

BEST BAR NONE

Annual Report 2017



■ REDUCE CRIME ■ REWARD EXCELLENCE ■ RAISE STANDARDS





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**Further information can be found
on our website bbnuk.com.**

Message from the Chairman



I am writing to introduce myself as the newly appointed Chairman of Best Bar None. Having been involved with Best Bar None some years ago, I was delighted to be invited to take on the role of Chairman earlier this year.

Best Bar None is a Home Office backed scheme that works with the alcohol industry, police and local authorities to promote responsible alcohol consumption and higher professional licensing standards. By helping to reduce crime, disorder and under-age sales, Best Bar None helps to create a safer and more responsible alcohol related leisure environment that encourages people of all ages to socialise.

The so called 'stay at home' culture is not good for our Industry and all 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 increasingly important for the industry to maintain self-regulation in demonstrating licensed premises are well run, responsible businesses that have a positive impact within our towns and cities.

There is a huge opportunity for the industry to work hand-in-hand with local government and build positive relationships with the police and other emergency services as we roll out more schemes across the country.

With active programmes across 70 towns and cities, clear evidence is emerging that where a Best Bar None scheme is in existence it pays a positive contribution to a reduction in alcohol related disorder and a boost both to the day time and the night time economy.

October 2017 saw the launch of the first Best Bar None in the 'Heart of London'. There are many more Best Bar None schemes in the pipeline and new initiatives will be introduced in 2018 which will result in a increased number of licensed establishments receiving BBN accreditation.

The highlight of the Best Bar None year is the annual awards, held at the House of Lords, where the very best of the Best Bar None schemes are recognised. Each year we see schemes innovate and share best practice further driving the impact of Best Bar None across the country.

All of this would not possible without the support of our sponsors. HEINEKEN, Diageo, Molson Coors and Pernod Richard have recently been joined by Stonegate Pub Company, JD Wetherspoon, Mitchells and Butlers, Novus Leisure and EI Group as we look to further expand the programme. Thank you. ■

The Lord Smith of Hindhead CBE, Chairman

Further details of our activities which benefit pubs, clubs, bars and restaurants can be found on our website bbnuk.com.

“There is a huge opportunity for the industry to work hand-in-hand with local government and build positive relationships with the police and other emergency services as we roll out more schemes across the country”



Government support



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.



»» Sarah Newton, Parliamentary Under Secretary of State for Crime, Safeguarding and Vulnerability, said: "The Home Office supports Best Bar None because we share three key objectives: to reduce alcohol related crime and disorder; to promote the responsible management of licensed premises; and for the licensed trade, police and local authorities to work effectively in partnership."

“ I am grateful for the work Best Bar None does to improve partnership working essential to the success of local action to tackle alcohol-related harms ”

"When I attended the Best Bar None awards event earlier this year I heard of some excellent examples that encapsulated all three of those objectives. Clapham, which won the best new scheme award, provides an excellent example of such effective partnership. Its Business Improvement District funds neighbourhood wardens, who patrol Clapham High Street at night. The Safer London Business Partnership enables effective communication between premises, wardens and the police through a radio network and facilitates regular briefings for door staff. Underlining local premises' commitment to driving up standards, 28 out of 37 participated in Clapham's first Best Bar None programme in March last year.

"In Durham, the overall award winner, Best Bar None has helped to establish effective partnership working between licensees and the police, council and the university. The scheme played an important role in Durham's Nightsafe initiative, which was highly successful in reducing alcohol-related violent crime and was the inspiration for the Government's Local Alcohol Action Areas programme.

"I am grateful for the work Best Bar None does to improve partnership working essential to the success of local action to tackle alcohol-related harms. I am keen to see its widespread adoption in towns and cities across England and Wales." ■

A Board of Substance



From left to right: David Wilson, Kate Nicholls, Robert Humphreys MBE, Lord Smith of Hindhead CBE, Mike Clist, David Lucas

Working voluntarily to establish and drive the Best Bar None programme the BBN Board members include:

**Chairman, Best Bar None,
Lord Smith of Hindhead CBE.**

A member of the House of Lords since 2015, Lord Smith recently sat on the Select Committee

reviewing the 2003 Licensing Act and has been a supporter of the Best Bar None scheme for many years. He has worked closely with the industry in his roles as Vice Chairman of the All Party Parliamentary Beer Group and executive member of the All Party Parliamentary Non-Profit Making Clubs' Group. As Chief Executive of the

800 strong Association of Conservative Clubs, Lord Smith is passionate about self-regulation and maintaining responsible retailing, promoting a strong social culture within our communities.

Lord Smith also holds the following posts: Treasurer of The Conservative Party; Chairman of the National Conservative

Draws Society; Chairman of the Committee of Registered Clubs' Associations; Vice Chairman, All Party Parliamentary Beer Group; Joint Chairman, All Party Parliamentary Clubs Group; Party Whip, House of Lords. He has also authored a number of publications on Club Law and is Editor of Conservative Clubs Magazine. >>>



Robert Humphreys, MBE,
Vice Chair,
Best Bar None,
Non-Executive Director
Small Independent Brewers
Association

A supporter of BBN throughout its history and previous chair, Robert has and continues to fulfill a number of influential roles upholding the licensed trade, and working to keep it self regulated. Roles include Director of British Guild of Beer Writers, trustee of the National Brewery Heritage Trust and previously Secretary to the All-Party Parliamentary Beer Group and British Beer Club in the European Parliament. He has co-authored a number of inquiries and reports into pubs, licensing and beer tax. Prior to that he spent a twenty-year career with Bass, culminating as Director of Public Relations for its brewing division.

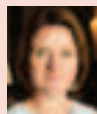


Mike Clist
CEO British
Institute of
Innkeeping

Mike Clist became Chief Executive Officer for the British Institute of Innkeeping in April

2016. The BII is the leading professional body representing individuals working across the licensed hospitality industry. Mike has over 38 years' experience in the pub industry, the majority of which has been spent in the tenanted and leased sectors.

Prior to joining the BII he was the Operations Director for the Tenanted Division of Fuller, Smith & Turner, an independent, vertically integrated family brewer and pub retailer which operates over 360 pubs across south England. There he was responsible for over 200 pubs.



Kate Nicholls, CEO,
The Association of
Licensed Multiple
Retailers (ALMR)

Kate Nicholls was appointed CEO of the ALMR, a leading trade body representing licensed hospitality operators, in September 2014, having previously worked as Strategic Affairs Director and Head of Communications.

After gaining a degree in English and a post-graduate diploma in competition law, Kate worked as a researcher in the House of Commons and European Parliament

before joining Whitbread as Government Relations Manager. Kate was Director at one of the largest independent public affairs companies before establishing her own strategic communications consultancy in 2000. She is a graduate of Fitzwilliam College, Cambridge and Kings College London.



David Wilson,
Director of Public
Affairs at the British
Beer and Pub
Association (BBPA)

David joined the BBPA, the influential trade association representing leading national and family brewers and pub owners, in May 2011. He helped lead the industry's successful campaigning to end the beer duty escalator and secure beer duty reductions in recent Budgets.

David has over twenty years' public affairs and communications experience including stints as a Government Special Adviser and Deputy Leader of a London Borough. Prior roles were at East of England Development Agency; and as Partner at Portland, leading public

affairs with high-profile clients including McDonald's and Wine & Spirit Trade Association.

