



‘Drink Less Enjoy More’

- evaluating a model to address problematic drinking in the night time economy

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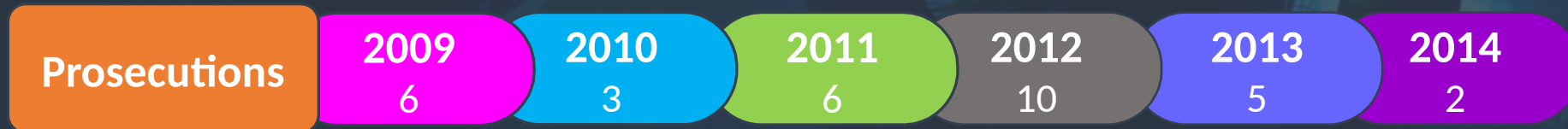
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Background

- The service of alcohol to drunks has been illegal for over 400 years
- The licensing act 2003 (Section 141)

Prosecutions & penalty notices for disorder, England and Wales

Sale of alcohol to a drunken person



- Range of interventions implemented
 - few focus on addressing culture of drunkenness

Intervention

- 1 • A study conducted in Liverpool in 2013 illustrated how prevalent sales to drunk people in nightlife venues is. In 84% of alcohol purchase attempts in bars and clubs by pseudo-drunk actors, the actor was served alcohol, with clear evidence of upselling.

- 2 • Piloted in 2014 as “Say No to Drunks”
 - Re-branded to Drink Less Enjoy More (DLEM)• DLEM on-going intervention ran during periods associated with alcohol-related harms

3 DLEM is a multi-component intervention

- 3 core components

Community mobilisation



Bar staff training



Engagement



Evaluation

Nightlife user survey

- Alcohol legislation awareness
- Perceptions & attitudes relating to nightlife drunkenness
- Nightlife alcohol consumption (including preloading)
- Intervention awareness & perceptions



Pseudo-intoxicated actors

- On-licensed premises propensity to sell alcohol to pseudo-intoxicated actors
- Researcher observations of poorly managed problematic premises



Bar staff survey (2015 N=51)

- Legislation awareness
- Awareness & perceptions of the intervention
- Propensity to serve alcohol to drunks
 - i.e. pseudo-intoxicated actors



Bar staff survey

Alcohol service, drunkenness and the law

82% reported they would never serve a drunk person

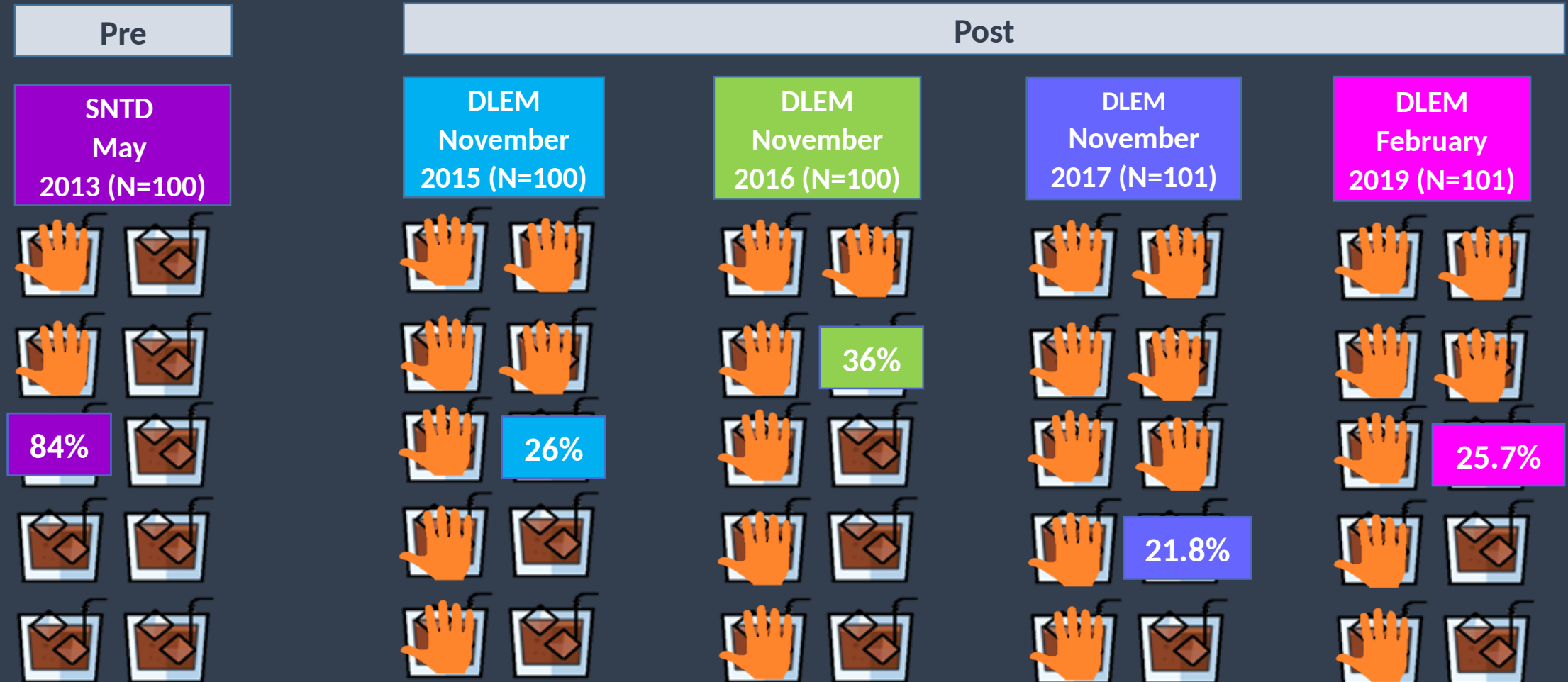
96% confident in refusing service of alcohol to a drunk person

