

Leading the industry

Case studies of responsibility initiatives from members
of the brewing and pub industry





Foreword

Beer is Britain's favourite alcoholic drink, and pubs play a central role in the nation's social life. Both bring people of all ages and backgrounds together in a uniquely hospitable atmosphere, and drinking is enjoyed responsibly by millions of our customers.

Our industry fully recognises that it has a responsibility to sell alcohol in a way that seeks to minimise the problems associated with the minority who misuse alcohol. It is a responsibility that the BBPA, and all of our members, take very seriously. We want our products to be enjoyed, and not abused.

Across the sector, a huge amount of work goes on every day to ensure alcohol is sold and consumed responsibly. This brochure highlights just some of these initiatives.

Whether it is providing information to customers, investing in staff training in pubs, working directly with schools, charities and health providers, or providing funding to other organisations that promote responsible drinking, the industry is on the front foot when it comes to tackling alcohol harm. As a leading industry association, the BBPA has a key role in driving up standards, and this we will continue to do.


BRIGID SIMMONDS OBE

Chief Executive
British Beer & Pub Association



“...to minimise the problems associated with the minority who misuse alcohol.”





The British Beer and Pub Association is the national trade association representing the interests of Britain's brewer and pub operating companies. Central to our role is our work championing beer as a low alcohol drink and the pub as the home of responsible drinking.

This booklet highlights just some of the many and varied ways that our members are contributing positively to minimising alcohol harm and misuse and working collaboratively with other stakeholders to promote responsible drinking. Together they clearly demonstrate the core principles of our association:

BBPA Core Principles

We are about championing beer and pubs, promoting alcohol responsibility and seeking a fair and supportive policy regime

(a) Championing beer and pubs

- We champion beer's sociability, refreshing taste, diversity and low strength versus other products
- We are advocates for the beer and pub sector's contribution to the UK economy and social life
- We champion pubs as the centre of hospitality and tourism, and at the heart of our communities and our culture.

(b) Alcohol Responsibility

- **We want our beers to be enjoyed, not abused, and we champion the pub as the home of responsible social drinking.**
- **We believe that responsible marketing and retailing of alcohol products is a key way to reducing harm.**

- **We believe in providing balanced and accurate information to consumers to empower informed choices**
- **We are appalled when drunkenness and anti social behaviour get in the way of the sociable enjoyment of our beers and pubs and we are committed to working with all stakeholders to address irresponsible drinking**

(c) A fair and supportive policy regime

- We believe that one of life's simple pleasures - enjoying a beer with friends - is overtaxed
- We promote fairness within the UK duty regime
- We believe Government economic and social policy should encourage consumers towards lower strength drinks such as beer and promote pubs as the heart of communities and the home of responsible social drinking
- Our sector brings very significant benefit to the UK rural and manufacturing economies and local, pub-based communities and should be treated fairly to ensure a sustainable future.

“We want our beers to be enjoyed, not abused....”

our Contribution

As an industry the BBPA and its members contribute much to the social and economic life of the country. The pubs and hospitality sector alone is responsible for employing over 500,000 people, 15,000 jobs are provided by the nation's brewers and the number employed through suppliers and associated trades is in the region of 364,000.

The sale of beer generates over £3 billion in duty for the Treasury, with around a further £3 billion in VAT payments. Each pub in the UK generates about £107,000 in taxation.

As well as the benefit to the economy, the BBPA, together with our members, is also working to address issues of alcohol harm and misuse.

Drinkaware

Drinkaware is an independent UK-wide charity with the aim of changing the UK's drinking habits for the better. The charity is supported by voluntary donations from across the drinks industry to equip people with the knowledge they need to make decisions about how much they drink. Of the 50 companies supporting Drinkaware 24 are either brewers or pub companies, contributing £2.6 million to the organisation, or just over half its total.

Our members are firmly behind the work of Drinkaware in promoting responsible drinking and in finding innovative ways

to challenge the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm.

Brewers and pub companies were also very active in supporting the Campaign for Smarter Drinking, a social marketing campaign with the objective of encouraging more responsible drinking among young adults and shifting attitudes in relation to the social acceptability of drunkenness. The campaign is being implemented in partnership with Drinkaware and the Government, and will run for 5 years.

