FALKIRK COUNCIL
Municipal Buildings,
Falkirk, FK1 5RS

FALKIRK LOCAL LICENSING FORUM

You are invited to attend a **MEETING** of the Falkirk Local Licensing Forum to be held in the **MUNICIPAL BUILDINGS, FALKIRK** on **THURSDAY 22 SEPTEMBER 2011** at **2.30 p.m.**

Rose Mary Glackin
Chief Governance Officer

15 September 2011

BUSINESS

Intimate Apologies

1. **MINUTES**

   Submit:-

   (a) Minute of Meeting of the Falkirk Local Licensing Forum held on 24 February 2011 **(Pages 2 to 5)**

   (b) Minute of Meeting of the Falkirk Local Licensing Forum held on 10 March 2011 **(Page 6)**

   (c) Minute of Meeting of the Falkirk Local Licensing Forum held on 26 May 2011 **(Page 7)**

2. **MATTERS ARISING**

3. **FALKIRK COUNCIL LICENSING BOARD CONSULTATION ON THE DRAFT OVERPROVISION ASSESSMENT LICENSING (SCOTLAND) ACT 2005 – RESPONSE BY FALKIRK LOCAL LICENSING FORUM**

   Submit, for noting, response submitted on 7 April 2011 **(Page 8)**

4. **MONITORING AND EVALUATING SCOTLAND'S ALCOHOL STRATEGY (MESAS) – UPDATE OF ALCOHOL SALES AND PRICE BAND ANALYSES**

   Submit, for noting, summary of MESAS update of alcohol sales and price band analyses **(Pages 9 to 41)**

5. RELEVANT ISSUES/INFORMATION

Submit Report by Licensing Standards Officer. **(Pages 42 to 43)**

(Contact for further information – Brian Pirie Tel No. 01324 506110)

AGENDA ITEM
1(a)
DRAFT

FALKIRK COUNCIL

MINUTE of MEETING of the FALKIRK LOCAL LICENSING FORUM held in the MUNICIPAL BUILDINGS, FALKIRK on THURSDAY 24 FEBRUARY 2011 at 2.30 p.m.

FORUM MEMBERS PRESENT:	L Ainslie, Bo'ness Community Council; Sergeant B Daye, Central Scotland Police (substituting for R McGregor); C Forsyth, Corporate Policy Officer (Substance Misuse); B Flynn, The Scottish Licensed Trade Association; T Grieve, Brightons Community Council; Dr O Harding, NHS Forth Valley; T Ross, Licensing Standards Officer, and P Smith, BEDA.
CONVENER:	T Grieve.
APOLOGIES:	A Keir, Belhaven Leased Pubs; I Lovie & K Mackie, Scottish Grocers' Federation Ltd., and Superintendent R McGregor, Central Scotland Police.
COUNCIL OFFICERS PRESENT:	B Pirie, Democratic Services Manager; A Barr, Consumer Protection Manager, and A Fraser, Committee Officer.
ALSO ATTENDING:	M Hunt, Bo'ness Community Council.

1. MINUTE

There was submitted (circulated) and **APPROVED** Minute of Meeting of the Falkirk Local Licensing Forum held on 27 January 2011.

2. MATTERS ARISING

- Scottish Government Leaflet – You, Your Child and Alcohol

  C Forsyth advised that a leaflet had been emailed to members of both the Local Licensing Forum and Falkirk Council Licensing Board for their information. He also advised that the leaflet had been circulated to local GP Surgeries, Pharmacies and to school pupils from P6 to S2.

  Noted.

- Inviting Guest Speakers to address the Licensing Forum

  A Fraser advised that she had been in contact with Alcohol Focus Scotland who had advised that depending on its future funding, it may be possible for a representative to attend a meeting of the Licensing Forum.

  Noted.

- Membership of the Licensing Forum

  B Pirie advised that membership of the Forum would be reviewed at the next Local Government Elections in May 2012.

  He also advised that correspondence had been received from the Falkirk Central Community Council's (FCCC) representative advising that he had resigned from FCCC and therefore would no longer sit on the Forum. Mr Pirie confirmed that 5 of the 7 members of FCCC had resigned and that as a consequence, the future of the Community Council was unclear.

  Noted.

3. REPRESENTATION ON LICENSING FORUM – REQUEST FOR SPORTS AND SOCIAL CLUB MEMBERSHIP

There was submitted Report (circulated) by the Acting Director of Law and Administration advising the Forum that a request had been received from Michael Matheson, MSP to include in the Forum's membership representation from sports and social clubs.

Discussion focused on:-

- the original membership of the Licensing Forum
- the possibility of including representation from sports and social clubs to the membership during the review in May 2012
- the distinction between sports clubs and social clubs and whether there were local representative bodies which could articulate the views of individual clubs to the Forum

The Forum **agreed** to:-

(1) write to Michael Matheson, MSP seeking clarification on his request, and

(2) to discuss the matter at a future meeting of the Forum, once clarification had been received.

4. THE LICENSING (SCOTLAND) ACT 2005 UPDATE ON OVERPROVISION ASSESSMENT, ISSUING OF LICENCES AND THE REVIEW OF THE STATEMENT OF LICENSING POLICY

There was submitted Report (tabled) by the Clerk to the Licensing Board providing an update on (a) the Licensing Board's Overprovision Assessment; (b) the issue of Premises Licences, and (c) the review of the Statement of Licensing Policy.

(a) Overprovision Assessment – Consultation Document

A Barr confirmed that the draft consultation document had been approved by the Licensing Board on 16 February 2011 and that the formal consultation exercise had commenced on 21 February 2011. She advised that all statutory consultees, including the Licensing Forum, had been sent a copy of the documentation. She further advised that letters had been sent to around 400 premises licence holders advising that the consultation document was available on the Council's website. Solicitors' firms within the Falkirk area, Edinburgh and Glasgow had also been furnished with the documentation.

Discussion took place on the following:-

- disappointment that the Forum had not been engaged/consulted during the pre-consultation exercise which had taken place late last year and therefore had no opportunity to debate the draft document, prior to the consultation process commencing
- concern that Licensing Forum members had not been sent copies of the documentation individually
- the current challenging trading environment
- noting from the consultation document, that the Falkirk Council area is below the national average for the number of licensed premises per head of population
- a lack of evidence to suggest that overprovision exists within the Falkirk Council area
- the varying reasons why 56 premises licences had lapsed during/after transition
- the latest alcohol statistics for Scotland, which were published on 22 February

The Forum **agreed**:-

(1) to write to the Convener of Falkirk Council Licensing Board advising of the Forum's concerns that it had not been included in the pre-consultation exercise;

(2) that the Consumer Protection Manager arrange to have the consultation document issued to all members of the Licensing Forum if they did not already have a copy;

(3) that a meeting of the Licensing Forum be held on Thursday 10 March 2011 to discuss the Forum's response to the overprovision consultation document, and

(4) that the alcohol statistics for Scotland 2011, published on 22 February be emailed to all members of the Licensing Forum for their information.

(b) Issue of Premises Licences

A Barr advised that all premises licences had been drafted and that, apart from a small number, would be issued by the deadline of 1 March 2011. She highlighted the amount of work involved in generating the licences due to transfer and variation applications submitted since transition.

Noted.

(c) Review of the Statement of Licensing Policy

A Barr advised that the Licensing Section were liaising with the Council's Legal Services to finalise the draft consultation document for approval by the Licensing Board prior to the consultation exercise commencing. It was anticipated that the finalised draft document would be presented to the Licensing Board at its next meeting on 16 March 2011.

Discussion took place on the following:-

- highlighting that Central Scotland Police area command covers 3 licensing board areas, Clackmannanshire, Stirling and Falkirk with each having their own distinct Licensing Policy
- areas within the existing Policy which require to be addressed
- the Statement of Licensing Policy can be reviewed at any time, if necessary
- the process for reviewing the Statement of Licensing Policy and the timing of Falkirk's review

Noted.

5. OPEN DISCUSSION

(a) Alcohol Advertisements

L Ainslie raised the issue of the impact and costs of full page alcohol advertisements placed in national newspapers by large supermarket chains.

Discussion took place on how supermarkets were permitted to sell alcohol at discounted prices, and that the only way to alleviate this would be to introduce minimum pricing.

Noted.

(b) Agenda Items

Discussion took place on agenda items for future meetings of the Licensing Forum.

The Forum **agreed** that the Licensing Standards Officer and representative from Central Scotland Police would submit reports to the Forum detailing relevant issues/information.

AGENDA ITEM
1 (b)

DRAFT

FALKIRK COUNCIL

MINUTE of MEETING of the FALKIRK LOCAL LICENSING FORUM held in the MUNICIPAL BUILDINGS, FALKIRK on THURSDAY 10 MARCH 2011 at 2.00 p.m.

FORUM MEMBERS PRESENT: Tom Grieve, Brightons Community Council; Paul Smith, BEDA; Sergeant Briony Daye, Central Scotland Police; Caird Forsyth, Corporate Policy Officer (Substance Misuse); Dr. Oliver Harding, Consultant, NHS Forth Valley and Thomas Ross, Licensing Standards Officer.

APOLOGIES: Lennox Ainslie, Bo'ness Community Council; Malcolm Richards, Grangemouth Community Council; Ian Lovie, Scottish Grocers' Federation Ltd; Robbie McGregor, Central Scotland Police and Douglas Frood, Licensing Standards Officer.

COUNCIL OFFICER PRESENT: Arlene Fraser, Committee Services Officer (Law and Administration).

1. QUORUM

With reference to Paragraph 8.6 of Falkirk Local Licensing Forum's Constitution, there not being present a quorum, the meeting was declared adjourned.

AGENDA ITEM
1 (c)
DRAFT

FALKIRK COUNCIL

MINUTE of MEETING of the FALKIRK LOCAL LICENSING FORUM held in the MUNICIPAL BUILDINGS, FALKIRK on THURSDAY 26 May 2011 at 2.30 p.m.

FORUM MEMBERS PRESENT:	Lennox Ainslie and Madelene Hunt, Bo'ness Community Council; Tom Grieve, Brightons Community Council; Dr. Oliver Harding, Consultant, NHS Forth Valley; Brian Flynn, The Scottish Licensed Trade Association; Robbie McGregor, Central Scotland Police and Douglas Frood, Licensing Standards Officer.
APOLOGIES:	Caird Forsyth, Corporate Policy Officer (Substance Misuse); Thomas Ross, Licensing Standards Officer; Malcolm Richards, Grangemouth Community Council and Katie Mackie, Scottish Grocers' Federation Ltd.
COUNCIL OFFICER PRESENT:	Brian Pirie, Democratic Services Manager (Law and Administration)

1. QUORUM

With reference to Paragraph 8.6 of Falkirk Local Licensing Forum's Constitution, there not being present a quorum, the meeting was declared adjourned.

FALKIRK COUNCIL LICENSING BOARD CONSULTATION ON THE DRAFT OVERPROVISION ASSESSMENT LICENSING (SCOTLAND) ACT 2005

DRAFT RESPONSE BY FALKIRK LOCAL LICENSING FORUM

With reference to the above consultation, Falkirk Local Licensing Forum held a special meeting on Thursday 10th March 2011 when members considered the document and wish to make the following comments:

The Licensing Forum considered the document in its entirety and believes that it represents a considerable amount of work in the calculation of whether or not there is overprovision of licensed premises in the Falkirk Council area that could be related to the five licensing objectives. The Forum also noted that the assessment of overprovision has been carried out within the parameters of the Guidance issued by the Scottish Government in terms of the Licensing (Scotland) Act 2005.

Given the methodology adopted, the Forum cannot disagree with the conclusions of the assessment, in that it has not been possible to identify any locality within the Falkirk Licensing Board's jurisdiction where data supports a robust and compelling argument that the prevalence of licensed premises or licensed premises of a particular description, has been reached or is close to reaching saturation point. However, the Forum is aware that the same challenge exists for all local authorities in undertaking an overprovision assessment but that by applying an alternative methodology, overprovision has been capable of being identified elsewhere. The Forum is curious as to what the conclusion would have been if a different methodology had been adopted.

The Forum welcomes the statement within the overprovision assessment that this conclusion also recognises that each application for a premises licence will be judged on its own merits and could find that a ground for refusal based on overprovision exists in the future.

The Forum, would in future, welcome notification of any new premises applications being made to the Licensing Board.

Falkirk Local Licensing Forum
Date : 7 April 2011

AGENDA ITEM

4

NHS Health Scotland

Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS)

An update of alcohol sales and price band analyses

August 2011

Purpose

To contribute to the development and evaluation of Scotland's Alcohol Strategy by providing accurate and up-to-date analyses of data on alcohol sales and price in Scotland and England & Wales.

Methods

Pure alcohol sales data derived from electronic sales records and retail outlet sampling were provided by The Nielsen Company and CGA Strategy and used to describe trends in total alcohol sales in Scotland and England & Wales. Per capita sales were calculated for adults aged ≥16 years. The volume of pure alcohol sold in off-sales in each of a range of price bands (pence per unit (ppu) of alcohol) was also provided for 2008-2010 for all main drink categories. This provided a price band profile for the volume of pure alcohol sold in each drinks category, allowing those drinks categories currently sold at relatively lower prices to be clearly identified.

Results

- Retail sales data indicate that in 2010, 11.8L of pure alcohol were sold per adult in Scotland (22.8 units per adult per week) compared with 10.7L in 1994, an increase of 11%. Most of this increase occurred between 1994 and 2005, with a broadly stable trend thereafter.
- In England & Wales, per adult sales increased from 9.6L in 1994 to a peak of 10.5L in 2005, decreasing slightly each year thereafter to 9.6L in 2010 (18.5 units per adult per week).
- In Scotland, on-trade sales of pure alcohol decreased by 28% from 5.5L in 1994 to 3.9L in 2010, whereas off-trade sales increased by 52% over the same time period, from 5.2L in 1994 to 7.9L in 2010. It is estimated that about two-thirds (67%) of all pure alcohol sold in Scotland in 2010 was sold through the off-trade.
- The decline in on-trade sales of pure alcohol per adult in Scotland between 1994 and 2010 was driven by a 35% decline in on-trade beer sales (from 3.2L to 2.1L); the upward trend in off-trade sales per adult was driven by a more than twofold increase in off-trade wine sales (from 1.0L to 2.6L).
- In 2010:
  - An additional 2.2L of pure alcohol were sold per adult in Scotland (11.8L) compared to England & Wales (9.6L); per adult sales in Scotland were therefore over a fifth higher (23%), the widest gap observed over the period analysed.
  - Most of this difference was due to 1.6L higher off-trade sales in Scotland than in England & Wales.
  - 1.1L of the off-trade difference was due to higher per adult sales of spirits in Scotland.
  - Vodka explained 38% of the difference in off-trade sales; per adult sales of vodka through the off-trade in Scotland were almost 2.5 times higher than in England & Wales.
  - The average price of a unit of alcohol sold through the off-trade in Scotland was 45ppu, and 134ppu through the on-trade.
- Over the three years 2008-2010, the proportion of off-trade alcohol sold in the lower price bands diminished, with the biggest decline in the cheapest price bands. In 2008, 57% of off-trade alcohol was sold at less than 40ppu, 81% at less than 50ppu and 91% at less than 60ppu. By 2010 this had declined to 45% of off-trade alcohol sold at less than 40ppu, 73% at less than 50ppu and 87% at less than 60ppu.
- Higher off-trade sales were common across the entire price distribution in Scotland and across most drink types. However, this was particularly marked in the 30-44.9ppu range and for spirits, especially vodka.

