

Appendix B
Consultation Responses:

- Portman Group
- Local Planning Authority

Julie Dwan

From: Licensing
Sent: 29 October 2024 09:08
To: Julie Dwan
Subject: FW: Portman Group response to Stevenage Borough Council's Revised Licensing Policy Statement for 2025-2030

Hi Julie

Looks like a response to the revised licensing Policies

Kind regards.

Paul Edney | Technical Support Officer | Environmental Health & Licensing |
Stevenage Borough Council, Daneshill House, Danestrete, Stevenage, Herts, SG1 1HN |

 01438 242242 | www.stevenage.gov.uk | env.health@stevenage.gov.uk | licensing@stevenage.gov.uk

From: David Saer <DSaer@portmangroup.org.uk>
Sent: Monday, October 28, 2024 9:52 AM
To: Licensing <licensing@stevenage.gov.uk>
Cc: Jacob Coad <JCoat@portmangroup.org.uk>
Subject: [External] Portman Group response to Stevenage Borough Council's Revised Licensing Policy Statement for 2025-2030

Dear Licensing Team,

Thank you for the opportunity to respond to the consultation on Stevenage Borough Council's Revised Licensing Policy Statement for 2025-2030.

We appreciated you signposting to us in the 'Useful contacts' section, though our address needs to be updated to 'Fora, 201 Borough High Street, London, SE1 1JA' and the telephone number needs to be removed.

We note that this is the only mention of the Portman Group in the document. In terms of extra builds to the draft, we would ask that you perhaps consider following other local authorities in adding in a little extra context in the text concerning our regulatory work regarding the Code of Practice for license holders and encouraging retailers in your area to abide by Retailer Alert Bulletins to remove irresponsible products and promotions.

We would suggest including something along the following lines:

The Portman Group Code of Practice

The Portman Group operates, on behalf of the alcohol industry, a Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. The Code seeks to ensure that drinks sold in licensed premises are packaged and promoted in a socially responsible manner and only to those who are 18 years old or over. Complaints about products under the Code are considered by an Independent Complaints Panel and the Panel's decisions are published online. If a product's packaging or point-of-sale advertising is found to be in breach of the Code, the Portman Group may issue a Retailer Alert Bulletin to notify retailers of the decision and ask them not to replenish stocks of any such product or to display such point-of-sale material, until the decision has been complied with. We would encourage retailers to sign up to and abide by Retailer Alert Bulletins. The Secretary of State's Statutory Guidance under the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions 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.

We would also ask that you consider the [comments](#) from former UK Public Health Minister Andrea Leadsom in February 2024, who suggested that "licensing authorities should 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" if there is evidence of irresponsible alcohol promotion undermining licensing objectives.

Finally, could I check if we have the most up to date contacts for your team in terms of our Retail Alert Bulletin distribution list which we hope will aid your work? If you have any questions or any of the above or how we can be of further assistance in your work, please just let me know.

Best wishes,

David

David Saer
Director of External Affairs



Fora, 201 Borough High Street, London, [SE1 1JA](#) | Twitter: [@portmangroup](#)

Nearly 9 in 10



of UK adults,
the **moderate majority**,
have low risk drinking behaviour
or do not drink at all.

UK alcohol
consumption



down 14% in 15
years.

Near universal

coverage



14 **86%**
units
of pregnancy, unit, and CMO
guideline messages on UK alcohol
products.

...the majority of the population... moderate majority... low risk drinking behaviour... or do not drink at all... UK alcohol consumption... down 14% in 15 years... Near universal coverage... 99%... 96%... 14 units... 86%... of pregnancy, unit, and CMO guideline messages on UK alcohol products.

From: Julie Dwan <Julie.Dwan@stevenage.gov.uk>

Sent: 23 October 2024 15:30

Subject: Consultation on the revised Licensing Policy Statement

Dear Sir or Madam

Consultation on the revised Licensing Policy Statement

Julie Dwan

From: Paul Edney
Sent: 13 November 2024 15:47
To: Paul Edney
Subject: Consultation on the revised Licensing Policy Statement

Dear Acting Licensing Manager,

Consultation on the revised Licensing Policy Statement

I refer to your recent consultation dated 23rd October 2024 with respect to the Council's Statement of Licensing Policy 2025 – 2030. Thank you for giving the Council as Local Planning Authority the opportunity to provide comments on this statement. Please see our comments on the statement below:

We recommend Paragraph 3.5 is amended. The proposed amendment to this paragraph is set out in bold and underlined for reference:- "The Council's planning policies are set out in its **Local Plan. Central Government policy and guidance** in the form of..."

The statement makes reference to "Executive", this need to be replaced with "Cabinet". This is because the Executive Committee was replaced with Cabinet which took effect from June 2024.

We have no further comments to make on the statement.

Yours sincerely,

James Chettleburgh MRTPI | Head of Planning and Enforcement | Development Management | Planning and Regulation | Stevenage Borough Council | Daneshill House | Danestrete | Stevenage | SG1 1HN
Mob: 07593 528253 | Email: james.chettleburgh@stevenage.gov.uk





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