



ANNUAL
REPORT
2019



REDUCING CRIME



REWARDING EXCELLENCE



RAISING STANDARDS



Best Bar None is backed by the Home Office who see it as a valuable aid in uniting agencies and the industry to tackle the challenges of providing safer communities within our towns and cities. Home Secretary, The Rt Hon Sajid Javid MP, said: “People should be able to enjoy a night out safely and responsibly without the fear of being a victim of alcohol-related crime and disorder. The Home Office is committed to addressing this and I’m pleased to back the Best Bar None scheme and the partnership working it promotes. I also value the leadership Best Bar None has shown in raising the standards of licensed premises.”



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MESSAGE FROM THE CHAIRMAN

June 2019 marks my second full year as Chairman of Best Bar None (BBN) and during that time I am pleased to report that the scheme has gone from strength to strength.

Backed by the Home Office, Best Bar None has been working with the drinks industry, police and local authorities for 15 years, promoting responsible alcohol consumption and higher professional licensing standards in pubs, bars, clubs and entertainment venues.

It encompasses hundreds of licensed premises across the UK that work within their communities to improve customer and staff safety, through adopting the best practice principles of the programme. As well as enhancing the general attractiveness of the area, membership of Best Bar None can improve the profitability of individual businesses.

I am delighted to say that the launch of the new Central Scheme in October 2018, means that Best Bar None will now accommodate venues that fall outside of the existing regional schemes. This is a major step forward for the scheme and we will be working hard to extend the reach in 2019.

Other exciting news for this year is the launch of a pilot scheme with Manchester Airport Group (MAG), encompassing Manchester, London Stanstead and East Midlands airports, in order to further improve standards of airside alcohol retailing across the UK's biggest airport group and improve the travel experience for its 60 million passengers. Since the creation of an industry Code of Practice two years ago, the

aviation sector has been working together to help reduce the number of alcohol-related incidents of disruptive behaviour. In November the Home Office announced that it was launching a consultation on whether high-street licensing laws should be extended into airports. The consultation ends on 1 February 2019. At the time of writing, we do not yet know the outcome, but whatever the decision, we are confident that our plans to launch the Best Bar None scheme in airports will help to reduce in-flight alcohol related incidents.

Also of interest is an initiative announced in November 2018 by the City of Glasgow Licensing Board. The Board has launched a 12 month pilot scheme whereby it will consider granting a terminal licensed hour of 4am to late night entertainment venues in the city centre where they are able to demonstrate, not only that they make a positive contribution to the late night economy, but they are also able to evidence an investment in safety and security measures designed to promote the licensing objectives. This could include affording premises which have gained Gold status or above as part of Scotland's Best Bar None scheme, 10 additional extended hours consents per year. The trial will conclude on 31 January 2019. If it is a success, this would of course be very positive news for Best Bar None accredited venues in Glasgow, and we shall watch the outcome with great interest.

I must also mention the annual awards which truly are the highlight of the Best Bar None calendar. Each of the regional schemes organises award ceremonies on a local level to recognise and reward the best performing BBN approved pubs, bars and leisure venues. To win one of these awards is fantastic for the venues concerned, but to be named as one of the best performing schemes on a national level really is a feather in the cap. I would like to congratulate all our winners from both 2018 and 2019 and I look forward to seeing continued innovation from the schemes over the coming year.

Finally I must pass on sincere thanks to our sponsors and supporters, without whom none of this would be possible. You can read more from our main sponsors, Diageo, Heineken UK and Pernod Ricard UK in this brochure, and our thanks must also go to Asahi UK, Ei Group, JD Wetherspoon, Mitchells and Butlers and Stonegate Pub Company for their valued support.

**The Lord Smith
of Hindhead CBE,
Chairman**





REVIEW OF 2018



2018 was a busy year for Best Bar None.

