

Alcohol overprovision and what the public say

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Background

- To assist the Licensing Board in their preparation of an overprovision statement
- Range of data available for example health data and some capacity data but not public opinion data
- Work undertaken by PH and ADP teams and volunteers from the Third Sector Partnership



The Licensing (Scotland) Act 2005

Five central objectives:

- Preventing crime and disorder
- Securing public safety
- Preventing public nuisance
- Protecting and improving public health
- Protecting children from harm.



Three ways to gather views

- Survey monkey
- Participatory appraisal
- Short documentary with expert opinion



Survey monkey

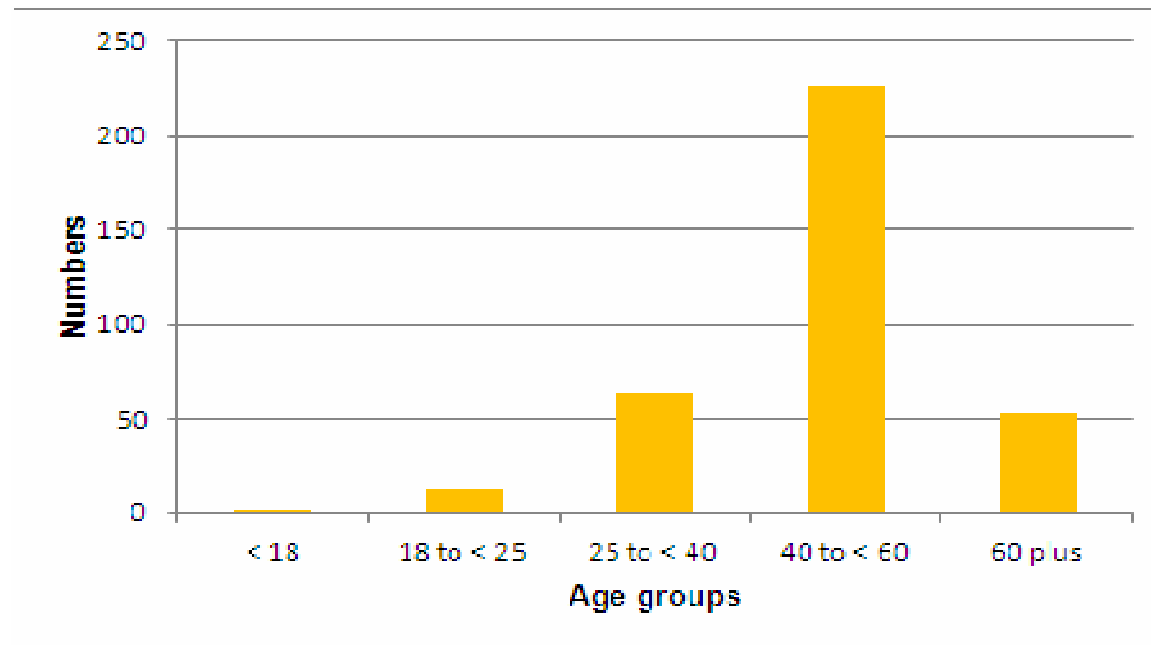
- 15 questions – see handouts
- Mostly multiple choice and some free text
- Q 15 entirely free text (about children)
- Demography section (male/female; age bands; postcode)
- Posted on the NHS/Council websites and sent out via email groups
- Limitations – self selecting? Little control over age bands; male/female ratio etc; closed questions



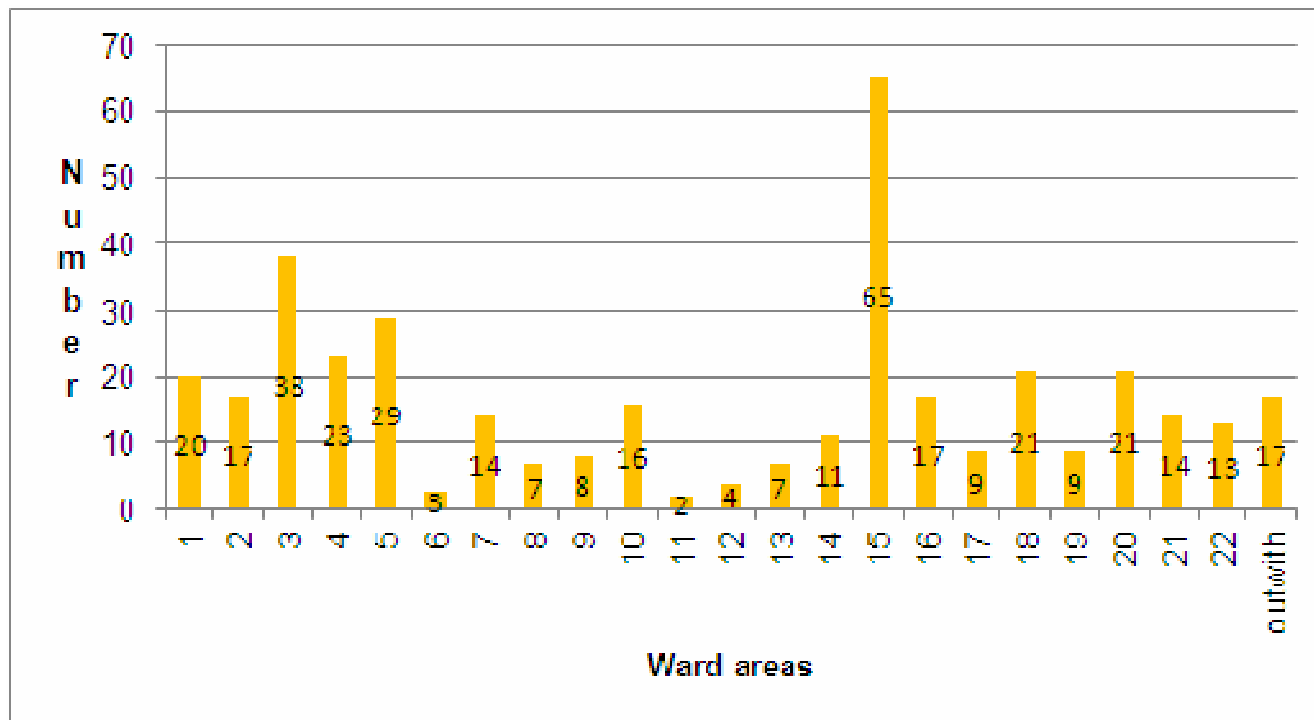
Survey Monkey questionnaire

- Of the 420 responses 31% (121) were males and 69% (265) females and 34 people did not respond.

