

Alcohol Accords: Getting Results

*A practical guide for
Accord partners*

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Crime Prevention Unit

Department of the Prime Minister and Cabinet

in association with

Alcohol Advisory Council of New Zealand (ALAC)

New Zealand Police

1.1 Overview

An Alcohol Accord, properly managed, can produce a safer community together with specific benefits for the partners contributing to it. This guide gives practical advice and information to set up and maintain an Accord. To keep an Alcohol Accord working effectively, the partners need to know what the alcohol related harm and crime problems are, how to address these, and how to assess successes.

This guide has been designed to help SCCs and other community and government partners assess the crime prevention results and related benefits achieved from the implementation of a local Alcohol Accord. This guide has been prepared by the Crime Prevention Unit (CPU) in association with the Alcohol Advisory Council of New Zealand (ALAC) and the New Zealand Police. The guide should be read in conjunction with the earlier ALAC, CPU and Police publication *Alcohol Accords - safer communities through safer alcohol use*.

1.2 Contents

In order to identify the range of information potentially available for assessing crime prevention results - and other related benefits - achieved through the implementation of a local Alcohol Accord, this guide summarises:

Section 1	<ul style="list-style-type: none"> what an Alcohol Accord is and what results it can achieve, including benefits to alcohol retailers, other local service providers, local residents and the wider community
Section 2	<ul style="list-style-type: none"> what action can be taken by partner agencies/groups involved in an Alcohol Accord - including the type of information they can provide to enable an assessment of the crime prevention and related benefits achieved
Section 3	<ul style="list-style-type: none"> results and benefits - for partner agencies and the community - and possible information sources that can be used to demonstrate this

Appendix 1 contains a summary of good practice for working in a local partnership

2. Alcohol Accords: what are they, and what crime prevention results can they achieve? *(summary of the joint ALAC, CPU and Police guidelines)*

2.1 What is an Alcohol Accord?

An Alcohol Accord is a written local agreement between the key partners in promoting community safety through safer alcohol consumption, and complements existing Sale of Liquor Act regulatory mechanisms. The key Alcohol Accord partners are the:

- **entertainment industry** (alcohol retailers, and supporting businesses eg taxi and security firms, other local retailers, Hospitality Association of New Zealand (HANZ) etc)
- **government, regulatory and welfare agencies** (eg Police, local authorities, licensing authorities, health sector agencies)
- **community** (eg safer community councils, local iwi authorities and/or Maori trusts, Pacific peoples' groups, community groups, Chamber of Commerce, sports clubs, residents' groups etc).

2.2 What results can an Alcohol Accord achieve?

Alcohol Accords - when properly set up and maintained – can produce specific and significant improvements in public safety. There are wins all round – the entertainment industry maintains trade by keeping customers safe and satisfied, and the community, regulatory and welfare sectors face less of the costs caused by the misuse of alcohol.

2.3 Benefits for alcohol retailers

Alcohol retailers (particularly in Australia where Accord have been widely used) find that putting the Accord principles into action is good for business. The Accord helps create a safe and welcoming environment that meets patrons needs, leads to favourable word of mouth reports, and increases in the level of repeat business (and this occurred despite initial fears of decreased turnover and profits).

- Other benefits are:
 - improved compliance with legislative requirements, and reduced costs associated with breaching these requirements
 - improved image of the entertainment industry, and potential for positive marketing opportunities
 - building a working relationship of trust and cooperation with Police
 - providing a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events.

2.4 Benefits for local residents, the wider community, and local service providers

- Improved community safety and perceptions of safety in the Alcohol Accord area.
- Reduced access to alcohol for people who are under-age or intoxicated.
- Reduced alcohol-related harm, disorder and anti-social behaviour.
- Decreased costs associated with:
 - alcohol-related crime eg assault, property damage, driving when drunk, and its consequences for victims
 - providing health care to people who hurt themselves or others when drinking in an unsafe way (eg getting drunk and assaulting people, driving when drunk etc)
 - repairing property damaged in drunken escapades.