Thirteen new regional schemes were launched and others were expanded; the Torquay scheme now encompasses the towns of Paignton and Brixham and is known as the 'Torbay' scheme. Bolton also decided to merge with new scheme Westhaughton, and their combined scheme is now known as 'Bolton Borough'.

We also had enquiries from a number of other regions looking to launch a scheme in their area, with Barry in South Wales and Falmouth in Cornwall set to launch in early 2019. Birmingham, Cumbria, Hastings, Newquay, Southport, St Helens (Merseyside), Stoke-on-Trent and Uxbridge are due to follow later in the year.



THE CENTRAL SCHEME



A further significant development for 2018 was the launch of the new Best Bar None Central Scheme (BBNCS), taking in the wide range of licensed hospitality businesses that sit outside the geographical spread of the current programmes, and raising the standards of premises serving alcohol.

This gives licensed premises that are not currently near a regional scheme the opportunity to apply to become a part of the Central Scheme - so called because it is centrally operated and administered. Businesses that apply to join will be audited by qualified BBN assessors who will apply the same rigorous high standards expected to achieve accreditation in one of the regional schemes.

The stringent assessment encompasses the areas of operational standards, policies and procedures, as well as the education and training of staff. On successful completion of the audit, approved premises are welcomed into the BBN network and featured on the BBN website, as well as receiving a certificate and window-sticker to promote their membership to the public.

The scheme was introduced following a number of trials which took place in both London and Cornwall. Best Bar None national coordinator, Mick McDonnell, said: "The trial threw up some interesting challenges and not all premises were successful first time around. Although disappointing for those particular premises, it was a clear demonstration of the very high standards expected from operators, providing further endorsement of the credentials of belonging to a BBN scheme.

"BBNCS members go through exactly the same process as their counterparts in the town and city scheme; they are required to show evidence that they have policies, procedures and training records in place to deal with responsibilities such as age verification, the sale of alcohol, conflict management, and vulnerability. Furthermore, having a policy is only part of it – the staff must know what it is and follow it. They also need to demonstrate their health and safety competence insurance and maintenance contracts for fire detection systems and firefighting equipment."

A comprehensive action plan is provided for any licensed premises that fail to reach the required standards expected on first audit, to help them improve and elevate standards to those required by the Best Bar None scheme.

Rachael Gennard, general manager of the Red Lion in Newquay, who was involved with the pilot scheme said: "It was great to be part of a trial which will enable operators across the country to become part of the national Best Bar None family. The meticulous and rigorous audit certainly highlighted to me the high standards expected, and the assessors' audit is a useful tool and business sense check. I am delighted that we are now able to join BBN and develop relationships with like-minded licensed operators and local agencies."

JOIN THE CENTRAL SCHEME

Anyone wishing to join the programme should contact Jen Read, Best Bar None administrator on ☎ **01276 417813** ✉ jen.read@bestbarnone.com, or they can apply via the Central Scheme page on the Best Bar None website <http://bbnuk.com/the-central-scheme/>

Assessment, audit and accreditation costs **£150.00 + VAT** per year





EMBRACING AIRPORTS

In January 2019, Chairman of Best Bar None, Lord Smith of Hindhead, announced the launch of a pilot scheme with Manchester Airports Group (MAG), encompassing Manchester, London Stansted and East Midlands airports, in order to further improve standards of airside alcohol retailing across the UK's biggest airport group and improve the travel experience for its 60 million passengers.

Since the creation of an industry Code of Practice two years ago, the aviation sector has been working together to help reduce the number of alcohol-related incidents of disruptive behaviour. In November, the Home Office announced that it was launching a call for evidence to seek views on whether introducing alcohol licensing laws at airports in England and Wales could help tackle drunk and disruptive passengers on planes. It will also help to assess the impact that extending the Licensing Act 2003 might have on businesses. The call for evidence closes on 1 February 2019.