Our members supported the campaign through featuring the campaign logo on-pack and advertising the campaign in the trade and online.

Fast facts:

- The Drinkaware website is advertised on around 6.5 billion beer labels each year, reaching the vast majority of beer consumers.
- The Drinkaware website gets over 3,000 hits a month from BBPA member Molson Coors' Carling website alone.
- The Campaign for Smarter Drinking's strapline – Why let good times go bad – has been displayed in over 6,000 on-trade outlets – with a media value of over £5 million.
- Logo displayed on Charles Wells website – receiving 10,000 hits per annum.





The Portman Group

Beer producers account for a substantial proportion of the funding for the Portman Group, the alcohol industry's self-regulatory body which administers a voluntary code on the Naming, Packaging and Promotion of Alcoholic Drinks. Through the Portman Group drinks producers whose packaging or marketing is deemed to encourage irresponsible consumption can have their products removed from sale.

Labelling

The beer sector is committed to providing fair and balanced information to consumers and our members have committed to providing unit information, recommended daily guidelines and alcohol and pregnancy advice on all their bottles and cans by 2012. At present over 90% of bottles and cans display alcohol unit content, 80% reference the Drinkaware website and over 75% have a responsible drinking message.

Challenge 21

For nearly three years, the BBPA's Challenge 21 initiative has been raising awareness among publicans and their staff of the need to be vigilant in preventing underage sales. If you are lucky enough to appear under 21, you can expect to be asked to prove your age.

Research has demonstrated that 90 percent of 18-24 year olds are aware of Challenge 21, demonstrating its success among its key target group. Pubs turn away over one million customers each month who, when challenged, are unable to provide acceptable proof of age – clearly indicating the trade is making a huge effort to enforce the law and prevent underage sales.

BBPA and its members have circulated almost half a million posters. Results so far have been promising. A 2008-9 survey of leased/tenanted pubs by the BBPA showed 68% displayed

Challenge 21 posters. The same survey of managed pubs showed 93% of venues operated the scheme. A YouGov poll of 18-24 year olds indicated that 91% of young people are aware of the Challenge 21 scheme

Challenge 21 forms part of the BBPA's active commitment to the European Alcohol and Health Forum, of which the BBPA is a member.

Pubs in the community

The BBPA supports a variety of organisations and schemes that help promote responsible retailing in the licensed trade. This includes Purple Flag, an accreditation scheme that recognises well-run entertainment and hospitality areas at night. Purple Flag aims to be the indicator of where to go for a good night out and looks to bring positive publicity for successful town and city centres. In addition to Purple Flag, BBPA has supported National Pubwatch (NPW) for a number of years, and is a member of the NPW Board. BBPA has lent support to NPW campaigns such as 'Court not Caution' and provided guidance and materials for the annual conference. NPW provides guidance and shares experience with pubs looking to establish Pubwatches in their area, making pubs a safer and more sociable place to be. BBPA is also involved in Best Bar None (BBN), which promotes and maintains an inclusive national Awards Scheme for all licensed premises across England, Wales, Scotland and Northern Ireland, building on industry good practice. BBPA representatives have sat on the steering group and the board of Best Bar None and have judged regional BBN schemes such as Birmingham.

SABMiller and Miller Brands



Providing Information to the consumer

Through its innovative website the London-listed multinational brewer SABMiller and its UK operating arm, Miller Brands, are helping to provide information to consumers across the world through the company's website, **TalkingAlcohol.com** - which has been established to deal head on with the issues surrounding responsible alcohol consumption.

The website provides information on topics such as how alcohol is absorbed and distributed around your body and how to talk to children about not drinking. **TalkingAlcohol.com**, brings together available health and social considerations around alcohol consumption – answering all these questions and many more.

The site also includes factual information about many of SABMiller's brands, including those marketed and distributed in the UK by Miller Brands. Information is provided on calories, alcohol content, cereal grains and the brewing process overall. Visitors are also able to hear from experts on topics such as parenting, alcohol policy, and health.

The website has also harnessed social media to spread the word about the information available on the site and it has been advertised through Facebook, Twitter and Youtube to raise awareness of the website as an online resource.

