

Preventing the sale of alcohol to drunks in UK nightlife settings

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GLOBAL CAMPAIGN FOR VIOLENCE PREVENTION
CAMPAGNE MONDIALE POUR LA PREVENTION DE LA VIOLENCE
VIOLENCE PREVENTION ALLIANCE / ALLIANCE POUR LA PREVENTION DE LA VIOLENCE



LIVERPOOL JOHN MOORES UNIVERSITY





Over-serving in the UK

- Service of alcohol to drunks illegal for over 400 years
 - Prevent violence, anti-social behaviour, protect vulnerable people
- Licensing Act 2003 (S141)

Prosecutions & penalty notices for disorder, England and Wales
Sale of alcohol to a drunken person

	2009	2010	2011	2012	2013	2014
Prosecutions	6	3	6	10	5	2

- High levels of drunkenness seen in nightlife suggests law not being implemented or enforced
 - Difficult to identify/enforce/prosecute
- 84% purchase attempts by pseudo-drunk actors successful (UK nightlife area; 2013)



Nightlife alcohol use

- Night out in North West England
 - 3 cities, n=214; 63% 18-24 years
- 53% had pre-loaded (↑ alcohol)
- Average total night out alcohol consumption (including preloading)
 - Females 16 units
 - Males 27 units



1 unit = 8g pure alcohol



UK interventions



- Drunkenness associated with range of health and social harms
 - Large burden on health, police and other public services
 - Facilitated by over service of alcohol
- Evidence that multi-component interventions can be effective (e.g. STAD, Sweden)
 - Community mobilisation, stricter enforcement & responsible bar staff (RBS) training
- UK - range of interventions implemented to tackle alcohol-related harms
 - Until recently, few focus on addressing culture of drunkenness / sales of alcohol to drunks

UK interventions – sale of alcohol to drunks

- Interventions starting to emerge
 - Mix of single & multi-component

DRUNK?
NO SALE!

It is an offence to sell alcohol to anyone who is drunk.

Humberside Police
Protecting Communities, Targeting Criminals

THINK B4U DRINK
www.think4drink.org

#Drink Less Enjoy More

KNOW THE SCORE

#DrinkLessEnjoyMore

Can't get served?

It's against the law for our staff to sell alcohol to anyone who is drunk

Let's stay within the law and make sure everyone has a good night.
For more information go to www.beerandpub.com/campaigns/servingdrunks





The study



Identify alcohol sale refusals (drunks) across UK cities, & associations with area & venue level factors

How Pseudo-drunk actors methodology

- Recruited & trained student actors
- Developed act in collaboration with police
 - Display signs of extreme drunkenness
 - Ensure bar servers could recognise this
- One actor 'drunk', one a more sober friend
 - Messed up clothing, alcohol on breath
 - Stumbled to the bar, supported by friend
 - Asked the price of a drink with loud, slurred speech
 - Fumbled with money when paying
- Record details of test purchase (post test)



- Observed by 2 researchers
 - Venue & test purchase (unobtrusive)
 - Record details of venue/customer characteristics
 - Number of people, intoxication levels
 - Crowdedness, cleanliness



The study



To identify the sale of alcohol to drunks across UK cities, & associations with area & venue level factors

How	Pseudo-drunk actors methodology
Where	England & Wales: four cities, large nightlife areas
When	Pre & post interventions (2013-2015)



304 venues / 430 test purchases



Area	Pre	Post
1	None	Multi-component (basic enforcement)
2	RBS	RBS & enhanced enforcement
3	None	Multi-component (basic enforcement)
4	None	Multi-component (enhanced enforcement)

Actors' notes: alcohol refused

Bar tender touched my arm and said *"Sorry love, you've had a little too much to drink"*.

He asked me if I'd had enough and then went on to say *"I don't want you to fall down the stairs"*. Then as I was leaving he said *"Be careful and watch out for the step"*.

Server said *"Can't serve you honey, would you like a glass of water?"*.

Bar tender poured drink, discussed with another bar maid then said *"Sorry mate, you're too drunk"*.

Actors' notes: alcohol served

Asked for drink. They only served doubles. Asked *"Are you sure you are okay for this?"* then served

Even with [actor's] head on bar and slurring words, there was no hesitation for sale. In fact, the barman offered a double

When bar tender was serving drink the other bar tender said *"You serving her? Look at her eyes"* - he said *"Well, I've poured it now"*.