Minister for Crime, Safeguarding and Vulnerability, Victoria Atkins MP, said: "Air travel often marks the start of an exciting holiday abroad and airports are places to eat, drink and shop as we wait to board our flights. Most UK air passengers behave responsibly when flying, but any disruptive or drunk behaviour is entirely unacceptable. This government is committed to ensuring that the travelling environment for airline passengers remains safe and enjoyable."

Best Bar None spent considerable time preparing a scheme that would be compatible with the practicalities of airside alcohol retailing, before agreeing to work with MAG to deliver the pilot throughout 2019.

All outlets offering alcoholic drinks in MAG airports currently operate to standards and procedures that are either equivalent to, or higher than is required, under licensing arrangements on high streets.

In the pilot, around 50 venues across the three airports will be evaluated by Best Bar None qualified assessors with a view to gaining accreditation. Ongoing participation in the scheme is then expected to become a condition of trading in the airports. In addition, any staff working in MAG airport lounges will have to undertake and pass the Level 1 BIIAB Award in Responsible Alcohol Retailing.

The stringent annual assessment encompasses the areas of operational standards, policies and procedures, as well as the education and training of staff. On successful completion of the audit, approved premises are welcomed into the BBN network and given a certificate and window-sticker to promote their achievement to the public.

For those who fail to reach the required standards expected on first audit, a comprehensive action plan will be provided to enable improvement to elevate the premises to BBN standards.

Graeme Elliott, Group Corporate Affairs Director, MAG, said: "We are proud to be the first airport group in England to sign up to Best Bar None. As an airport operator we believe our passengers have a right to buy alcohol in duty free or enjoy a drink in a bar or restaurant at the start of their holiday before their flight departs. But we are also clear that passengers drinking alcohol must always be responsible and should never impact on the enjoyment or safety of any other passenger."



"This scheme will help provide further assurance that MAG and our partners are doing our bit by demonstrating the highest standards of responsible alcohol sales, and we take every opportunity to remind passengers that if they are drunk they will not be able to fly. We also work with airlines, retailers and the police to help pass messages to colleagues around the airport, including airline staff at the gates, letting them know of potentially disruptive passengers."

"This partnership with Best Bar None is the latest example of MAG leading the industry in finding ways to further reduce the small number of incidents of alcohol-related disruptive behaviour and to create a safe and welcoming environment for all of the 60 million passengers that pass through our airports each year."

Lord Smith of Hindhead said: "The announcement is really positive news and we are delighted to be working in partnership with Manchester Airport Group to develop an airport specific version of the Best Bar None scheme. Incidences of drunk and disorderly passengers in airports or on board aircraft are fortunately relatively few and far between, but when they do happen, they present a real threat to both staff and fellow passengers."

"Ensuring that all premises within airports are recognised for delivering the appropriate training, followed by rigorous checks and assessment through the Best Bar None scheme, will help to reinforce existing work being done to minimise any disruptive behaviour caused by excessive alcohol consumption. If the trial is successful, we will look to roll it out to more airports across the country, hopefully negating the need to introduce additional regulation through the implementation of high-street licensing laws in airports."

“ Aviation Minister, Liz Sugg, said: “Everyone should be able to enjoy their journeys through airports, which is why drunk and disruptive behaviour will not be tolerated and offenders face up to two years in prison or an unlimited fine.

“We continue to work with airports and airlines to tackle disorderly passengers and I am pleased to see Manchester Airport Group and Best Bar None working together to help make sure air travel is a positive experience for everyone.” ”



THE NATIONAL AWARDS

February is an important month in the Best Bar None calendar, as representatives from regional schemes across the country come together for a special Parliamentary reception at the House of Lords, to find out which schemes have won the National Awards.