This briefing is a summary of the full report, which is a web-only publication. The report and accompanying datasets are available to download from www.healthscotland.com/scotlands-health/evaluation/planning/MESAS.aspx

Figure 1: Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, 1994-2010

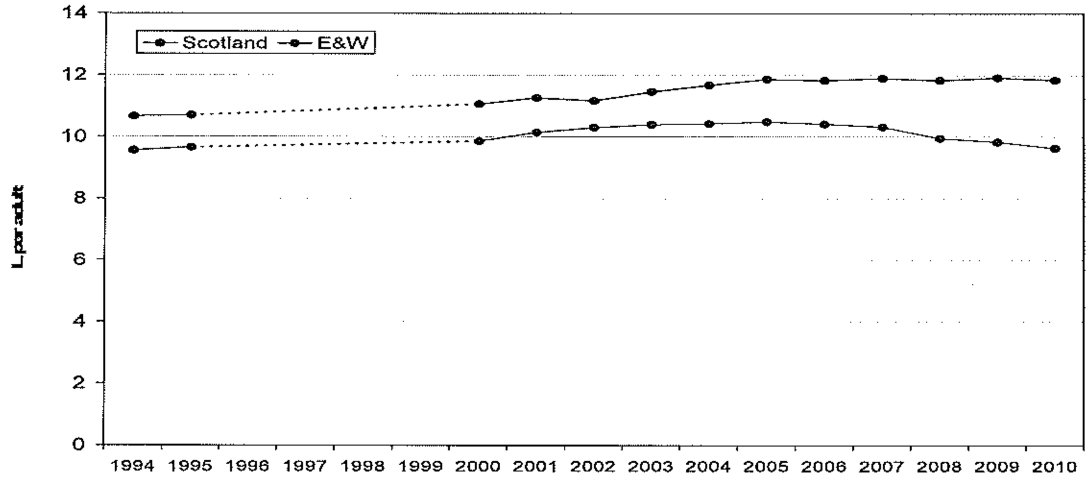

Figure 2: Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, by market sector, 1994-2010

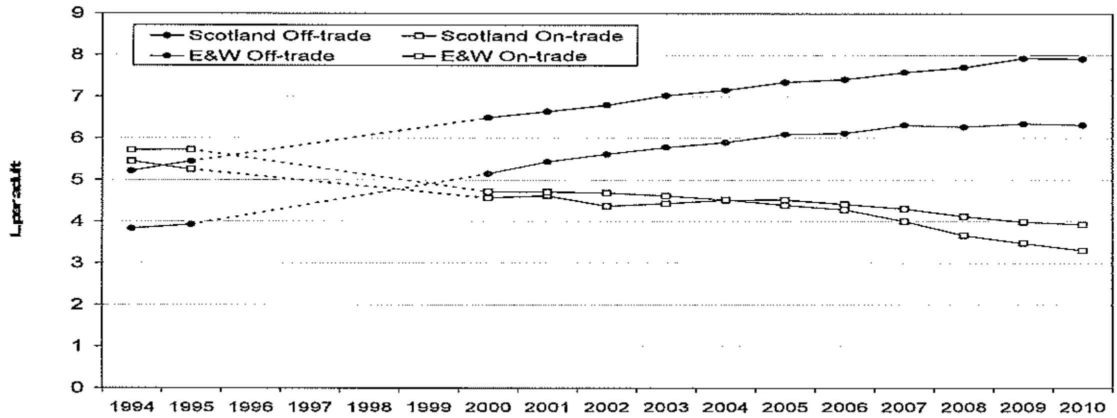

Figure 3: Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, by drink type, 1994-2010

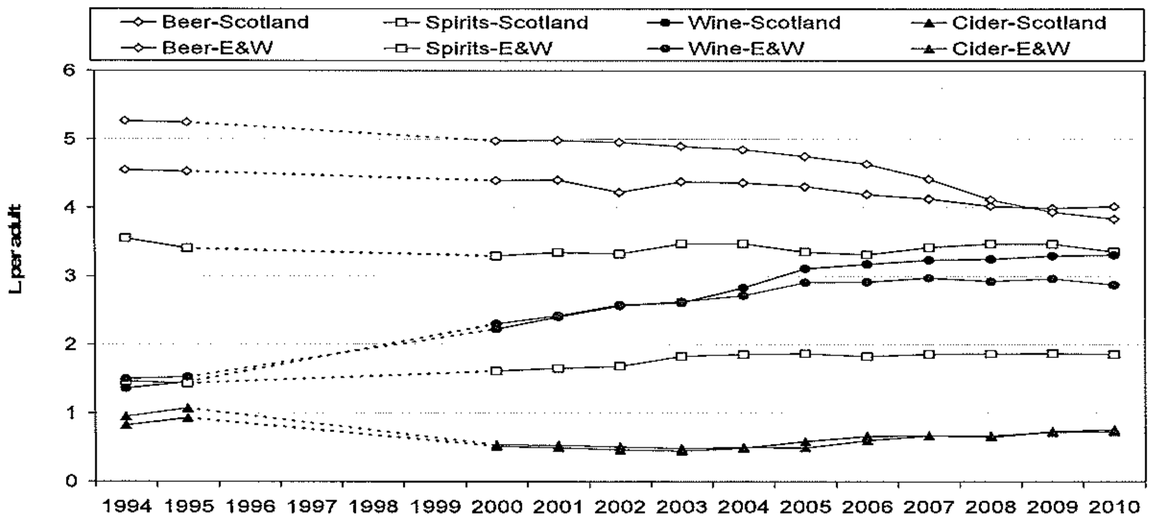

Figure 4: Price distribution (%) of pure alcohol sold off-trade in Scotland, 2008-2010

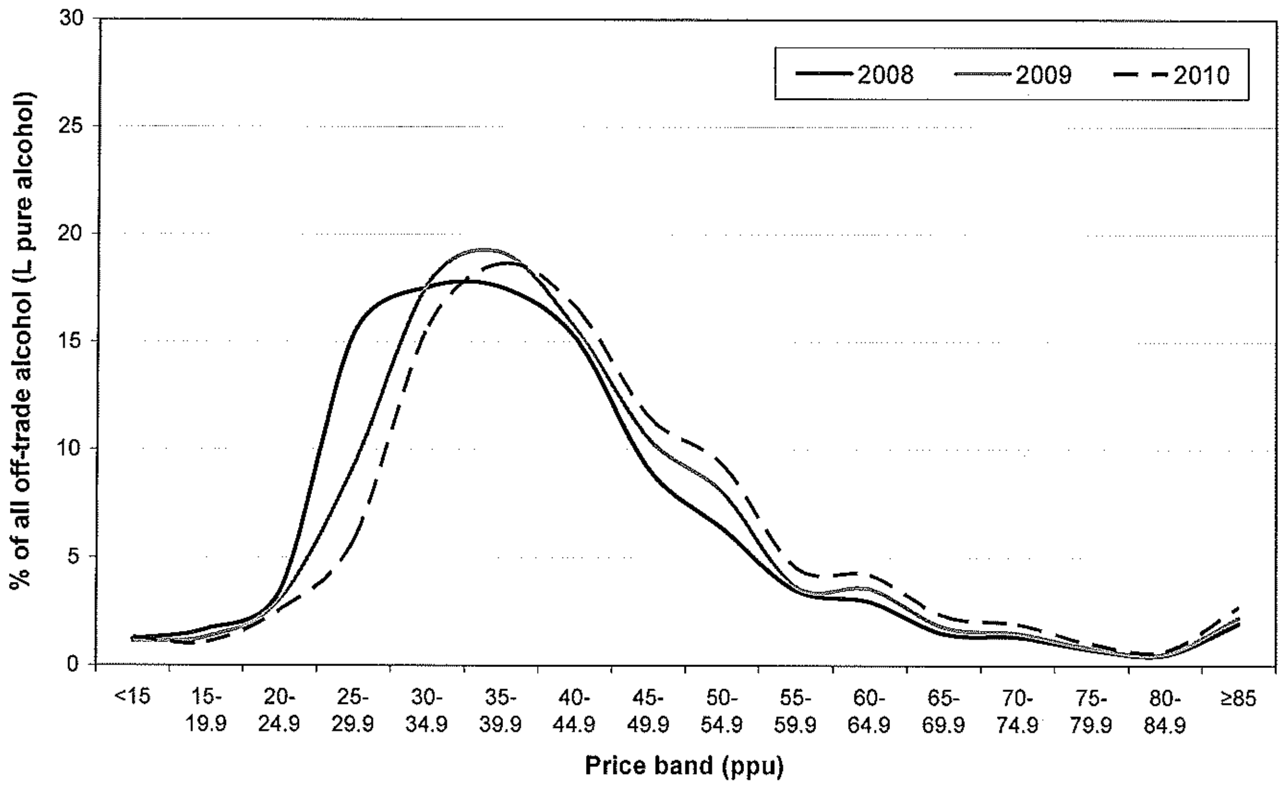

Figure 5: Price distribution (L per adult aged ≥16) of pure alcohol sold off-trade in Scotland and England & Wales, 2010

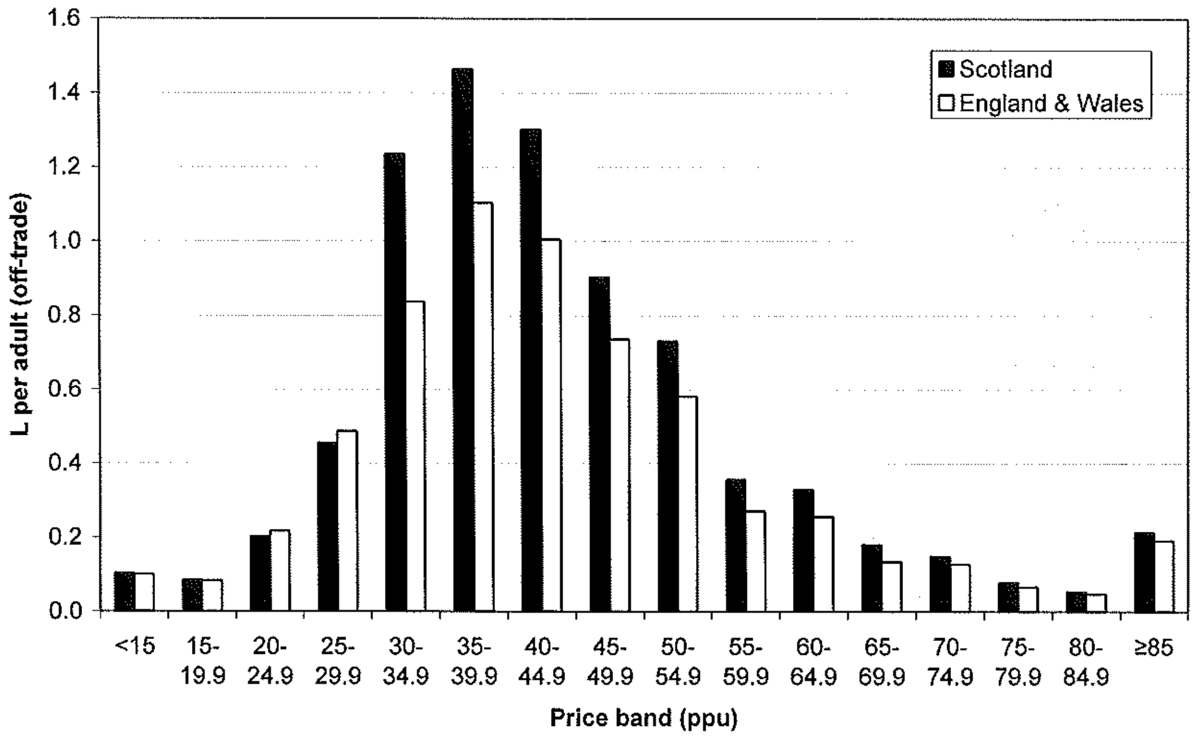

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Figure 6: Price distribution (L per adult aged ≥16) of pure alcohol sold off-trade as spirits in Scotland and England & Wales, 2010

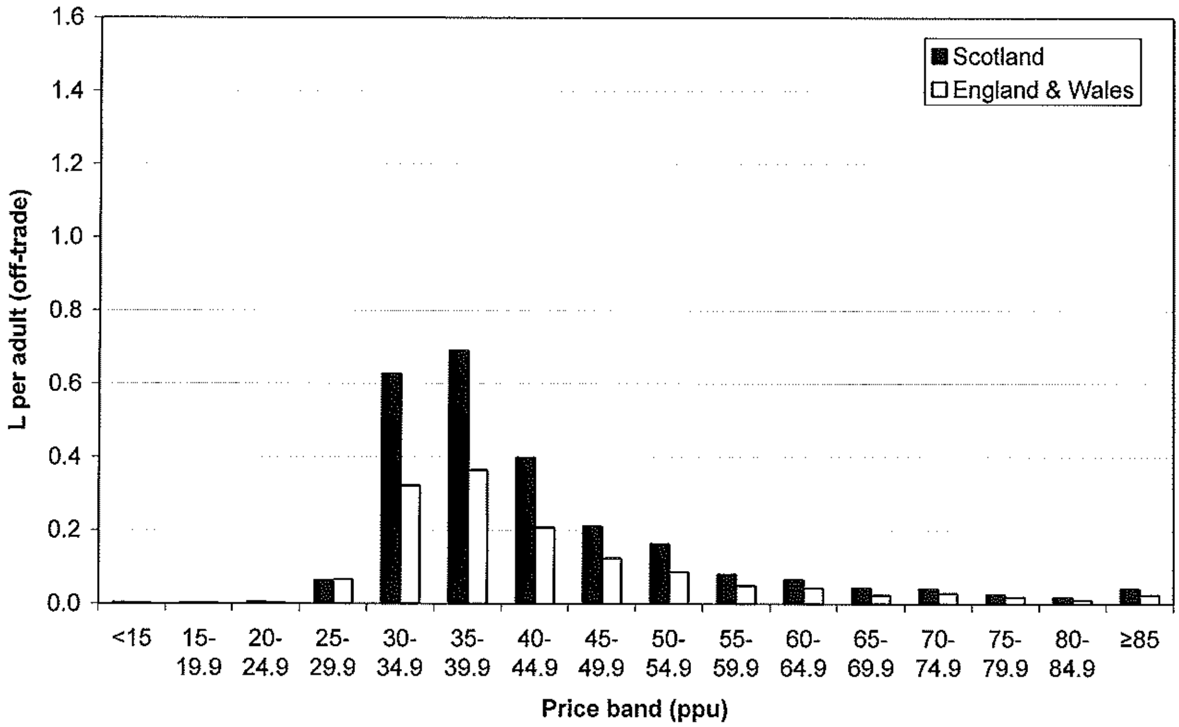
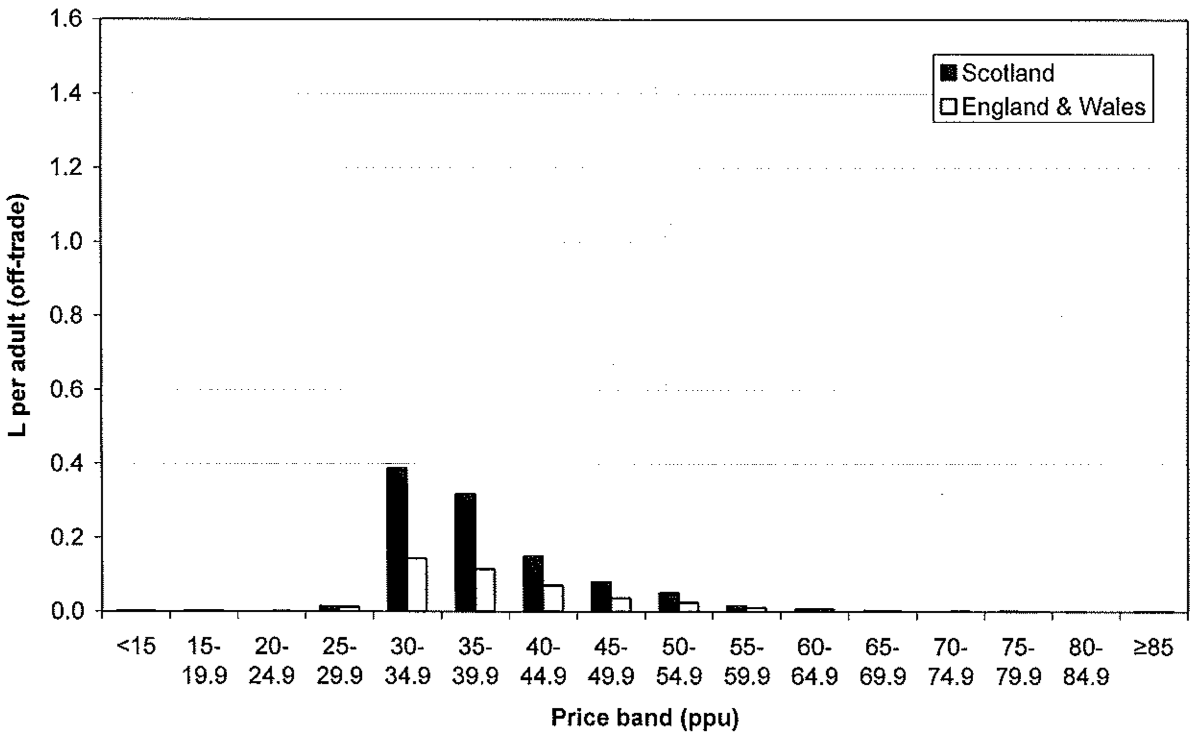