3. Action to promote safe alcohol use, and minimise alcohol related harm

Who can take action	Key actions
Alcohol Accord steering committee <i>(and working groups)</i>	<ul style="list-style-type: none"> • identify and engage key industry, central and local government agencies and community stakeholders, and promote good practice features for partnership working (<i>see appendix 1</i>) • identify and agree specific action to be taken by partner agencies and groups (individually and jointly), decide how and when action and results will be reported, and how progress will be monitored • identify and develop strategies needed to support members of the Accord (eg information on action they can take, training for staff etc) • review attendance and participation at Accord meetings, and develop strategies for ensuring all members stay active and committed • agree type and frequency of information to be collected (by partner agencies/groups) to demonstrate results achieved by the Alcohol Accord eg reduced crime, increased community perceptions of safety (<i>see section 4 on assessing local implementation and results</i>) • on-going review of local alcohol-related problems (including seeking community perceptions of these problems), and develop strategies to respond • review participation of those involved in the Alcohol Accord, identify potential Alcohol Accord members (ie alcohol retailers who are not involved - but should be), identify barriers for participation and develop strategies for engaging them • develop a strategy for engaging media support in the promotion of the Alcohol Accord (including marketing to potential members, and dissemination of good practice), and reporting on key actions and results to partner agencies/groups and the community, and recognising and rewarding successes.
Alcohol retailers	<p>Promote responsible drinking by:</p> <ul style="list-style-type: none"> • complying with Sale of Liquor Act requirements • meeting all conditions of their liquor licence • implementing strategies (eg staff training and practice, display of safe drinking information etc) to ensure they do NOT: <ul style="list-style-type: none"> • sell alcohol to people under age • promote excessive or rapid consumption of alcohol • serve people who have already had enough <p>Create an environment that minimises anti-social and violent behaviour by:</p> <ul style="list-style-type: none"> • promoting and serving alcohol-free drinks • promoting and serving food, and providing free bar snacks • promoting safe transport options (eg display taxi phone numbers, provide a free phone to order taxis, courtesy vans etc) • keeping premises attractive and well-maintained, as research shows that this reduces the likelihood of violent and anti-social behaviour (<i>see appendix 2</i>) • training staff in conflict resolution and techniques for actively discouraging anti-social behaviour. <p>Enhance support for - and effectiveness of - the local Alcohol Accord by:</p> <ul style="list-style-type: none"> • attending and actively participating on the Alcohol Accord steering/working groups • sharing information on good practice features for implementing Accord principles (eg staff training, host responsibility initiatives etc) • sharing information on any benefits from implementing Alcohol Accord principles (eg increased turnover/profit, improved patron satisfaction, increased repeat business, expansion into new markets etc) • sharing information on additional information, support or training needed to continue to implement effective Alcohol Accord principles.

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3. Action to promote safe alcohol use, and minimise alcohol related harm - *continued*

