Portman Group

Alcohol
Responsibility + Marketing Regulation

20th NATIONAL PUBWATCH CONFERENCE

March 2024

Matt Lambert
Chief Executive
comms@portmangroup.org.uk



Portman Group

Alcohol Responsibility + Marketing Regulation

WHO WE ARE



- The Portman Group was established in 1989 to ensure that alcohol producers do all they can to promote the responsible use of alcohol.
- We are the self-regulator for the naming, packaging, promotion and sponsorship of alcoholic products in the UK and are also the industry's leading voice for social responsibility.
- Our founders came with a vision to reduce harm and demonstrate the industry's commitment to behave in the right way.
- We act as a bridge between industry and UK Government to increase awareness and raise standards.
- We provide guidance, advice, training and best practice standards for labelling for all who market alcohol in the UK.

Asahi UK · Aston Manor Cider · Bacardi Limited · Brown-Forman · Budweiser Brewing Group UK&I · C&C group plc · Campari Group · Diageo · Edrington UK · Heineken · Jägermeister · Mark Anthony Brands · Molson Coors beverage company · Pernod Ricard · SHS Drinks · Thatchers · Treasury Wine Estates

Portman Group
Alcohol
Responsibility + Marketing Regulation

25 + YEARS OF THE PORTMAN GROUP CODE

- Unique and world leading Code. Applies to the whole of the sector and the role of the Code is referenced in the Guidance of the Licensing Act 2003.
- From inception the Independent Complaints Panel, made up of lay members, has applied the Code and reviews products.
- The Panel is led by the **Chair Rachel Childs**, a former headteacher who also sits on the Advertising Advisory Committee and Nursing and Midwifery Council.
- **Deputy Chair David McDonald** is a former senior Scottish police officer, and a senior officer within the Glasgow Alcohol and Drug Partnership.

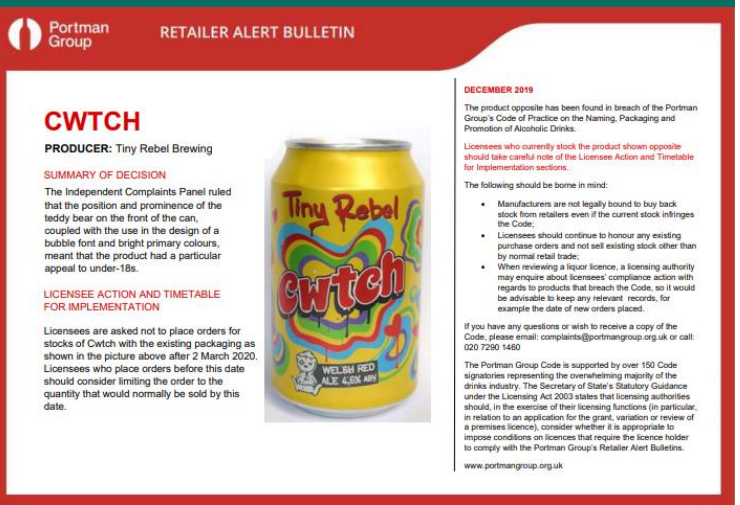




Portman Group

Alcohol
Responsibility + Marketing Regulation

KEY ICP DECISIONS



Portman Group RETAILER ALERT BULLETIN

CWTCH

PRODUCER: Tiny Rebel Brewing

SUMMARY OF DECISION

The Independent Complaints Panel ruled that the position and prominence of the teddy bear on the front of the can, coupled with the use in the design of a bubble font and bright primary colours, meant that the product had a particular appeal to under-18s.

LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of Cwtch with the existing packaging as shown in the picture above after 2 March 2020. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.

DECEMBER 2019

The product opposite has been found in breach of the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Licensees who currently stock the product shown opposite should take careful note of the Licensee Action and Timetable for Implementation sections.

The following should be borne in mind:

- Manufacturers are not legally bound to buy back stock from retailers even if the current stock infringes the Code;
- Licensees should continue to honour any existing purchase orders and not sell existing stock other than by normal retail trade;
- When reviewing a liquor licence, a licensing authority may enquire about licensees' compliance action with regards to products that breach the Code, so it would be advisable to keep any relevant records, for example the date of new orders placed.

