

LICENSING COMMITTEE: 9 September 2008

Report of the Chief Strategic Planning and Environment Officer

LICENSED PREMISES AWARD SCHEME

1. Background

- 1.1 At its meeting of 30 May 2008 the Committee approved in principle the establishment of an annual awards scheme a Cardiff Safety Partnership initiative in partnership with the Council, South Wales Police and the Cardiff Licensees Forum.
- 1.2 This report is to provide details of its operation and request approval of the awards scheme.

2. Licensed Premises Award Scheme.

- 2.1 The Police Licensing 'Traffic Light System' scheme is based on information from the police incident database together with Heath Hospital Accident and Emergency Unit data, with duplication safeguards in place. It is used to keep track of alcohol related incidents associated with licensed premises. The scheme is based on a points system so that for example, a premises where a serious wounding took place, would have 5 points marked against them. The information obtained is analysed and used to identify at a very early stage those licensed premises, which are problematic, and highlight the need for the police to work with the operator to resolve the problems. It has been very successful in ensuring high standards of safety and in minimising the crime, disorder and harm associated with the consumption of alcohol in Cardiff Licensed Premises since the implementation of the Licensing Act.
- 2.2 South Wales Police are to implement an additional traffic light system for crimes involving dishonesty to give a more comprehensive picture of the safety and security standards within individual licensed premises.
- 2.3 The provision of information from various parts of the Council would provide further information on the safety and security of licensed premises. The information related to the consumption of alcohol and late night activity could be provided from Licensing, Trading Standards, Pollution Control, Food Safety, Health and Safety and Waste Management.
- 2.4 The police traffic light system has primarily been used to target problematic premises in the red section of the analysis. This targeting proved successful, in reducing the number of red premises, via the instigation of workable agreed Action Plans, with the management of the premises concerned.
- 2.5 With the additional information provided by the Council the system could also provide an indication of the most well managed premises. Previously this good

management aspect was not addressed or recognised, as identifying and addressing the problematic premises was given a higher priority. It is now proposed to recognise consistent good work done, during the year by persons in the Licensed Trade, who are responsible for the safety and security of an individual Licensed Premises establishing an annual awards system.

- 2.6 The awards scheme will be known as the **THIRST CLASS** with the word CLASS being an acronym made up from the following phrase:

“**C**ardiff **L**ate night licensed premises **A**ward for **S**afety and **S**ecurity.”

- 2.7 The benefit of this approach is that it will be relatively inexpensive as it is based on the assessment of core data which is already kept, will make use of existing operating practices and does not require premises to volunteer or make an application. The assessment of the best venues will also be made from annual monitoring of a broad range of data rather than from a single inspection of the premises and is therefore likely to be a more accurate reflection of the operation of the premises.

3. **Operation of the THIRST CLASS Scheme.**

- 3.1 The awards scheme will initially apply to Cardiff’s primarily late night licensed premises, which have a capacity of 100 persons and over. Three categories of premises will be recognised according to customer capacity i.e. large, medium and small. The aforementioned criteria will afford similarity and subsequent fairness.
- 3.2 Information from the various relevant Licensing Authority departments, of Cardiff Council will be provided on an agreed timescale format, for inclusion and subsequent award consideration processes.
- 3.3 Regular pro active checks are to be conducted by persons monitoring the system to identify premises which have been closed for long period of time (possibly for major refurbishment or pending sale.) In these cases, the system monthly measuring tables will be clearly marked with a ‘**C**’ for closure. Similarly proactive checks highlighting premises which restrict their operation for example to the busiest parts of the week, will also be clearly marked on the system with a ‘**P**’ for part time operation. These aforementioned safeguards, will ensure fairness in the deliberations of the awards.
- 3.4 After 12 months information gathering, those premises with the least issues based on the points awarded will be identified. The information will be reported to an awards panel consisting of a Senior Police Officer of Chief Inspector Rank or above, Chair of the Licensing Committee and Chair of the Cardiff Licensees Forum who will select the winning premises. All winners will receive a framed certificate recognising their achievements during the year which they will be able to keep and display. In the eventuality of a bad operator taking over the premises, whilst the award is displayed, there is a safeguard of having the award clearly dated, thereby only showing when the premises had been well managed in

the past. In the same context, if the premises continue to receive the award in consecutive years the collection of awards received can be proudly displayed alongside each other, so the public can see a degree of consistency.