David is also a member of the Communications Advisory Team for Brewers of Europe.



David Lucas Partner/
Head of Licensing,
Fraser Brown,
Nottingham

David is a specialist in gambling, alcohol and entertainment licensing. He trained at Nottingham City Council, entering private practice in 1981, before moving to concentrate solely on licensing and gambling in 1996.

He represents national and local operators of alcohol, entertainment and gambling premises in Great Britain; advises licensing authorities and committees; and provides advice and representation at hearings and appeals.

David has made contributions to many publications on the Licensing Act 2003 and Gambling Act 2005, wrote Licensing and Gambling Practice Notes and is a regional BII council member.

David is ranked in Band 1 in Chambers UK Guide and is listed in the current Legal 500. ■

Underpinning our Credentials

»» Best Bar None has strict criteria to underpin the credibility and professionalism of all those that participate in the scheme. To achieve this we have a team of accredited assessors across the country that work with new and existing programmes to ensure standards are upheld.

All of the Best Bar None Assessors are accredited to ensure they are equipped with the skills and competency to deliver a consistent audit and analysis of each participating business. Awarded the BIIAB Level 2 award in Assessment of Licensed Premises (Social Responsibility) the award looks at the licensing objectives, the role and the responsibilities of various positions, including the Designated Premises Supervisor, in relation to the law. It also deals with the impact licensed premises can have on local communities and educates the assessor as to what they need to look for in order to make sure the premises deal effectively with areas such as public nuisance.

Evidence based, the course also explains how assessors should support BBN applicants, whilst being assessed to join a scheme, through constructive feedback and best practice advice.

Today, over 100 assessors have been through the programme, these include Police and Council Licensing Officers, Business Improvement District (BID) team members and Town Centre Managers, as well as a number of independent supporters engaged with Best Bar None.

As Best Bar None continues to grow, the aim is to expand the training portfolio to include the Award for Responsible Alcohol Retailing (ARAR) and the Award for Personal Licence Holders (APLH). ■

100

Today, over 100 assessors
have been through
the programme.



A Winning Formula

»» Each year the BBN Board goes in search of the schemes that epitomise what Best Bar None stands for. Dozens enter the select number of categories in the hope of winning a top accolade which are judged by a team of industry experts in conjunction with the main sponsors.

In January this year, around 200 invitees, including MP's, government officials, industry representatives and the media gathered at the House of Lords to watch the prestigious awards presented to the most exceptional schemes operating in UK towns and cities. Best Bar None's sponsoring Minister Sarah Newton, MP, Parliamentary Under Secretary of State for Crime, Safeguarding and Vulnerability addressed the audience highlighting the importance of BBN within communities, before presenting the only individual honour, the highly esteemed 'Outstanding Contribution Award' to Tracey Ford from the Sheffield Drug and Alcohol Action Team.

National BBN Co-ordinator Mick McDonnell said: "Through Tracey's leadership and commitment the Sheffield BBN scheme continues to evolve and grow year on year. Tracey has been instrumental in proving that true partnership can, and does, achieve fantastic results."

The hotly contested scheme awards, Best New Scheme, Most Innovative Scheme and Best Overall Scheme were also presented:

Best New Scheme: Clapham BBN. "An area which has a challenging evening and night time economy has had over 75% of its pubs and bars embrace the scheme in the first year," said Best Bar None then Chairman Robert Humphreys, "A fantastic start in a one of London's liveliest areas."

Most Innovative Scheme: Exeter topped the judge's scorecard in what proved to be the most popular of categories this year, with their full-service App and development of an innovative Queue Tracker. The QT is designed to minimise flare points outside clubs and bars by informing customers of wait times leading to better people management and reduced incidents.

Best Overall Scheme: Durham's winning entry was a shining example of engaging not only the industry but the general public with crime figures falling consistently year-on-year whilst public awareness and engagement rose through innovative marketing and promotion. ■

“Durham is an outstanding example of a BBN programme that has continued to evolve through strong leadership, widespread engagement with all agencies and positive consumer engagement. The scheme is seen as an essential tool to help manage the evening and night-time economy whilst making the area an attractive place to work and visit.”

Robert Humphreys





National Coordinator Mick McDonnell, Tracey Ford, Minister Sarah Newton MP



Most Innovate Scheme Winners: Exeter



Best New Scheme Winners: Clapham



Best Overall Scheme Winners: Durham

Finalists & Winners

Outstanding Contribution:
Tracey Ford, Sheffield Drug
and Alcohol Action Team,
Sheffield BBN.

Best New Scheme:
Winner: Clapham
Highly Commended: Torquay,
Leighton-Linslade.

Most Innovative Scheme:
Winner: Exeter
Highly Commended:
Central Bedfordshire,
Nottinghamshire.

Best Overall Scheme:
Winner: Durham
Highly Commended:
Sheffield
Finalist: Central Bedfordshire.



Best Bar None Boosts Business

»» Durham Best Bar None has been operational for a decade, was voted Best Scheme 2017, and not only boasts a year-on-year drop in violent crime against people, but a year-on-year increase in footfall and an annual boost to turnover of between 10-50%. In 2016, an increase of 19% proved that the benefits of BBN are not slowing down, with premises continuing to report that the scheme really does boost business.

Such incredible results come from doing more than just providing a safe, welcoming environment. City Centre Manager, Carol Feenan of Durham County Council, who runs the programme said: "We improve the attractiveness and appeal of socialising in Durham by raising awareness of BBN amongst the public. The improved standards in BBN venues helps people choose when and where to drink, that benefits businesses with extra custom, and in turn makes for a safer, more dynamic and vibrant city in which to enjoy a day or night out."

“Ten years running may be a long time but the scheme today has evolved to achieve so much more than anyone imagined it could a decade ago.”

Ten years is a long time though to keep momentum alive. One of the reasons Durham claims they have such resounding success is the buy in, right from the offset, by the Chief Constable that has then spread so everyone sees the benefits.

Carol states: "We've been effective in introducing lots of great initiatives because everyone is engaged. We've continually been able to refresh our programme, adapting to the changing needs of society. For example, we now have fierce competition between bars competing to stock the best range of non-alcoholic products and our accredited bars are no longer happy with bronze or silver, they all want gold!"

Other initiatives include co-ordinating personal licence training to drastically reduce cost, and implementing counter terrorism - issuing major trauma kits to every venue with full training on what to do in the immediacy of an attack.

"BBN is not about enforcement. It's a partnership approach between the police, local authority and the trade. Our partnership working is exemplary," added Carol. "The approach from agencies is of togetherness, working to achieve the same objectives whilst improving standards and performance at the same time."

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“Ten years running may be a long time but the scheme today has evolved to achieve so much more than anyone imagined it could a decade ago.”

Such is the boost to business, BBN Durham continues to be entirely sponsored by the private sector. ■



Police and Crime Commissioner Paddy Tipping



»» Among his many duties as Police and Crime Commissioner for Nottingham, Paddy Tipping plays an important role in overseeing the relationship between the county's police force and the licensed trade.

Not only does he set the priorities for the county's police, he's also charged with responding to the needs and demands of local communities. So he's very familiar with the issues that Nottingham's Best Bar None tackles on a daily basis and has regular dealings with the scheme's organisers and members.

"The city's Best Bar None Scheme is well established, and I'm very pleased with it," says Tipping. "The way it operates proves that working together can produce a great night out which is also a safe night out."

