

# Alcohol Licensing Reform action taken

Gary Cox

Criminal Law and Licensing Division

Scottish Government

[gary.cox@scotland.gsi.gov.uk](mailto:gary.cox@scotland.gsi.gov.uk)

# Action already taken

- New licensing system from 1/9/09
- Implementation process now – all premises in Scotland going through application process

# Some key issues

- Local policies on opening hours
- Presumption against 24 hour opening
- Mandatory training for all staff
- Qualification for managers
- New Licensing Standards Officers to monitor compliance with licence

# Promotions Banned

- “Happy hours”
- Promotions aimed at under 18s
- Promotions involving free drinks or quantity discounts in bars
- All you can drink for a fixed price
- Up-selling
- Offering drinks as a reward or prize
- Rewards or encourages speed drinking

# Display Areas

- Separate alcohol displays areas
- No cross-merchandising

# Also considering

- Quantity discounts in shops/supermarkets
- Below-cost selling
- Other issues for long-term strategy but not able to discuss at present. Ruling nothing out.