Figure 7: Price distribution (L per capita aged ≥16) of pure alcohol sold off-trade as vodka in Scotland and England & Wales, 2010



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Monitoring and Evaluating Scotland's Alcohol Strategy: An update of alcohol sales and price band analyses

August 2011

Published by NHS Health Scotland,
Woodburn House, Canaan Lane, Edinburgh, EH10 4SG

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Acknowledgements

We are grateful to Stewart Blunt (The Nielsen Company), Mark Newton and Graeme Loudon (both CGA Strategy) for providing advice on the methods used to estimate alcohol sales, and to Dr Rachel Thorpe, NHS Lanarkshire, for providing useful comments on an earlier draft of the report. We would also like to thank Dr Laurence Gruer, Director of Public Health Science, NHS Health Scotland, for his helpful comments and advice, and for signing off the final version of the report.

NHS Health Scotland

NHS Health Scotland is the national agency for improving the health of our population. We are a Special Health Board in NHS Scotland.

Further details on NHS Health Scotland can be found at www.healthscotland.com

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SUMMARY AND KEY POINTS

Purpose
To contribute to the development and evaluation of Scotland's Alcohol Strategy by providing accurate and up-to-date analyses of data on alcohol sales and price in Scotland and England & Wales.

Methods
Pure alcohol sales data derived from electronic sales records and retail outlet sampling were provided by The Nielsen Company and CGA Strategy and used to describe trends in total alcohol sales in Scotland and England & Wales. Per capita sales were calculated for adults aged ≥16 years. The volume of pure alcohol sold in off-sales in each of a range of price bands (pence per unit (ppu) of alcohol) was also provided for 2008-2010 for all main drink categories. This provided a price band profile for the volume of pure alcohol sold in each drinks category, allowing those drinks categories currently sold at relatively lower prices to be clearly identified.

Results
- Retail sales data indicate that in 2010, 11.8L of pure alcohol were sold per adult in Scotland (22.8 units per adult per week) compared with 10.7L in 1994, an increase of 11%. Most of this increase occurred between 1994 and 2005, with a broadly stable trend thereafter.
- In England & Wales, per adult sales increased from 9.6L in 1994 to a peak of 10.5L in 2005, decreasing slightly each year thereafter to 9.6L in 2010 (18.5 units per adult per week).
- In Scotland, on-trade sales of pure alcohol decreased by 28% from 5.5L in 1994 to 3.9L in 2010, whereas off-trade sales increased by 52% over the same time period, from 5.2L in 1994 to 7.9L in 2010. It is estimated that about two-thirds (67%) of all pure alcohol sold in Scotland in 2010 was sold through the off-trade.
- The decline in on-trade sales of pure alcohol per adult in Scotland between 1994 and 2010 was driven by a 35% decline in on-trade beer sales (from 3.2L to 2.1L); the upward trend in off-trade sales per adult was driven by a more than twofold increase in off-trade wine sales (from 1.0L to 2.6L).
- In 2010:
  - An additional 2.2L of pure alcohol were sold per adult in Scotland (11.8L) compared to England & Wales (9.6L); per adult sales in Scotland were therefore over a fifth higher (23%), the widest gap observed over the period analysed.
  - Most of this difference was due to 1.6L higher off-trade sales in Scotland than in England & Wales.
  - 1.1L of the off-trade difference was due to higher per adult sales of spirits in Scotland.
  - Vodka explained 38% of the difference in off-trade sales; per adult sales of vodka through the off-trade in Scotland were almost 2.5 times higher than in England & Wales.

- The average price of a unit of alcohol sold through the off-trade in Scotland was 45ppu, and 134ppu through the on-trade.

- Over the three years 2008-2010, the proportion of off-trade alcohol sold in the lower price bands diminished, with the biggest decline in the cheapest price bands. In 2008, 57% of off-trade alcohol was sold at less than 40ppu, 81% at less than 50ppu and 91% at less than 60ppu. By 2010 this had declined to 45% of off-trade alcohol sold at less than 40ppu, 73% at less than 50ppu and 87% at less than 60ppu.
- Higher off-trade sales were common across the entire price distribution in Scotland and across most drink types. However, this was particularly marked in the 30-44.9ppu range and for spirits, especially vodka.

Conclusions

- A higher volume of pure alcohol is sold per adult in Scotland than in England & Wales. This is driven by higher off-trade sales of spirits, particularly cheap vodka.
- As the price of a unit of alcohol increased between 2008 and 2010, the proportion of alcohol sold thorough the off-trade under different price thresholds changed. Thus, if a minimum unit price were to be introduced, changes in alcohol prices, and disposable incomes, would need to be monitored to assess whether they might influence the potential impact of a minimum unit price on consumption and harm.

1. INTRODUCTION

NHS Health Scotland has been asked by the Scottish Government to lead on the evaluation of Scotland's alcohol strategy. A portfolio of studies has been developed and is being implemented under the Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS) workstream. Summary information on each of the studies and reports published to date can be found on the MESAS pages of the NHS Health Scotland website:
www.healthscotland.com/scotlands-health/evaluation/planning/MESAS.aspx

In March 2011, the MESAS baseline report was published.[1] This included trends in per adult consumption estimates based on alcohol sales data (on- and off-trade) for 1994-2009 and summary information regarding the price at which off-trade alcohol was sold through the off-trade (a full analysis of the off-trade price band data was published in an earlier report[2]). The current report updates those previously published by including 2010 data. In addition, new analyses of the off-trade price band data are presented, including trends over time and comparisons between Scotland and England & Wales. It aims to inform the development of policy and legislation in Scotland in relation to the price of alcohol by ensuring the most relevant and up-to-date analyses of data are available.

Sales data provide the most accurate available means for estimating average levels of alcohol consumption in a country and are recommended by the World Health Organisation (WHO).[3] They avoid the difficulties of low response rates and inaccurate self reports associated with questionnaire-based surveys of population samples. However, unlike surveys, they do not provide valuable information on who consumed the alcohol and how and when they consumed it. Furthermore, sales data do not account for alcohol taken in and out of the country by individuals, or consumed by Scottish residents while outside the country, and nor do they account for all sales outlets (e.g. they do not include some sales at music festivals or through the internet). These potential sources of under- and over-estimation are to be clarified in a future report. Importantly, these data do provide a robust source of information regarding the impact of alcohol pricing policies.

2. METHODS

Annual data on alcohol retail sales in Scotland and England & Wales were supplied by the strategic partnership of The Nielsen Company ('Nielsen') and CGA Strategy ('CGA') for 1994, 1995 and 2000-2010. The volume and average price of alcohol sold were provided for eight alcoholic drink categories: spirits, wine, beer, cider, ready to drink beverages (RTDs), perry, fortified wine and 'other'. This report combines RTDs, perry, fortified wine and 'other' into a single 'other' category. The volume of each drink category sold was converted into pure alcohol volume using a category-specific percentage alcohol by volume (ABV). The ABV used was based on the typical strength of drinks sold in that category and was provided by the data suppliers. Per adult alcohol sales were calculated by dividing pure alcohol volumes (litres of pure alcohol) by the total population aged ≥16 years. Mid-year population estimates for Scotland were obtained from the General Register Office for Scotland[4] and for England & Wales from the Office for National Statistics.[5]

Nielsen also provided annual off-trade sales estimates by price band for 2008-2010. The volume of each drink sold was converted into units of alcohol using its percentage ABV to derive net retail price in pence per unit (ppu) of alcohol. All items were then coded into one of sixteen price bands. In addition, where applicable, drink categories (e.g. spirits) were further broken down into drink type (e.g. whisky) and drink subtype (e.g. blended whisky). The 2010 price band data used in this analysis refer to the 52-week period to week ending 01-01-2011. The 2008 and 2009 price band data refer to the 52-week periods ending 03-01-2009 and 02-01-2010, respectively. The data also now include an additional price band - which separates the <20ppu price band into <15ppu and 15-19.9ppu - to provide more detail on cheaper products (mainly cider).

Smaller sub-categories of drinks were not included in the off-trade price band data provided by Nielsen; these were mostly spirits and included flavoured vodka, non-French brandy, advocaat and minor spirits (e.g. 22% ABV). Consequently, there is a slight discrepancy in off-trade per adult sales estimates between the sales and price band datasets (Table 2.1). Throughout the report it is made clear from which dataset the estimates have been obtained.

More detailed information on the methods used by CGA and Nielsen is provided in previous MESAS reports.[2,6]

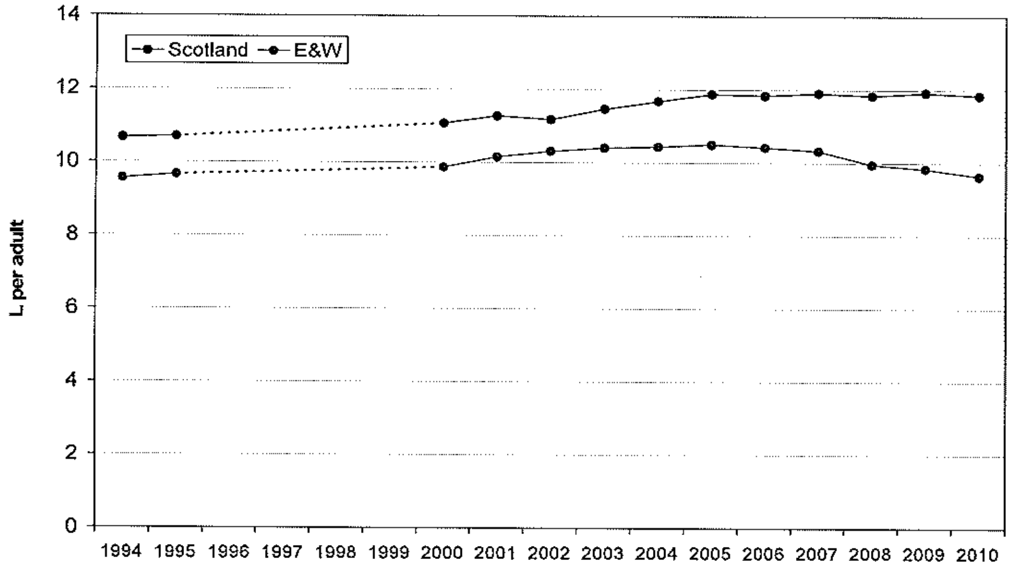
Table 2.1: **Difference in 2010 off-trade sales estimates between the sales and price band datasets provided by Nielsen (litres of pure alcohol per adult).**

	Scotland		England & Wales	
	Sales	Price	Sales	Price
Beer	1.9	1.9	1.7	1.7
Spirits	2.6	2.5	1.5	1.4
Wine	2.6	2.6	2.4	2.4
Cider	0.5	0.5	0.5	0.5
Other	0.4	0.3	0.3	0.3
TOTAL	7.9	7.8	6.3	6.2

3. ALCOHOL RETAIL SALES

Per adult alcohol sales, 1994-2010
Retail sales data show an increase in per adult sales of pure alcohol in Scotland over the 17-year period 1994-2010. In 2010, 11.8L (22.8 units per adult per week) of pure alcohol were sold per adult compared with 10.7L in 1994, an overall increase of 11%. Most of this increase occurred between 1994 and 2005, with a broadly stable trend thereafter. In England & Wales, per adult sales increased from 9.6L in 1994 to a peak of 10.5L in 2005, decreasing slightly each year thereafter to 9.6L (18.5 units per adult per week) in 2010. Thus, in 2010, 23% more pure alcohol was sold per adult in Scotland than in England & Wales, the widest gap observed over the period analysed (Figure 3.1).

Figure 3.1 Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, 1994-2010



Source: Nielsen/CGA, sales dataset.

Per adult alcohol sales by market sector, 1994-2010
Data relating to on- and off-trade sales of alcohol in Great Britain show a clear change in purchasing patterns over time. In Scotland the volume of pure alcohol sold per adult through the on-trade decreased by 28%, from 5.5L in 1994 to 3.9L in 2010, whereas off-trade sales increased by 52% over the same time period, from 5.2L in 1994 to 7.9L in 2010. Thus, of the total volume of pure alcohol sold in Scotland in 2010, it is estimated that about two-thirds (67%) were sold through the off-trade (Figure 3.2), compared with approximately half (49%) in 1994.