94% confident in managing drunk customers in the bar

86% knew it was illegal to purchase alcohol for a drunk person

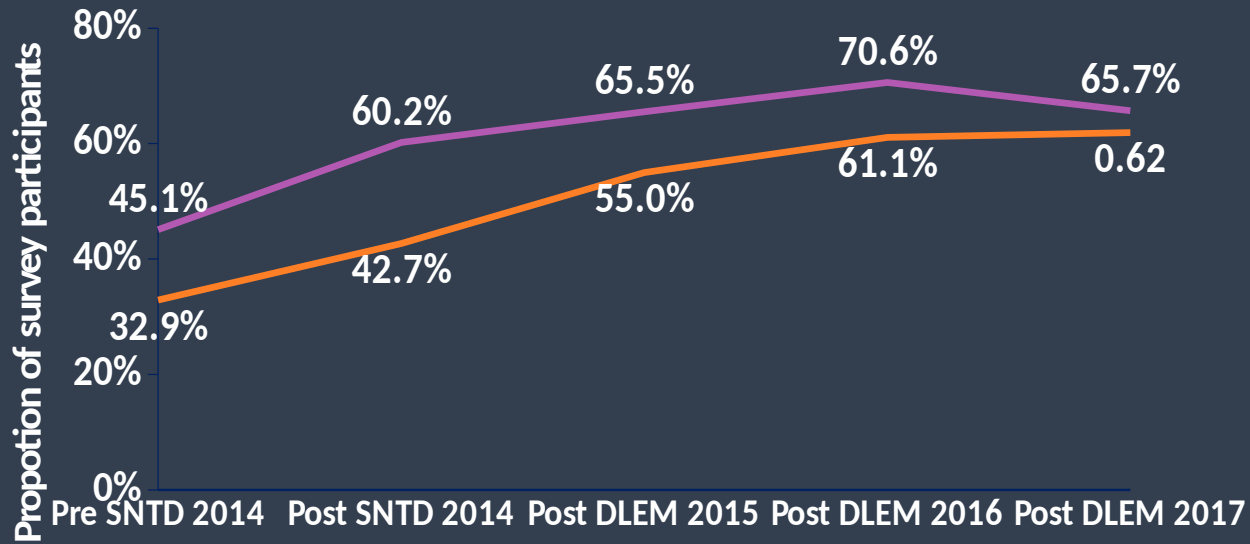
96% knew it was illegal to sell alcohol to a drunk person

Pseudo-intoxicated actors test purchases



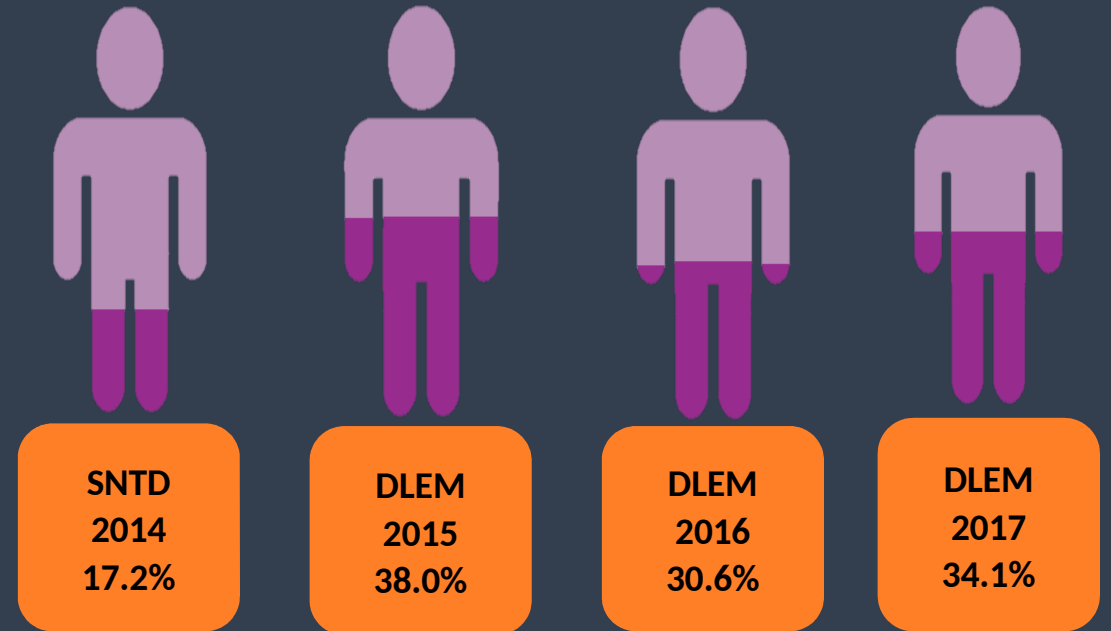
Nightlife user survey

Knowledge of the law



- Illegal for a bar staff to serve alcohol to someone who is already drunk
- Illegal to buy alcohol for a friend who is already drunk