The website, aimed at adult consumers of alcohol, has already been translated into other languages including Czech, Hungarian, Italian, Polish, Spanish, and Russian. In the UK the site complements the Drinkaware website as well as the information on products sold by Miller Brands - one of the first producers to apply the government's recommended responsibility information on the primary and secondary packaging of all its brands.

“...deal head on with the issues surrounding responsible alcohol consumption.”



Working collaboratively with stakeholders

Mitchells and Butlers have had an Alcohol and Social Responsibility Policy in place since 2000. This aims to ensure that all of their licensed premises are operated responsibly, safely and within the parameters of the law. In addition to this, the company endeavours to ensure its pubs provide an inclusive environment for the sensible, controlled consumption of alcohol, soft drinks and food.

All M&B staff receives rigorous training to ensure compliance with the law, and this goes much further. For example employees have access to information about units of alcohol in order to communicate this to customers. M&B were also amongst the first to operate the Challenge 21 scheme, and the principles behind this are firmly embedded in the company culture. As a result of this and other measures the company now registers 80,000 underage refusals a month, an average of 40 per pub.

M&B has also taken a proactive stance against using irresponsible promotions. They strongly believe that an important role of the pub is to supervise not only the sale of alcohol but also the consumption, lowering the risks involved and ensuring its proper regulation.

All their pubs have a policy of not offering promotions that encourage customers to consume large measures of alcohol,

do not run 'happy hours', and offer soft drink alternatives on all promotions.

The company also has a separate Alcohol and Social Responsibility Policy for Scotland, reflecting the investment they have made in Scotland and compliance with the Licensing (Scotland) Act 2005. This ensures all staff are aware of the additional requirements expected of them and allows M&B to operate in the most responsible way they can.

Working with Havering Borough Council to achieve Beacon award in the After Dark category.

The M&B-owned pub the Harrow in Hornchurch, managed by Sarah Jefferies, played a central role in Havering's bid to achieve Beacon status for its excellent practice in managing its night time economy. The pub was judged to be the highest scoring in the borough in terms of contributing to a safe environment and the judges commented on how impressed they were with the manager's managerial skills, her commitment to responsible retailing and the safe operation of the business.

Partnership with Turning Point – Alcohol Intervention Services

Partnership with Turning Point

Turning Point is the UK's leading social care organisation providing services for people with complex needs including those affected by alcohol misuse. Heineken has worked with Turning Point since 2004.

Community-based alcohol intervention service

During 2009, Heineken UK worked with Turning Point to pilot an innovative community based intervention service in Gateshead. Recognising that brief interventions have already been delivered successfully in a hospital environment and via the criminal justice system, this project delivers interventions via community venues and key individuals and provides practical support before an individual's problem worsens. The project focussed on two main areas:

- Fire Service referrals - delivering brief interventions and service referrals to individuals identified by the Fire Service when it is believed alcohol is a contributing factor to a fire
- Aged Care Services referrals - delivering brief interventions and service referrals to individuals identified by aged care services such as Age Concern

The project commenced in June with the recruitment of staff. After training and local relationships were established, the service was ready to receive its first referrals in September.

Alcohol awareness training was conducted with the Tyne and Wear Fire Service to help them identify potential signs of alcohol misuse. By December 2009, 12 referrals were received and assessed through this route. Another 15 referrals were received via aged care services. These were individuals with alcohol problems and not yet in treatment.

**“...help them identify
potential signs of
alcohol misuse.”**





All referrals were assessed within days and the clients' needs identified. Onward treatment referrals were made as appropriate with the consent of the client. For some this has been for structured treatment via local alcohol services. Other clients have been referred to organisations including Age Concern and Social Services for help with tackling issues around isolation. This has resulted in clients accessing much needed treatment and other social services.

For example, one client referred to the service had had ten house fires, not only putting themselves at risk but the surrounding community. The service set up multi agency meetings provided intense one to one support pulling all relevant services together to provide a holistic treatment plan for this client. Another client who rarely left the house is now attending a community centre, reduced his alcohol intake and improved his quality of life. In 2010, we plan to focus exclusively on the Fire Service referrals so that this process becomes embedded in established processes and procedures.