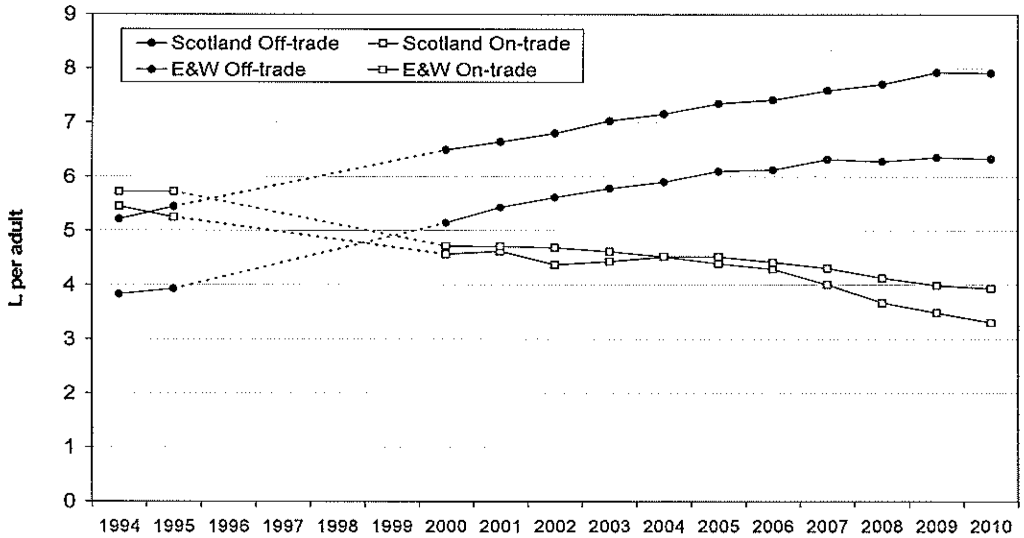
In England & Wales in 1994, 5.7L of pure alcohol were sold per adult through the on-trade compared with off-trade sales of 3.8L. By 2010, on-trade sales decreased by 42% to 3.3L per adult, while off-trade sales increased by 65% to 6.3L per adult. Therefore, 66% of alcohol sold in England & Wales in 2010 was sold off-trade (Figure 3.2), compared with 40% in 1994.

Between 1994 and 2006, on-trade sales of pure alcohol per adult in Scotland and England & Wales were broadly similar. In more recent years, however, on-trade sales declined at a slower rate in Scotland and, as a result, were 19% higher than in England & Wales in 2010. In contrast, there has been a consistent pattern of higher off-trade sales in Scotland over the time period and by 2010 25% more pure alcohol was sold per adult through the off-trade in Scotland compared with the rest of Great Britain (Figure 3.2).

The divergence of trends in total per adult sales between Scotland and England & Wales in recent years (Figure 3.1) is therefore a consequence of two main differences:

- since 2005 on-trade sales of pure alcohol per adult have decreased at a slower rate in Scotland than in England & Wales;
- off-trade sales of pure alcohol per adult in Scotland increased between 2007 and 2009 whereas they remained broadly stable in England & Wales.

Figure 3.2 Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, by market sector, 1994-2010



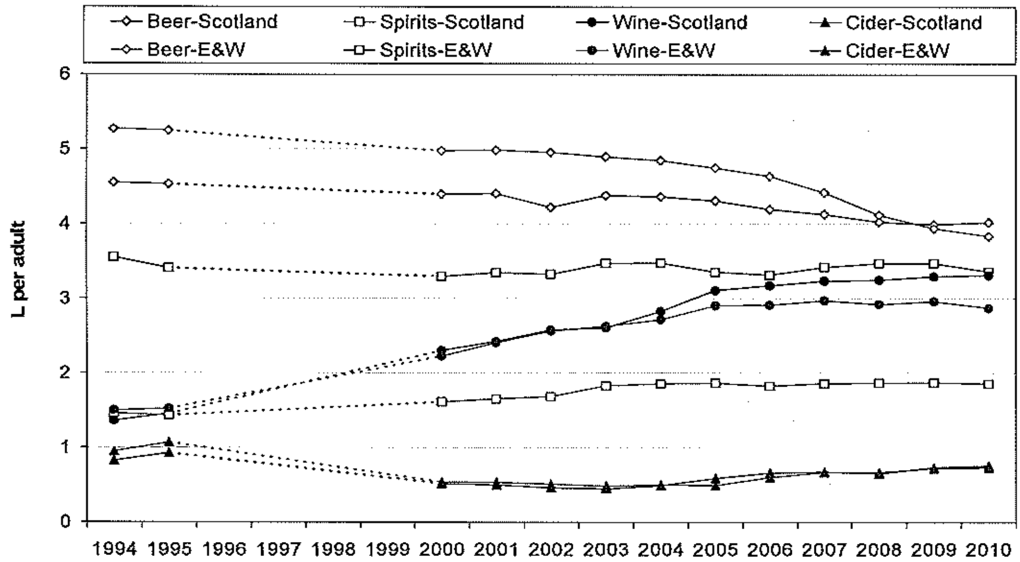
Source: Nielsen/CGA, sales dataset.

Per adult alcohol sales by drink type

Figure 3.3 shows trends in per adult sales of pure alcohol sold as different drink types in Scotland and England & Wales. In Scotland, the volume of pure alcohol sold as beer per adult decreased steadily from 4.6L in 1994 to 4.0L in 2010 (a decline of 12%). In contrast, the volume of wine sold per adult more than doubled over the 17-year period from 1.4L in 1994 to 3.3L in 2010. Per adult sales of spirits decreased slightly (3.6L in 1994, 3.4L in 2010) while sales of cider dipped slightly before returning to a level similar to that observed at the start of the time series (0.8L per adult). There was also little change in 'other' alcoholic beverages (not shown as the values are low and the category groups together a range of drinks). The upward trend in total per adult sales of pure alcohol in Scotland between 1994 and 2010 shown in Figure 3.1 is therefore wholly driven by the sharp rise in sales of wine, and is in fact blunted by the reduction in beer sales and slight reduction in spirits sales. In terms of market share in 1994, beer accounted for 43% of the total volume of pure alcohol sold in Scotland, spirits for 33%, wine for 13% and cider for 8%. In 2010, beer accounted for 34%, spirits for 28%, wine for 28% and cider for 6%. Thus, the market share of wine more than doubled over the period, while the market share of beer declined by 9% points and of spirits by 5% points (Figure 3.3).

In England & Wales, sales of beer per adult fell at a faster rate than in Scotland, decreasing by 27% over the 17-year period, from 5.3L in 1994 to 3.8L in 2010. The volume of wine sold per adult increased by 91% over the same time period from 1.5L in 1994 to 2.9L in 2010, spirit sales increased slightly from 1.5L to 1.9L, while sales of cider (0.9L in 1994, 0.7L in 2010) and other alcoholic beverages were broadly stable. In terms of market share, in 1994 beer accounted for 55% of the total volume of alcohol sold in England & Wales, wine for 16%, spirits for 15% and cider for 10%. In 2010, beer accounted for 40%, wine for 30%, spirits for 19% and cider for 8%. The market share of wine almost doubled over the period, while the market share of beer declined by 15% points (Figure 3.3).

Figure 3.3 Litres of pure alcohol sold per adult (aged ≥16) in Scotland and England & Wales, by drink type, 1994-2010



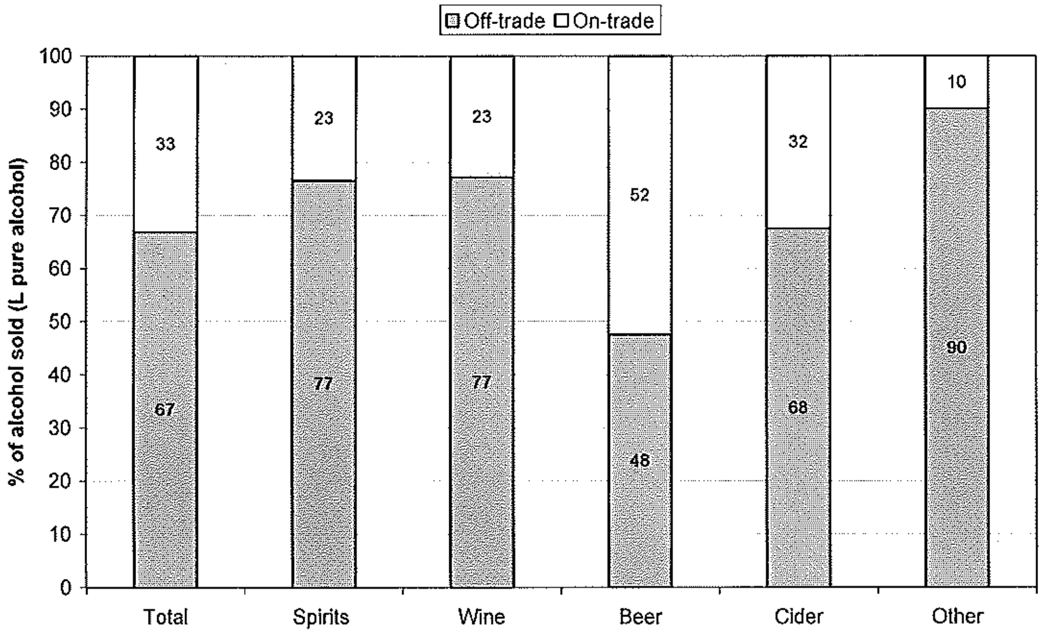
Source: Nielsen/CGA, sales dataset.

There are some key differences between drink-specific per adult sales trends in Scotland and England & Wales. Most notably, despite a slight narrowing of the gap in the volume of pure alcohol sold as spirits over time, sales of spirits in Scotland remained almost double those in England & Wales. In addition, per adult beer sales decreased at a faster rate in England & Wales, and increases in wine sales were slower than in Scotland. Thus, in 1994, per adult sales of alcohol were higher in England & Wales for all drink types except spirits. By 2010, all drink types were sold in greater volumes in Scotland (Figure 3.3).

Alcohol retail sales in Scotland, 2010

Analysis of industry sales data indicates that 51.1 million litres of pure alcohol were sold in Scotland in 2010. Approximately two thirds (67%, 34.1 million litres) of the total volume of pure alcohol sold in Scotland in 2010 was sold through the off-trade compared with approximately one third (33%, 17.0 million litres) through the on-trade. Most spirits (77%), wine (77%) and cider (68%) were sold off-trade. Beer was the only category of drink for which the majority of alcohol was sold through the on-trade (52%) (Figure 3.4).

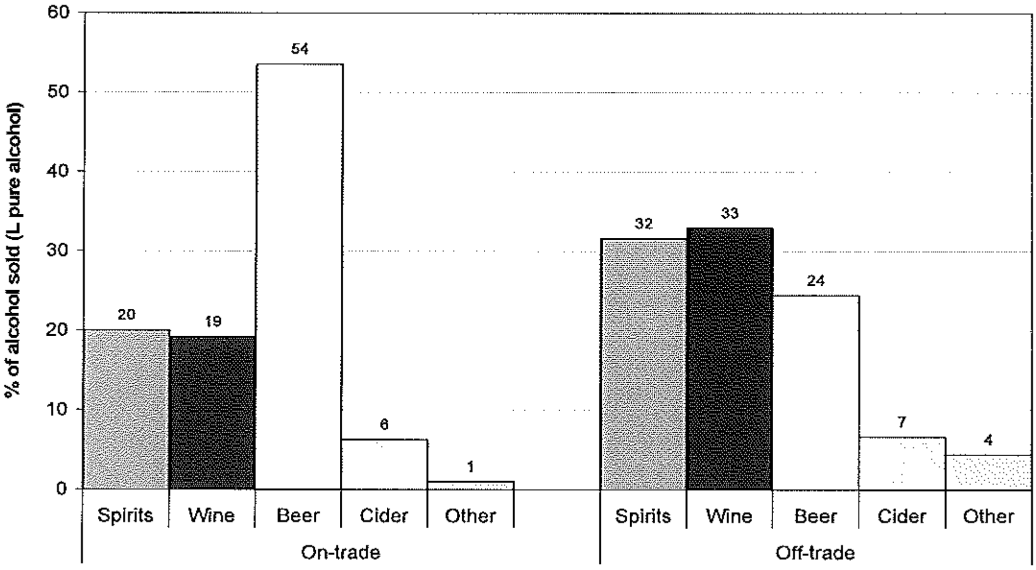
Figure 3.4: Proportion of each drink category (litres of pure alcohol) sold through the on-trade and off-trade (Scotland, 2010)



Source: Nielsen/CGA, sales dataset.

Of the total volume of pure alcohol sold through the on-trade in Scotland in 2010, 54% was sold as beer, 20% as spirits, 19% as wine, 6% as cider and 1% as 'other' (fortified wine, RTDs, perry, other). By comparison, 32% of the total volume of pure alcohol sold through the off-trade was sold as spirits, 33% as wine, 24% as beer, 7% as cider and 4% as 'other' (Figure 3.5).

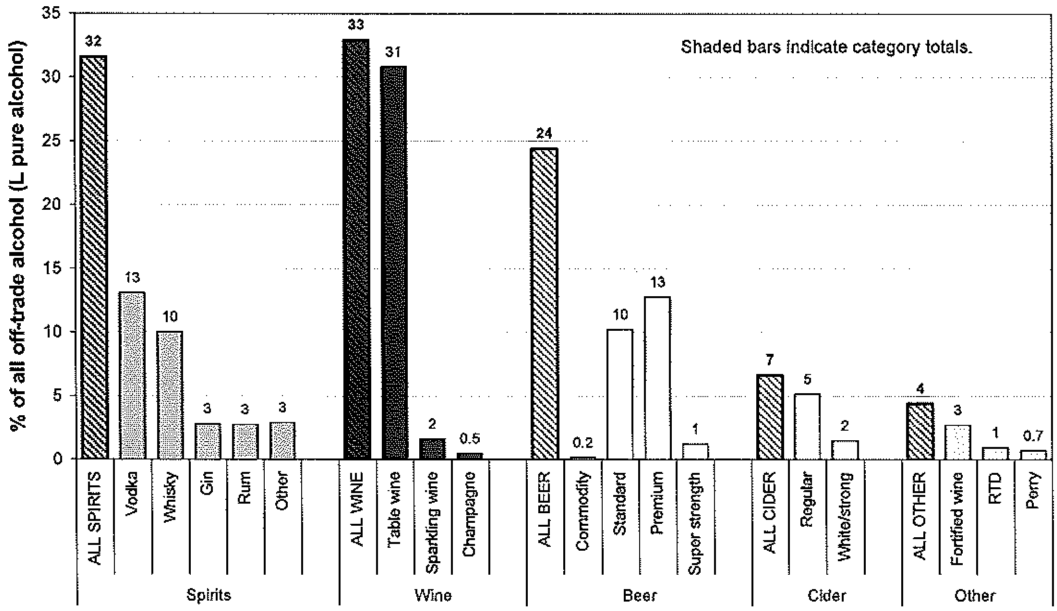
Figure 3.5: Proportion of alcohol sales (litres of pure alcohol) through the on- and off-trade, by drink type (Scotland, 2010)



Source: On-trade estimates are from the Nielsen/CGA sales dataset; off-trade estimates are from the Nielsen price band dataset.

The price band dataset provided by Nielsen, for off-trade alcohol sales only, is further broken down into drink type as shown in Figure 3.6.

