

Social Responsibility Alliance

A new way of working

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Portman Group - What We Do

- **Regulate** the promotion and packaging of alcoholic drinks sold or marketed in the UK
- **Challenge** and encourage the industry to market its products responsibly
- **Lead** best practice in alcohol social responsibility

National trends are encouraging

National consumption trends are encouraging....

- More and more drink within weekly guidelines
- UK per capita consumption falling
- Binge-drinking down
- Young people binge-drinking at lowest recorded levels
- Fewer 11-15s year olds trying alcohol



Local anomalies to national trends



Public Health England

Longer Lives Map, 2013

Show data for

Overall premature deaths

Cancer

Heart disease and stroke

Lung disease

Liver disease

[Socioeconomic deprivation](#) ⓘ

Premature mortality outcomes

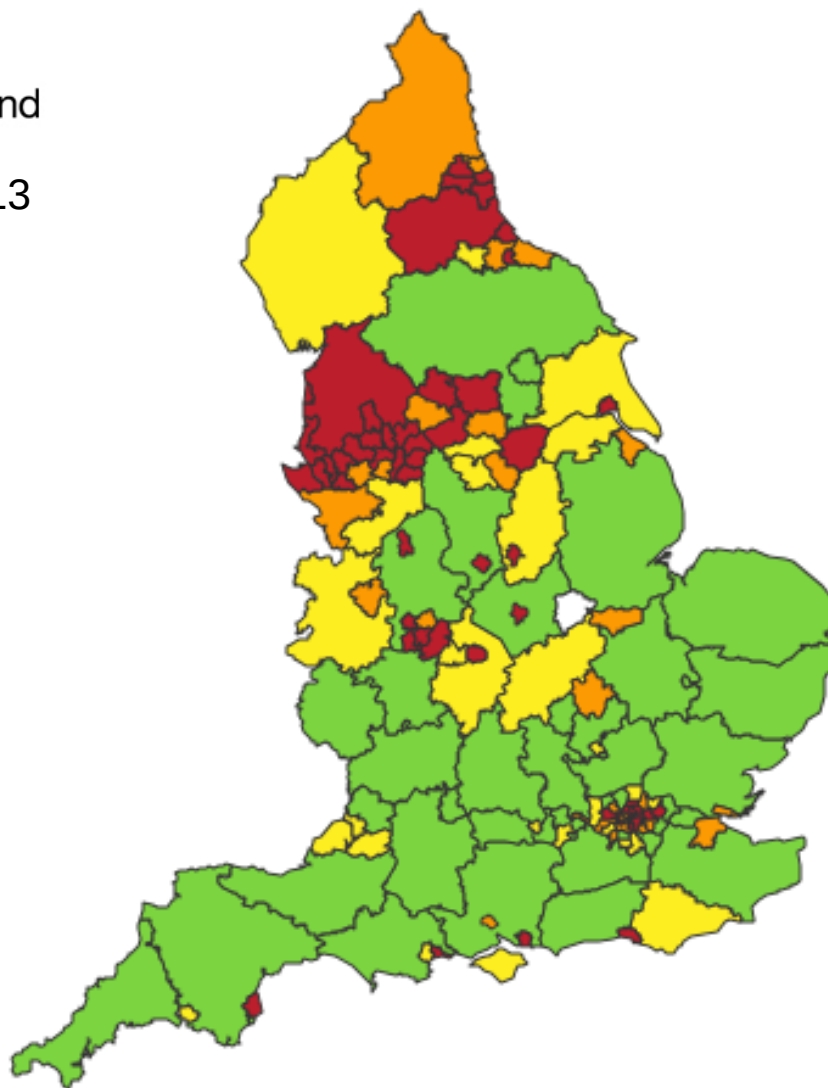
■ worst

■ worse than average

■ better than average

■ best

□ data unavailable



Portman
Group

SRA - a new way of working

- **Social Responsibility Alliance (SRA)** – formed towards the end of 2012, bringing together industry schemes/initiatives and trade associations
- **Aims and objectives - targeted** local action; sharing best practice on evaluation; communications support
- Facilitated by Portman Group

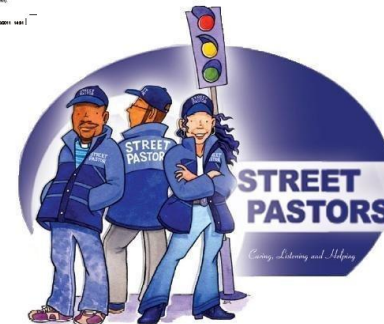
Industry-led schemes



Other initiatives



drinkaware.co.uk
for the facts



Trade Association Support

wsta

THE WINE AND SPIRIT TRADE ASSOCIATION

BRITISH
BEER & PUB
ASSOCIATION

ACS | the voice of
local shops

Political developments

- **July 2013:** Government publishes its response to the consultation on its alcohol strategy
- **LAAAs:** 15-20 areas to be announced early 2014
- **Autumn Package:** New pledges under the Responsibility Deal Alcohol Network, including support for LAAAs

Good partnerships

- Shared Vision
- Action and delivery
- Positive outcomes - transferability of good ideas and initiatives
- Commitment
- Communication

Creating a responsible drinking culture?



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