Hospital Alcohol Intervention Service

From 2007-2009 Heineken UK (as Scottish & Newcastle) worked with Turning Point to pilot a new Hospital Alcohol Intervention Service in Queen Elizabeth Hospital, Gateshead. The Service worked with patients of designated wards and departments identified as hazardous, harmful and dependent drinkers. It aimed to reduce these patients' need for hospital based care.

The Service provided access to relevant information and interventions and refers patients, if necessary, to general community based services and more specialist alcohol treatment services.

In 2009, 553 clients were referred to the service and 285 of these clients were referred to further support services.

Under the project, Heineken UK funded the Alcohol Intervention Worker based in the hospital and half funded an Alcohol Case Worker who supported the highly dependent and repeat admissions to the Hospital. Heineken UK was also a member of the Steering Group.

In early 2009, the Service gained mainstream funding from Government. This enabled Heineken UK and Turning Point to use our partnership to develop the innovative community-based intervention service during 2009.



Shepherd Neame



Innovative Education solutions for alcohol issues

Kent brewer Shepherd Neame has been the principal sponsor of the Kent Peer Education Drama Competition for three years, providing cash prizes for the development of school drama departments.

Run annually and open to all secondary schools in the county, the competition is organised by Kent County Council's Schools Education Advisers as an opportunity for young people to explore messages relating to drugs, alcohol and sexual health using a creative approach to learning.

The theme varies each year to enable broad coverage of topical issues. Schools are invited to research, write, produce and perform a short drama based around the year's theme. The theme for 2010 was "Exploding the Myths – These are the Facts".

Finalists are chosen to perform their pieces before a panel of judges, including a representative of Shepherd Neame, and an invited audience of KCC Elected Members and professionals working in the education, drug and alcohol fields.

The performance is held in March each year at a professional theatre. This year's final was held at the Orchard Theatre, Dartford, on 29 March. Shepherd Neame also provides funding to stage and publicise the event.

The final is filmed so that the DVD can be used as an education tool for all schools.

Previous winners of the competition have been invited to perform at high-profile conferences in the subsequent year and there are cash prizes for the finalists to buy equipment for school drama departments.

The event features no Shepherd Neame branding, nor does the company actively seek any publicity over its support of the competition.

Shepherd Neame has also provided complimentary conference facilities for a Personal Health and Social Education teachers' training day, including catering and refreshments and a brewery tour.

“Exploding the Myths – These are the Facts”



Promoting responsible drinking

A key pillar of Diageo's corporate strategy is to encourage a societal shift where it's totally uncool to get drunk.

To deliver the strategy the company focuses on alcohol-related crime in the community, alcohol awareness programmes in schools and with young adults, social responsibility partnerships with our customers and risk reduction programmes with NGOs

Specific initiatives with the Guinness brand include:

- In an industry first, February 2009 saw Diageo launch unit information on the side of their iconic Guinness pint glasses. The glasses were designed to make it easy for drinkers to keep track and stay within sensible drinking guidelines and were distributed to pubs and bars around the country.
- December 2009 saw all 12 Guinness Premiership rugby clubs take part in the first ever league-wide programme to tackle alcohol misuse. The programme, called DrinkiQ, is designed to inform participants about alcohol and its effects on the body and behaviour, making them more aware of the choices they make when drinking
- December 2009 also saw the Guinness Premiership RD Weekend with us giving fans a free pie at all Guinness Premiership matches to promote drinking responsibly and the 'bite to eat' programme. Before kick-off supporters were able to take part in a co-ordination challenge to really bring the impact of excessive drinking to life and fans were also offered a free bottle of water after the game
- September 2009 saw the launch of Guinness Mid-Strength in pubs, bars and hotels across Fife and Edinburgh. Mid-Strength, which has the same distinctive taste, texture and unmistakable look as regular Guinness has a lower alcohol level of just 2.8% and was trialled as part of Diageo's commitment to the Scottish Government and Alcohol Industry Partnership and Fife Alcohol Partnership projects. Over 70% of consumers surveyed during the trial thought it was a good idea to have mid-strength beers available in bars with almost 60% saying that Guinness Mid-Strength is a great tasting alternative to full strength beer

Enterprise Inns



Communicating the Message to our leaseholders

In its newsletter, Eagleye, Enterprise Inns provides more than 7000 publicans with guidance on responsible alcohol retailing. Licensees are encouraged to provide customers with clear information on responsible drinking and to build strong relationships with local police and other partners.