Tipping took up his position after a distinguished career in Parliament in 2012, two years after the Nottingham Best Bar None was launched. When he arrived, the city was starting to clean up its reputation as a heavy-drinking centre, which had many alcohol-related problems, since when the tide has been turning.

"Standards in the pubs, bars and nightclubs have improved dramatically," he says. "It's not just to do with door staff, but all the training that takes place at all levels in the licensed trade these days, including how to handle important issues such as vulnerability."

“Best Bar None is a very thoughtful organisation, and it definitely helps that they have such good links into the trade itself”

"Nottingham used to be a difficult place, with a vertical drinking culture, but it's nowhere near as bad as it was 10 years ago. Best Bar None is a central part of the package of measures that have helped create a safe night-time economy in Nottinghamshire."

So impressed was Tipping with Nottingham city centre's Best Bar None scheme that in 2015 he was the driving force in creating one for the whole county. It was the first such scheme in the country, and Tipping funded its launch out of the PCC's budget. Like its city centre counterpart, the county scheme has its own annual awards scheme, which Tipping enjoys attending. "The county scheme is going well," he says. "There's lots of interest and applicants."

Tipping sees Best Bar None as an important stakeholder in the network of responsible drinking partnerships that exist today. "They're a very thoughtful organisation, and it definitely helps that they have such good links into the trade itself."

"They're now also beginning to move away from focusing just on the offer in the venue and are in discussions with the wider community and are more actively involved in other partnerships. Amongst other broader issues, it would be interesting to see if they can help us tackle the culture of pre-loading."

"Certainly, working with people who know the trade from the inside and can improve things is far preferable to having more regulation imposed from outside. It's much better to have a shared vision and to work together in partnership" ■

“Nottingham used to be a difficult place, with a vertical drinking culture, but it's nowhere near as bad as it was 10 years ago. Best Bar None is a very central part of the package of measures that have helped create a safe night-time economy in Nottinghamshire”



Creating Better Partnerships

»» Nottinghamshire Best Bar None is the first truly countywide scheme in the UK. Launched in April 2015, in its two full years of operation it has developed the best practice for counties paving the way for others.

Over 1.1 million people live and work in Nottinghamshire, and with major transport links - motorways, trains and airports, its widespread population creates a challenge for schemes in smaller traditional market towns, to make a positive impact within their communities.

Best Bar None Nottinghamshire, operating separately from the city centre, was set up with funding from the Police & Crime Commissioner and County Council to harness best practice across the county and it has reaped positive results. Their 2016 review reports that stakeholders and licensees believe the scheme had a positive effect on building stronger relationships between statutory bodies and the trade, whilst standards, policies, procedures and training also improved.

BBN Nottinghamshire utilises its number of boroughs to its advantage for example, using teams of assessors to cross assess each other. It enables a one point-of-contact for major

operators of pubs and bars, and helps to attract greater sponsorship that benefits the county far and wide.

"The diversity of the accredited premises makes for a huge variety of choice for the consumer and an opportunity for us to harness best practice to share with the smallest of country pubs to the large nightclubs and all those in between," said Sylvia Oates, Scheme Coordinator.

The determination and drive behind the Nottinghamshire roll out is evident in the level of engagement. During its first year, it had 81 applications and 71 accreditations, it now has over 350 premises engaged. "It did take belief, time and energy from all the different councils and partners but it's through achieving positive results that word of mouth has spread and more venues have got involved, continually improving standards," said Sylvia.

An early lesson was the need to provide data very early on with all stakeholders. It might seem simple but by having to backtrack on this a year on, it potentially compromised the ability to measure impact. This knowledge also contributed to the solution to effectively measure impact nationally.

“The Licensees see us as more supportive [since the Best Bar None scheme has launched]”

Licensing Manager, Nottinghamshire Police

“The lines of communication [with licensees] are now open, we are more able to converse freely, they are happy to come to us for advice and barriers have been removed.”

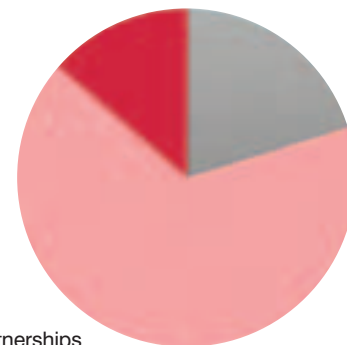
Licensing Manager, Broxtowe Borough Council

The BBN Evaluation Toolkit, since launched, enables consistent measurement across all schemes after its pilot in Nottinghamshire. “We worked with Leeds Beckett University to put into practice their programme. This has built on our own evaluation and it will enable schemes to benchmark themselves as well as monitoring improvement in a variety of identified areas,” said Sylvia.

Improved communication in Nottinghamshire highlights any emerging trends enabling the industry to work with the police and council in a more proactive and professional way, through sharing knowledge. “There is a more open dialogue which enables many things to be caught, or nipped in the bud early,” added Sylvia. ■

The BBN scheme has created better partnerships between the licensed trade and official authorities / bodies

■ Strongly disagree
■ Neither Agree nor disagree
■ Agree



Twelve out of 15 respondents (80%) agreed or strongly agreed that the scheme created better partnerships between the licensed trade and official authorities/bodies.

Statements

- Both stakeholders and licensees believe that the scheme has had a positive effect on building stronger relationships between the statutory bodies and the trade.
- Both stakeholders and licensees reported that the scheme resulted in an improvement in standards, policies, procedures and training in the venues

Best Bar None Reignites in Manchester

»» Best Bar None was born in Manchester in 2003, and made tremendous impact in helping to create a safe and welcoming environment within the city.

After a short pause, the scheme is now back in action.

Greater Manchester Police licensing officer P.C. Natalie Dolan is the force behind the plan. "Like all great initiatives, energy and oxygen is required to grow and there is a huge swell of enthusiasm from colleagues to re-establish Manchester as the home of Best Bar None which has been tremendously encouraging."

Bolton was chosen as the area to re-launch BBN following the engagement with Bolton Divisional Licensing Officer Andy Vernon. "Andy has been hugely instrumental in uniting the various agencies with the licensed industry to enable us to drive a positive programme in the area."

A new inclusive committee was formed with the scheme funded through contributions from the Police and Crime Commission, the High Sheriff and donations from companies. Pubs and bars make

a small contribution to the assessment process, which helps with the commitment to improve standards. The partnership extends across the local government agencies, the licensed hospitality industry including engagement with door-hosts and the local media.

The launch in January attracted the presence of the Mayor, Mr Tony Lloyd and Assistant Chief Constable Rob Potts. The commitment from the top has seen 17 local businesses accredited from the outset with a further eight working towards improving their business to join the club. "The one fundamental change has been the positive attitude and cohesive approach from all those involved, with the ambition to make Bolton a safe and enjoyable town in which to work and socialise," said Natalie. "We are now working as a team, pulling together rather than in conflict resulting in measurable results that are enormously encouraging. We have seen incidents relating to licensed premises see a 32% reduction over the last year. This is testament to the improved relationships between the authorities and the industry and the joint commitment to understanding each others obligations and responsibilities."