Server asked *"Have you been drinking elsewhere tonight?"* I said *"Yeah"* and they said *"OK, I'll give you one but no more tonight, you've had enough"*

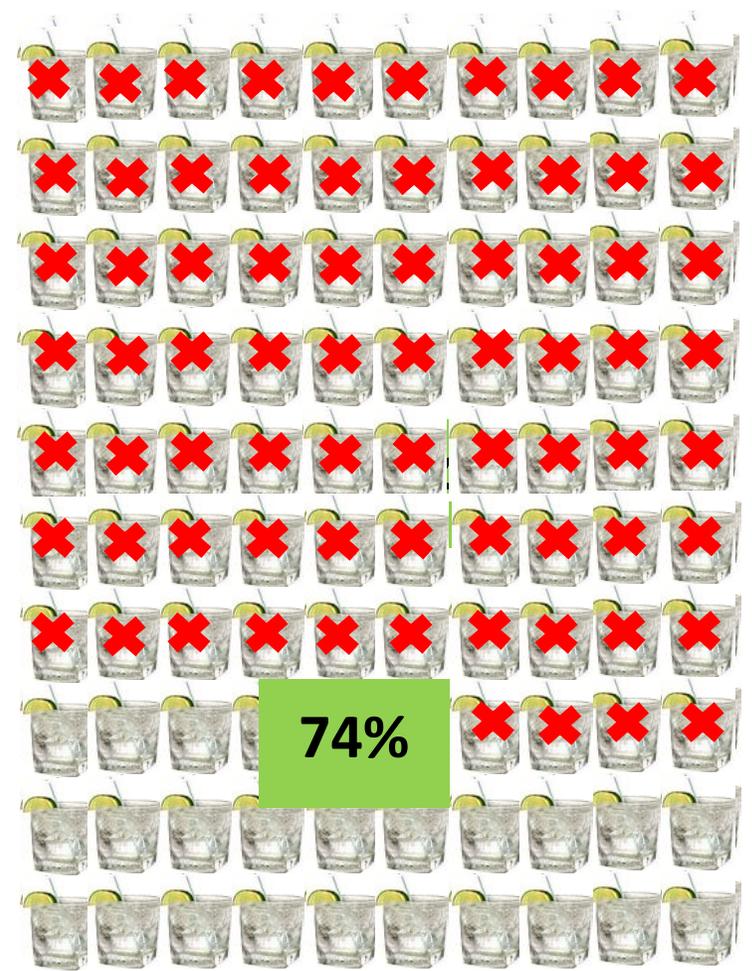


Test purchase refusals – area***



- No intervention = **19%**
- RBS = **28%**
- RBS & enhanced enforcement = **69%**
- Multi-component (basic enforcement) = **42%**
- Multi-component (enhanced enforcement) = **74%**

All = 42%



***p<0.001



Test purchase refusals – venue & test purchase

Venue (refusals)

- More likely
 - Pub/bar - 45% (cv. 25% nightclub)**
- Less likely
 - Door staff present - 37% (cv. 52%)**
 - Noisy bar - 36% (cv. 48%)**
 - Dirty bar - 31% (cv. 45%)*
 - Drunk customers - 29% (cv. 47%)**



Test purchase

- More likely
 - Female actor pair - 53% (cv. male only & male/female ~ 39%)*
 - ID requested at door - 55% (cv. 36%)***
 - ID requested at bar - 51% (cv. 14%)***
 - Bar area monitored - 44% (cv. 24%)*
 - Test of test purchase (e.g. Thursday & Friday nights ~ 36%; Sunday 62%)*



Test purchases – multi-variate analyses

Service refusal associated with:

Variables*		Adjusted odds ratio [95% CIs]	P value
Intervention level (ref = no intervention)	RBS	1.98 [0.88, 4.47]	0.172
	RBS & enhanced enforcement	10.75 [4.53, 25.52]	<0.001
	Multi-component (basic enforcement)	3.06 [1.56, 5.99]	<0.001
	Multi-component (enhanced enforcement)	14.56 [7.09, 29.92]	<0.001
Venue type	Nightclub	0.26 [0.13, 0.52]	<0.001
ID requested	At the bar	4.50 [1.49, 13.55]	<0.001
Day	Friday/Saturday & Saturday/Sunday	2.29 [1.33, 3.93]	<0.001

* Logistic regression (forward stepwise). Only significant variables shown. Other variables remaining in the model: door staff; PMP – dirty, drunk customers, count; pair actor gender mix; bar unmonitored; ID requested at door/anywhere.



Summary & conclusion



- Until recently, little focus on preventing sales to drunks, despite large impacts
 - Awareness of the law; Difficult to assess
- However, interventions are starting to emerge across England & Wales
 - Mix of single & multi-component approaches
- Our study suggests that multi-component interventions are associated with the greatest reductions in sale of alcohol to drunks in nightlife venues
 - ***Threat*** of enforcement appears to be a key factor
- Great potential benefits from addressing sales to drunks
 - Reduce burden on health & policing, improve nightlife
- Focus on taking sales of alcohol to drunks in UK nightlife settings using a multi-component (*with threat of enforcement*)

Thank You

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