



Our Focus 2018 - 2020

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Best Bar None Scotland is supported by, The Police, Fire and Rescue Service, Licensing Boards, Local Authorities, Scottish Licensed Trade Association and many other local partners. Its aim is to work together with the licensed trade to create a safer and more welcoming licensing environment.

DIAGEO  **HEINEKEN**




Chivas Brothers
Pernod Ricard

EDRINGTON
Beam **SUNTORY**
UK

drinkaware

 **The Scottish Alcohol Industry Partnership**



 **SCOTTISH LICENSED TRADE ASSOCIATION** EST.1880

 **Scottish Business Resilience Centre**
Creating a secure Scotland for business to flourish in



Welcome

You are invited to become involved in the Best Bar None Scotland Accreditation and Award Scheme. Work with us and have a positive impact on the wider community in Scotland by championing best practice in the night time economy and across the Licensed Trade.

Since its launch in Scotland in 2005, the Best Bar None accreditation scheme has established itself in 58 towns, cities and villages across Scotland.

Our ambition is to develop our group of partners and sponsors to continue driving up standards across the licensed trade industry, from 10,000 seater capacity venues, through to local pubs, hoteliers and niche bars. Our Vision is to have safe, welcoming and socially responsible venues across Scotland. Currently we are operating in 22 areas and have 400 venues accredited

and this number is set to increase.

Our Mission is to work collaboratively with partners to support venues implement best practice and our values of community engagement, innovation and customer experience are enhanced by the wider industry and partners supporting us.

BBN Scotland focuses on a positive experience for the customer and offers venues an opportunity to demonstrate the delivery of quality experience through to the following important key principles:



Improves knowledge and skills to assist in responsible management



Securing Public Safety



Promotes social responsibility and duty of care



Prevention of Public Nuisance



Improves commercial viability and attractiveness of licensed trade



Protecting and Improving Public Health



Prevention of Crime and Disorder



Protection of children from harm

Best Bar None follows four simple steps to achievement and award status:



Apply



Assessment - on enhanced criteria from the Licensing Scotland objectives



Judging - panel of key partners will judge the scoring booklet in your category



Awards - will provide you with increased business profile, PR and customer recognition

Venues, including Pubs, Bars, Night clubs, Hotel Bars and Specialist Entertainment Venues **voluntarily participate** in an annual assessment based on the Licensing objectives and key social responsibilities. The venues are then rewarded with a status of Gold, Silver or Bronze based on the outcome of their assessment.

Message from Mandy Haeburn-Little

Best Bar None champions best practice and leads by example promotes, encourages and delivers innovation in the day and night time economy which drives positive change in our communities across Scotland.

Participating in Best Bar None from a producer's perspective reflects the high quality reputation of the industry and the role that Best Bar None can play in ensuring high standards throughout every aspect of the process from production to consumption.

Venues should consider the quality aspect and also the investment in their staff. Training is offered to BBN members and this corporate social responsibility is a standard which the industry is supporting.

Through accreditation, staff get a sense of pride, personal development and better satisfaction in their job where their employer is aligned with a scheme to improve standards. Manager and owners get direct support and advice on an ongoing basis from their local BBN partnerships.

Membership also allows venues to apply for annual awards, which drives up standards and innovation across the industry.

From a sponsors position, this all about pushing up standards across the whole industry. By championing best practice and collaboration with all involved in the trade, investors can see that individual producers have an eye on the whole chain, and not just the point of sale.

Producers all share the same love for and loyalty to their customers and the Best Bar None scheme is an opportunity to demonstrate that you are seeking to improve the customers' wider needs at all stages of

the process to enjoy their produce responsibly.

Being associated with Best Bar None allows sponsors to show in real terms, that you are trying to protect your customer communities and enhance the experience.

Huge thanks go to our Best Bar None Board which is very ambitious and seeks to drive sustainable change in the industry.

We work closely with Scottish Government - Building Safer Communities and support the prevention of unintentional harm as part of our annual outcomes. Best Bar None supports the Alcohol Strategy for Scottish Government.

We are supported by Diageo, Heineken, Tennents, Edrington-Beam Suntory and Chivas Brothers -Pernod Ricard in our social responsibility mission for Scotland.

Key to the success of the scheme is our partnership working with Police Scotland, Scottish Fire and Rescue Service and The Scottish Licensed Trade Association who are our operational arm of engaging with communities and the trade itself.

Best Bar None has so much potential and this is why I am so passionate about the opportunity for additional partners to work with us to deliver our ambition of increasing the Best Bar None coverage across Scotland and "raising the bar" in more communities and venues.



Mandy Haeburn-Little, Chief Executive, SBRC

Focus and Ambition

Engage new Partners

- By engaging new Partners we will be able to expand the network of BBN schemes across Scotland.
- We will be able to engage more venues across Scotland.
- New Partners will bring valued experience from the Licensed Trade, Public Sector and third party Sector.
- A range of Partners would support non alcohol and low alcohol alternatives and specialist product ranges.
- New Partners would enhance our Board representation.
- New Partners would develop the business model of BBN.



Support venues

Develop the Training Portfolio which can be delivered Nationally by BBN on behalf of Local Schemes. Including emerging trends in relation to crime prevention, business resilience and vulnerability awareness.

Support personal development of staff and promote employability in the leisure and night time economy.

Support communities

- Create safe spaces in town, cities and villages across Scotland.
- Develop community inclusion.
- Create safe hubs for customers and staff.
- Work with Building Safer Communities Teams to support local initiatives.

Promote harm reduction

Include new criteria in BBN National standards focusing on health and responsible consumption.

