

LICENSING ACT COMMITTEE

Introduction of Drinkaware Crew 14th June 2018

Report of Principal Licensing Officer

PURPOSE OF REPORT

To inform members of a scheme that is set to be introduced locally, "Drinkaware Crew", aimed at keeping young people safe on a night out.

The report is public.

RECOMMENDATION

That Members note the report.

1.0 Introduction

The Drinkaware Trust is an independent UK-wide alcohol education charity, funded largely by voluntary and unrestricted donations from UK alcohol producers, retailers and supermarkets. The Trust is governed independently and works in partnership with others to help reduce alcohol-related harm by helping people make better choices about their drinking.

Drinkaware engage and work directly with both the alcohol industry and public sector bodies to tackle alcohol-related harms.

The Drinkaware Crew scheme is aimed at keeping young people safe on their night out.

2.0 What is Drinkaware Crew?

Drinkaware Crew are trained staff working in clubs and venues to help support the welfare and wellbeing of young people on a night out.

Working in pairs, Drinkaware Crew mingle with customers to promote a positive social atmosphere and help those who may be vulnerable as a result of drinking too much alcohol. This can include reuniting lost customers with friends, helping people into taxis, or simply providing a shoulder to cry on.

Employed by the venue, Drinkaware Crew work with other members of staff, like security and first aid, providing an extra layer of support to ensure customers have a happy evening where the risk of harm is minimised.

3.0 Benefits of Drinkaware Crew to Licensed Premises

- Contributes to smoother, more efficient running of venues in the night time economy.
- Positions venue as a responsible outlet with an active interest in customer care.
- Frees up managers and security staff to keep the venue operation running effectively.
- Training has been endorsed by British Institute of Inn Keeping (BII) therefore providing venues with professional, industry-recognised expertise.
- Recommended as best practice in the Government's 2016 Modern Crime Prevention Strategy.
- Positive in the eyes of licensing officers, police forces, crime prevention and community safety initiatives helping to build and strengthen local relationships.

4.0 How it works?

Working in partnership, Lancashire Constabulary, The Lancaster Business Improvement District (BID), Lancaster University and Lancaster City Council and assisted by Drinkaware are looking to set-up a Drinkaware Crew in the night time economy operating in licensed premises around Lancaster City centre.

Hustle, Chupitos, Dalton/Glow Rooms and Sugar House have been approached by the partners involved to attend a Drinkaware presentation and invited to be a supporter of the project. As the 4 largest premises operating in the night-time economy, it is imperative these venues are given the opportunity to support and contribute positively to the safety of young people attending their venues.

Funding for the campaign, including training, advertising, uniform and materials will be met by the partners, the venues contribution to the scheme would be as the employer of the Drinkaware Crew member.

A brochure produced by Drinkaware outlining the benefits of the Drinkaware Crew for licensees is attached for members' information at Appendix A.

It is the intention of the partners to launch the campaign as part of freshers' week.

5.0 Conclusion

The report is for noting only.

Members will be informed of the development and progress of the scheme at the next Licensing Committee.

CONCLUSION OF IMPACT ASSESSMENT (including Diversity, Human Rights, Community Safety, Sustainability and Rural Proofing)

None.

FINANCIAL IMPLICATIONS

Financial Services have not been consulted as there are no financial implications.

LEGAL IMPLICATIONS

None identified.

BACKGROUND PAPERS

None

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