“Hosting the first awards here in Bolton is a great opportunity to show off the positive work being done not only by GMP but Bolton Council and the licensees themselves”

Stuart Ellison, Chief Superintendent



Working together has seen licensees and their employees further engage with information sharing including presentations from the counter-terrorism and child sexual exploitation awareness teams. "BBN is breaking down barriers and its credit goes to all those involved who want to see Bolton as a successful and vibrant town," added Natalie.

The 2017 Awards were endorsed by Chief Superintendent Stuart Ellison, Divisional Commander for Bolton who said: "Hosting the first awards here in Bolton is a great opportunity to show off the positive work being done not only by GMP but Bolton Council and the licensees themselves. Working together means that these professional relationships have been strengthened and we are now sharing information between us that can help to prevent incidents like those we have seen previously."

Sam Zegroul who picked up the overall Platinum Award for his late night business, Level, said "It was great to be rewarded for the efforts my team have made in working to help make Bolton a safer place. Having been running this business for a number of years it proved that we are never too old to learn - the BBN assessment is a fantastic tool as it works as a comprehensive audit of your business which most definitely concentrates your mind on what you do and how you can do it better." ■

30%

Nightlife crime in Bolton has fallen by more than **30%** since the launch of a safety scheme.

32%

Since the start there has been a **32%** reduction in violent crime in licensed premises in the town.

BBN

Altrincham launched October 2017. Ashton, Bury, West Horton, Wigan and Ermston all plan to launch a BBN programme.

Police and Crime Commissioner Alison Hernandez

»» Alison Hernandez became Police and Crime Commissioner for Devon, Cornwall and the Isles of Scilly in May 2016, since when she has been working hard with local police forces to improve the lives of people in the communities they serve.

It's a multi-stranded task but one of her strategies is encouraging businesses to work in partnership with the police and the PCC to identify and resolve issues locally, so that all can play a part in preventing crime and anti-social behaviour.

Keeping everyone safe is the aim of this approach, so it's no surprise that she is, in her own words, "a big fan" of Best Bar None.

"Best Bar None is a great opportunity for the police to work with the trade. I know the police value them greatly - particularly the way they handle problems themselves, and don't just leave it to the police to sort everything out.

"I also like the fact that it's an industry-led approach. In my experience, pubs and bars don't appreciate being told what to do by the police or local authorities. Licensees often think they're just after some money for various community schemes. So it's far better that the trade steps up and takes the lead themselves."

Devon and Cornwall has three well established (and award winning) Best Bar None schemes – in Plymouth, Torquay and Exeter – as well as one just starting in Newton Abbot and Teignbridge - and Alison is familiar with them all.

"Emma – until recently the chair of Torquay BBN and now the Exeter Chair - has done a great job in bringing people together in Torquay and driving its launch and I know she is going to help our award winning Exeter scheme go on to even bigger and better things next year. And I've been so impressed by Jay McDonnell, the organiser at Plymouth. It's exciting hearing him talking about helping vulnerable young people, and issues such

“This is such a competitive industry, but I've been impressed how Best Bar None encourages them all to work together and get the best benefits from partnership”

as trafficking. The more we can educate people about these kind of community problems, the better."

Alison has been keen to help the local licensed trade's efforts to promote responsible drinking. She's provided useful funding from her own budget for tackling alcohol and night-time economy issues in a number of areas – often working in partnership with the local Best Bar None schemes or schemes like Drinkaware Crew.

"I'm always keen to support things and do things that help people make better choices, and that includes better buying choices. Best Bar None is a great way of helping the public do exactly that – it helps you avoid places where people have too much to drink and behave badly.

"It's the better venues that are signing up to Best Bar None, and the more of them that do that and push up standards, the bigger the gap between the good venues and the others, and the more likely the better ones will attract more trade.

"This is such a competitive industry, but I've been impressed how Best Bar None encourages them all to work together and get the best benefits from partnership." ■



“I’m always keen to support things and do things that help people make better choices”



A Decade of Delivery

»» Licensee and Chairman Jay McDonnell champions Best Bar None in Plymouth, a scheme that had been running for over a decade and one that has overcome many challenges including funding, engagement with the authorities and the support of the trade.

Having been involved with Best Bar None since 2015 Jay has spent the last two years building relationships with the local authority, police and fire services as their own resources dwindle and greater cooperation to work together is required. "The scheme was up and running but with little discipline and focus," said Jay. "Now we have regular, structured meetings with all the right agencies around the table, including a number of licensees, resulting in improved working with the local authority and Pubwatch resulting in a number of positive changes as to how the night-time economy is managed."

Scheme Coordinator Catherine McDonald concentrates her time visiting and assessing the venues making sure they measure up to the stringent requirements to join the club. "More recently we have seen wider engagement," said Jay, "The local theatre,

sporting arena and football club, Plymouth Argyle, have all joined Best Bar None. This engagement strengthens the programme and makes for a safer city throughout the day as well as the evening."

Plymouth has had positive results, many as a result of the preventative approach adopted and the pro-active training delivered by BBN including vulnerability awareness. "The police and other agencies are working together to target vulnerability within the evening and night-time economy (ENTE). This move has had a significant effect already. BBN has begun to roll out training for doorstaff, bar staff and licensees in conjunction with the police. There have been some occasions recently where doorstaff have prevented incidents, which can be attributed to the training and information regarding vulnerability, as delivered by the police and Best Bar None," said Licensing Sergeant David Moore.

Local crime figures suggest there is a significant difference between the crime increase in the force versus a much lower crime increase in the Plymouth ENTE area. Public order offences are down 19.8%; violence with injury down over 20%; and possession of controlled

“The local theatre, sporting arena and football club, Plymouth Argyle, have all joined Best Bar None. This engagement strengthens the programme and makes for a safer city throughout the day as well as the evening”

“There have been some occasions recently where doorstaff have prevented incidents, which can be attributed to the training and information regarding vulnerability, as delivered by the police and Best Bar None.”

drugs down 11%. These are the types of incidents which can be dealt with before they develop into crimes through good searching, training and awareness being shown by ENTE staff.

“I would suggest that the link regarding the significant drop in these areas can be attributed to good licensing responsibilities, with good interventions by staff and security, very often dealing with incidents at their outset and preventing them from developing. This prevention and cooperation between licensees, security firms and the police has been facilitated through the good work of coordination as organised and implemented by our local Best Bar None in conjunction with the local police,” added David. ■

Ask For Angela

The “Ask For Angela” initiative - originally launched by Lincolnshire County Council - has proved successful in a number of areas including Plymouth where it



was introduced to empower members of the public to seek help if they are feeling vulnerable by allowing them to raise concerns with staff. This initiative will help prevent situations from escalating into something more serious. “There has been great buy in for this practical initiative from the pubs, bars and clubs” said Jay.

Getting Fresh

The demographic of Plymouth has changed significantly over the last 5-6 years as the size of the university and student population has increased. This change has brought about a number of challenges that have been positively managed through partnership with the police and the university. This has resulted in the lowest number of recorded incidents during Freshers’ Week comparable to previous years.

Police and Crime Commissioner Alun Michael



DANIEL McDONALD

»» Alun Michael, former Secretary of State for Wales and since 2012 the Police and Crime Commissioner for South Wales, has been impressed by Swansea's city centre licensees for a number of years.

Says Alun: "They have shown what a positive contribution they can make to the safety and reputation of the city. They have been directly involved in securing the renewal of the Purple Flag accreditation, they have embraced the Drink Less, Enjoy More campaign and they have worked closely with the team at the Help Point over the last three years. It is vital for licensees in Swansea city centre to go on playing that key role in ensuring that their customers enjoy a safe night out."