Who can take action	Key actions
Local authority	<ul style="list-style-type: none"> • provide maps showing the location of alcohol retailers, distinguishing between those who are currently actively involved in implementing Alcohol Accord principles and those who are not - to identify where to target marketing etc • identify key barriers to participation, and develop strategies to respond (eg need to re-target marketing, develop incentives, provide additional support etc) • provide information on the location of vandalism, and compare levels occurring near alcohol retailers who are members of the Alcohol Accord and non-participants • apply <i>crime prevention through environmental design</i> (CPTED) analysis and action, concentrating on areas with high numbers of alcohol retailers • provide alternative alcohol-free entertainment and venues for young people.
Police	<ul style="list-style-type: none"> • recognise retailers that engage in the safe and responsible sale of alcohol, and concentrate enforcement activities on alcohol retailers who do not • use INTEL (geographic analysis of the location of crime software) to provide information on crimes (eg assault, disorder, vandalism, drink-driving) occurring in a 1-2 kilometre radius of alcohol retail outlets which belong to the Alcohol Accord, and those which do not - to help demonstrate the results achieved by implementing Alcohol Accord principles, and the impact of non-participating alcohol retailers on the local community • identify (on an on-going basis) local alcohol-related crime and anti-social behaviour problems, and develop - in partnership with other Accord members - strategies to respond.
Licensing approval and renewal authorities	<ul style="list-style-type: none"> • use Police data and other information collected by the Alcohol Accord steering group (eg community perceptions of safety etc) when considering renewal or expansion of licensing conditions • develop strategies to encourage all alcohol retailers to sign up to the Alcohol Accord and implement Alcohol Accord principles • provide information on levels of compliance and non-compliance with legislative requirements and implementation of Alcohol Accord principles for participating and non-participating alcohol retailers • identify strategies for improving compliance with existing legislative requirements, as well as with implementing Alcohol Accord principles.
Health and welfare agencies (<i>hospitals, A&D services etc</i>)	<ul style="list-style-type: none"> • provide ongoing information on levels and type of health or welfare services required to deal with alcohol-related harm (to help assess any reductions in demand that can be attributed to the introduction of the Alcohol Accord) • help identify improvements that could be made to implementing the Alcohol Accord (eg ideas for new initiatives, information, training etc), and assessing the results achieved (eg costing of alcohol-related harm in the community).
Related services (<i>eg taxi firms, fast food retailers</i>)	<ul style="list-style-type: none"> • provide comment on local alcohol-related crime, disorder/ anti-social behaviour to inform the development of preventive strategies, as well as information to help assess results achieved to date, and ideas for future action
Community groups/ residents associations	<ul style="list-style-type: none"> • participate in surveys, public meetings etc and provide views on local alcohol-related crime, disorder/anti-social behaviour to inform the development of preventive strategies, as well as information to help assess results achieved to date, and ideas for future action, and promote success stories
Media	<ul style="list-style-type: none"> • provide targeting and marketing advice on how to engage non-participating alcohol retailers and other potential partners • develop strategies for maintaining on-going commitment for participating alcohol-retailers, as well as all other partner agencies (eg publication of 'good news' stories).

Results and benefits - for Alcohol Accord partners and the community

Alcohol Accord partner agencies and groups need to identify and agree the type and frequency of information to be collected to demonstrate results achieved by the Alcohol Accord, namely:

- reductions in crime, disorder and anti-social behaviour
- reductions in alcohol-related harm in the community
- increases in public confidence regarding safety
- benefits to alcohol retailers, related service providers, local residents and the wider community (to maintain commitment among participating agencies and groups and to help encourage potential members to join).

Below is a brief description of the typical and achievable results and benefits - for each Alcohol Accord partner and the community - and examples of the type of information that could be collected to demonstrate results.

Results/benefits for **participating alcohol retailers**

	Desired result:	Results to be assessed by:
Resource use	<ul style="list-style-type: none"> • decreased costs associated with drunken and disorderly behaviour, eg damage to property • increased repeat business • increased turnover and profit 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • information from retailers (eg profits, level of repeat business, amount spent on repairs)
Compliance with legislation	<ul style="list-style-type: none"> • improved compliance with legislative requirements • reduced costs associated with breaching legislative requirements 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • observations • numbers/trends in breaches to licensing requirements • licensing reviews • Police arrests (eg for underage drinkers)
Relationship with Police	<ul style="list-style-type: none"> • improved working relationship with Police 	<ul style="list-style-type: none"> • survey/interviews/ representative's views
Staff satisfaction	<ul style="list-style-type: none"> • improved staff satisfaction • decreased staff turnover 	<ul style="list-style-type: none"> • survey/interviews of staff • information from retailers
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • surveys of retailers, and their attendance and participation at Alcohol Accord meetings
Patron satisfaction	<ul style="list-style-type: none"> • improved patron satisfaction (following efforts to create a safe and welcoming environment) 	<ul style="list-style-type: none"> • survey/interviews/ representative's views
Community satisfaction	<ul style="list-style-type: none"> • decreased complaints by nearby residents • improved community perception of the alcohol retailers 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • complaints to Local Authority • Police figures/views on crime/disorder in area