THE COMPETITION CARRIES A PRIZE FUND OF OVER £5,000 SPLIT ACROSS THE FOLLOWING CATEGORIES:



BEST OVERALL SCHEME

presented to the scheme that has had the biggest impact on the local area

£3,000



Plymouth - Best Overall Scheme



BEST NEW SCHEME

open to any scheme that has been running for less than 18 months

£1,000



Bolton - Best New Scheme



MOST INNOVATIVE SCHEME

awarded to the most creative concept or initiative introduced to make a difference in the local area

£1,000



Sheffield - Most Innovative Scheme



OUTSTANDING COMMITMENT AWARD

presented to an individual who has shown commitment above and beyond what would normally be required in support of their own local Best Bar None scheme, or nationally

£250



PC Natalie Dolan of Greater Manchester Best Bar None - Outstanding Commitment Award

In 2018 Plymouth won the much sought after 'Best Overall Scheme' title. Torquay was highly commended in the same category and Bolton and Sheffield also received top category awards; Bolton for 'Best New Scheme' and Sheffield for 'Most Innovative Scheme'.

PC Natalie Dolan of Greater Manchester Best Bar None was singled out as winner of the 'Outstanding Commitment Award', which is presented to an individual who has shown commitment above and beyond what would normally be required in support of their own local Best Bar None scheme, or nationally.

Speaking at the Awards, Chairman of Best Bar None, Lord Smith of Hindhead CBE, said: "It is increasingly important for the industry to maintain self-regulation, demonstrating that licensed premises that are well run, responsible businesses have a positive impact within our towns and cities.

"I have always believed that a society which socialises together is a stronger society. The so called 'stay at home' culture is not good for our industry and statistics show that people who drink in company consume less alcohol than those who stay at home, and they also benefit from social cohesion. We want more people to go out and enjoy our great pubs, clubs, bars and restaurants.

"It is important to remind Government that the hospitality industry is the third largest private sector employer. Three million jobs are directly supported through the hospitality industry. That is nine per cent of all UK employees. And if we just take from that figure the statistics relating solely to eating and drinking out, then our pubs, clubs, bars and restaurants generate £63billion turnover each year, returning a third of that turnover in taxes, funding vital public services. In fact, one in three of all new jobs created last year was generated by the hospitality industry.

Victoria Atkins MP, Parliamentary Under Secretary of State for Crime, Safeguarding and Vulnerability and Minister for Women, also addressed the guests. She said: "The Government's Modern Crime Prevention Strategy contains new measures to prevent alcohol-related crime by improving local intelligence, establishing effective partnerships and equipping the police and local authorities with the right powers.

"The strategy has also committed to launch a second phase of the Local Alcohol Action Areas (LAAA) programme as part of our work to establish effective local partnerships to make the night time economy safer. Since its launch in January last year, we have been working with 32 areas across England and Wales to support local action, and working in partnership to tackle alcohol-related harms.

"An important part of that initiative was the founding of a highly successful Best Bar None scheme. I'm grateful for the work that Best Bar None and other schemes do to improve this essential partnership working, making our cities and towns that much safer.

"The Home Office supports Best Bar None because we share common objectives of reducing alcohol-related crime and disorder and promoting the responsible management of licensed premises and the licensed trade, working with businesses, the police and local authorities. The schemes that receive awards provide excellent examples of the role that Best Bar None can play in achieving those objectives."





2019 WINNERS

Winners of the 2019 Annual Awards were announced at the House of Lords in February.

Best Overall Scheme Winner - Plymouth

Plymouth was celebrating once again, having been recognised as 'Best Overall Scheme' for the second year running. Commenting on its submission, the judges said: "Plymouth is thoroughly deserving of this award. The self-funded scheme has been running for over 10 years, yet it continues to go from strength to strength. In 2018 it increased the number of Best Bar None accredited venues from 55 to 60 in the scheme, extending its reach to businesses which don't sell alcohol yet still have a role to play in the late night economy, including two city centre MacDonald's restaurants."

"Importantly, the scheme continues to evolve and innovate, introducing new initiatives to reduce crime and disorder and improve the safety of those using licensed premises. Notable achievements in 2018 were the launch of a Taxi Marshall scheme and a Safe Bus project, involvement with police in an innovative scheme to manage incidents of drink spiking, and the implementation of standardised procedures to deal with drugs and fake ID. Over 35 venues and 70 door staff took part in Ask for Angela training and a continual programme of 'mystery visits' ensures that venues are correctly managing the initiative.