So when Swansea's licensees decided to launch a Best Bar None scheme earlier this year, Alun was behind them all the way.

"Swansea's Best Bar None is another great opportunity for licensed premises in the city centre to create positive relationships and demonstrate responsible management. The scheme brings increased professionalism and safety into the city centre, with pubs and bars working with police and local authority licensing officers and Swansea Business Improvement District (BID) to create a safer environment in which customers can enjoy an evening out."

Alun recognises the importance of the evening and night-time economy. "It's a major economic driver," he says, "and I welcome Swansea Business Improvement District's decision to invest in the scheme in order to further benefit the businesses operating within the city centre."

“ I was delighted to be asked to help launch the scheme in Swansea, and see that so many licensed premises had already started to embrace the scheme ”



"We all want our towns and city centres to be safe places where people can enjoy a night out. The Best Bar None scheme aims to support this by encouraging a reduction in alcohol-related crime and disorder and through building upon the good relationships that already exist between the licensed premises, police licensing officers and the local authority."

Twenty venues have signed up to the scheme so far, and local licensees have been delighted by the support their initiative has received from Alun, the police and the local authority.

Explaining his enthusiasm, Alun says: "I was delighted to be asked to help launch the scheme in Swansea, and see that so many licensed premises had already started to embrace the scheme. Those that get involved and achieve the accreditation will set the bar high for the other venues in the Swansea city centre by sending a message that, together, they are committed to building a safe, vibrant night-time economy. As the scheme evolves locally I hope that all venues will join up, which will lead to a much safer and more vibrant city centre.

"With the scheme being acknowledged by the Home Office as having a positive effect on the night-time economy, it is becoming a national standard for excellence so I really was delighted to see Swansea introduce this scheme to the South Wales area."

Alun is fully aware of the business benefits that Best Bar None membership brings. "Being part of the scheme improves their knowledge of enforcement and regulation

“With the scheme being acknowledged by the Home Office as having a positive effect on the night-time economy, it is becoming a national standard for excellence so I really was delighted to see Swansea introduce this scheme to the South Wales area”

agencies, and equips them with additional skills that will help them manage licensed premises responsibly.

"These responsible licensees will rightly be recognised through their accreditation; in turn they will be able to share good practice with other venues and highlight how operating more responsibly can improve the attraction of their venues to their customers. In time it would be great to see all the licensed premises in Swansea City Centre achieving the Best Bar None accreditation." ■

A Class Act

“ It is pleasing to note that year on year the standard of applications for the Conwy BBN Awards gets better and better. This is particularly so in respect of the range of community engagement shown by the many licensed premises.”

»» World heritage site and historic market town Conwy is one of five towns engaged with the Best Bar None programme across Conwy County which has a total of 29 premises participating. The BBN team has now expanded their engagement to include training and development for the businesses involved.

“In conjunction with our local partner agencies we have now delivered free training including defibrillator and first aid; BII responsible retailing courses. Over 100 staff members attended social responsibility and child sexual exploitation awareness sessions,” said Samantha Jones, Senior Licensing and Enforcement Officer. “This openness, sharing of information and knowledge has seen relationships turn around enabling us to work in a much more cohesive way to make our towns safer.”

The strong partnership approach has resulted in a significant reduction of alcohol related crime and disorder at premises engaged with BBN. “The trust between those involved enables the enforcement teams to concentrate on those venues operating outside of the high standards of BBN,” added Samantha. “It has also enabled troubled venues to turn around, for example, we have had premises that have been through licensing review who have now made significant strides, working to achieve Gold standard and improving their business proposition, increasing custom and sales.”

Conwy Cllr Philip Evans, Cabinet Member for Governance and Regulation, said: “It is pleasing to note that year-on-year the standard of applications for the Conwy BBN Awards gets

“This openness, sharing of information and knowledge has seen relationships turn around enabling us to work in a much more cohesive way to make our towns safer”

better and better. This is particularly so in respect of the range of community engagement shown by many licensed premises.

An important part of running a successful business is the way in which it relates to its neighbours and the surrounding area generally. In many ways, having a good relationship with those in close proximity leads to a greater understanding of each other's concerns and expectations, meaning that any complaints can be minimised and resolved at an early stage.

“Our county is very much a tourist destination and relies on the late night venues to provide a safe and inviting environment. We are privileged to be benefiting from licensed premises opening in the area and not closing their doors.” ■

5 Towns: Conwy, Llandudno, Colwyn Bay, Abergelc and Towyn/Kinmel Bay.



Llandudno and Kinmel Bay are the areas showing the greatest reduction of incidents reported.

Llandudno showing a reduction of **18** incidents.

Kinmel Bay showing a reduction of **9** incidents reported in the last year.

Dave Humphries SIA



“We have a very positive view of Best Bar None. We’re impressed by what it is trying to achieve and what it is actually achieving”

»» As the body responsible for regulating the private security industry, the Security Industry Authority (SIA) is one of the key players in supporting the efforts of licensed premises to operate responsibly. As such, it is a natural ally of Best Bar None in all its activities.

“We have shared goals,” says Dave Humphries, the SIA’s Director of Partnerships and Interventions. “We have a very positive view of Best Bar None (BBN). We’re impressed by what it is trying to achieve and what it is actually achieving. And as the scheme has progressed, and we’ve got to know each other, we have worked better and better together.”

The SIA is in regular contact with Best Bar None through membership of the Violence Reduction Advisory Group. Humphries also has an informal ongoing dialogue with Best Bar None and attends and supports its wide range of activities.

The general progress made in reducing alcohol-related anti-social behavior in the past 10-12 years has been “exceptional” says Humphries, and he attributes much of that to the hard work of BBN, as well as numerous other equally committed organisations and operators.

“The problems haven’t completely gone away, but they are certainly managed far more effectively than in the past, and that’s certainly the case in towns and cities where BBN schemes operate,” he says.

An independent body reporting to the Home Secretary under the terms of the Private Security Industry Act 2001, the SIA’s two main duties in the world of licensed retailing are to license door staff by ensuring they are ‘fit and proper’ persons and also to manage the Voluntary Approved Contractor Scheme, which measures private security suppliers against independently assessed criteria.

“The problems haven’t gone away, but they are certainly managed far more effectively than in the past, and that’s certainly the case in towns and cities where BBN schemes operate”

Doorstaff have an important role to play in reducing alcohol-related crime and disorder, but the SIA’s interest in licensed retailing goes beyond just dealing with security staff, says Humphries. “Doorstaff are part of the solution – and as well as controlling anti-social elements, they keep an eye out for the vulnerable and help ensure people get home safely. But at the SIA we also aim to have a good dialogue with all staff at premises and venues and Best Bar None is a good partner in helping with that.”

The SIA is keen to further strengthen its relationship with Best Bar None over the coming years through initiatives such as the SIA approved contractors scheme. “With around 800 corporate members in the scheme through working with BBN we can look to include many of the smaller operators that work with venues around the country.” ■



Faradays security staff



The Security Industry Authority is the organisation responsible for regulating the private security industry. SIA is an independent body reporting to the Home Secretary. Their vision is that criminality is reduced and standards are raised in the private security industry so that the public is, and feels, safer.