Results/benefits for the **Local Authority**

	Desired result:	Results to be assessed by:
Resource use	<ul style="list-style-type: none"> • decreased costs associated with repairing property damaged near alcohol retailers • decreased costs associated with prosecuting breaches of licensing conditions 	<ul style="list-style-type: none"> • data from services maintaining parks, undertaking repairs etc • licensing reviews
Engagement of Alcohol Retailers	<ul style="list-style-type: none"> • increased information and ability to engage non-participating alcohol-retailers in implementing Alcohol Accord principles 	<ul style="list-style-type: none"> • number of all potential alcohol retailers participating in the Accord • comparison of breaches between participating and non-participating
Community satisfaction	<ul style="list-style-type: none"> • decrease complaints by local residents • improved community satisfaction with Local Authority 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • routine data collected on the number, location and type of complaints
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views

Results/benefits for **crime prevention** (Police, LTSA etc)

	Desired result:	Results to be assessed by:
Resource use	<ul style="list-style-type: none"> • decreased costs associated with alcohol-related crime eg assault, property damage, driving when drunk • decreased costs associated with prosecuting breaches of licensing conditions 	<ul style="list-style-type: none"> • number, location and type of crime/ disorder • number and location of breaches of licensing conditions
Improved relationship with industry	<ul style="list-style-type: none"> • improved relationship the participating alcohol retailers 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • staff reports
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views

Results/benefits for **public health services** (eg hospitals, drug and alcohol services, medical practitioners, pharmacies etc)

	Desired result:	Results to be assessed by:
Resource use	<ul style="list-style-type: none"> • decreased costs of providing health care to people who hurt themselves or others when drinking in an unsafe way (eg getting drunk and assaulting people, driving when drunk etc) 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • information from health service providers
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views

Results/benefits for **other businesses** (eg taxi firms, security firms, fast food outlets)

	Desired result:	Results to be assessed by:
Resource use	<ul style="list-style-type: none"> • decreased costs associated with drunken and disorderly behaviour, eg damage to property • increased repeat business • increased turnover and profit 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • information from retailers
Staff satisfaction	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views
Patron satisfaction	<ul style="list-style-type: none"> • increased patron satisfaction (as environment is safer following implementation of the Accord principles by alcohol retailers) 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • observations
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views

Results/benefits for **local residents and the wider community**

	Desired result:	Results to be assessed by:
Increased safety	<ul style="list-style-type: none"> • Reduced alcohol-related crime, harm, disorder and anti-social behaviour • Improved community safety and perceptions of safety 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • number and location of damage to property
Protecting those under-age	<ul style="list-style-type: none"> • Reduced access to alcohol 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • Police data • licensing reviews
Protecting those already intoxicated	<ul style="list-style-type: none"> • Reduced access to alcohol 	<ul style="list-style-type: none"> • survey/interviews/ representative's views • Police data • licensing reviews
Access to information and planning forum	<ul style="list-style-type: none"> • increased access to a forum for discussing and responding to broader safety issues with key local industry, regulatory and community stakeholders, and planning for special events. 	<ul style="list-style-type: none"> • survey/interviews/ representative's views

Appendix 1

Good practice for working in a local partnership

As a local partnership, Alcohol Accords will work best when they:

- Have a clear and shared purpose
- Focus on results and develop specific strategies for achieving these
- Are guided by strong leadership and vision
- Take a problem-solving approach and promote innovation - by seeking new solutions to old problems, and having the flexibility to adapt to new problems or circumstances
- Pool the knowledge, information, skills and resources of members, and allocate responsibilities appropriately
- Develop an environment of trust and respect
- Maintain enthusiasm and commitment by providing partner agencies and the wider community with regular updates on progress and successes.