If you have any questions or wish to receive a copy of the Code, please email: complaints@portmangroup.org.uk or call: 020 7290 1460

The Portman Group Code is supported by over 150 Code signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Statutory Guidance under the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions (in particular, in relation to an application for the grant, variation or review of a premises licence), consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with the Portman Group's Retailer Alert Bulletins.

www.portmangroup.org.uk

- Over 170 irresponsible and inappropriate products have been re-branded or removed from the market.























Portman Group

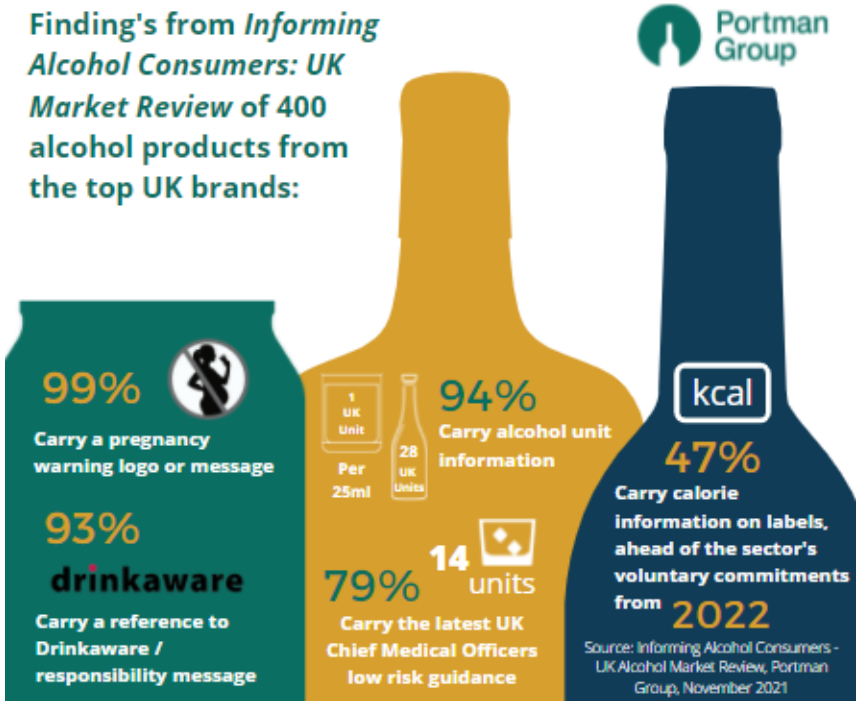
Alcohol Responsibility + Marketing Regulation

LABELLING



Supporting the wide adherence to best practice

- Providing free advice to the industry on the labelling best practice guidelines
- Convening the sector to engage with four nations.
- Research to balance the debate and demonstrate the sector is delivering.



Revising the best practice in 2022



Portman Group's updated its industry best practice labelling guidance

Gaining cross-sector support, including SIBA for the first time

New **drinkaware** licensing price for smaller producers and re-sellers



Portman Group
Alcohol Responsibility + Marketing Regulation

KEY TRENDS IN ALCOHOL HARM



Over a decade of falls

UK alcohol consumption **15%** **during 15 years**

A moderate majority

4 in 5

79% of UK adults, the moderate majority, do not exceed the CMO's recommended lower-risk guideline of 14 units per week

11.6 units

Average weekly unit intake, well below CMO guidelines.

Binge drinking* among UK drinkers has fallen by a quarter in the last decade

29%

4%

Highest harm drinkers (+35(f)/50(m) units a week)

* drinking over 6-8 units in a single session

Portman Group
Alcohol Responsibility + Marketing Regulation

KEY TRENDS IN ALCOHOL HARM



A spotlight on underage drinking



80% Fall in weekly drinking since 2002



64% Fall in weekly drinking between 2004-21*



58% Fall in weekly drinking since 2004



50% Fall in those who have ever tried alcohol since 2000

47%



Alcohol-related violent crime fallen by almost half in Britain since 2009/10

Since 2001, drink driving accidents down 62% and total casualties down 64%

Over 3/5 Accidents



Almost 2/3 Casualties

27%



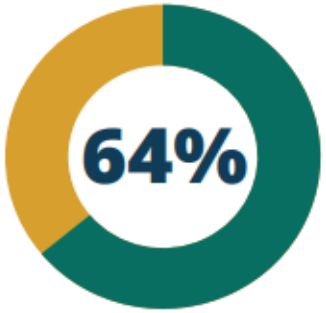
Increase in alcohol-specific deaths in 2021 versus 2019.