- 3.5 It is possible that each small, medium & large section will have a few winners on equal points. In order to establish an outstanding achiever award winner from each batch of winners from each section, it is also proposed for the Awards Panel to have a system in place such as unannounced physical inspection visits to the Award Winners establishments to decide on the overall winner in each section. The outright winners will, in addition to the certificate, receive a Plaque or Trophy commemorating their achievements which they will keep for the year.
- 3.6 The main aims of the awards, are therefore to encourage operators to achieve the highest standards of safety and security providing them with advantages in terms of outcomes, publicity, reputation recognition and resultant profits. As far as policing and inter agency enforcement benefits are concerned, if operators endeavour to achieve these standards for the rewards mentioned, the busier late night licensed premises in Cardiff, would no doubt as a whole, show a general overall improvement in public safety and security.

4. Marketing the Scheme

- 4.1 The THIRST CLASS scheme will be implemented immediately. A new brand will need to be developed for the award scheme. All material will use the Cardiff Council logo, South Wales Police and other partners logos. According to the Council's Welsh Language Scheme, materials produced for the trade do not need to be bi-lingual. However, any material aimed at members of the public must be bi-lingual (with the exception of press releases). This is assuming that the Welsh Language Policy of South Wales Police concurs.
- 4.2 Discussions have been undertaken on how best to advise the premises that the scheme is in operation. The following actions have been agreed.

	ACTION	DATE
1.	A5 leaflets Aimed at the trade to inform them of the new award scheme. Needs to include an explanation of the traffic light scheme, key dates, contact details and any other relevant particulars of the scheme. English only but can print Welsh version in-house for Welsh speaking venues.	Completed by end Sep 2008
2.	Posters A4 posters to be used in staff areas to promote the award scheme. English only but can print Welsh version in-house for Welsh speaking venues.	Completed by end Sep 2008
3.	Press release Issue joint press release to local media and specialist press announcing the launch of the award scheme.	Sep 2008

4.	Internet Add internet page to Licensing section of Cardiff Council website explaining the scheme.	October 2008
5.	Award ceremony Arrange award ceremony for winners of award scheme. Book: <ul style="list-style-type: none"> • Venue • Guests of honour • Photographer • Catering 	Sep 2009
6.	Certificates and plaques Design certificates and source plaques/trophy for awards for small/medium/large premises.	Sep 2009
7.	Diary marker/press release To invite press to award scheme and to publicise the winners. Send release and photos to local media and specialist press.	Sep 2009
8.	Capital Times Arrange feature in Capital Times to promote winners of the awards scheme.	Oct/Nov 2009

5. **Achievability**

This report contains no equality personnel or property implications.

6. **Legal Implications**

6.1 There are no legal implications arising from this Report

7. **Financial Implications.**

7.1 The licensing service is required to be self financing with all expenditure being met from fees and charges which are set nationally.

7.2 The system can be provided from existing resources however there will be an additional moderate outlay on providing the awards which will be contained within the existing budget.

8. **Recommendation**

8.1 That the Committee support the adoption of the A CLASS scheme.

SEAN HANNABY

1 August 2008

CHIEF STRATEGIC PLANNING AND ENVIRONMENT OFFICER

This report has been prepared in accordance with procedures approved by Corporate Managers.

Background Papers: None



South Wales Police
Heddlu De Cymru

Thirst CLASS



Premises: Licensing Service

Room 161, City Hall, Cardiff

*C*ardiff

*L*ate Night licensed
Premises

*A*ward for

*S*afety and

*S*ecurity

Category: *Small Premises Award*

Yearly Award: **August 2008 –
August 2009**

Awarded by South Wales Police and Cardiff Council for outstanding achievement in ensuring Staff and Customer Safety and Security.