"Its work with Plymouth University has helped to significantly reduce the number of incidents involving students. Fliers are handed out at the Freshers' Fayre advising students to 'look for the BBN logo' and a Best Bar None representative attends an open day to explain what it means to new students and their parents. The University of Marjon has also now invited BBN Plymouth to work with its students.

"Importantly, crime statistics show a reduction in alcohol related crimes of 19.1% overall, and 16.6% during Evening and Night Time Economy (ENTE) hours compared with last year, as well as a massive reduction in drunkenness, which was down by 54%."

Best Overall Scheme Highly Commended - Sheffield

Sheffield was highly commended in the same category. The judges said: "The Sheffield scheme celebrates its 10 year anniversary this year, during which time it has continued to expand and innovate, despite a reduction in resources. Sheffield is also one of the few schemes to actively market the Best Bar None scheme to consumers, ensuring that they are aware of the scheme and what it represents.

"In 2018 it collaborated with Safe Sheffield, a University of Sheffield scheme, to produce three drug awareness videos. It recently produced a short film to educate licensees about Ask For Angela (AFA) and developed specialist training in conjunction with the Sheffield Rape and Sexual Abuse Centre. Notably it piloted AFA at Sheffield's Pride festival, extending the boundaries of the scheme. It also tackles wider issues that impact on the night-time economy, such as vagrancy, which helps to ensure the city centre is a safe, vibrant place in which to live and to visit."

Alcohol
related
crime
19.1%



ENTA
Alcohol
related
crime
16.6%



Drunken
behaviour
54%



Best New Scheme Winner – Barnsley

Barnsley took home the trophy for 'Best New Scheme'. Launched in conjunction with Barnsley Council in November 2017, the judges felt that the scheme's focus on public health initiatives were noteworthy. Examples include awarding bonus points to licensed premises for offering five low sugar non-alcoholic options, as well as signposting local drug and alcohol support services.

The judges commented: "Barnsley Council is clearly focused on regenerating the area to create a modern and vibrant town centre and Best Bar None is a crucial part of that strategy. Very few schemes are led by the public health agenda and the measures that Barnsley has put in place to adopt a sensible drinking culture, and to ensure that pubs, bars and clubs understand their role in that, are commendable. We look forward to seeing the scheme going from strength to strength."

Best Innovative Scheme Winner – Wrexham

Best Innovative Scheme went to Wrexham. The judges were impressed by the scheme's participation in STAD in Europe (SiE) which aims to reduce binge drinking and associated harms in young people. With a specific focus on addressing preloading, Wrexham awards BBN credits to encourage licensees to deliver the 'Drink Less, Enjoy More' (DLEM) initiative, aimed at reducing the propensity for bar staff to serve people who are drunk.

The judges commented: "Wrexham's focus on public health is commendable. As well as educating licensees about the legalities of serving alcohol to people when drunk, the training also addressed the vulnerability of inebriated people. Implementing DLEM and communicating the messages to consumers was achieved with limited resources and a minimal budget."

Outstanding Achievement Award Winner – Simon Lane, City Licensing Manager, Exeter City Council

Since launching Best Bar None in Exeter four years ago, City Licensing Manager for Exeter City Council, Simon Lane, has been at the heart of its success. Not only has he ensured the continued growth and development of the scheme, he also voluntarily travels to, and speaks at, numerous Best Bar None events across Devon and Cornwall. He also sits on the BBN National Standard Review Group and brings his expertise of licensing and regulation to that table. National coordinator for Best Bar None, Mick McDonnell, said: "Simon is thoroughly deserving of this award. He completely embraces the ethos of Best Bar None and without his support the Exeter scheme would not be as successful as it is."