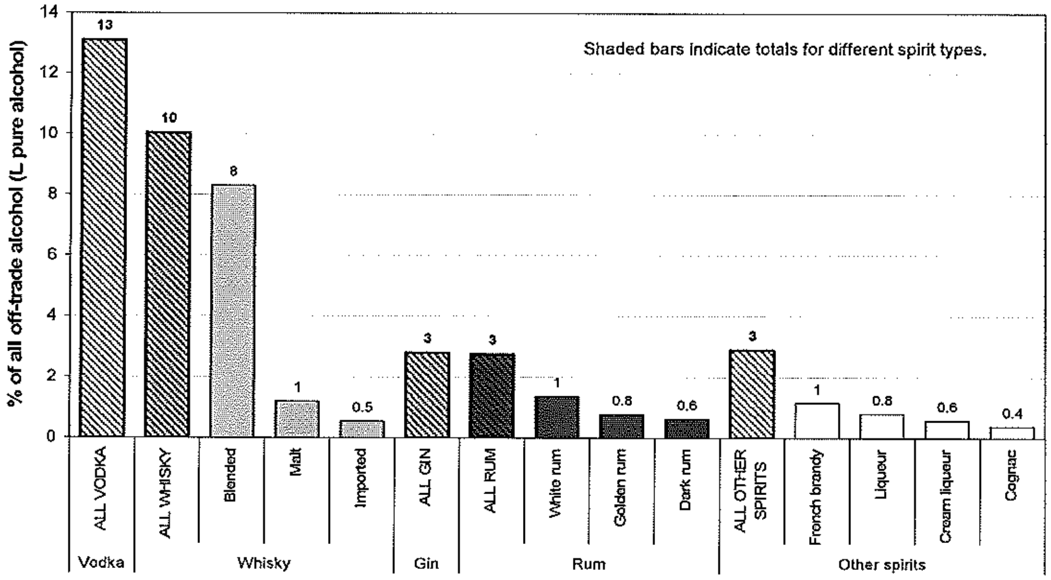
Figure 3.6: Proportion of off-trade alcohol sales (litres of pure alcohol), by drink category and type (Scotland, 2010)



Source: Nielsen, price band dataset. Note: Percentage of non/low-alcohol beer (0.01%) is too small to present. Because of rounding, percentages may not add exactly to 100% and category subtype percentages may not add exactly to category total.

Some spirits (whisky, rum and 'other' spirits) can be further broken down to subtypes. Figure 3.7 presents the proportion of alcohol sold through the off-trade as spirits and, where possible, spirits subtypes.

Figure 3.7: Proportion of off-trade alcohol sales (litres of pure alcohol) by spirits and spirits subtypes (Scotland, 2010)



Source: Nielsen, price band dataset.

Average price per unit, 2000-2010

Although on-trade prices were slightly higher in Scotland (134 pence per unit (ppu)) than England & Wales (130ppu) in 2010, the pattern and rate of changes in alcohol prices have been broadly similar between areas over the time period analysed.

In Scotland, the average price per unit of alcohol sold in the on- and off-trade combined increased by 21% between 2000 and 2010, from 62ppu to 75ppu. Most of this increase is attributable to a 40ppu rise in on-trade prices, from 94ppu in 2000 to 134ppu in 2010. This was much higher than the 6ppu off-trade increase, from 39ppu to 45ppu in the same period, most of which occurred from 2007 onwards. The difference between average on- and off-trade prices therefore widened from 55ppu in 2000 to 89ppu in 2010 (Figure 3.8).

Presenting the average price per unit of alcohol provides no information about the proportion and volume of alcohol that is sold at different prices or whether this varies by drink category and type. Chapters 4 and 5 present price distributions of alcohol sold through the off-trade in Scotland and England & Wales, enabling any specific differences in the volume of alcohol sold at different prices between areas to be identified.

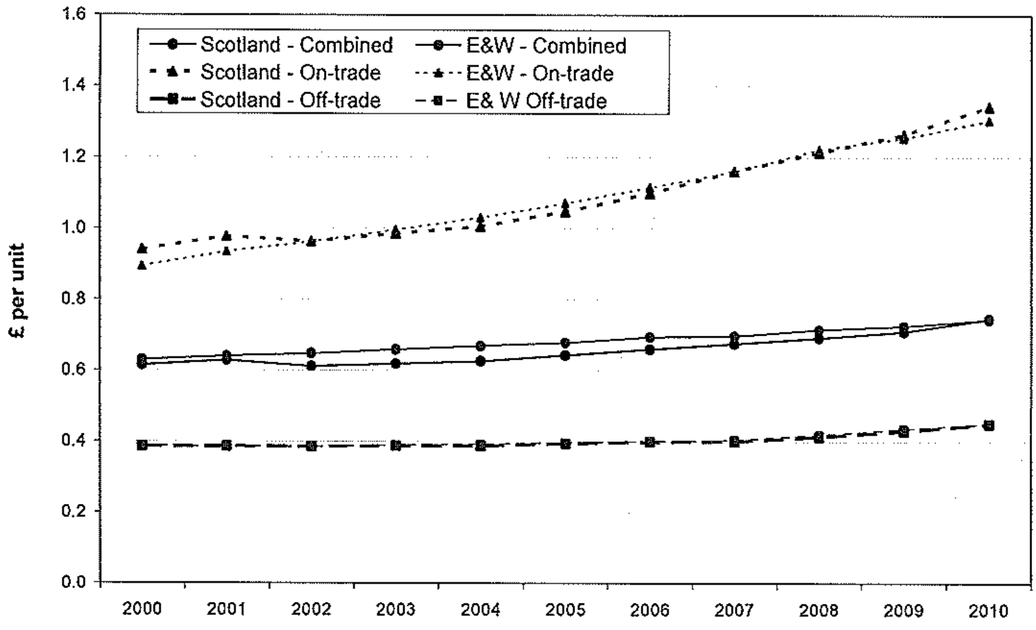
The 21% increase in the average price per unit of alcohol sold in Scotland compares to an increase of 30% in the alcoholic drinks index published by the Office for National Statistics (ONS) as one of the items in the Retail Price Index

(RPI).[7] This reflects the problem highlighted in the baseline report, that trends in average prices at which alcohol is sold calculated from the sales data reflect both the effect of price changes and the effect of changed consumption patterns. They do not directly measure changes in prices charged. As such, the difference between the average price increase in the sales data and the ONS RPI data reflects the change in consumption patterns illustrated in Figure 3.2, with a marked shift from on-sales to off-sales, which have been increasing in price more slowly.

However, this is more of a problem when looking at average prices calculated across drinks categories with very different prices. The modest rise over time in the average price per unit of alcohol sold through the off-trade is consistent with national price trends. ONS data show that off-trade beer prices actually fell by over 3% between 2000 and 2010 whilst wine and spirits (combined) off-trade prices increased by 19%. In contrast, on-trade beer prices increased by 39% and on-trade wine and spirit prices increased by 38% between 2000 and 2010.

The impact of rising prices on the proportion of off-trade alcohol sold in different price bands is explored in Chapter 6, which presents trends in the price distributions of alcohol sold in Scotland between 2008 and 2010.

Figure 3.8 Average price per unit of alcohol sold in Scotland and England & Wales, by market sector, 2000-2010

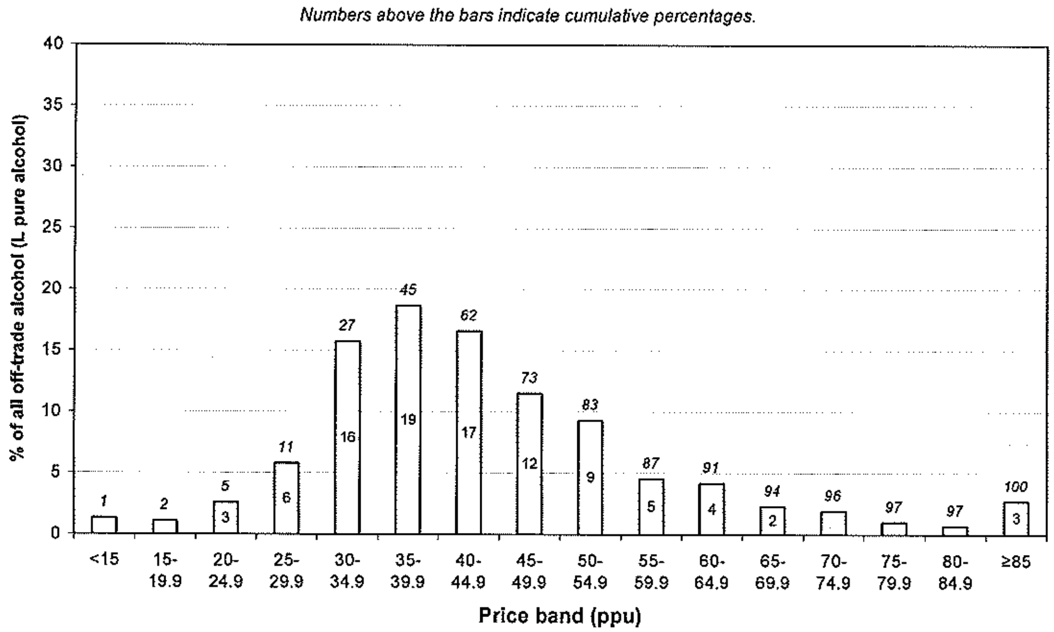


Source: Nielsen/CGA, sales dataset.

4. PRICE DISTRIBUTION (%) OF ALCOHOL SOLD THROUGH THE OFF-TRADE IN SCOTLAND, 2010

Of the total volume of pure alcohol sold through the off-trade in Scotland in 2010, 11% was sold below 30ppu, 45% below 40ppu, 73% below 50ppu and 87% below 60ppu. The single largest proportion was sold at 35-39.9ppu (19%) (Figure 4.1).

Figure 4.1: Price distribution (%) of pure alcohol sold off-trade in Scotland, 2010



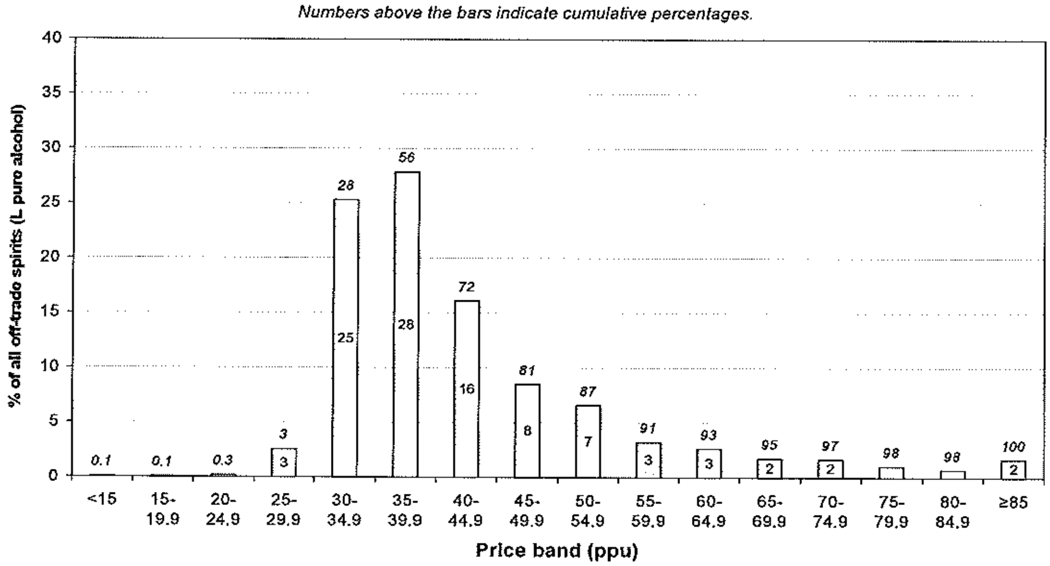
Source: Nielsen, price band dataset.

Figures 4.2-4.9 present the price distributions of each of the main drink categories: spirits, wine, beer and cider. The price distributions of drink types constituting at least 5% of the total volume of pure alcohol sold through the off-trade are also presented: vodka (13%), whisky (10%), premium (13%) and standard beer (10%). Table wine is one exception to this; although it constituted 31% of the volume of pure alcohol sold through the off-trade, it accounts for the vast majority (94%) of all wine sold and so has not been shown separately.

Spirits

Three percent of spirits sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 56% below 40ppu, 81% below 50ppu and 91% below 60ppu (Figure 4.2).

Figure 4.2: Price distribution (%) of pure alcohol sold off-trade as spirits in Scotland, 2010

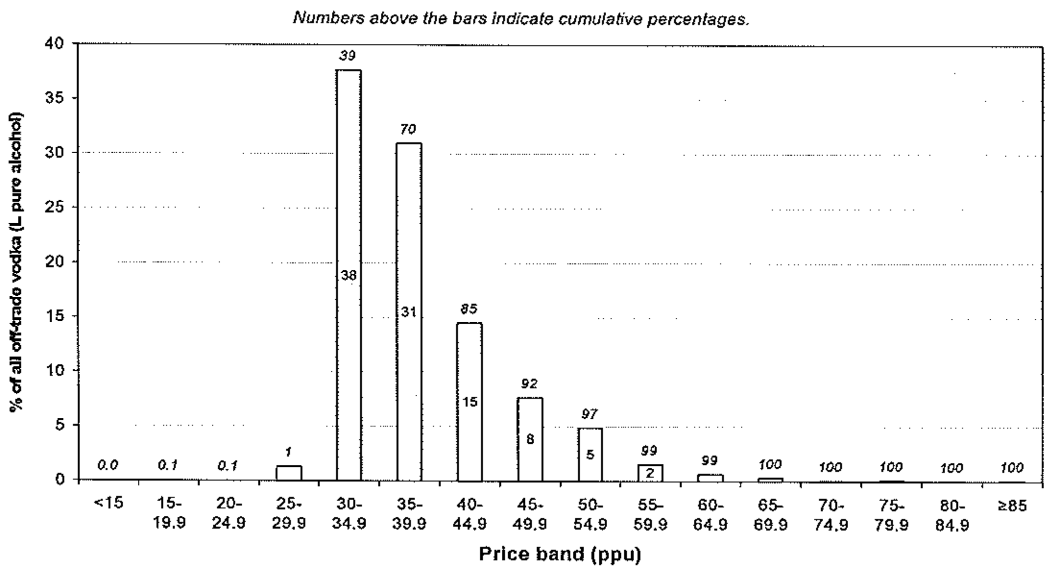


Source: Nielsen, price band dataset.

Spirits: Vodka

One percent of vodka sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 70% below 40ppu, 92% below 50ppu and 99% below 60ppu (Figure 4.3).

Figure 4.3: Price distribution (%) of pure alcohol sold off-trade as vodka in Scotland, 2010

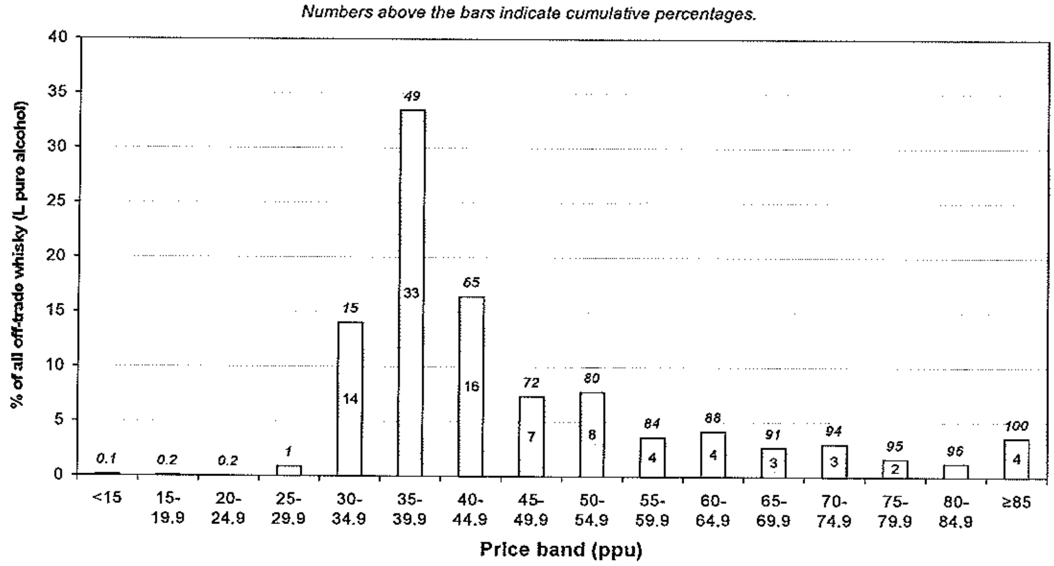


Source: Nielsen, price band dataset.

