

ARGYLL & BUTE ADAT

Supt Raymond Park
Chair
c/o Argyll & Bute Addiction Team
Argyll & Bute Hospital
Blarbuie Road
Lochgilphead
Argyll

15th January 2009

Mr Eric Box
Chair of the Licensing Forum
c/o Argyll & Bute Council
Kilmory
Lochgilphead
Argyll

Dear Mr Box

At a recent meeting of the Argyll & Bute Alcohol and Drug Team (ABADAT) it was agreed that we should contact the Licensing Forum and Licensing Board regarding the issue of displaying alcohol unit content at major outdoor events.

The ABADAT membership agreed that it would be beneficial for the Licensing Board to request that all major outdoor events with a licence to sell alcohol display the unit content of the alcohol products they are selling alongside the volume, price and alcohol by volume (ABV).

Eg:

<i>Stella Artois</i>	<i>Pint</i>	<i>£3.50</i>	<i>5.2%ABV</i>	<i>3 units</i>
<i>Merlot wine</i>	<i>250ml</i>	<i>£4</i>	<i>14%ABV</i>	<i>3.5 units</i>

This request has come about as a result of research undertaken at the Connect Festival in Inveraray in 2007 & 2008 by NHS Highland Public Health department. For the last two years they have undertaken surveys of people attending the festival to ascertain their knowledge of alcohol units and sensible drinking recommendations. It became evident that, while recommended sensible drinking knowledge was reasonably high in some quarters, most individuals had no perception of the number of units contained within the alcoholic drinks they were consuming at the event.

All of the major alcohol outlets at the event prominently displayed details of the products for sale, the volume, price and ABV **but not the units**.

A requirement for licence holders to display the units per drink would allow the public to easily calculate the amount of alcohol they were consuming and to make informed choices regarding the sensible drinking recommendations.

The ABADAT agreed that major outdoor events, such as the Connect Festival, are an appropriate target for such an initiative as all alcohol products are served in plastic glasses with no labelling or information.

If you require any further information regarding this proposal please contact Craig McNally, Senior Health Promotion Specialist on 01436 655076.

The ABADAT hopes you are able to support this request.

Yours sincerely

Raymond Park

Raymond Park
Chair

Rec'd 28.1.09