DIAGEO

“Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These include whiskies such as Johnnie Walker, Crown Royal, JB Buchanan’s, Windsor, vodkas - Smirnoff, Cîroc and Ketel One, plus Baileys, Captain Morgan, Don Julio, Tanqueray and Guinness.

“Our brands are sold in 180 countries across the world and millions of people enjoy them responsibly and in moderation. We are passionate about ensuring alcohol has a positive role in society and committed to playing our part in tackling misuse. We put our resources and skills into programmes that prevent and reduce alcohol misuse, working with others to raise awareness and change people’s attitudes and behaviour. We market our products responsibly and provide the information consumers need to make informed decisions about drinking, or choosing not to drink.

“Joining forces with governments, NGOs, suppliers, local communities and our consumers means we can make an even greater contribution to socio-economic development around the world. Some of our strongest advocacy work involves arguing for industry-wide standards to tackle alcohol misuse and promote responsible drinking.

“As such we are proud to be a long-standing supporter of Best Bar None (BBN). Pubs, bars and clubs are a crucial part of our business and we recognise and value the important

work that BBN does to create a safe yet vibrant night-time economy enabling people to enjoy a night out in a trouble-free environment. In fact, evidence has shown that in areas where Best Bar None is active, it is making a huge difference.”

Keyes believes that the Best Bar None awards help to stimulate healthy competition between BBN accredited licensed premises as well as encourage innovation. She says: “The regional awards for pubs, bars and clubs are hotly contested and it’s great to see teams striving to be the best in their area and celebrating their achievements when they are presented with a gold award.

“The national awards are also important as they encourage the schemes to develop new and innovative concepts aimed at reducing public order offences and ensuring the safety of customers. Those that are successfully implemented are often rolled out to other schemes across the country. A good example of this is the ‘Ask For Angela’ initiative, which helps customers who are feeling threatened or vulnerable on a night out. It originated in Lincolnshire in 2016 but has now been adopted by many schemes throughout the country. There are many more examples of this and it is incredibly positive to see the schemes sharing best practice.”



Aileen Keyes
Head of Alcohol in Society,
Europe - Diageo





“Heineken is a passionate supporter of the great British pub. We’re a pub, cider and beer business and we talk about it in that way deliberately as it shows how important pubs are to us. Through our Star Pubs & Bars estate we own around 2,700 pubs, and over the last twelve months we have invested £40m in them. We know that when pubs are run well they deliver great food and drink for customers, and they thrive. We believe that Best Bar None (BBN) is a vital way of helping to ensure that pubs are well run and remain attractive places for people to visit with friends and family.

“When people know an establishment is well run and is a safe place to be that’s when they really enjoy themselves. And when they enjoy themselves they’re enjoying our product as part of that mix. It makes perfect sense that, the better run the pubs are, the more people will visit them. The BBN scheme is part of what helps to keep the British pub vibrant.”

Mason says that pub licensees are positive about BBN because everybody understands the benefit. “What made me particularly proud at last year’s BBN awards was seeing the faces of the licensees that won. You can see how much effort they put into their accreditation, but not only that, you see the benefits they have got from it.

“Listening to all the things they’ve done, over and above their day job of running their pub and serving customers, you realise that they must be able to see the benefit in it because they’ve dedicated so much time and effort. It shows BBN is really delivering for them and for us. People don’t do it as a tick box exercise or because they feel they have to.”

Looking to the future, he says: “For me, it’s always about reinforcing what the scheme can deliver. We talk about BBN as much as possible so the news gets out there. That means those towns and cities that don’t have it get to hear about the benefits and really think about persuading their licensees to take part. Another area of expansion for the scheme is airports, we’ve already seen success with BBN in Edinburgh so it would be great to see it embraced by other airports in the UK.”



Guy Mason
Head of Public Affairs
Heineken UK





“Pernod Ricard is one of the world’s largest wines and spirits producers, selling to the majority of bars, restaurants and nightclubs across the UK, as well as major grocers. We support Best Bar None (BBN) because as a responsible producer we believe it’s in everyone’s interest to have a night time economy that works well for consumers, seeking a safe and enjoyable night out.”