Spirits: Whisky

One percent of whisky sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 49% below 40ppu, 72% below 50ppu and 84% below 60ppu (Figure 4.4).

Figure 4.4: Price distribution (%) of pure alcohol sold off-trade as whisky in Scotland, 2010

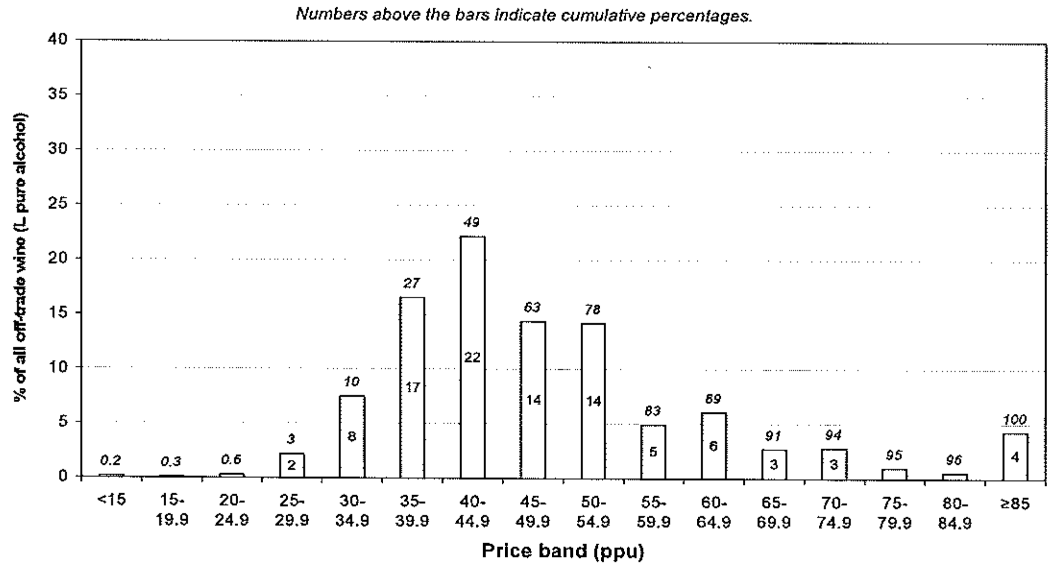


Source: Nielsen, price band dataset.

Wine

Three percent of wine (includes table wine, sparkling wine, champagne) sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 27% below 40ppu, 63% below 50ppu and 83% below 60ppu (Figure 4.5).

Figure 4.5: Price distribution (%) of pure alcohol sold off-trade as wine in Scotland, 2010

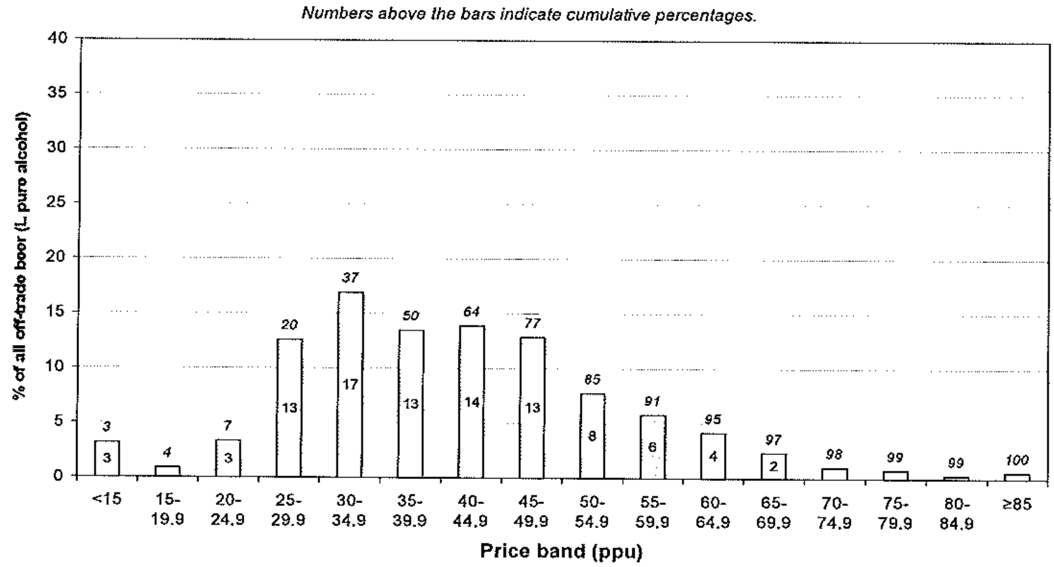


Source: Nielsen, price band dataset.

Beer

Twenty percent of beer sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 50% below 40ppu, 77% below 50ppu, and 91% below 60ppu (Figure 4.6).

Figure 4.6: Price distribution (%) of pure alcohol sold off-trade as beer in Scotland, 2010

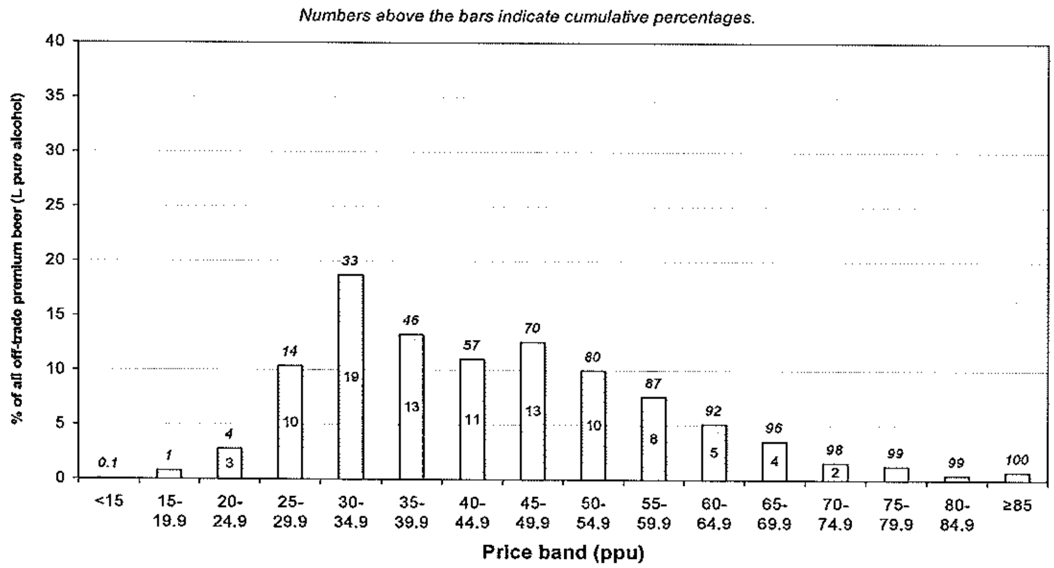


Source: Nielsen, price band dataset.

Beer: Premium beer (ABV 4.3-7.5%)

Fourteen percent of premium beer sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 46% below 40ppu, 70% below 50ppu and 87% below 60ppu (Figure 4.7).

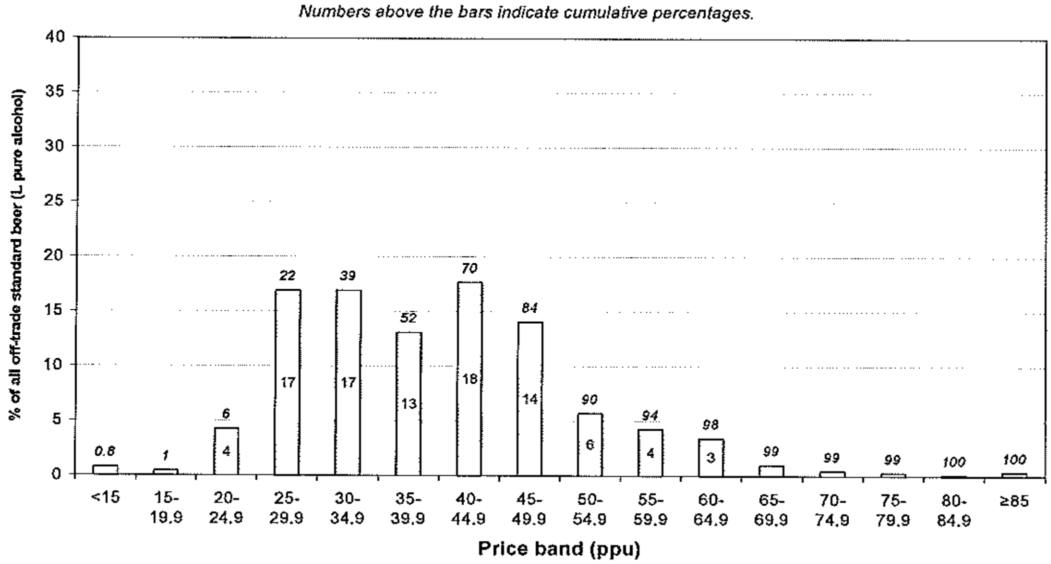
Figure 4.7: Price distribution (%) of pure alcohol sold off-trade as premium beer in Scotland, 2010



Source: Nielsen, price band dataset.

Beer: Standard beer (ABV 3.2-4.2%)
Twenty-two percent of standard beer sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 52% below 40ppu, 84% below 50ppu and 94% below 60ppu (Figure 4.8).

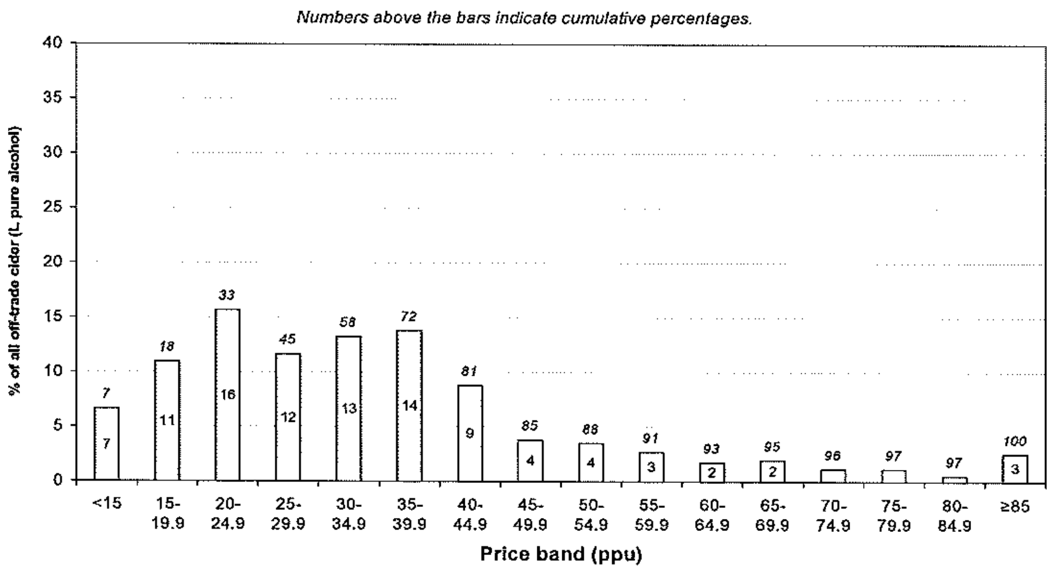
Figure 4.8: Price distribution (%) of pure alcohol sold off-trade as standard beer in Scotland, 2010



Source: Nielsen, price band dataset.

Cider
Forty-five percent of cider sold through the off-trade in Scotland in 2010 was sold at below 30ppu, 72% below 40ppu, 85% below 50ppu and 91% below 60ppu (Figure 4.9).

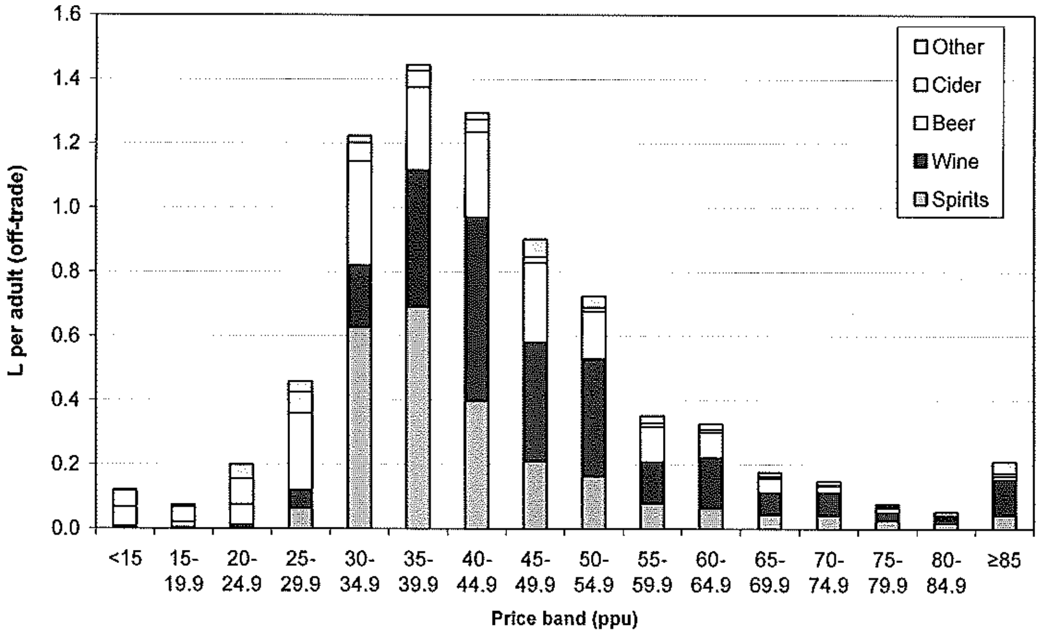
Figure 4.9: Price distribution (%) of pure alcohol sold off-trade as cider in Scotland, 2010



Source: Nielsen, price band dataset.

Knowledge of the proportion of a drink category sold within different price bands, as presented in Figures 4.2-4.9, provides useful information on how price distributions differ across drink categories. However, each drink category represents a different share of the overall off-trade market (see Figure 3.6). Thus, for example, although 72% of cider is sold at below 40ppu, this only represents 5% of the total volume of pure alcohol sold through the off-trade. Figure 4.10 presents the volume of alcohol sold through the off-trade in Scotland within each drinks category across the price distribution. Beer and cider accounted for the highest proportions of alcohol sold off-trade at below 30ppu (45% and 28%, respectively), although the total volume sold at below 30ppu was relatively small (0.8L per adult). Most off-trade alcohol was sold at between 30-44.9ppu (4.0L per adult), of which spirits accounted for 43%, wine for 30% beer for 21%, cider for 5% and 'other' for 1%. Of the 3.0L of pure alcohol sold off-trade at 45ppu and above, 44% was wine, 23% was spirits, 23% was beer, 3% was cider and 7% was 'other'.

