

**BRIDGEND COUNTY BOROUGH COUNCIL**

**REPORT TO LICENSING COMMITTEE**

**26 NOVEMBER 2012**

**REPORT OF THE ASSISTANT CHIEF EXECUTIVE LEGAL AND REGULATORY SERVICES**

**LICENSED TRADE SECTOR - UPDATE**

**1. Purpose of Report.**

To update Members on compliance and other partnership initiatives.

**2. Connection to Corporate Improvement Objectives/Other Corporate Priorities**

2.1 This work links to the Corporate Improvement Objectives of:-

- Building safe and inclusive communities
- Creating vibrant and thriving towns

**3. Background.**

3.1 In line with the statutory guidance which accompanies the Licensing Act 2003, this information report provides background to some of the other strategies which indirectly impact on the promotion of the licensing objectives of the prevention of crime and disorder, public nuisance, public safety and the protection of children from harm.

**4. Current situation / proposal.**

4.1 Trading Standards, working alongside their partners in the South Wales Police has been working in the community to ensure public safety in the supply of age restricted goods, particularly alcohol. Trading Standards have led two operations within the Off Licence sector, to assess whether age restricted goods are supplied to underage children and young persons. Of the 25 premises visited across the borough, sales were actually made within three of these premises and appropriate sanctions have been taken or are in progress. This includes fixed penalty tickets of £80 which have also been issued to the sellers of alcohol to underage persons in these cases, and further criminal investigations are underway. Trading Standards is also supporting the licensed premises management initiative CounterAct which aims to assist the licensed trade in compliance with the key licensing objectives, and is a key partnership initiative with the trade, South Wales Police and the local authority.

4.2 Trading Standards were involved in a joint operation alongside the licensing enforcement team and South Wales Police, in order to target the supply of alcohol to young people by proxy. This covers the sale of alcohol to persons over the age of 18 who buy alcohol to pass onto younger children. Visual patrols were made in specified areas, and trader visits conducted with the aim of raising the profile of this

offence, to provide education and advice to traders, and to engage with young people. Traders were also issued with Underage Sales guidance packs, and leaflets to display in-store concerning proxy sales.

- 4.3 Forthcoming partnership initiatives include a specific test purchase exercise to target pubs and clubs (On-Licence trade) who sell alcohol to underage children.
- 4.4 Alongside compliance work, there are a number of partnership initiatives in place to tackle community concerns which include the impact of alcohol and alcohol premises. Three Neighbourhood Networks have been established to cover the East West and North of the County Borough. These take a partnership problem solving approach to tackle neighbourhood issues and to improve the quality of life for citizens based on identified priorities; these can include issues linked to the licensing objectives.
- 4.5 These complement existing activities or intentions of key partners e.g. Community Networks, Connecting Services and Neighbourhood Policing and form the basis for planning across a range of services including the Police, Health, Probation, Adult Social Care, Housing etc. Issues around alcohol licensing have been integral to the development of these groups and complement existing licensing policy, particularly in the larger town centres to ensure a vibrant but safe night time economy.

## **5. Effect upon Policy Framework & Procedure Rules.**

- 5.1 None

## **6. Equality Impact Assessment**

- 6.1 There are no negative equality implications.

## **7. Financial Implications.**

- 7.1 There are no financial implications

## **8. Recommendation.**

- 8.1 The Committee is asked to note the above report.

**P A Jolley**  
**Assistant Chief Executive Legal and Regulatory Services**

**20 November 2012**

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### **Background documents**

Neighbourhood Network summary report  
Trading Standards Service Delivery Plan 2012-13