Portman Group
Alcohol Responsibility + Marketing Regulation

TRENDS IN LOW AND NO PRODUCTS

YouGov
What the world thinks

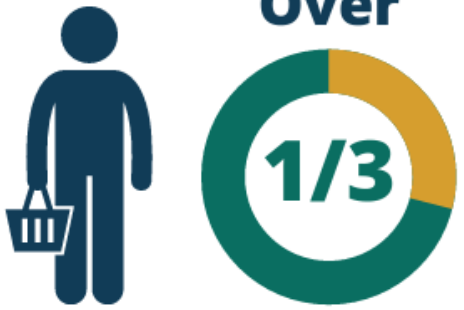
Key findings from sixth annual Portman Group-YouGov survey of UK public attitudes to low and no products



Just under two-thirds of UK adults had at least tried a low and no alcohol products

75%

Of alcohol drinkers have at least tried these products, compared to only 33% of non-drinkers.



(35%) of UK drinkers now 'semi-regularly'* consume low and no alcohol, up from 29% in 2022.

23%

Of current alcohol drinkers said that their weekly consumption has fallen due to low and no alcohol products, up from 21% in 2022.**

* Incorporating those who responded drinking low and no alcohol either 'regularly' or 'occasionally'.
** Removing those who did not drink alcohol before first trying a low/no alternative.

Portman Group
Alcohol Responsibility + Marketing Regulation

TRENDS IN LOW AND NO PRODUCTS

YouGov
What the world thinks

Whilst driving home safely and not drinking excessively remain the single most cited reasons for choosing a low and no option, they also reflect an increasingly health-conscious public

36%
Being able to drive home from social events

27%
Minimising possible health concerns or current medical reasons*

22%
Socialise without drinking excessively

Semi-regular* use is most common amongst those drinkers aged between 18-34

18-24 44%

25-34 37%

Pubs and bars are the most popular location to drink low and no products, cited by over a third of respondents

36%

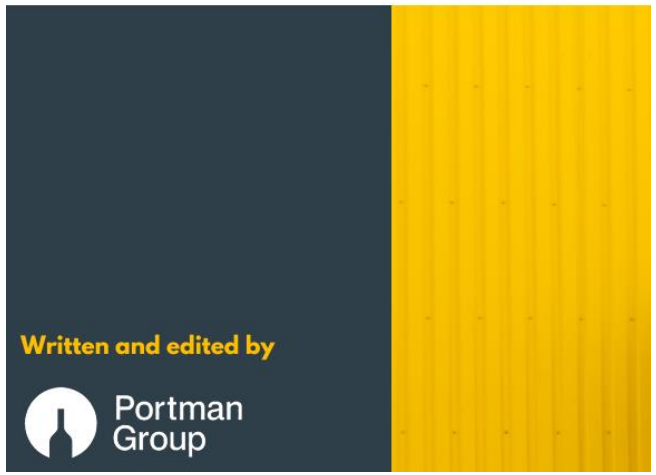
* Incorporating respondents who cited short-term (17%) and long-term (13%) physical health problems; and 'illness / medical reasons' (7%).

Portman Group
Alcohol Responsibility + Marketing Regulation

IMPACT OF COVID-19

The hospitality sector bore the brunt of lockdowns during the pandemic, but also stepped up to support local communities.

However, there has been a lasting impact on the night-time economy.



CITY A.M.

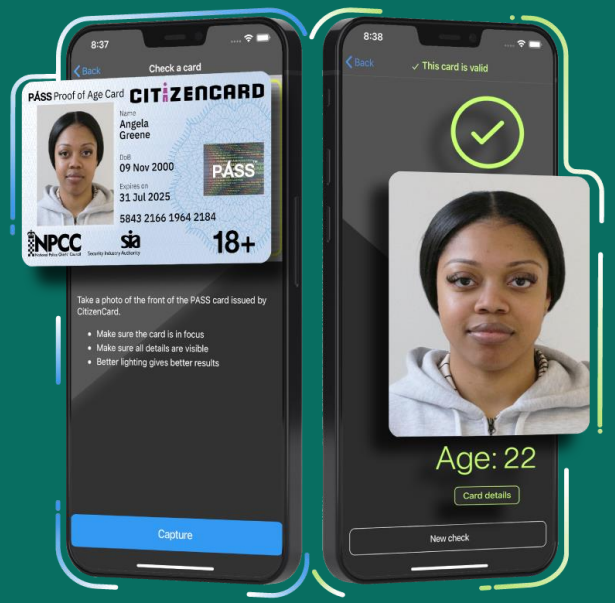
Last orders: British pubs closing at a faster rate than during Covid-19 – and it could get worse