Figure 4.10: Litres of pure alcohol sold per adults (aged ≥16) in Scotland by price band, 2010



Source: Nielsen, price band dataset.

Figure A1 (see Appendix) presents the proportion of alcohol sold through the off-trade in Scotland within each drinks category across the price distribution. Table A1 (see Appendix) shows the percentage of all pure alcohol sold off-trade in each drink type and price band.

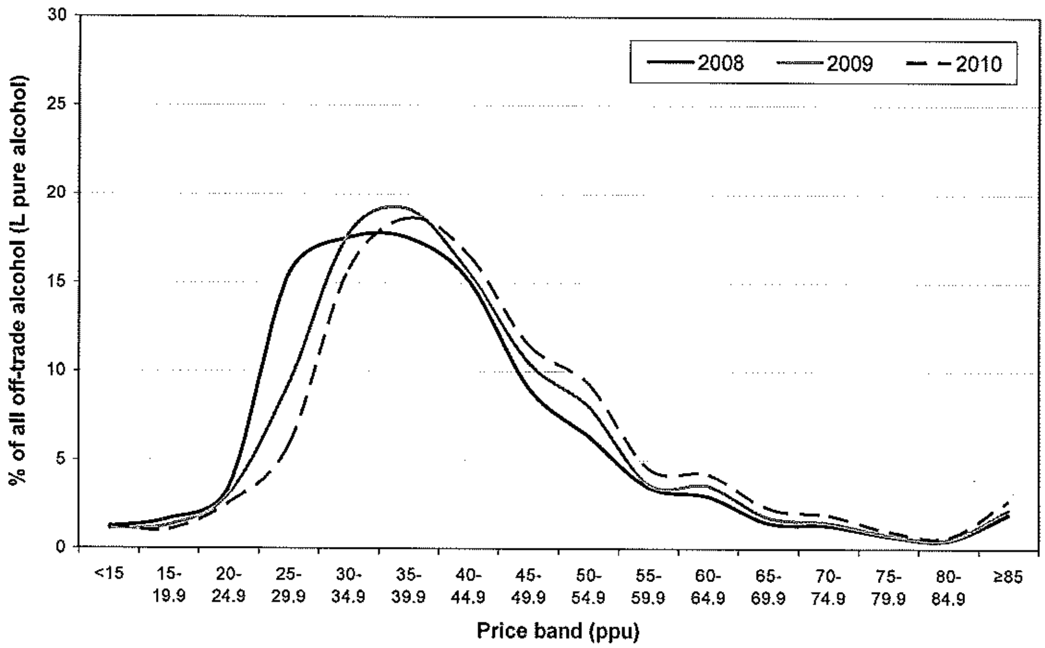
5. PRICE BAND DISTRIBUTION 2008-2010, SCOTLAND

Section 3 described a steady increase in the average price per unit of alcohol between 2000 and 2010. This trend was more marked in the on-trade, although towards the end of the period, off-trade prices were also increasing.

Figure 5.1 shows the changes in the proportions of all off-trade alcohol sold within each price band. Compared with 2008, higher proportions of off-trade alcohol were sold at 35-39.9ppu in 2009 and 2010, and lower proportions at 25-29.9ppu than in 2008. The price band at which the highest proportion of off-trade alcohol was sold was 30-34.9ppu in 2008, rising to 35-39.9ppu in 2009 and 2010.

ONS data for the UK suggest that the increases between 2008 and 2010 in average sales prices of alcohol sold in Scotland are not due to changed consumption patterns and do indeed reflect increased prices. According to ONS item-specific retail price index data, between 2008 and 2010 off-sales beer prices increased by 4.2% and off-sales wine and spirits increased by 9.1%.

Figure 5.1: Price distribution (%) of pure alcohol sold off-trade in Scotland, 2008-2010



Source: Nielsen, price band dataset.

Table 5.1 illustrates the impact of rising prices on the proportion of different categories of alcohol sold at less than 30, 40, 50 and 60ppu from 2008-2010. In 2008, 22% of all off-trade alcohol was sold at less than 30ppu, falling to 11% in 2010. At the upper end of the price band distribution, 91% of all off-trade alcohol was sold at less than 60ppu in 2008, falling to 87% in 2010.

Table 5.1: Proportion each drinks category sold in the off-trade below different prices per unit, 2008-2010

		All alcohol	Spirits	Wine	Beer	Cider
<30ppu	2008	22	27	8	25	53
	2009	15	14	5	18	48
	2010	11	3	3	20	45
<40ppu	2008	57	71	38	60	78
	2009	52	66	35	52	77
	2010	45	56	27	50	72
<50ppu	2008	81	88	72	85	86
	2009	78	86	69	79	88
	2010	73	81	63	77	85
<60ppu	2008	91	94	87	95	91
	2009	90	93	85	94	92
	2010	87	91	83	91	91

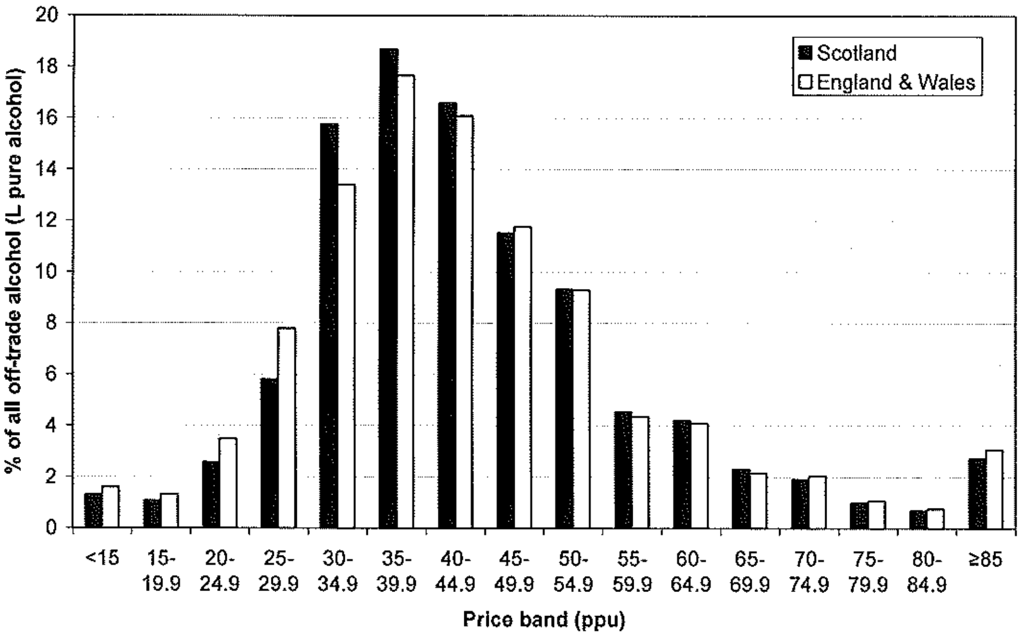
Source: Nielsen, price band dataset.

Table 5.1 also illustrates wide variations between drinks categories in the proportions sold at less than each price per unit, but in all categories the proportion sold at less than each price per unit diminished over the three year period. The differences over time between the proportion of off-sales sold at less than a particular price per unit are also smaller at higher prices per unit than lower prices. For example, there was a 12% point drop between 2008 and 2010 in the proportion of all off-trade alcohol sold at less than 40ppu, but only a 4% point drop in the proportion sold at less than 60ppu.

6. PRICE DISTRIBUTION (L PER ADULT) OF ALCOHOL SOLD THROUGH THE OFF-TRADE IN SCOTLAND AND ENGLAND & WALES, 2010

The price distributions for Scotland and England & Wales, when expressed as a percentage of the total volume of pure alcohol sold off-trade, are broadly similar (Figure 6.1). Of the total volume of pure alcohol sold through the off-trade in Scotland in 2010, 11% was sold below 30ppu, 45% below 40ppu, 73% below 50ppu and 87% below 60ppu. In England & Wales the proportions sold below each price band were the same except a slightly higher proportion of alcohol was sold below 30ppu in England & Wales (14%) than in Scotland (11%).

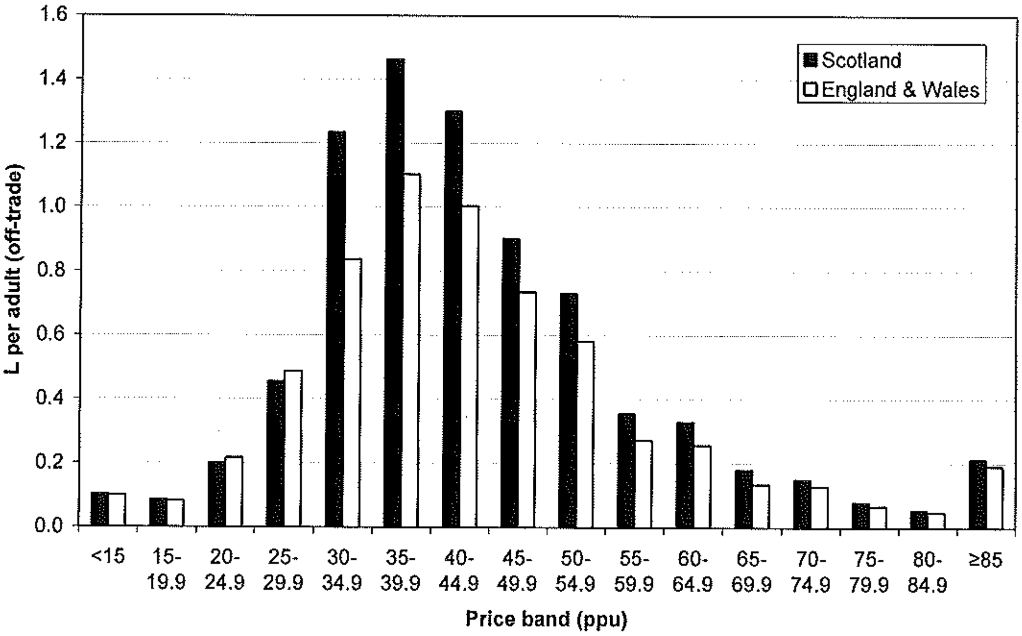
Figure 6.1 **Price distribution (%) of pure alcohol sold off-trade in Scotland and England & Wales, 2010**



Source: Nielsen, price band dataset.

Analysis of the sales data shows that per adult sales in Scotland in 2010 were 23% higher than in England & Wales (see Chapter 3). An additional 2.2L of pure alcohol was sold in the on and off-trade combined per adult in Scotland. Of this difference, 1.6L was due to higher off-trade sales. This additional volume was not spread evenly throughout the price bands. When the price distribution is expressed as the volume of pure alcohol sold per adult (as opposed to a proportion of all off-trade sales), analysis reveals that 1.1L of the 1.6L off-trade disparity was due to alcohol sold in the 30-44.9ppu price bands. More off-trade alcohol was sold per adult in Scotland in every price band with the exception of 20-24.9 and 25-29.9ppu (Figure 6.2).

Figure 6.2 **Price distribution (L per adult aged ≥16)) of pure alcohol sold off-trade in Scotland and England & Wales, 2010**



Source: Nielsen, price band dataset.

Analysis of pure alcohol sold off-trade by drink category shows that an additional 1.1L of spirits were sold per adult in Scotland compared to England & Wales. This represents 69% of the total difference in off-trade sales and 50% of the total difference in on- and off-trade sales combined (Table 6.1). The most marked difference was in off trade sales of vodka, which were almost 2.5 times higher in Scotland than England & Wales (1.0L versus 0.4L per adult), while whisky sales were 1.6 times those in England (0.8L versus 0.5L per adult). Per adult sales of all other drink types sold through the off-trade were also higher in Scotland, although the differences were less marked (Table 6.1).

Table 6.1: **Differences between Scotland and England & Wales in the volume of pure alcohol sold off-trade per adult (aged ≥16), by drink type, 2010.**

			Differences between areas in off-trade sales of drink types, expressed as:		
	Scotland off-trade sales (L per adult)	England & Wales off-trade sales (L per adult)	Difference in volume (L per adult)	% of the total difference in off-trade sales (1.6L per adult)	% of the total difference in on- and off-trade sales combined (2.2L per adult)[a,b]
Spirits	2.5	1.4	1.1	69	50
Vodka	1.0	0.4	0.6	38	27
Whisky	0.8	0.5	0.3	19	14
Gin	0.2	0.1	0.1	5	3
Rum	0.2	0.1	0.1	7	5
Other spirits	0.2	0.2	0.0	1	1
Wine	2.6	2.4	0.2	11	8
Beer	1.9	1.7	0.2	12	9
Cider	0.5	0.5	0.0	3	2
Other	0.3	0.3	0.1	5	3
Total	7.8	6.2	1.6	100	72

Source: Nielsen, price band dataset; Nielsen/CGA sales dataset. [a] See Table 3.1. [b] The remaining 28% is accounted for by higher on-trade sales in Scotland compared to England & Wales (see Figure 3.2).

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7. CONCLUSIONS

The volume of pure alcohol sold per adult in Scotland increased between 1994 and 2005 before stabilising, in contrast to England & Wales which has seen a decline since 2005. The divergence of trends in total per adult sales between Scotland and England & Wales can be attributed to a slower rate of decrease since 2005 in on-trade sales and a continued increase in off-trade sales, compared to off-trade stability in England & Wales since 2007.

Higher off-trade sales were common across the entire price band distribution in Scotland and across most drink types. This was particularly marked in the 30-44.9ppu range and for spirits, especially vodka. Off-trade vodka sold at between 30-39.9ppu accounted for over a quarter (28%) of the total per adult excess in off-trade sales in Scotland when compared with England & Wales, and one fifth (20%) of the total difference in on- and off-trade sales combined.

In 2010, the average price of a unit of alcohol through the off-trade in Scotland was 45ppu and 134ppu through the on-trade. Minimum unit pricing of alcohol would therefore impact much more on off-trade sales than on-trade sales. As the price of a unit of alcohol increased between 2008 and 2010, the proportion of alcohol sold through the off-trade under different price thresholds changed. In 2008 57% of off-trade sales were sold at less than 40ppu, 81% at less than 50ppu and 91% at less than 60ppu. By 2010 this had dropped to 45% of off-trade sales sold at less than 40ppu, 73% at less than 50ppu and 87% at less than 60ppu. Thus, if a minimum unit price were to be introduced, changes in alcohol prices, and disposable incomes, would need to be monitored to assess whether they might influence the potential effect of a minimum unit price on consumption and harm.