Small City, Big Results

»» Exeter is a small city that packs a big punch as well as being one of the most vibrant, attractive and historically interesting cities in England.

With around 500 licensed premises, variety and choice is all encompassing and around 50 of these premises sit in the city centres Cumulative Impact Zone. This poses significant challenges in managing people, with the juxtaposition of encouraging people into the town centre and dispersing them without incident at the end of the night.

In response to increased anti-social behaviour and rising crime, in 2015 Best Bar None was launched. All agencies were brought together to address the issues including the police, licensing officers, trading standards and door security staff as well as understanding the roles of existing groups, including Exeter Late Night Economy Forum, the Taxi Forum, the Licensees' Association and the Exeter Community Safety Partnership.

Over the years the scheme has gone from strength to strength but it has not been without its challenges. Simon Lane, Exeter Community Safety Partnership and Environmental Health and

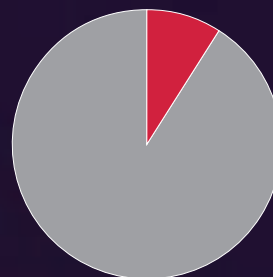
“We recognise that students are an integral part of Exeter’s culture and that we need to work together to create a welcoming and safe environment which is also respectful of the needs of the wider community”

Licensing Manager for the council said, “Bringing together a number of licensed premises who are in direct competition with each other to get them to work together is not easy. That coupled with how we manage customers who are drinking outside premises, often in confined areas due to the historical nature of the city, meant thinking creatively. It’s also as much about raising standards inside premises as well as addressing outside areas that are potentially points of conflict.”

The scheme benefits from very strong relations between the partners supporting it, has a strong network for communication as well as a rapid response to arising issues.

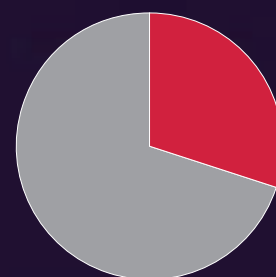
This partnership working also leads on arrangements for the start of the academic year, particularly during Freshers' Week. "We recognise that students are an integral part of Exeter's culture and that we need to work together to create a welcoming and safe environment which is also respectful of the needs of the wider community," said Simon, "So we brought together the university, student bodies, businesses and the public sector to proactively manage what has traditionally been a difficult time." As a result the student population work alongside the partners in the city centre at night, in voluntary roles, helping to ensure students stay safe and mindful of local residents.

"We also established a Street Marshalling scheme which sees door staff complementing police to manage the area outside of premises and disperse customers safely," added Simon, "Often this results in the police not becoming involved." ■



Alcohol
related crime
is **down**

8.1%



Recorded crime
offences were
down by

29%



Active Twitter to attract new members to BBN



Regular Newsletter



Bi-monthly meetings

Innovation



Sheffield BBN

Scheme Co-ordinator Tracey Ford

»»» Sheffield's success with its Best Bar None App, which won the Most Innovative Scheme in the 2015 Best Scheme Awards, has led to rising awareness of BBN in the city and led to on-going development of the App.

"Our Best Bar None App plays a key part in Sheffield's alcohol strategy, which is about reducing risk and harm," explains the scheme's co-ordinator in Sheffield, Tracey Ford. The App has developed from focusing on providing useful information to the city's 60,000 new students arriving every year (from taxi and bus information, to sexual health and where to obtain emergency contraception), to the launch of a new training programme 'BBN Champion Scheme', and the addition of Ask For Angela* locations to the growing list of BBN-approved venues.

Other new elements include a focus on supporting the city's vulnerable, from rough sleepers to people begging on the streets by providing information on how to 'help in other ways' instead of giving cash.

Sheffield has also shared its success with the App with four other areas, Nottingham, Doncaster, Chelmsford and also Exeter, which went on to win of BBN Most Innovative Scheme in 2016.

The prize money from winning Most Innovative Scheme in 2015, has been reinvested into the App, leading to:

- **Better promotion of the App, resulting in a 70% increase in active users recorded in June-July 2017: 557 new downloads in June; 562 new downloads in July.**
- **An increase in the number of trained BBN assessors, from six to 10.**
- **A new, short film about BBN for use on social media, aimed at further raising awareness of the scheme and driving downloads of the App and usage.**

* See page 23



“Our Best Bar None App plays a key part in Sheffield's alcohol strategy, which is about reducing risk and harm”

● **To assistant managers and bar supervisors. Not only does this create more trained and BBN-aware staff on a team, supporting licensees, but also with the movement of staff between premises, by transfer of the BBN message from venue to venue. So far 18 premises have entered in the Champion Scheme, with 33 members of staff trained in total, and also two new premises signing up to BBN.**

In May 2017, Sheffield BBN added 'Ask For Angela' locations (the national campaign to offer support for those feeling in need of assistance, while on a date for example, through the use of code-words to discreetly ask for help) to its App.

Sheffield BBN is committed to working with premises to find solutions to what are often complex needs, such as dealing with begging and street drinking. "Creating diligent and pro-active managers and staff in city centre premises means that they're not only interested in what's going on inside, but also what's happening outside on the street. This is about everyone contributing to the night-time economy, realising the role they have in reducing harm and risk, and having a zero tolerance on problems like sexual harassment," explained Tracey Ford. ■



Exeter BBN

Scheme Co-ordinator Jenny Sexton

»» Exeter's Best Bar None scheme was awarded Most Innovative Scheme in 2016, with high praise being given to its inclusive approach, which has resulted in full backing from a wide range of organisations across the city, and delivering impressive results.

Having launched an information App, based upon the award-winning success achieved by Sheffield in the Best Bar None Best Scheme Awards in 2015, Exeter went further by developing a mobile-friendly website known as 'Queue Tracker', once again working with key partners right across the city, including the University, police, Environmental Health and the clubs.

"The Queue Tracker deals with specific issues to Exeter, which as an historic city has narrow pavements making queue management particularly difficult. When a club became full, there was no way to stop people coming, and that resulted in noise and safeguarding issues," explains Simon Lane, Exeter Community Safe Partnership and Environmental Health & Licensing Manager at Exeter City Council. "This was particularly

true on student nights, when a venue may have had to cope with hundreds of people all arriving at the same time.

"Our test pilot, developed over the past year, has shown a high level of engagement with Queue Tracker, mainly from among the student population, who we know are making good use of it. While we initially struggled to get all of the clubs on board, our Student Team has been working hard to alter that, and managed to sign up all but one club in time for Fresher's Week this year.

"The Queue Tracker not only helps with queue management outside the club, but gives students on their transient route through the city a way to make a decision at, literally, the cross-roads before planning where to go next. It is only the beginning but we are seeing the benefits, including fewer noise complaints."

Further projects for Exeter include schemes specifically addressing vulnerability and exploitation, with a view to raising awareness of the issues and the aim to try and reduce it. Ask For Angela is one scheme being investigated, as well as encouraging club managers to increase staff training. "We want to raise awareness of the issues and create a better, safer partnership among the whole community to protect vulnerable people and make our city safer. Part of this training will be getting clubs, which have traditionally only considered what goes on within their premises, to start thinking pro-actively about outside, and should they see someone in a distressed or out of control state, intervene in a positive manner."