Enterprise hosts a Pub Retailer Online Promotion Store (PROPS) which provides a range of support material for Drinkaware and the Campaign for Smarter Drinking. "Why let good times go bad" drip mats were made freely available to all Enterprise licensees.

Licensees are given tips on how to avoid underage sales and strongly encouraged to set a firm policy of not serving drunken customers, backed up by staff training.

Combating drink-driving

Enterprise, in partnership with their tenants, has undertaken a number of campaigns to reduce incidences of drink-driving. Over the Christmas period 2009 Enterprise teamed up with Coca-Cola on a campaign offering a promotional kit with free drinks for 'designated drivers'. A generic version of this kit is available from the PROPS website. The Department for Transport's "Think! Don't Drink & Drive" campaign is also supported with posters available free to all Enterprise licensees.

Improving sexual health amongst younger adults

Enterprise has been involved in a major campaign with an agency of the Department of Health to promote awareness about sexual health issues in pubs. Targeting pubs where there is known to be a younger clientele Enterprise has actively used the "Queue jump with a condom" and "Keys, cash, condom" campaigns to promote messages about safe sex to its guests.





Promoting responsible drinking via our beers and pubs

Charles Wells Ltd is the parent company of two award winning businesses, and is passionate about beers and pubs. Together, Wells and Young's Brewing Company and Charles Wells Pub Company take pride in promoting responsible drinking via their beers and their pubs.

Throughout the last year, both companies have undertaken a number of initiatives to ensure that responsible drinking messages are communicated not only to drinkers of their beers and customers in their pubs, but also to their staff and the wider community.

Charles Wells Ltd is a founding member of the award winning scheme in Bedford – Bed:Safe. This ensures that every single pub in Bedford Borough adheres to strict policies on alcohol consumption and that taxi operators, door staff and the police work together to ensure nights out are safe for people. It also operates a 'Banned from one, banned from all' approach.

For Wells and Young's, it is key to relay messages about responsible drinking to their consumers at the point of purchase. That's why tens of thousands of 12 bottle cases of Corona Extra, one of the UK's top selling bottled lagers, displayed the Campaign for Smarter Drinking's 'Why Let Good Times Go Bad' logo. Red Stripe communicated to its huge following of consumers via social media platforms, Facebook

Charles Wells



and Twitter, to communicate safer drinking messages and links to the DrinkAware website.

As the UK's largest private brewery and largest private employer in its home town of Bedford, Wells and Young's ensures that its employees are well informed of the importance of responsible drinking. Through its internal magazine Beer Matters Wells and Young's secured an exclusive column from the Chief Executive of the DrinkAware Trust, explaining to Wells and Young's staff the aims of DrinkAware and how it aims to educate people about the dangers of drinking excessively.

For the wider community, Charles Wells Pub Company is a Gold Member of the BII Schools project which provides alcohol awareness education to schools close to pubs.

Charles Wells Ltd is serious about responsible drinking and prides itself on working with the wider industry to deliver safer drinking messages to its drinkers, customers, consumers and stakeholders.

Employee Awareness - Respect for Alcohol

2010 has seen Molson Coors Brewing Company begin a nationwide employee communications campaign to increase awareness of their Respect for Alcohol agenda.

Respect for Alcohol - Agenda

The agenda focuses on three key elements; education, price and brand building. The agenda recognises the need to address irresponsible drinking in a variety of ways, that beer should be consumed and enjoyed based primarily on brand and taste and that the company will voluntarily apply the strictest marketing regulations to brand building activity. Marketing will focus on the social enjoyment of a quality product and that beer is a natural partner for food.

Employee Awareness

The nationwide communications campaign kicked off with over 1,000 employees participating in a 'Beer Champions' session at the Molson Coors UK national conference. Employees were encouraged to consider the quality natural ingredients within our products, the key elements to a great 'serve', and a greater understanding of the governments recommended unit guidelines.