Age Groups



Spread across multi-member wards

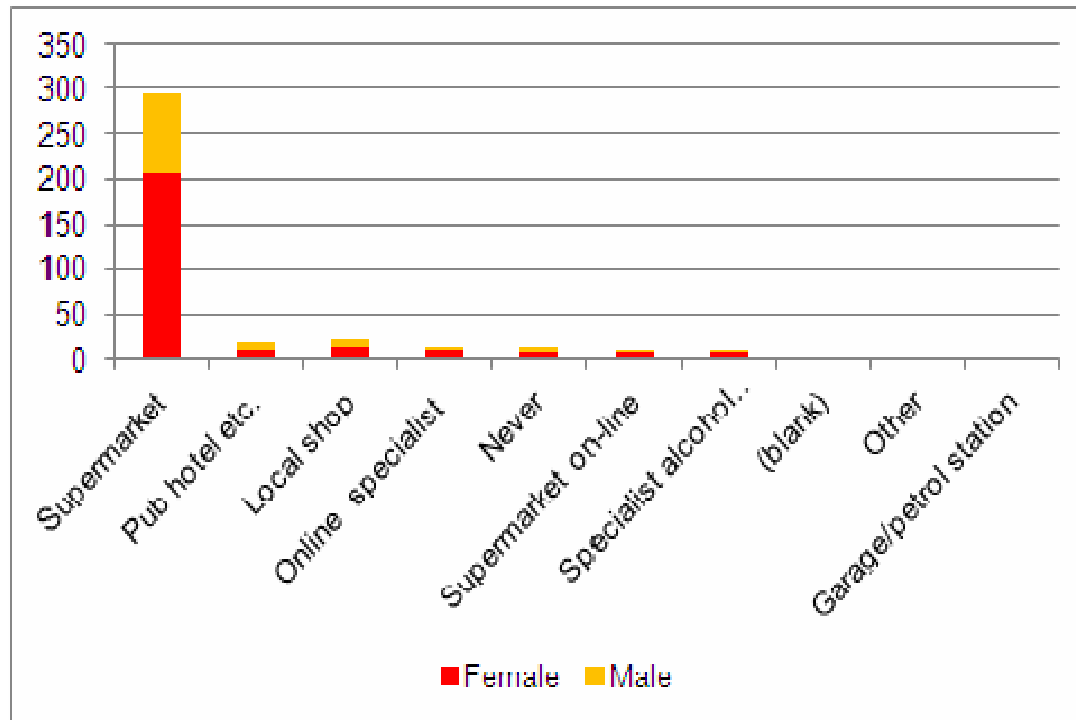




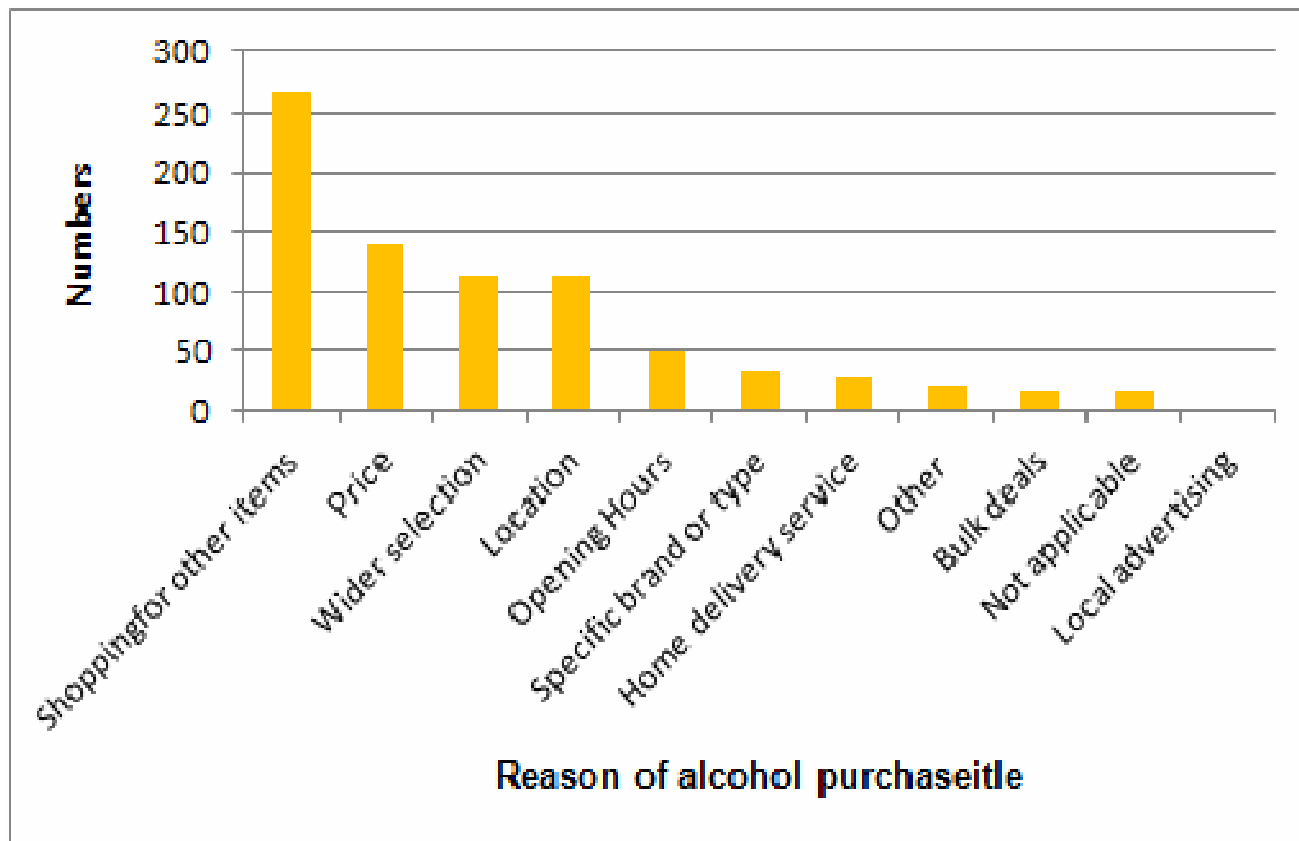
**Most frequently reported site for
alcohol purchase**

?

Most frequently reported site for alcohol purchase



Why are you more likely to buy alcohol from there?





Out of the range of premises selling alcohol which type of premise should not be permitted to sell alcohol?

