

RE: Licensing Act 2003 - Statement of Licensing Policy, Cumulative Impact policy and Assessment consultation

David Saer <DSaer@portmangroup.org.uk>

Mon 05/10/2020 11:43

To: Licensing Policy Consultation <lpc@peterborough.gov.uk>

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Hello,

Thank you for contacting us to contribute to the consultation on your licensing policy.

We welcome the reference and commendation of the Portman Group Code of Practice in the document guidance section.

We know that several other authorities have included a brief description of the Portman Group Code of Practice and contact details in their document annexes. If you were to consider such a text to encourage retailers in your area to abide by Retailer Alert Bulletins to remove irresponsible products and promotions, we might suggest including the following:

The Portman Group Code of Practice

The Portman Group operates, on behalf of the alcohol industry, a Code of Practice on the naming, packaging and promotion of Alcoholic Drinks. The Code seeks to ensure that drinks are packaged and promoted in a socially responsible manner and only to those who are 18 years old or over. Complaints about products under the Code are considered by an Independent Complaints Panel and the Panel's decisions are published. If a product's packaging or point-of-sale advertising is found to be in breach of the Code, the Portman Group may issue a Retailer Alert Bulletin to notify retailers of the decision and ask them not to replenish stocks of any such product or to display such point-of-sale material, until the decision has been complied with. The Code is an important tool in protecting children and vulnerable consumers from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner which may particularly appeal to these groups.

I would also highlight the latest edition of the [Code of Practice](#), which was published last year and contains several [new important updates](#) including action to target offensive marketing and associations with illegal behaviour.

I would also highlight the following technical points -

- We have recently moved office and our new address is Millbank Tower, 21-24 Millbank, London SW1P 4QP
- Our new telephone number is - 020 3925 5704
- We plan on launching a dedicated page to our Retailer Alert Bulletins on our website soon, which will help aid licensing officers and retailers in viewing the most recent and past decisions from the Independent Complaints Panel.

I do hope you find the above useful and if you have any questions, or if you are not receiving our Retailer Alert Bulletins, please just let me know.

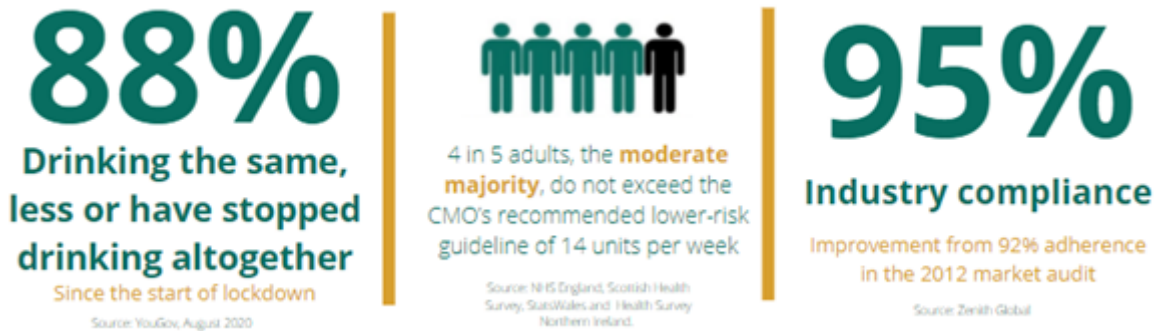
Kindest regards,

David Saer

Policy and Communications Manager



Tel: 020 3925 5704 | Millbank Tower, 21-24 Millbank, London, [SW1P 4QP](#) | Twitter: @portmangroup



From: Licensing Policy Consultation <ipc@peterborough.gov.uk>

Sent: 19 August 2020 16:31

Subject: Licensing Act 2003 - Statement of Licensing Policy, Cumulative Impact policy and Assessment consultation

Good afternoon,

Peterborough City Council Licensing department are consulting on the Licensing Act 2003 Statement of Licensing Policy, Cumulative Impact Policy and Assessment, and invite your comments.

The consultation runs from 19 August to 14 October 2020. Should you wish to respond and make comment, please ensure that you do so prior to the end of the consultation period, to ensure your comments can be properly considered prior to determination.

Comments must relate to the effect that licensed premises are having, positive and/or negative and must relate to at least one of the four licensing objectives, which are:

- ❖ The prevention of crime and disorder
- ❖ Public Safety
- ❖ The prevention of public nuisance
- ❖ The protection of children from harm

Further information, including how to respond, may be found on the attachment to this email or on the council's website. (see link below)

<https://www.peterborough.gov.uk/business/licences-and-permits/licensing-act>

As part of the consultation process, we are writing to those likely to be affected by the policy and recognise that in some areas it may be difficult to identify the correct persons or bodies to consult. With this in mind, it would be appreciated if you could forward this email to the most appropriate person or body to respond, if necessary.

Yours faithfully

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Consultation Officer

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