



Report for:	Regulatory Committee 3 rd MARCH 2014	Item Number:	
Title:	Information on new mandatory Code banning the sale of alcohol below the cost of duty plus VAT.		
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Ward(s) affected: All	Report for Key/Non Key Decisions: Non Key		

1. Describe the issue under consideration

1.1 In March 2012 the Government published its Alcohol Strategy. At the time the Government said that it would set out more proposals which aim to crack down on the 'binge drinking' culture in our country; cut alcohol fuelled violence and disorder that blights too many of our communities; and slash the number of people drinking to damaging levels.

1.2 To achieve these aims the Strategy contained a number of proposals relating to the way in which the sale of alcohol is regulated. A consultation was subsequently launched by the Home Office in November 2012 which sought views on a number of proposals that focused on five key areas:

- a ban on multi-buy promotions in shops and off licences to reduce excessive alcohol consumption;
- a review of the mandatory licensing conditions, to ensure that they are sufficiently targeting problems such as irresponsible promotions in pubs and clubs;
- health as a new alcohol licensing objective for cumulative impacts so that licensing authorities can consider alcohol related health harms when managing problems relating to the number of premises in their area.
- cutting red tape for responsible businesses to reduce the burden of regulation while maintaining the integrity of the licensing system.
- minimum unit pricing, ensuring for the first time that alcohol can only be sold at a sensible and appropriate price.