BBN has been running for more than 15 years and has proved successful in co-ordinating the alcohol industry, local authorities, individual premises and police to help reduce alcohol-related crime and disorder, underage sales, and other related issues. This creates a safer, more responsible, and more enjoyable environment for the consumer.”

Commenting on the general decrease in alcohol related harm in the UK, he says: “You can see that binge drinking, harmful drinking, particularly among the younger demographic, has been going in the right direction, down, for at least a decade if not longer. Much of this is because of the efforts of the industry, Government, and bodies such as BBN.

“BBN has data from local schemes that show that where a scheme has been set up, you often see a reduction in alcohol related crime and disorder within a year,” he says.

“Consumers will notice that accredited premises are better run because of the checks on these sites. It’s about the consumer experience on a Friday and Saturday night.”

BBN accreditation covers things like ID checks, CCTV, door security, a first-aid trained member of staff or putting provisions in place to help safer travel at night he says.

The Home Office backs BBN, which Carpenter says ensures the scheme is, rightly, viewed as “a credible and effective way to ensure that we’ve got a well-functioning night time economy”.

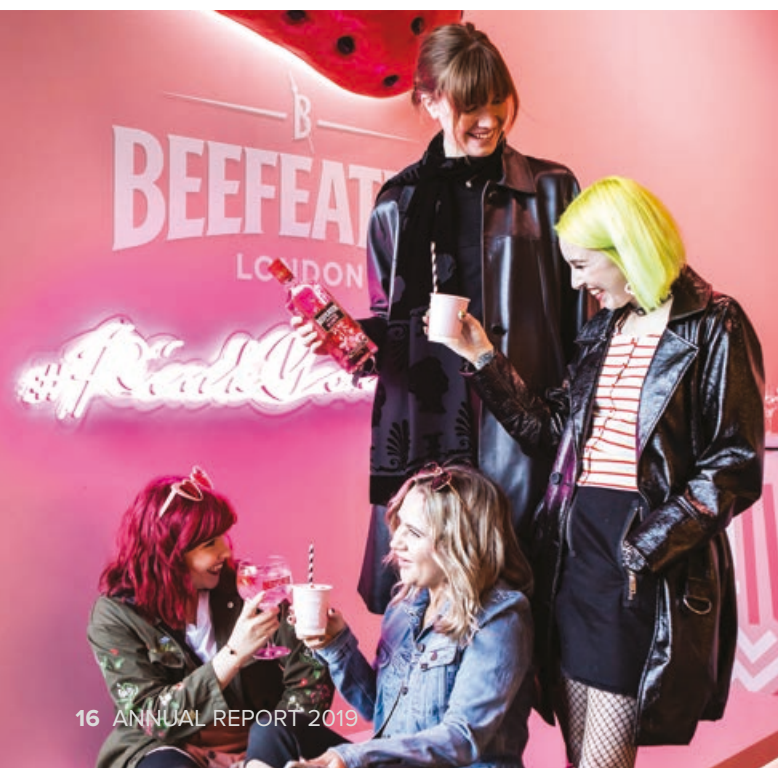
He says: “Home Office endorsement is obviously very important to us. It’s a sign that Best Bar None is proven to be effective, and we’re pleased to have had various Home Office Ministers come and speak about the benefits of the scheme at receptions and events over the years.”

The company supports the BBN awards as well and Carpenter says that the enthusiasm of the people running the local schemes really comes through in their entries.

The awards are a great opportunity to meet with some of the volunteers that are active on the ground and hear more about their work, Carpenter adds. “We’ve seen through initiatives such as ‘Ask for Angela’ that a great idea in one area locally can quickly be rolled out nationally, so the Best Bar None awards are an important way of recognising, rewarding and sharing best practice.”



Stephen Carpenter
Senior Public
Affairs Manager
Pernod Ricard UK



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