APPENDIX

Figure A1: Alcohol sold off-trade in Scotland, by drinks category within price band, 2010

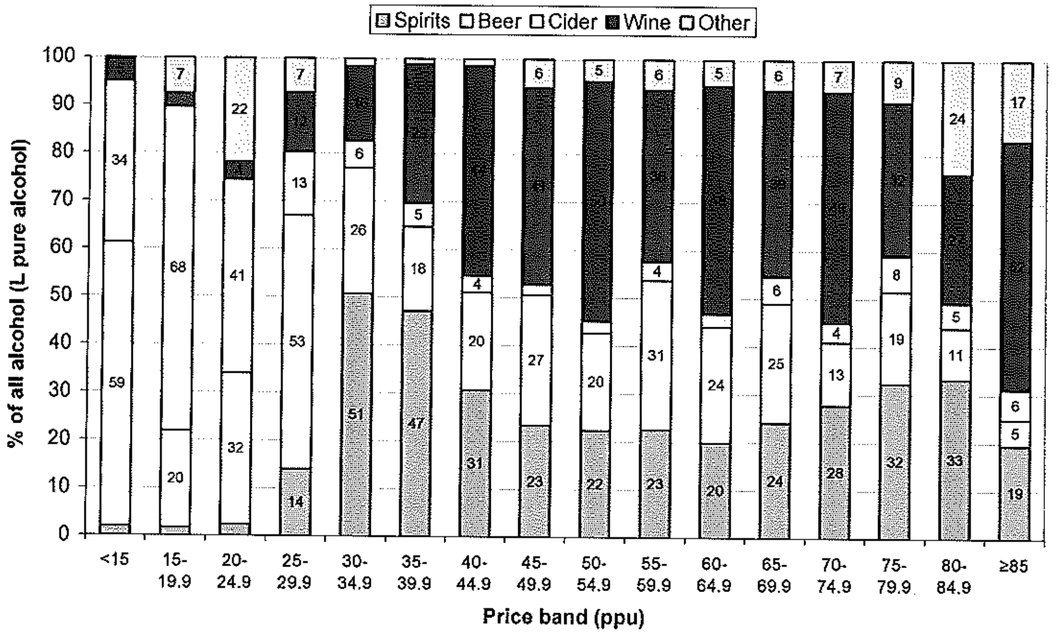


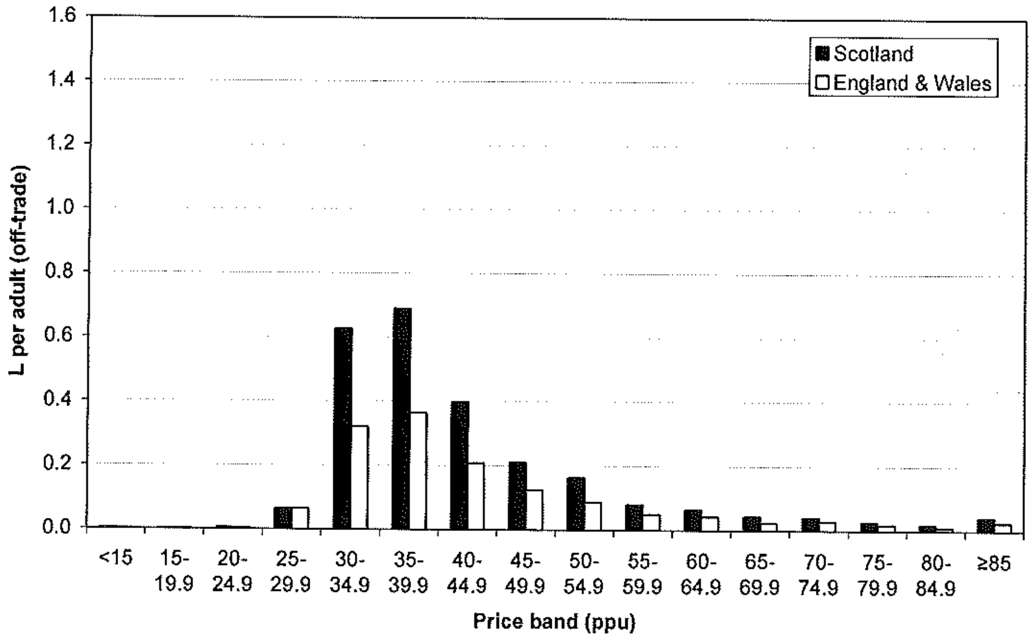
Table A1: Percentage of all alcohol sold through the off-trade (L pure alcohol), by price band and drink type.

	% of total volume of alcohol sold off-trade									
price per unit	**Spirits**	Vodka	Whisky	**Wine**	**Beer**	Premium beer	Standard beer	**Cider**	**Other**	**All**
<15	**0.0**	0.0	0.0	**0.1**	**0.8**	0.0	0.1	**0.4**	**0.0**	**1.3**
15-19.9	**0.0**	0.0	0.0	**0.0**	**0.2**	0.1	0.0	**0.7**	**0.1**	**1.1**
20-24.9	**0.1**	0.0	0.0	**0.1**	**0.8**	0.4	0.4	**1.0**	**0.6**	**2.6**
25-29.9	**0.8**	0.2	0.1	**0.7**	**3.1**	1.3	1.7	**0.8**	**0.4**	**5.8**
30-34.9	**8.0**	4.9	1.4	**2.5**	**4.1**	2.4	1.7	**0.9**	**0.3**	**15.8**
35-39.9	**8.8**	4.1	3.4	**5.4**	**3.3**	1.7	1.3	**0.9**	**0.2**	**18.7**
40-44.9	**5.1**	1.9	1.6	**7.3**	**3.4**	1.4	1.8	**0.6**	**0.2**	**16.6**
45-49.9	**2.7**	1.0	0.7	**4.7**	**3.1**	1.6	1.4	**0.3**	**0.7**	**11.5**
50-54.9	**2.1**	0.6	0.8	**4.7**	**1.9**	1.3	0.6	**0.2**	**0.4**	**9.3**
55-59.9	**1.0**	0.2	0.4	**1.6**	**1.4**	1.0	0.4	**0.2**	**0.3**	**4.5**
60-64.9	**0.8**	0.1	0.4	**2.0**	**1.0**	0.7	0.4	**0.1**	**0.2**	**4.2**
65-69.9	**0.6**	0.0	0.3	**0.9**	**0.6**	0.5	0.1	**0.1**	**0.1**	**2.3**
70-74.9	**0.5**	0.0	0.3	**0.9**	**0.3**	0.2	0.0	**0.1**	**0.1**	**1.9**
75-79.9	**0.3**	0.0	0.2	**0.3**	**0.2**	0.2	0.0	**0.1**	**0.1**	**1.0**
80-84.9	**0.2**	0.0	0.1	**0.2**	**0.1**	0.1	0.0	**0.0**	**0.2**	**0.7**
≥85	**0.5**	0.0	0.4	**1.4**	**0.1**	0.1	0.0	**0.2**	**0.5**	**2.7**
All off-trade alcohol	**32**	**13**	**10**	**33**	**24**	**13**	**10**	**7**	**4**	**100**

Source: Nielsen, price band dataset. Note: Columns or rows may not add to totals because of rounding; spirits and beer subtypes that represent at least 5% of the total volume of pre alcohol sold through the off-trade are in grey.

Analysis of the price distribution for spirits, when expressed as the volume of pure alcohol sold per adult, reveals that 0.8L more spirits were sold in the 30-44.9ppu price bands in Scotland than in England & Wales. This represents approximately half (52%) of the total excess off-trade per adult sales (Figure 6.3).

Figure 6.3 Price distribution (L per adult aged ≥16) of pure alcohol sold off-trade as spirits in Scotland and England & Wales, 2010



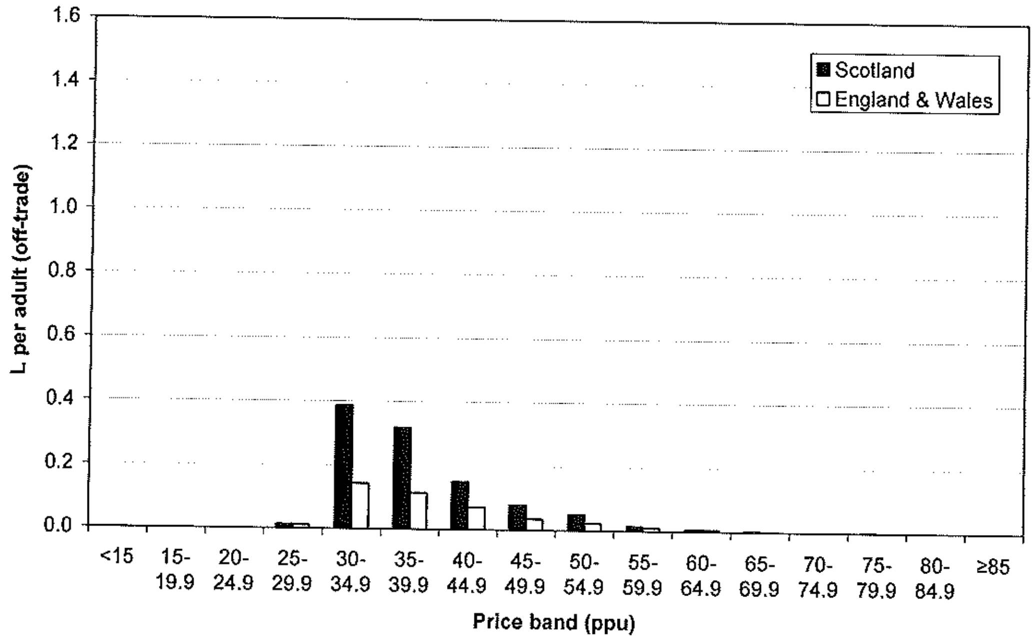
Source: Nielsen, price band dataset.

Further breakdown of this price distribution by drink type shows that 2.7 times more vodka was sold at between 30-39.9ppu in Scotland (0.7L per adult) than in England & Wales (0.3L). Indeed, off-trade vodka sold at between 30-39.9ppu equates to 28% of the total 1.6L per adult additional off-trade sales in Scotland which, in turn, equates to approximately one fifth (20%) of the total difference in on- and off-trade sales combined (Figure 6.4).

The additional whisky sold per adult in Scotland compared to England & Wales is also explained by higher sales at the lower end of the price distribution. For example, 54% more whisky was sold per adult in Scotland at below 45ppu, equivalent to less than £12.60 for a 70cl bottle (Figure 6.5).

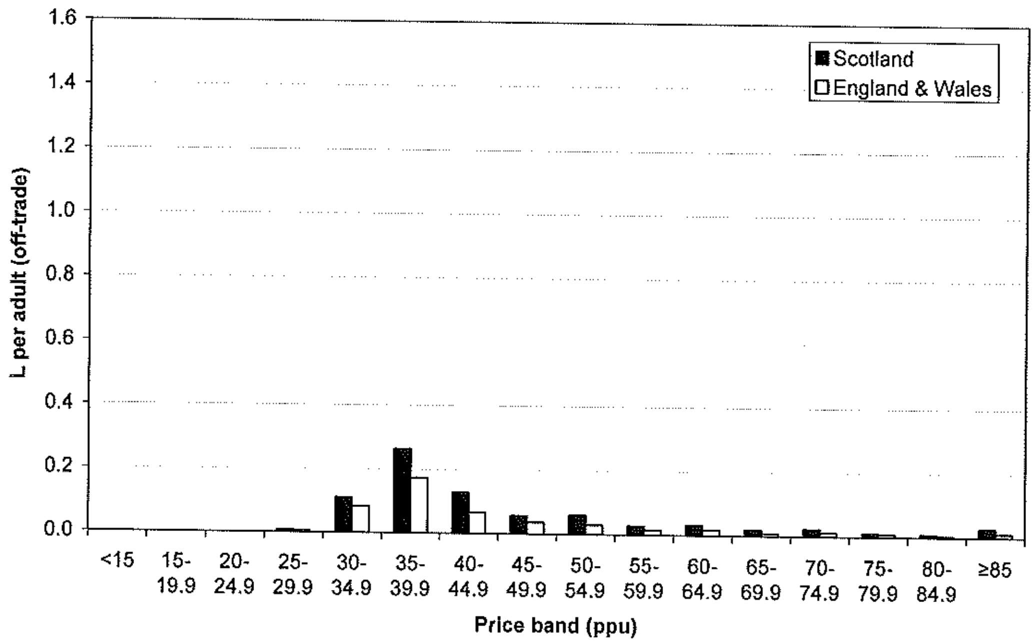
As shown in Table 6.1, the difference in the volume of pure alcohol sold per adult through the off-trade between Scotland and England & Wales were less marked for other drink types. The price distributions for these drink types can be found in the accompanying dataset.

Figure 6.4 **Price distribution (L per adult aged ≥16) of pure alcohol sold off-trade as vodka in Scotland and England & Wales, 2010**



Source: Nielsen, price band dataset.

Figure 6.5 **Price distribution (L per adult aged ≥16) of pure alcohol sold off-trade as whisky in Scotland and England & Wales, 2010**



Source: Nielsen, price band dataset.

Changes affecting The Licensing (Scotland) Act 2005

1. This note is intended to give some guidance on the upcoming changes to the **Mandatory Conditions** relating to **Irresponsible Promotions** attached to the "Licensing (Scotland) Act 2005". These changes will affect "Off Sales" premises and come into force on **01 October 2011**

2. **Minimum Price of Packages containing more than one alcoholic product**

   This new requirement has large implications for the Off Sales sector. This now means that any package that contains two or more alcoholic drinks must be priced the same as it would cost to buy the individual items separately. For example, if a can of Lager costs £1, then a case of 24 should cost at least £24.

   Please note that this rule only applies where each of the items (the individual item and the case or packaged container) are available for sale on the premises.

3. **Variation of Pricing of Alcoholic Drinks**

   Currently any promotion involving a price variation of an alcoholic product has to last for a minimum of 72 hours and begin at the start of trading hours. Equally no other price variations can occur until this variation has finished. This will no longer be the case as price variations on other products will be able to commence during this period so long as they also last 72 hours.

4. **Irresponsible Promotions**

   The rules relating to the promotion of alcohol have changed. Off Sales premises are now bound by the same rules as on sales premises in relation to the types of offers that can be advertised. Special attention should be given to any promotion of alcohol that offers either free alcohol or a discount on multiple purchases of alcohol. Examples of the types of offers that are no longer allowed are as follows:

   - Buy one get one free
   - Three for the price of two
   - Five for the price of four, cheapest free
   - 3 for £10
   - Buy six, get 20 % off

   Careful consideration should be taken when considering new promotions, and licence holders may wish to seek legal advice. It would be wise for licence holders to check that any *"flash packs"* acquired from wholesalers are compliant with Scottish legislation.

5. **Location of Drinks Promotions**

There has been a tightening up of the rules relating to where promotions can be advertised, both in store and in the vicinity of your premises. All advertising of drinks deals can now only be located within the *approved* alcohol areas of the premises. Further to this, there is a new ruling relating to advertisements in the vicinity of premises.

Off sales will no longer be allowed to advertise alcohol deals in the area around their premises. There will be a 200m exclusion area from the boundary of the premises (as shown on the approved layout plan) where the advertisement of alcohol is not permitted.

6. **Age Verification Policy**

Premises are now required to have a mandatory policy relating to the sale of alcohol. This Policy must detail the steps that the premises intends taking to establish the age of persons attempting to buy alcohol on the premises if it appears that the customer may be less than 25 years old.

This effectively means that a **'challenge 25'** policy should be in operation at all times. Premises which operate a Challenge 21 scheme will need to adapt their policy to reflect the higher age. It would be advisable for premises to have a written policy relating to this requirement as it would be seen as **'best practice'** and premises may wish to consider updating staff training to prove that each individual staff member has been trained in the new policy. The ability to 'prove' your policy to a Licensing Board could be invaluable