Simon added that winning Best Bar None's Most Innovative Scheme Award and the subsequent publicity its success has attracted, has delivered additional funding, with interested parties coming forward to help finance Queue Tracker. This means that, to date, Exeter's cash £1,000 prize is still unspent – but is there when needed to help finance one of its new projects. ■



Best Bar None Evaluation Toolkit Outline



The question prospective schemes and sponsors naturally ask is ‘What impact does Best Bar None have in creating a safe and vibrant Night Time Economy?’

Individual schemes do have great anecdotal and often statistical analysis, but there has not yet been a qualitative national BBN evaluation. Different schemes use different data; data within a scheme might not even be comparable year-on-year if for example crime categorisation changes; and statutory bodies approach disclosure differently with Freedom of Information requests often needed for evaluation – an altogether laborious process.

In 2014, thanks to the Portman Group, Leeds Metropolitan University was commissioned to produce an evaluation toolkit for Best Bar None and National Pubwatch.

The toolkit was piloted in 2016 in Nottinghamshire then substantially refined. The most difficult issue to tackle though was still the inconsistent data supplied by statutory bodies across the country.

Steve Baker from National Pubwatch ran a pilot with Thames Valley Police where the codes that all police forces use to record crime for the Home Office formed the basis of the evaluation of crime and disorder trends. The toolkit was launched early in 2017.

The first full year national report will be available in 2019 when all the schemes will have established their base data, and repeated the collation a full year on. Figures from the police and NHS, and opinions from both licensee and stakeholder surveys will all feed into the report. All new schemes will capture the same information enabling a full first year evaluation and improving measurement of impact over time.

The first qualitative report is expected to demonstrate the positive effects BBN has on reducing alcohol related crime and anti-social behaviour. ■

What does the evaluation toolkit involve?

	Reason	On-line Licensee survey	Interview with Steering Group	Interview with Licensees	Police Data
Baseline Evaluation	The Baseline Evaluation will provide an information base against which to monitor and assess the Best Bar None scheme's progress, effectiveness and impact on an on-going basis	Yes	No	No	Yes
Year-On-Year Evaluations	Following the Baseline Evaluation the Year-On-Year Evaluations will provide information to ascertain how Best Bar None has contributed to improvements/ changes in reducing crime and disorder, building relationships and supporting local economic growth	Yes	Yes	No	Yes

What are the key steps involved in evaluation?

Key steps	Task	Evaluation Toolkit
1.	Pre-Launch. Establish Timeline Dates and a Co-ordinator for Best Bar None evaluations. Agree who will: <ul style="list-style-type: none"> • Collect and analyse data • Report data 	
2.	During Year 1. Baseline Evaluation <ul style="list-style-type: none"> • Complete immediately after the Best Bar None Application Deadline • Collect, analyse and evaluate Baseline data • Produce Baseline Report and submit to National Best Bar None Co-ordinator 	Baseline Toolkit
3.	End of Year 1. Year-On-Year Evaluations <ul style="list-style-type: none"> • Complete one year after launch (and annually thereafter) • Collect, analyse and evaluate Year-On-Year findings • Produce Year-On-Year Report and submit to National Best Bar None Co-ordinator 	Year-On-Year Toolkit
4.	Annually. Complete Year-On-Year Evaluation, write report and submit to National Best Bar None Co-ordinator	

The toolkit has been developed in partnership with Leeds Beckett University.

Best Bar None - The Future

»» In 2017 Best Bar None has incorporated a number of new schemes across the country, each supported by a committed board with a passionate desire to work in partnership to reduce alcohol related crime, disorder and other harms. The anecdotal evidence gathered to date demonstrates that BBN makes a positive impact; the recently introduced evaluation toolkit, developed in partnership with Leeds Beckett University, will substantiate that contribution through the measurement of universal data gathered from police, licensees and other stakeholders. Base line surveys have been undertaken this year so progress can be measured over time.

Expanding the Reach

In a number of geographical areas Best Bar None reaches beyond pubs, clubs and licensed venues, engaging with theatres, leisure centres, hotels and football clubs, and shifting the emphasis on managing the night-time economy to one that benefits businesses that operate throughout day and night. The plans are to further engage with

businesses where large groups of people gather to socialise, encouraging them to be part of the BBN programme. This includes the development of a central scheme enabling individual premises to join Best Bar None where there is currently not a local scheme in place.

Training and Communication

Over 100 trained assessors, many of whom sit within government agencies, work across geographical boundaries to ensure consistency of standards and sharing of best practice. This network enables new schemes to call upon nearby experts to assess and support businesses as well as aiding the training of new assessors as the programmes expand.

The network and forums Best Bar None provides at a local level enable the police and other agencies to effectively communicate and train licensees and their teams in growing areas of crime and concern such as vulnerability, sexual exploitation and



terrorism. This pro-active approach in the sharing of information and equipping teams with the knowledge and skills to deal with, and be more aware of risks makes for a stronger partnership in preventing crime concerns such as vulnerability and terrorism.

BBN will continue to increase the number of trained assessors and facilitate the training and development of local teams as its network strengthens. ■

Best Bar None is supported by

The Home Office
Police and Fire Services
Local Authorities
The Licensed Industry
Trade Associations and other local partners

Best Bar None

-  Improves knowledge and skills
-  Promotes social responsibility
-  Improves commercial viability
-  Helps manage best practice within licensed premises
-  Helps to prevent alcohol related crime and disorder

The journey

-  Promote engagement with the public
-  Promote and reward best practice
-  Support Schemes with Assessor training
-  Engage new areas and partners

Sponsors and supporters



SPONSORS



Headquartered in Edinburgh, HEINEKEN employs around 2,000 people. In addition to being Britain's leading cider and beer business, HEINEKEN owns around 3,000 pubs through its Star Pubs & Bars business. We are passionate about our cider and beer brands and the outstanding service that we offer to our customers. Our unrivalled portfolio of brands includes Foster's, Heineken®, Strongbow, Desperados, Kronenbourg 1664, John Smith's, Bulmers, Amstel, Birra Moretti and Old Mout backed by a full range of niche and speciality brands. We are a founding sponsor and key strategic partner for Best Bar None. It is one of the many partnerships we support to tackle alcohol related harm and to encourage responsible consumption.



Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,010m in 2016/17. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions. We hold one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. These include Absolut, Havana Club, Malibu, Lamb's, Kahlúa, Plymouth gin, Monkey 47, Chivas, Jameson, The Glenlivet, Martell, Perrier-Jouët, G.H. Mumm, Brancott Estate, Campo Viejo, Graffigna and Jacob's Creek.

We want our brands to be enjoyed with family and friends in a convivial atmosphere, and there is no conviviality

without moderation. As such, we partner with a range of organisations to tackle alcohol misuse and promote responsible drinking in the UK, including The Portman Group, Drinkaware Trust, the Alcohol Information Partnership, and the Wine and Spirits Trade Association. We believe Best Bar None's work in town and city centres across the UK is important, helping to create a diverse and vibrant night-time economy by ensuring the licensed trade, police and local authorities work together. We've seen real momentum this year with new schemes in areas such as Leicester Square, Sunderland, Swansea and Barnsley, and this demonstrates the positive impact this partnership working can have.



Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Windsor, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Our products are sold in more than 180 countries around the world.

Diageo is a proud supporter of Best Bar None. Partnership organisations like Best Bar None make a real and sustained difference to the communities in which they operate. Pubs, clubs, bars and restaurants are a crucial part of our business and we recognise the vital contribution that Best Bar None makes to the night time economy, to ensure safe drinking environments across the country.