This one off event was followed up with a series of road-shows at all Molson Coors UK sites, to generate the same level of awareness with the employees who were unable to attend the conference.

The Respect for Alcohol themes have been summarised in a 'Passion & Responsibility' booklet provided for each employee.

Next Steps

This Respect agenda is continuing with further communication highlighting the effects of alcohol misuse, plus encouraging our employees to champion beer and search for new occasions where beer is the responsible choice of alcohol consumption.

“...highlighting the effects of alcohol misuse...”





The Joseph Holt Foundation - since 1849

One way in which many of our members contribute to addressing issues of alcohol harm and misuse is through company foundations. For example the family brewing company Joseph Holt, founded in 1849, has established a foundation to put something back into the community.

In the last ten years the Peter Kershaw Trust has made contributions of over £2.8 million, mostly to local social welfare charities.

Many of these charities deal directly with the consequences of alcohol addiction and misuse, such as Alcohol Dependency Solutions in Crumpsall and the Alcohol and Drug Abstinence Service in Stockport. These aim to solve issues where alcohol use has been taken too far and help these people to turn around their lives.

The Peter Kershaw Trust also supports wider community projects. For example, it has funded the Ladybarn Community Association in south Manchester. This body supports young people by providing more meaningful activities for them, directing them away from illegal purchase of alcohol and potential anti-social behaviour.

The Fairbridge Organisation in Greater Manchester has also benefited from grants from the Trust, allowing them to fund

Joseph Holt



thirty socially-excluded children and provide them with a long-term development program. This program includes alcohol education and support and helps these individuals take control of their own lives and achieve their potential.

These types of projects make an enormous difference to the young people who they support and allow them to improve their life prospects. In addition they improve the living and working environment for everyone in the community.

“...deal directly with the consequences of alcohol addiction and misuse...”

JW Lees



Helping young people to aim high

JW Lees has been integral in the establishment of Onside, a new charity set up in 2008 to build a network of 21st Century youth centres, giving young people top quality, safe and affordable places to go in their leisure time.

The vision is based on the success of the Bolton Lads & Girls Club which is used by over 2,500 young people every week and this vision has been encouraged by the Government's 10-year strategy for young people which also aims to radically improve facilities for young people in the UK.

In 2009 Onside secured £20 million of government funding to build new Youth Zones in Blackburn, Carlisle, Manchester and Oldham on sites that were donated to Onside by each of the local authorities who in turn also pledged 40% of the ongoing revenue funding towards the £1m p/a operating costs of each Youth Zone. A private-sector led match-funded Youth Zone is also being built in Wigan and there are more clubs in the pipeline.

Each Youth Zone needs to achieve the following to be successful:

- Large scale, top quality buildings with over 25 activities every evening of the year and every day during school holidays

- Led by the private sector with the local council taking the strategic lead
- Be fully engaged with young people as users and the local community as passionate supporters and volunteers

Needless to say, each Youth Zone has a zero tolerance policy for both drugs and alcohol as well as a strong education and mentoring approach to help the most disadvantaged young people in society become good citizens. Further information is available at www.onsidenorthwest.org.

“...a zero tolerance policy for both drugs and alcohol...”



The BBPA Members

Admiral Taverns Limited

Adnams PLC

Anheuser-Busch InBev

Arkell's Brewery Ltd

Barracuda Group

Black Sheep Brewery plc

Brakspear Pub Company

Broughton Ales Ltd

Camerons Brewing Ltd

Carlsberg UK

Charles Wells Ltd

Company Value Ltd

Daleside Brewery

Daniel Batham & Son Ltd

Daniel Thwaites plc

Diageo plc

Elgood & Sons Ltd

Enterprise Inns plc

Everards Brewery Ltd

Felinfoel Brewery Co Ltd

Frederic Robinson Ltd

Fuller Smith & Turner plc

George Bateman & Son Ltd

Gray & Sons (Chelmsford) Ltd

Greene King plc

Hall & Woodhouse Ltd

Harvey & Son (Lewes) Ltd

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Heron & Brearley Ltd

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Sharp's Brewery

Shepherd Neame Ltd

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St Peter's Brewery Co Ltd

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Wadworth & Co Ltd

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