Engage customers

- Raise profile of BBN venues.
- Carry out Evaluation of the scheme and public consultation.

Our mission and values



Mission

To support venues deliver best practice in a safe and inclusive environment



Vision

To have a Best Bar None presence in every Local Authority area and create real safe social hubs in our communities across Scotland.



Values

Community engagement, innovation and sustainable change.

Opportunities and Benefits for Partners

Promotion of **safe** and **welcoming** environments in which to socialise

Scottish branding of Best Bar None is **enhanced by your participation**

Association with a **successful alcohol awareness** and **customer safety initiative**

Improve partnerships with the licensed trade and national partners from the public sector

Positive media publicity from local and national award events

Demonstrate commitment to caring for and **protecting customers** of the licensed trade

Promotion of **responsible licensed trade** management

Demonstrate commitment to **preventing alcohol related crime** in our communities arising from misuse

Corporate **social responsibility** commitment

Involvement in the **growth of Best Bar None** in new localities across Scotland and growth of current membership

Support harm prevention as part of Scottish Government's "**Building Safer Communities**" Programme

Contribution to **improving perceptions** of the night time economy

Positive impact on public health by raising awareness of harms

Sponsors logo is used on all printed materials and at events



Our Partners are from varying business backgrounds,
we work together to create a more **welcoming social**
economy within our communities.

Achievements



Numbers of **areas taking part** Increased from 1 to 22 areas.

Development of **good practice guides** for venues



Evaluation tells us that **customers feel safer** when socialising in a best bar none community.

Increased from 40 to 400 in number of premises engaging



Our National Awards produce examples year on year of **innovation** and going above and beyond to support the **customer experience**.

185 hours of **media coverage** in last 12 months for Best Bar None



Creating a Best Bar None **Community**

We deliver various awareness courses including:

- Crowded Places - Counter Terrorism
- Good Night Out - Vulnerability
- Drug awareness
- Crime Scene Management
- Conflict Management
- Cyber and Fraud
- Mental Health awareness



We work closely with:

Drinkware, SIA and National Licensed Trade Partnership, Licensing Boards, Forums, Community Safety Partnerships and BBN UK.

Contributors

“Maxxium is delighted to support Best Bar None Scotland. We fully endorse their excellent initiatives and training programmes which raise standards in the on-trade throughout the country. By working together, we can continue to develop a culture of responsible drinking in safe and comfortable environments, as well as recognising the incredible work of those who operate 'best in class' venues throughout Scotland.

Elaine Bannerman - Communications Manager, Maxxium

“Headquartered in Edinburgh, Heineken is a passionate believer in partnership working to promote the moderate and responsible consumption of alcohol. By supporting Best Bar None, Heineken is committed to creating a safe evening and night-time economy with the police, licensed premises and the wider community working together to keep our communities safe.

Mario Creatura - Public Affairs Manager - HEINEKEN UK Limited

“Chivas Brothers understand the importance of creating a convivial atmosphere so our customers can truly enjoy our products in a responsible way. For this reason, Chivas Brothers is proud to be associated with Best Bar None and the work it does in promoting excellence in the on-trade.

Jack Gemmell - Public Affairs, Chivas Brothers Pernod Ricard.

“Best Bar None provides a very positive contribution to helping build safer communities across Scotland. Our pubs, clubs and hotels are often at the heart of our communities and the Scottish Government welcomes the collective approach of the key partners involved. Best Bar None leads from the front in its drive to ensure a safe social environment, a healthy approach to alcohol consumption and the opportunity to reach out across our communities on how to keep safe, stay healthy and avoid harm.

Annabelle Ewing, Minister for Community Safety and Legal Affairs

“Police Scotland value the contribution Best Bar None makes towards the prevention of alcohol related crime. Key to supporting our night time economy is the partnership working with the public sector and business community. Delivery of training in relation to awareness of counter terrorism in crowded places, namely Project Griffin and the delivery of awareness raising about vulnerable persons is our communities supports the Police Scotland priorities and supports keeping people safe on a night out.

CI Ronnie Megaughin - Deputy Director SBRC

Partners

“ BBN makes a difference to our local venues as it reassures owners that the practices that they implement show that they are trying to run a responsible and safe venue in line with their Licensing Objective obligations but more importantly from a staff development angle, they are empowering their staff to have the confidence to make decisions and to deal with any situation in a confident and efficient manner.

Airdrie and Coatbridge Local Coordinator Joe Hunter

“ I would urge BIDs to consider being involved with BBN at a local and national level. BBN in Falkirk has grown year on year, and has had success at the National Awards for the past 4 years. “Taking part in this nationally-accredited award scheme encourages businesses to share best practice and build good working partnerships, as well as get the recognition they deserve for continued hard work in the industry. “This all contributes to the safe night-time economy in Falkirk town centre. Each venue in the Falkirk area which has achieved a Best Bar None accredited status shows a dedication to operating to a high standard with genuine regard for offering a safe environment for its customers and staff alike.

Sarah Winters, Project Manager, Falkirk Delivers.

“ The SFRS are delighted to continue to support the Best Bar None strategy of the SBRC. This partnership initiative has proven to be successful in raising the standards of the night-time economy in Scotland. Through this work, we can all provide a better experience for those frequenting, and living around, night life in towns and cities. We would encourage more businesses to sign up to working towards achieving the award which can attract significant benefits.

David McGown - Assistant Chief Officer - Prevention and Protection - Scottish Fire and Rescue Service



Making Scotland's villages, towns and cities **safer**,
more **vibrant** and **attractive** places to live and visit.





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