



## Response to Request for Information

Reference      FOI 081527  
Date            06 August 2015

### *Reducing the Strength Scheme*

#### **Request:**

I believe your council has been running a Reducing the Strength scheme or similar scheme, whereby retailers in the area are asked to stop selling beer and cider above a certain ABV.

Under the Freedom of Information Act, I would like to know:

How many off-licence retailers are there in your area?  
How many have joined the scheme?  
How many signed up voluntarily?  
How many had it imposed as a condition on their licence?  
If the measure was applied as a condition on a licence, have any retailers challenged it?  
If so, what was the outcome?  
Who within the council sanctioned the scheme and was responsible for creating the scheme?

#### **Response:**

In answer to the request in relation to running a 'reducing the strength scheme', licensing services are not currently running any such scheme but have discussed the feasibility of such.

We do, in many cases, through the Responsible Authorities forum look at all new licence applications and variations of licences to establish the 'workability' of adding a condition such as:

"There shall be no sale of single cans or bottles of beer, lager or cider from the premises and no single bottles of beer, lager or cider in vessels of less than 500 ml and above 6.5% ABV."