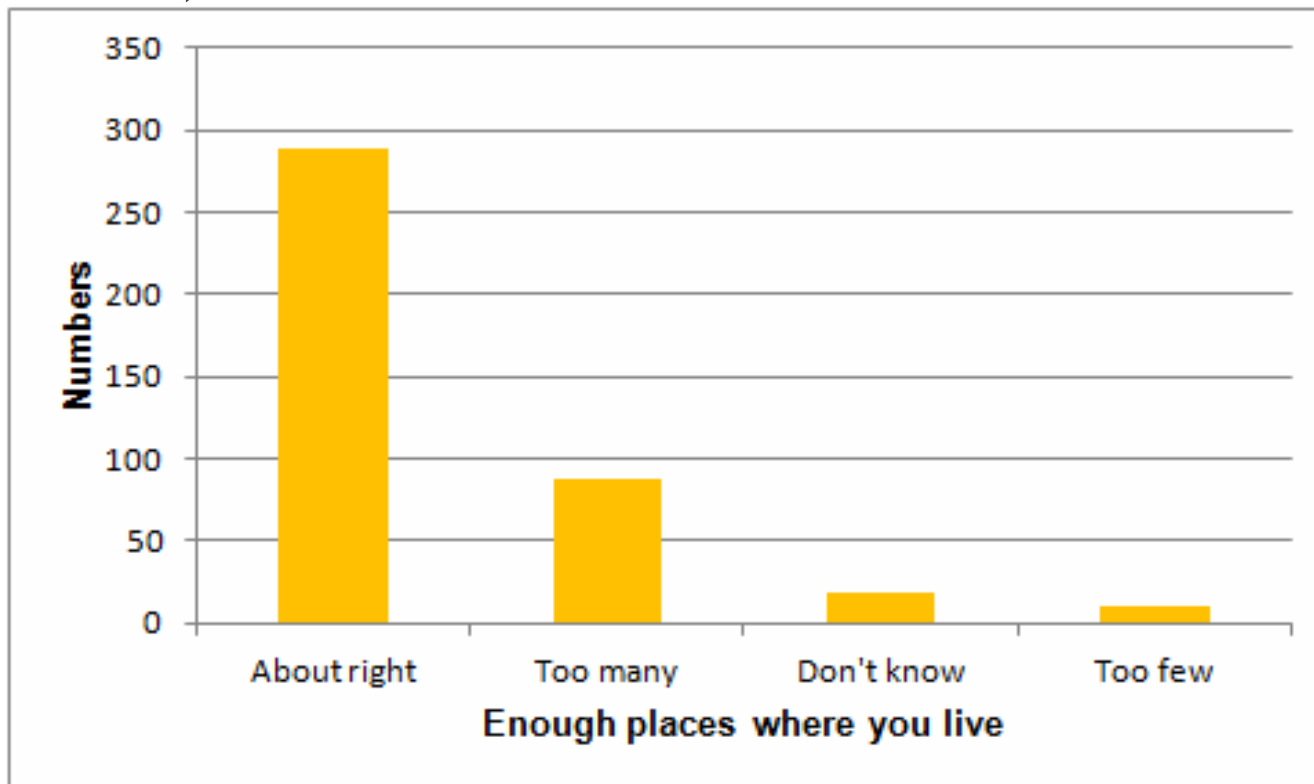
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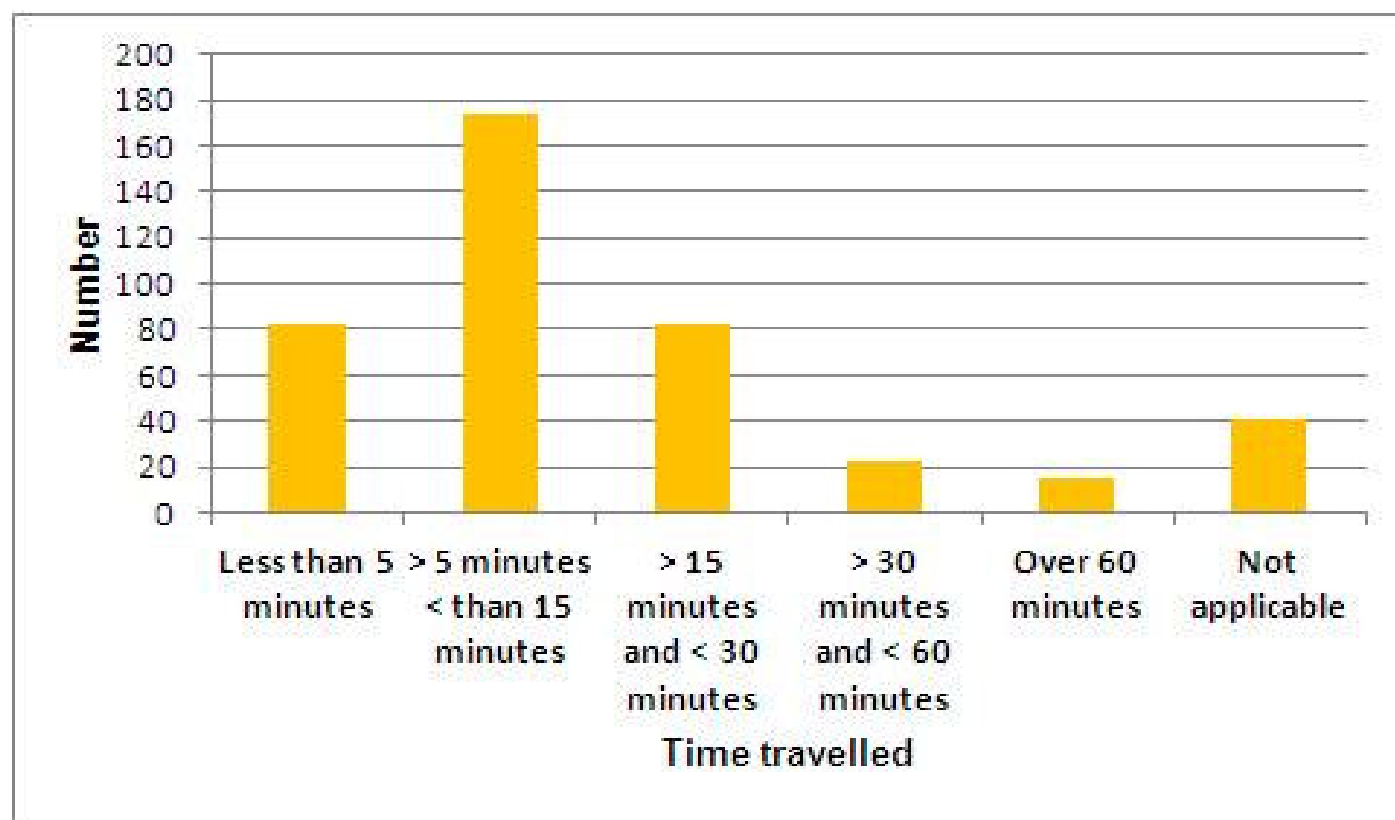
Out of the range of premises selling alcohol which type of premise should not be permitted to sell alcohol?