RollingStone UK

31 per cent of UK nightclubs closed since COVID, new statistics reveal

Portman Group
Alcohol Responsibility + Marketing Regulation

TACKLING MISUSE - MINORS



Underage drinking falling, but we must not be complacent

- We can celebrate the huge fall in underage drinking across the UK, thanks in part to the success on industry efforts to prevent access in shops, pubs, bars and nightclubs.
- However, pockets of higher harm still exist across the country.
- Further efforts to tackle this include the adoption of new age verification technology and digital ID – across both the off-trade and on-trade in the night-time economy.
- Industry-funded schemes such as Community Alcohol Partnerships remain vital in terms of diversionary activities as well as helping support parents in terms of alcohol and their children.

CAP
Community Alcohol Partnerships



Portman Group
Alcohol
Responsibility + Marketing Regulation

TACKLING MISUSE – ANTISOCIAL BEHAVIOUR



Huge falls recorded across the UK, but post-lockdown are we seeing 'Badly Behaved Britain'?

- Official statistics pre-pandemic showed an ongoing decline in overall alcohol-related violence and anti-social behaviour.
- Anecdotal evidence post-lockdown suggests an uptick in anti-social behaviour across the UK – though yet to be backed by official statistics.
- The need to promote a safe, welcoming and vibrant night-time economy matters more now than ever given widespread closures of venues across the industry.

The Guardian

'One morning, I found a customer asleep by the toilets': my life as a pub manager in badly behaved Britain

From karaoke wars to complaints about prices, I've seen it all. But nothing could have prepared us for the pandemic



Portman Group
Alcohol Responsibility + Marketing Regulation

REDUCING HARM – PARTNERSHIP WORKING



Supporting the wide adherence to best practice

- Recognising the ongoing importance of schemes such as Pubwatch, alongside their peers across the Local Alcohol Partnerships network.
- Highlighting the need for constructive partnerships with local authorities and the police to embed these organisations into local communities.
- Ensuring greater support and co-ordination to achieve the shared goal of tackling anti-social behaviour and fostering a safe and prosperous night-time economy.

NATIONAL PUB WATCH
stronger together

RAISING THE BAR
BEST BAR NONE
BB
WWW.BBNUK.COM

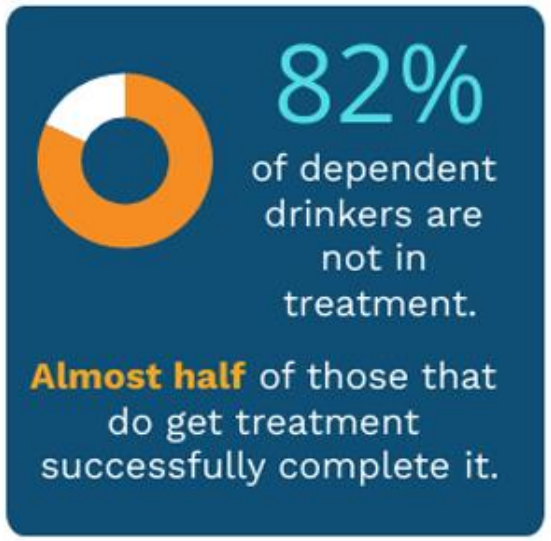
STREET PASTORS

Portman Group
Alcohol Responsibility + Marketing Regulation

REDUCING HARM – HEAVIER AND MORE HARMFUL DRINKERS

CFE research

CFE Research - Breaking down barriers to treatment





Barriers can include:

- The **stigma and fear** of consequences around alcohol misuse.
- Some people may face **multiple co-existing issues**, including mental health, poverty and homelessness.
- **Services are hard to navigate and may not meet individual needs** by being inflexible and/or inconvenient.

Portman Group

Alcohol
Responsibility + Marketing Regulation

REDUCING HARM – TACKLING BARRIERS



Digital interventions (e.g. mobile apps)

These can help overcome practical barriers to engagement with treatment, such as cost, distance and convenience.

Assertive outreach

Regular and persistent contact in the community can improve engagement and reduce demand for emergency/crisis services.