Awareness of the intervention

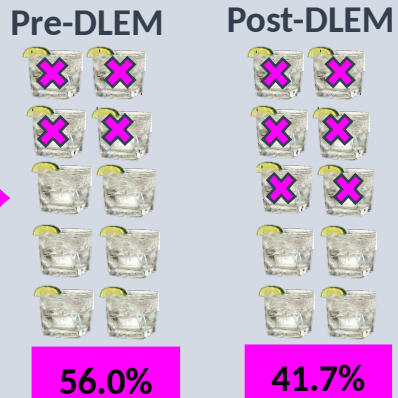


Broader reach and other areas of implementation

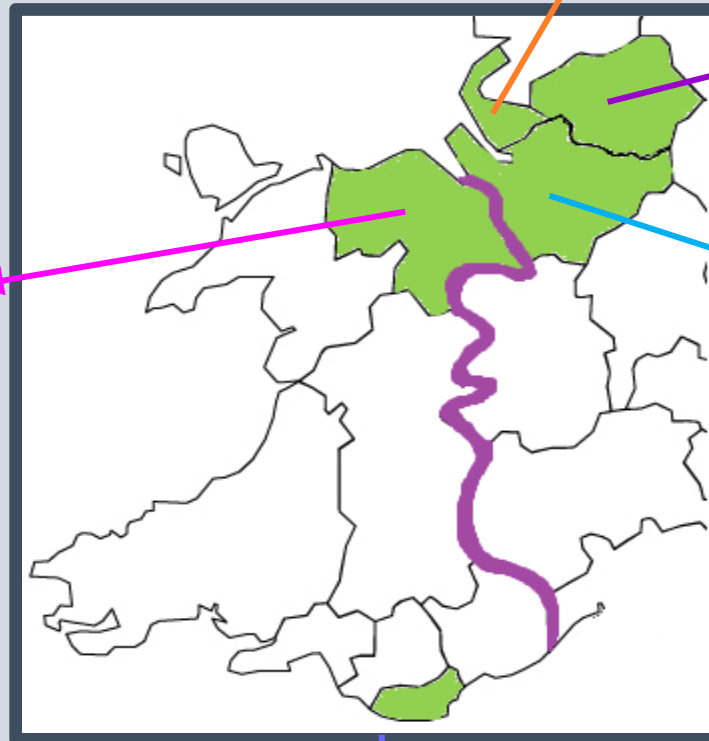
Wrexham
(2017)

- Illegal to sell (Bar staff)
 - Pre 61.4%
 - Post 66.9%
- Illegal to sell (Shop assistant)
 - Pre 55.1%
 - Post 64.1%
- Illegal to purchase alcohol for someone else
 - Pre 52.5%
 - Post 52.8%

Proportion of nightlife users aware of laws on sale of alcohol to and purchase of alcohol for drunks



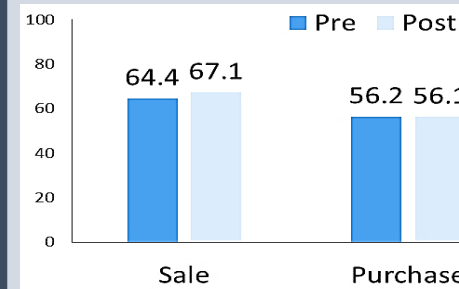
Proportion of test purchases resulting in sale of alcohol to the pseudo-drunk actors



Liverpool
(2014 onwards)

Manchester (2015)
Pseudo intoxicated actors

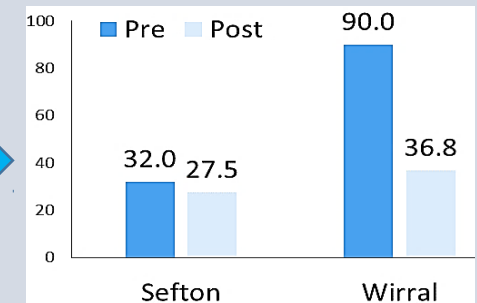
Cheshire and Merseyside
(2017)



Proportion of nightlife users aware of laws on sale of alcohol to and purchase of alcohol for drunks

South Wales
(2015)

Proportion of test purchases resulting in sale of alcohol to the pseudo-drunk actor reduced from 48.6% to 30.0%



Thank you

With thanks to Nadia Butler and Zara Quigg

Full reports and finding are available through the PHI website.

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<https://www.ljmu.ac.uk/research/centres-and-institutes/public-health-institute>