93% (236)
Garages/petrol
stations

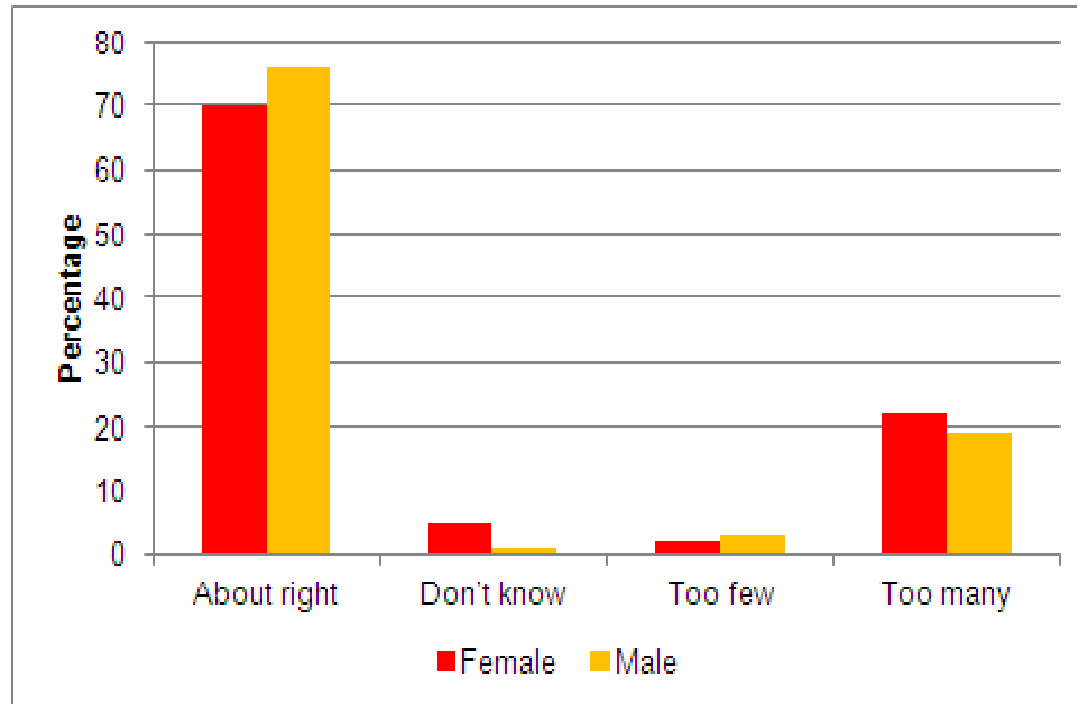
**Do you think there are enough places selling alcohol in the area where you live?
(n= 407)**



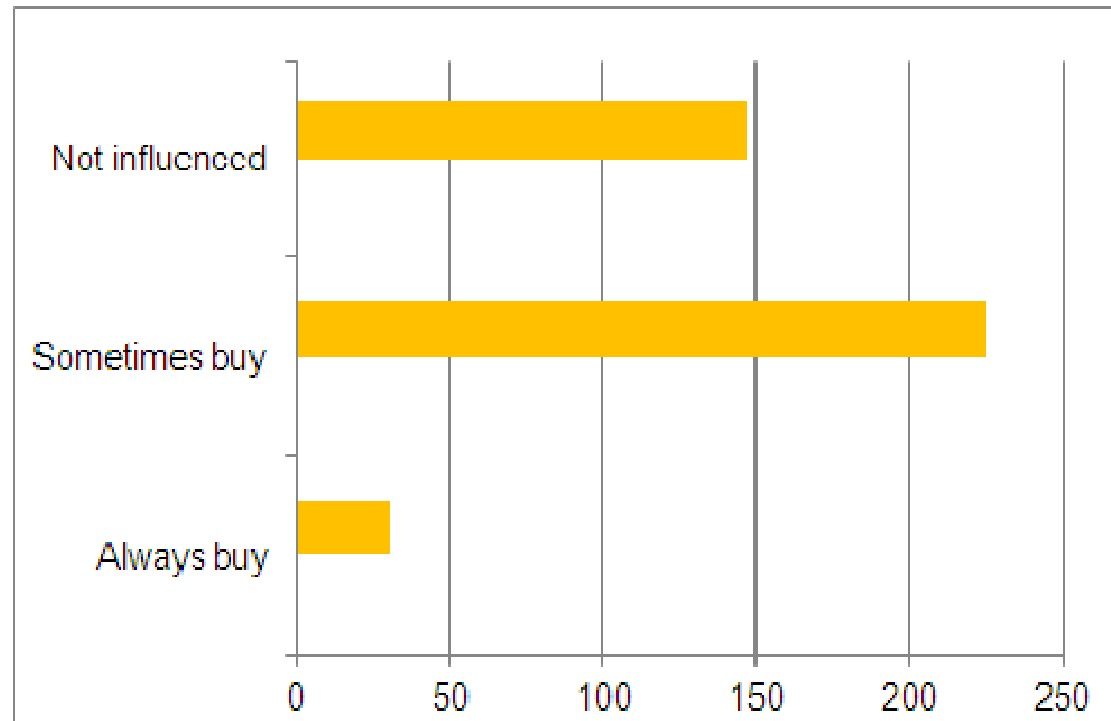
How long does it take to get to the place you most frequently buy alcohol?