Molson Coors Brewing Company is the world's third largest brewer. The

Company's operating segments include Canada, the United States, Europe and Molson Coors International (MCI). The Company has a diverse portfolio of owned and partner brands, including signature brands Coors Light, Molson Canadian, Staropramen and Carling. Molson Coors is listed on the Dow Jones World Sustainability Index, the most recognised global benchmark of sustainability among global corporations.

In the UK and Ireland, Molson Coors has over 2,000 employees and breweries in Burton upon Trent, Tadcaster, Burtonwood, Sharp's brewery in Rock, Cornwall and Franciscan Well in Cork, Ireland. It has a portfolio that includes Carling, Coors Light, Cobra, Grolsch, Doom Bar, Rekorderlig Bavaria, Blue Moon, Singha and many more. For more information on Molson Coors Brewing Company, visit the company's website: www.molsoncoors.com.

SUPPORTERS



The multi-award winning Stonegate Pub Company is the largest privately held managed pub operator in the UK, employing circa 14,000 people. The company has 692 pubs, split into two divisions, Branded, comprising: Slug & Lettuce, Yates, Walkabout and Venues; and Traditional comprising: Proper Pubs, Town Pub & Kitchen, Classic Inns and Common Room.

Ensuring the safety of our staff as they go about their business and our customers as they enjoy a day or evening out is a priority. Our support of and engagement with Best Bar None sees many of our businesses get actively involved at a local level, and we are proud that a number have won top accolades from within their communities.



Established in 1979, JD Wetherspoon's award-winning pubs and hotels can be found throughout the UK and Ireland. The company now employs more than 35,000 staff and annual sales exceed £1.5 billion. Best Bar None demonstrates the real and immediate benefits of the licensed industry working in partnership with the police and licensing teams, to raise standards of operational excellence and safety, which benefit the local community and any visitors to that area.

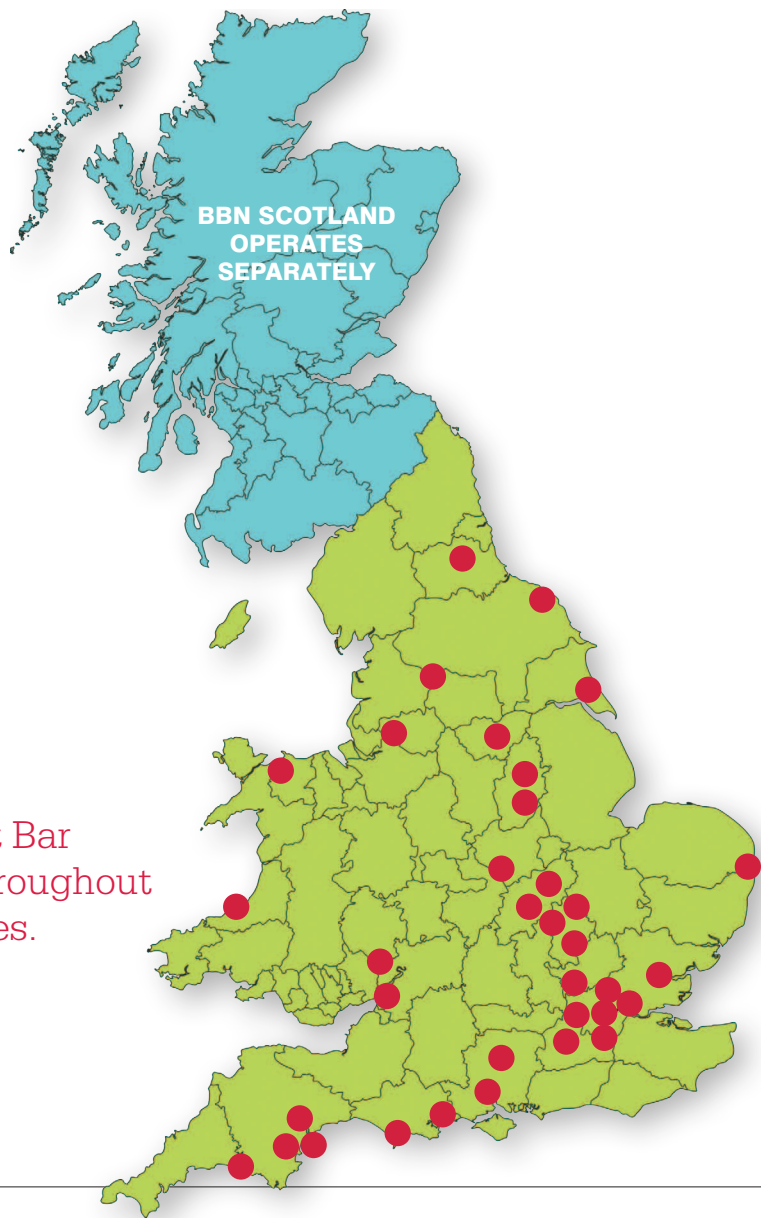
It is our policy to give enthusiastic support to any existing scheme where we trade, and also to encourage the establishment of new schemes where none exist.

We provide financial support for Best Bar None's valuable work, as well as playing an active part in the management of local schemes, working in partnership with the police and local authority licensing teams.



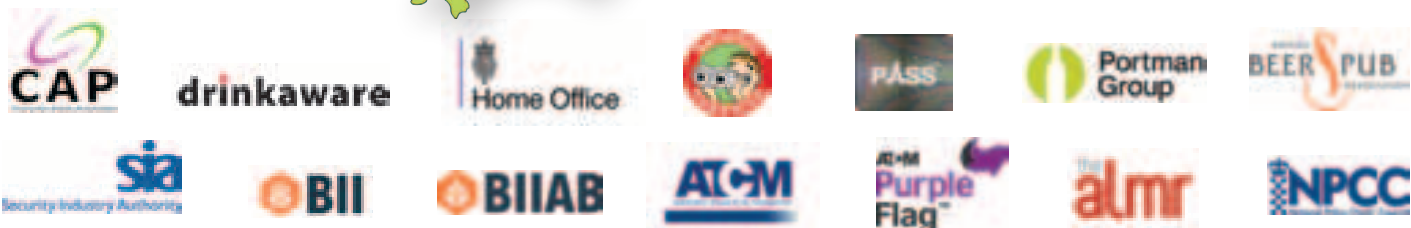
Mitchells & Butlers is a leading operator of managed restaurants and pubs in the UK. Its strong portfolio of brands includes Harvester, Toby Carvery, All Bar One, Miller & Carter, Premium Country Pubs, Sizzling Pubs, Stonehouse, Vintage Inns, Browns, Castle, Nicholson's, O'Neill's and Ember Inns. In addition, it operates Innkeeper's Lodge hotels in the UK and Alex restaurants and bars in Germany.

Mitchells & Butlers is committed to operating all of its licensed premises safely and within the law, and to work closely and constructively with the authorities. As part of our duty to promote a responsible approach to retailing alcohol, we work in partnership with a number of organisations and are pleased to be actively supporting Best Bar None.



Areas where Best Bar None operates throughout England and Wales.

Our Partners





■ REDUCE CRIME ■ REWARD EXCELLENCE ■ RAISE STANDARDS

☎ 01276 417813  facebook.com/bestbarnoneuk  twitter.com/bestbarnoneuk

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