Co-located & integrated services with multi-disciplinary teams

Holistic and coordinated support across different agencies simplifies people's route through the system. This is particularly important for people experiencing multiple forms of disadvantage.

Building capacity among professionals

Building capacity equips professionals with awareness, knowledge and skills to identify alcohol misuse and make appropriate referrals.

Community, family and peer support programmes

Supporting family and friends means they can motivate loved ones to get into and stay in treatment. Peers who have successfully overcome alcohol misuse can be powerful role models that recovery is possible.

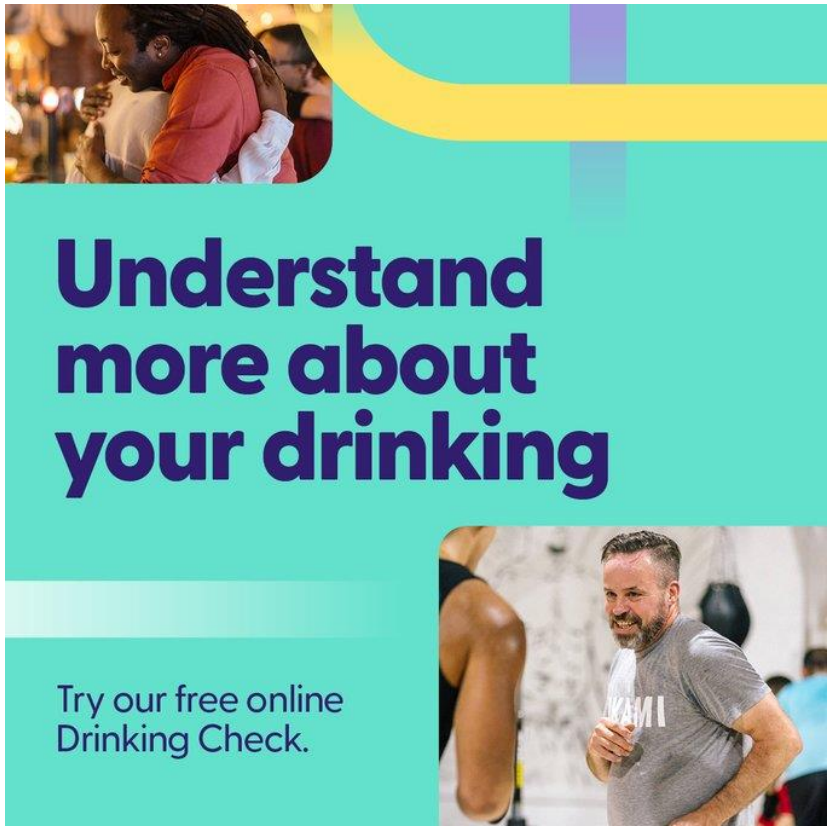
Portman Group
Alcohol Responsibility + Marketing Regulation

REDUCING HARM – RAISING AWARENESS



All have a role to play in fostering moderate drinking and tackling harm

- Pointing consumers to sources of further information or support.
- Offering greater choice of lower strength alcohol products; smaller serving sizes (125ml glass for wine); and greater array of low and no alcohol alternatives.







Portman Group
Alcohol
Responsibility + Marketing Regulation

REDUCING HARM – KEEPING FOCUSED ON MISUSE



- There has been a general move from some organisations and campaigns to focus on reducing alcohol use generally rather than focusing on tackling alcohol misuse.
- This approach fails to recognise that, overall, UK adults drink responsibly and ignores the behaviour of the moderate majority.
- This fosters divisiveness, undermining and diluting focus away from pragmatic actions to target and tackle harm.

TIME TO WINE DOWN? Women aged between 18 and 50 should NOT drink AT ALL, under shock WHO plan

Nick McDermott
16 Jun 2021, 19:37 | Updated: 17 Jun 2021, 8:07

They're coming for your G&T – could drinking go the same way as smoking?

Boudicca Fox-Leonard
26 January 2023 • 3:00pm

Portman Group

Alcohol
Responsibility + Marketing Regulation

Q&A



Portman Group

Alcohol
Responsibility + Marketing Regulation

General enquiries

info@portmangroup.org.uk

Product advice

advice@portmangroup.org.uk

Offices

201 Borough High Street, London SE1 1JA

Quartermile Two, 2 Lister Square, Edinburgh EH3 9GL