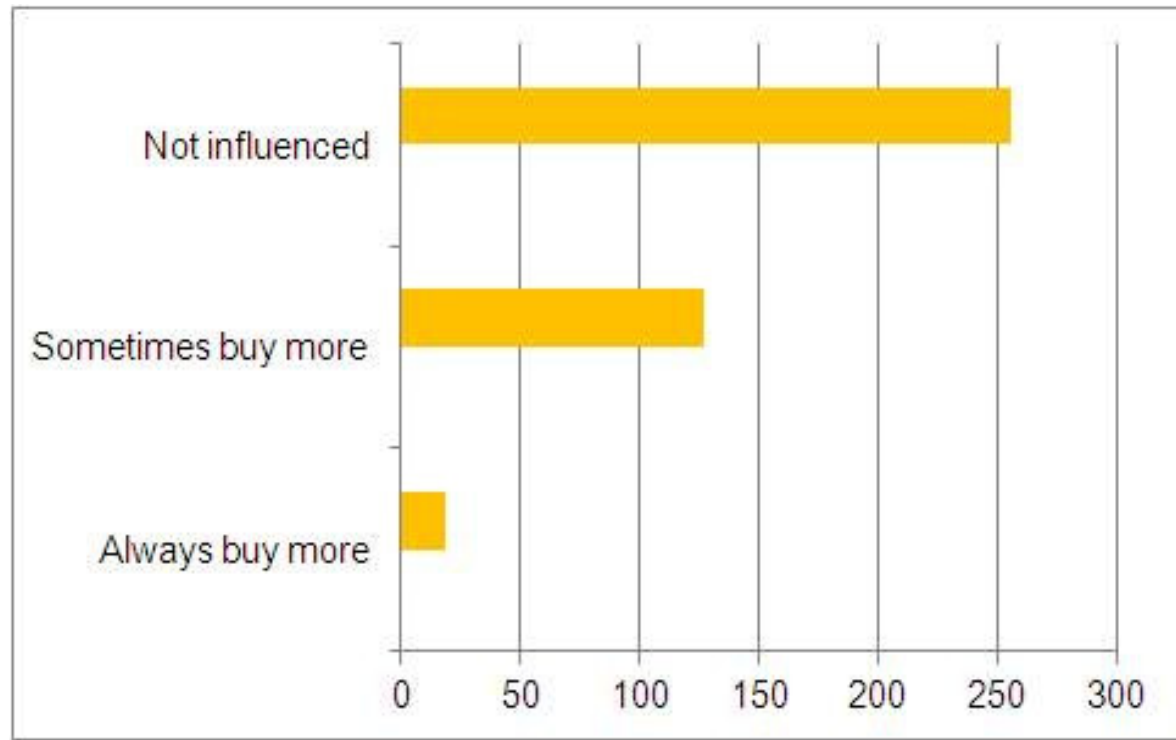
Do you think there are enough places selling alcohol in the area where you live? By gender(n= 407)



Do you think the type brand of alcohol you buy is influenced by in store alcohol promotions?



Do you think the amount of alcohol you buy is influenced by in store alcohol promotions and offers?





Q15: Is there anything you think that would minimise the exposure to alcohol for children (less than 16 years of age)?

Huge range of very thoughtful comments

Polarised!



As part of life - polarised view

“Need a better integrated alcohol culture, more like France, Spain etc. Teach them how to be around alcohol responsibly, rather than banning them from it. Telling people including children that they can't have something just makes them more likely to want it and it is seen as a way of rebelling rather than something that is quite normal to be around”

- *“parents and carers not drinking in the home”.*
- *”Make drinking alcohol at home illegal when children present-not likely to happen, but banning smoking indoors worked”*



Normalisation

- *“off licenses only selling it, no one under 21 allowed to buy, definitely not in supermarkets, garages, take-always or corner shops **STOP normalising alcohol**”*
- *“Take alcohol away from places that **normalise** it. Open up separate alcohol stores”*
- *“Take it out of the public’s eye so that it does not appear as **normal** everyday commodity”.*



Parenting

- *“Children need to be able to see adults treating alcohol responsibly to promote the idea that it is possible and indeed desirable to have a healthy relationship with alcohol that does not involve drinking too much on a regular basis”*

Education

Of children

- *“Involve alcohol education in schools at an early age and encourage funding from the Scottish Governments "Preventative Spend" budget to increase extracurricular activities”*

Of parents

”Responsible parenting information given out in schools. Parents evening to include a play or information to bring to their attention excessive use of alcohol and how it affects children”



Restrictions (one)

“No advertising for alcohol at all. Not on display and has to be asked for”

“Stop advertising on TV and in mags etc”

- *“Stop glamorising drink in advertisements”*



Restrictions (two)

“Hefty sentencing for those who purchase alcohol for children”

“Local shops need to be more monitored”

“No alcohol on open public transport, trains and aircraft”

“Off sales restricted to over 21s”

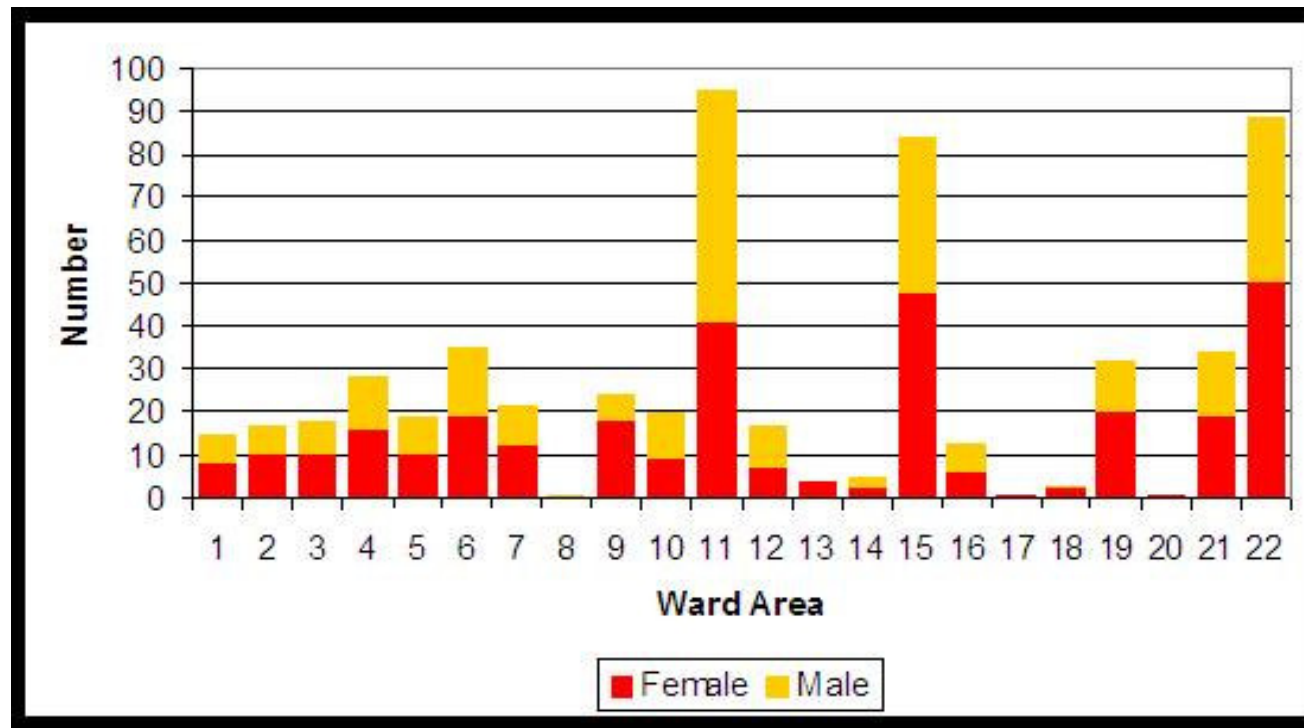
“Proof of age should be demanded and parents should be more watchful”



