2017*

**LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW**

*(papers relied on to write the report but which are not published and do not contain exempt information)*

1.

**OTHER HELPFUL PAPERS**

*(papers which the report author considers might be helpful – this might include published material)*

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## **1. Introduction**

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- 1.1 At the meeting of the Licensing and Regulatory Committee on 7 August 2019, members requested an update on the reducing the strength campaign in Ipswich.
- 1.2 This report gives statistical information relating to premises in respect of this campaign.

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## **2. Background**

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- 2.1 In 2012, Ipswich Borough Council in conjunction with the Police, Suffolk County Council and the National Health Service launched the reducing the strength campaign in Ipswich. The East of England Co-Operative Society joined the campaign shortly after the launch and voluntarily removed all cans and bottles of beer, lager and cider with an ABV of 6.5% or more.
- 2.2 A significant amount of work took place with the licensed trade in Ipswich and a number of premises voluntarily agreed to remove super strength beer, lager and cider from sale. However, a number of premises would not do this. In addition, some premises have since changed hands and the new premises licence holders would not have been bound by this voluntary agreement.
- 2.3 Of the original 153 premises licences in place in 2016, 15 have been closed and the licences surrendered, 46 have a condition on the licence which prevents the sale of super strength beers, lagers and ciders, 40 premises removed these voluntarily and one was issued with a Community Protection Notice.
- 2.4 Since 2016, 8 premises licences have been issued for convenience stores selling alcohol and of these, 7 have been issued with the condition preventing the sale of super strength alcohol. The store that does not have this condition is one where alcohol sales make up a very small percentage of the overall sales.
- 2.5 The Licensing Act 2003 requires the licensing authority to consider each and every application on its own merits and for any conditions to be proportional and reasonable to that application. If a premises applies for a variation of licence, again the conditions must be proportional to the variation applied for. It is not therefore possible to imposed a blanket policy for each and every application.
- 2.6 Following the campaign in Ipswich, the Local Government Association produced guidance for councils considering setting up a scheme and a copy of this guidance is attached as Appendix A to this report.

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**3. Relevant Policies**

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- 3.1 Building a Better Ipswich 2017 – the delivery of a licensing service and associated enforcement functions contribute to the Council’s vision by making the town a safe environment for people to enjoy their leisure time.

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**4. Consultations**

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- 4.1 No consultations have taken place.

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**5. Risk Management**

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- 5.1 Not applicable

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**6. Environmental Impact Assessment**

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- 6.1 Not applicable.

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**7. Equalities and Diversity Implications**

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- 7.1 Not applicable.

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**8. Financial Considerations**

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- 8.1 There are no financial implications arising from this report.

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**9. Legal Considerations**

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- 9.1 Licensing authorities are required to consider each and every application for a premises licence on its own merits and to ensure that conditions on the licence are proportionate and reasonable to the application.

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**10. Recommendations**

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- 10.1 That the report be noted.