

Partnership Agreement: Scottish Executive and the alcohol industry

Initial signatories: **Scottish Executive**
Scotch Whisky Association
Tennents
Diageo
Scottish & Newcastle
Scottish Retail Consortium
Scottish Licensed Trade Association
BII Scotland
Scottish Beer & Pub Association
Scottish Grocers' Federation
Wine & Spirits Trade Association
Gin & Vodka Association
National Association of Cider Makers

In recognition of our shared aim to reduce alcohol misuse in Scotland, the Scottish Executive and the alcoholic drinks industry have agreed a number of actions as a first step in what we hope will be a long term collaborative approach to fostering a culture which recognises that responsible, moderate consumption can be part of a healthy society.

This agreement covers both alcohol producers and retailers (covering both on and off sales) and the initiatives agreed are designed to harness the knowledge and expertise of representatives from across the alcohol industry.

All parties are bringing resources and commitment to the furthering of the aims of the partnership – with an emphasis on delivering tangible action and outcomes. The Drinkaware Trust will promote responsible drinking messages and provide education and campaigning resources across the UK. This partnership aims to deliver added value in Scotland and will work with the Drinkaware Trust to ensure that our activities are aligned and mutually supportive to achieve greatest impact.

The partnership also jointly recognises the need for enforcement of current licensing legislation to ensure a zero tolerance approach to the illegal purchase of alcohol and the resultant alcohol related disorder. The Executive commits to taking further action in this respect, including the roll out of the test purchasing arrangements currently being piloted in Fife to prevent under age sales.

The Executive recognises that tackling alcohol misuse is not only a health issue, and, as referred to in the Updated Plan for Action on Alcohol Problems, commits to delivering resources from across the Executive to address this.

There are no quick fixes to what is a long term problem requiring a long term cultural change programme. Neither do the actions amount to the complete solution, but we believe that by working in partnership long term cultural change can be effected. We may continue to broaden this partnership to include others. Participation in this arrangement will not prevent parties also continuing their own work in this area

The agreement is not legally binding. It is complementary to the Updated Plan for Action on Alcohol Problems and as with the Plan will be reviewed in due course.

The initiatives outlined below are the first in an ongoing programme. Others will be added and this list will be continuously updated and refined.

SPECIFIC INITIATIVES ALREADY AGREED, INVOLVING INDIVIDUAL PARTNERS AS APPROPRIATE:

We will:

- Build on best practice to develop and promote common core sensible drinking messages, and information about the incompatibility of alcohol consumption with certain activities;
- In pursuit of the above, share media and marketing expertise to promote those messages;
- Share consumer research on promoting sensible drinking and responsible retailing;
- Consider the scope for joint events to focus public and media attention on the dangers of alcohol misuse, alongside wider messages of personal responsibility.
- Work with the media and other stakeholders to discourage inappropriate endorsement or legitimisation of inappropriate alcohol consumption;
- Develop a set of shared Scottish specific Standards, underpinning and strengthening in Scotland the approach already adopted at UK level;
- Work with retailers and the National Licensing Forum to support a comprehensive server training programme in responsible drinking ahead of the 2009 Licensing Act implementation deadline;
- Develop and implement exemplar alcohol policies in our own workplaces, which we will also share and promote more widely within the public and private sectors, including to Small and Medium Size Enterprises (SMEs);
- Where appropriate, individual companies will pilot low alcohol alternatives in the Scottish market and use their joint creative energies to market the principle

of consuming low alcohol alternatives, within the context of making informed choices and unit awareness.

- Investigate the promotion of no alcohol alternatives in the retail sector ;
- Develop and produce guidelines to establish best practice on the promotion of alcohol via sponsorship;
- Work together to develop and implement an intensive series of interventions, including community support, within geographically focussed pilots to establish the cumulative effect of a multi faceted and targeted approach to reducing alcohol harm;
- Produce educational materials for parents to use with their children outside the school setting, also encouraging parents to consider their own drinking habits in discussing the issue with their children;
- Hold a National Awareness Week with support from other partners such as the voluntary sector.