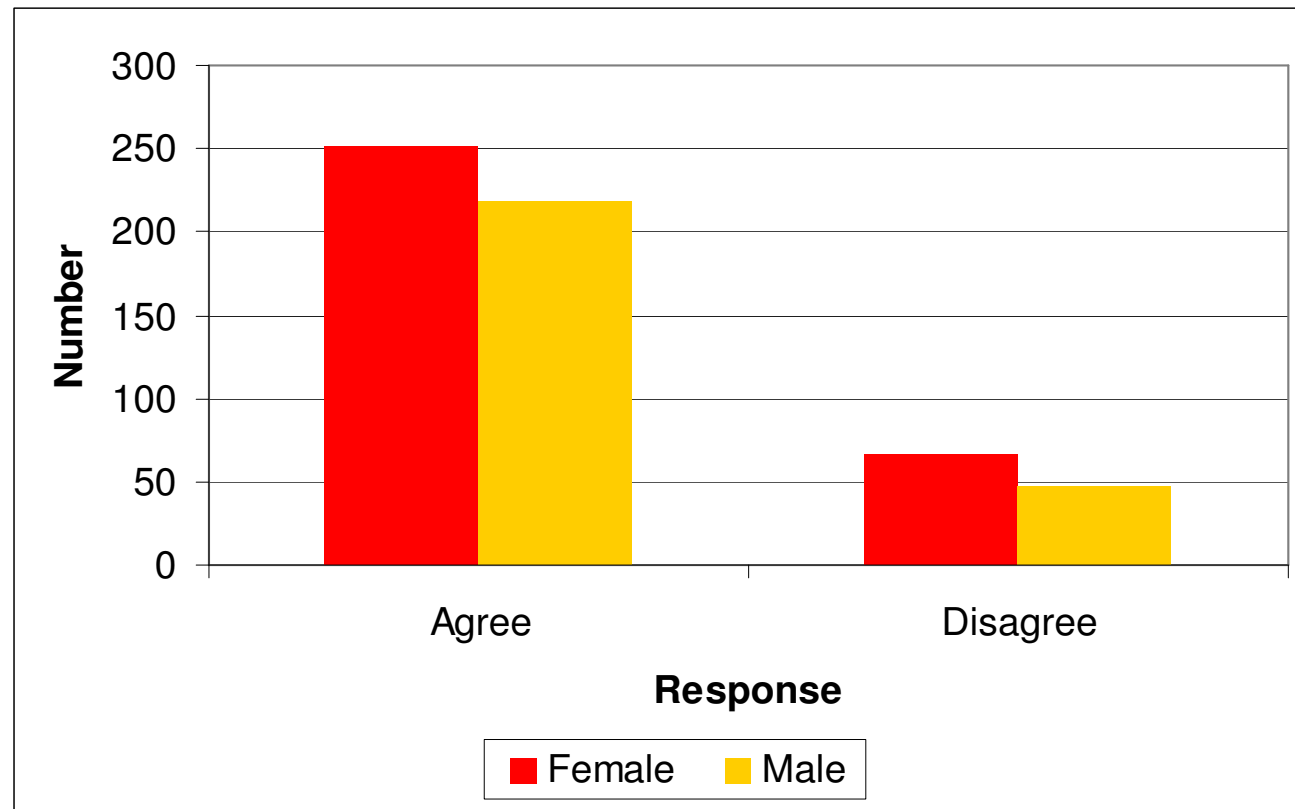
Participatory Appraisal

- An interactive method to rapidly gain information from communities
- Support from the Third Sector Partnership and ADP locality based groups
- H diagram
 - 3 key questions with a score
 - 605 responses (329 female & 269 male)
 - Limitations – methodology not applied consistently

Multi-member wards



Alcohol is part of Highland life. Do you agree or disagree with this statement?

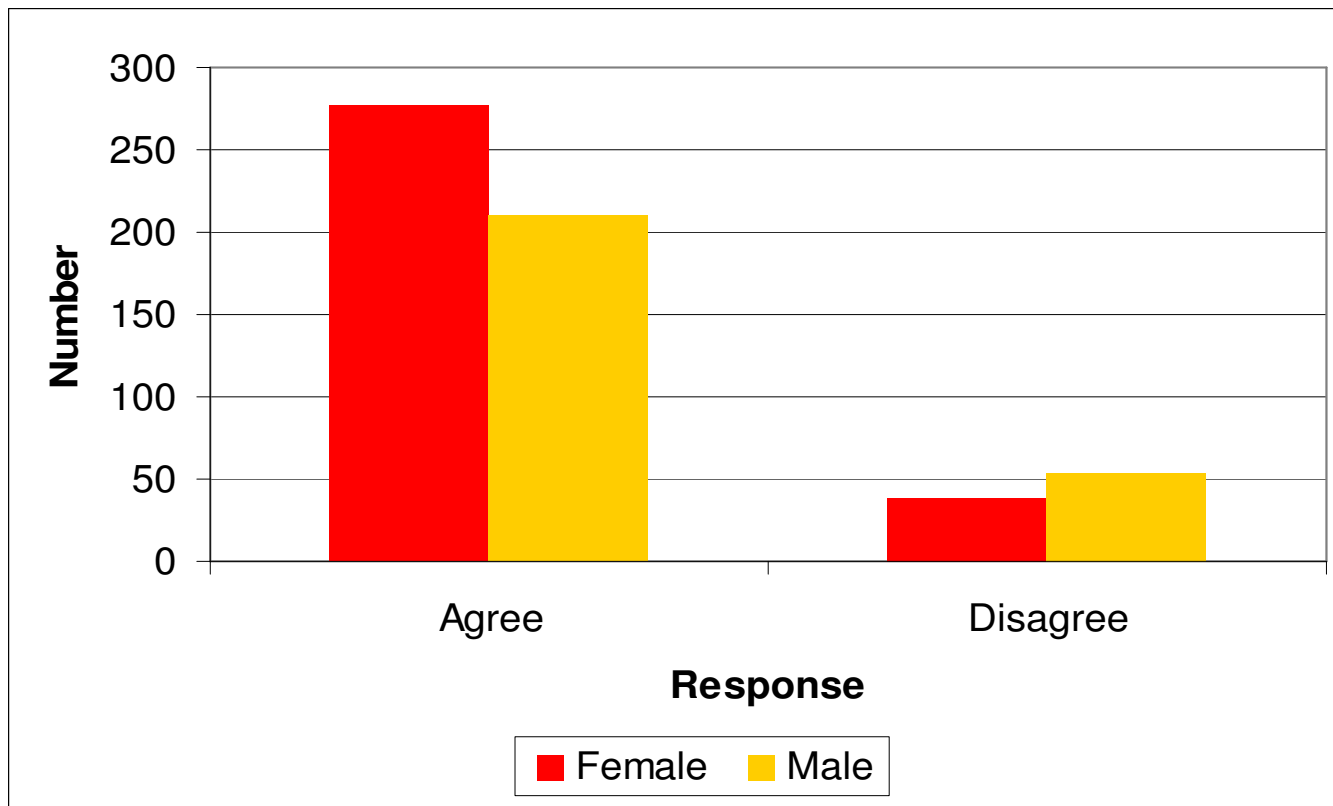




Alcohol is part of Highland Life

- *“It has always been so, for social events and entertaining.”*
- *“[There is] Overprovision on every street corner. Shop, newsagent and ‘Discount Booze Cruises.’ Shops targeting specific areas in towns and cities.”*
- *“Clear supermarkets of alcohol.”*

There are enough places selling alcohol in the area where you live. Do you agree or disagree with this statement?

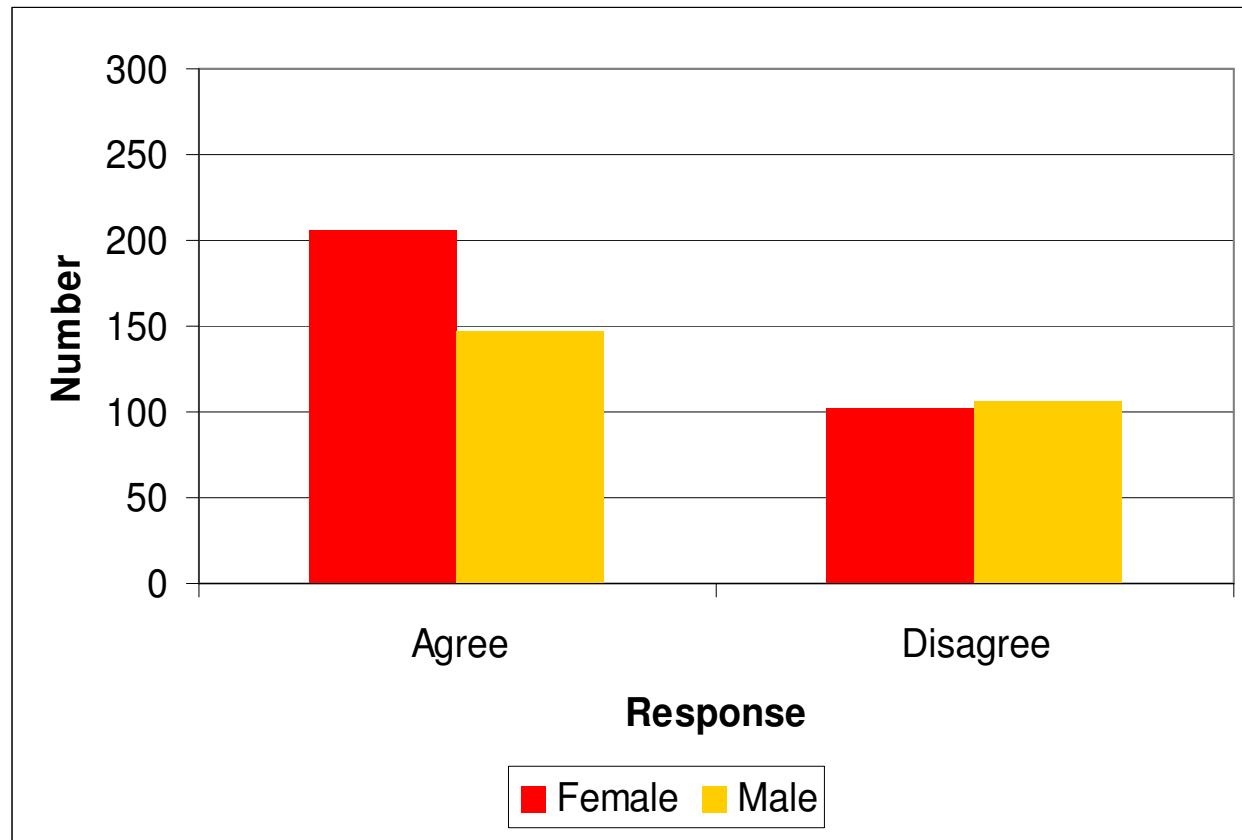




Plenty of places selling alcohol

- *“For a fairly small place we are well provided for.”*
- *“There are too many outlets in Dingwall.”*
- *“[There are] plenty, [but] not specialist shops like Majestic or malt whisky shops.”*

When more alcohol is available people tend to drink more. Do you agree or disagree with this statement?

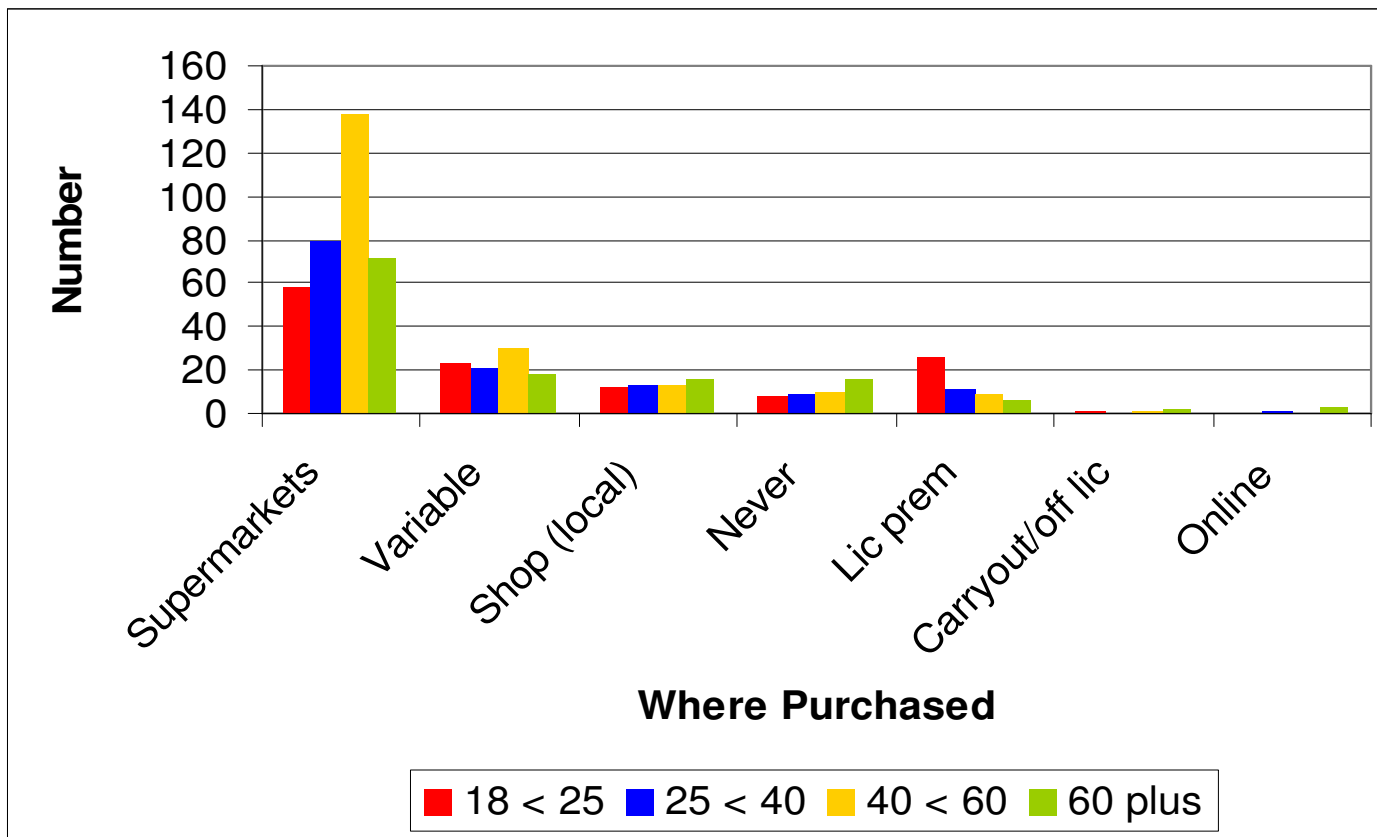




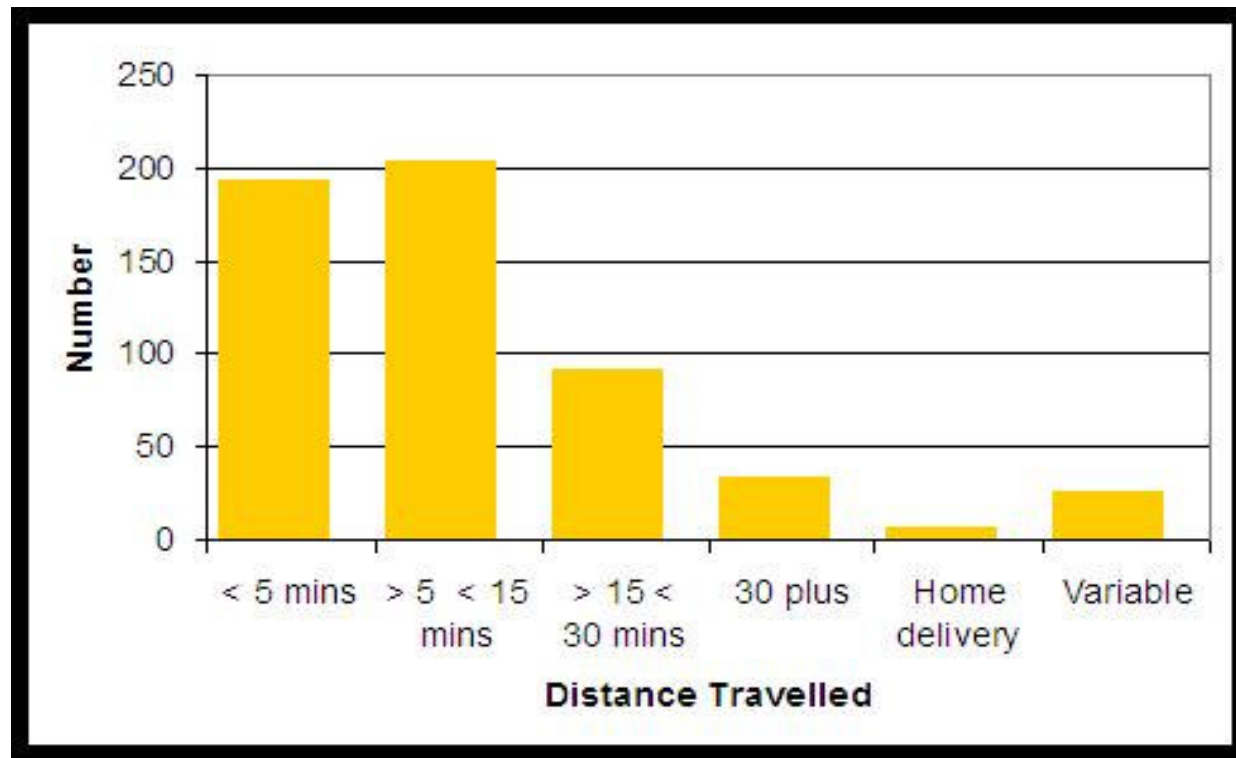
Availability

- *“The more freely available alcohol is the more people are tempted to buy and drink more.”*
- *“The wide availability of alcohol sends the message that this is a safe and acceptable leisure activity.”*
-
- *“People’s drinking habits or inclination to drink have little to do with availability.”*

PA - where do you buy alcohol most frequently?



Distance travelled to buy alcohol?





Conclusions - from this data

Gaining access to alcohol is easy

It has become 'normal' to buy alcohol alongside tea, bread and milk

The respondents buy more off sales than on sales and quote 'price' as a factor

The majority of respondents thought there were 'about right' or too many places selling alcohol

The respondents reported they were influenced by promotions and offers



Conclusions - from this data

Most alcohol was purchased from supermarkets but wanted to restrict garages/petrol stations

Polarised views on more restrictions vs further liberalisation

Education – mainly associated with tackling drinking amongst young people

Acceptance by the public that there are enough alcohol licenses? Is the public prepared to accept a change to the current licensing system?



Overprovision statement

Will be used as part of the discussion we have with the Licensing Board about an overprovision statement.

(Along side health and inequalities data)

Thank you & thanks to all
contributors

Any questions?