

## 5. PROPOSED POLICY TO REDUCE ALCOHOL-RELATED HARM AT EVENTS

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Corporate Plan Output: Events In-House, Events- Contracted, Summertimes	

The purpose of this report is report the results of consultation on the proposed Policy to Reduce Alcohol-Related Harm at Public Events and to recommend amendments to it.

### BACKGROUND

In November 2000 the Safer Community Council made a deputation to the Parks and Recreation Committee with a proposed Policy to Reduce Alcohol-Related Harm at Public Events (attached).

Over the last several years staff from Leisure have worked constructively with a number of agencies to reduce the risk of alcohol-related harm at the events it organises. This has lead to a well-established planning process and set of measures undertaken to reduce the risk of alcohol-related harm.

The Safer Community Council is now proposing to formalise the work that has been carried out by Christchurch City Council Leisure through a policy and extend it to include other outdoor events that the Council funds or which take place on Council-controlled land.

Members of Leisure staff have been instrumental in discussions with the Safer Community Council and a number of other organisations on the Policy to Reduce Alcohol-Related Harm at Public Events for a number of months to make it as straightforward to understand and implement as possible.

The proposed policy was accompanied by an officer's report that identified some of the implementation issues coming from the adoption of the policy. Whilst staff from Christchurch City Council Leisure had been involved in the process, it was considered that consultation was also required with a wider range of staff and external event organisers that may be affected by the proposed policy.

Following the Parks and Recreation Committee's decision to carry out further consultation the proposed policy was mailed to approximately 70 external event organisers listed on a database in CCC Leisure and to a range of Council staff for their views.

### RESULTS OF CONSULTATION

Responses were received from five members of staff and two external event organisers (both representing sports organisations).

The responses in general indicated no real problems with the proposed policy with one or two suggesting minor amendments to it. Some concern was expressed that those who have acted responsibly could get penalised as a result of those that have not done so.

The nature of these comments and the very low level of response to the invitation to comment on the proposed policy strongly suggests that there are no substantive objections to the proposed policy.

Point 3.0 in the proposed policy was the subject of one comment in consultation as well as of some discussion at the Parks and Recreation Committee at its November meeting. There is a close relationship between sponsorship by alcoholic beverage companies and pourage rights. It is inconceivable that a company would sponsor an event at which a rival company had pourage rights. Similarly, the benefit of having pourage rights is frequently a major motivation in an alcoholic beverages company sponsoring an event.

There are certainly occasions on which pourage rights will be provided without sponsorship rights but at times the two things will go hand in hand.

This section of the proposed policy as it is written implies that pourage rights will always be provided without sponsorship rights. Adopting and implementing this policy is likely to deter alcoholic beverage companies from sponsoring some events as they could not have sponsorship and pourage rights for the same event. Officers believe that this is overly restrictive and could potentially lead to the loss of valuable sponsorship revenue for some event organisers. An amendment to this section is recommended so that it reads 'Pourage rights will be provided without sponsorship rights wherever possible'. This retains the general intent of this section of the policy but also recognises that at times if sponsorship is going to be attracted then pourage rights will be associated with it.

## IMPLEMENTATION ISSUES

It is worth restating the implementation issues that would arise from adoption of the proposed policy.

Events at which alcohol is sold are quite clearly defined and relatively easy to identify through applications for liquor licences. Events 'where the time/setting/theme creates the risk of alcohol-related harm' are, however, open to much greater interpretation. It is suggested that if the proposed policy is approved that a set of criteria will need to be established that allow staff and external event organisers to clearly establish whether or not an event falls in to the relevant category and consequently the provisions of the proposed policy apply.

The provisions in the policy that relate to events that the Council delivers itself through Leisure have been the existing practice for a number of years. Consequently, adopting the proposed policy will have little further impact on practice but will formalise what is already taking place.

For events and festivals that receive Council funding the proposed policy will require the addition of a suitable condition attached to the financial assistance or included in the core funding agreement. This approach would achieve a commitment by the event organiser to adhere to the policy. With the existing staff resources it will not be possible to monitor compliance by all external events organisers. However, those that are required to provide a post-show report could be required to provide details on the measures taken to comply with the policy.

The proposed policy covers all outdoor events on land controlled by the Council. This would include parks and reserves, streets, Cathedral Square, QEII outdoor stadium for example but would exclude areas leased to other organisations or where control of the land has been vested in another organisation, e.g. Jade Stadium.

For events that make use of Council-controlled land the proposed policy will require the addition of a suitable booking condition for relevant events. In terms of ensuring compliance, listings of events bookings are forwarded to the police who will then be in a position to follow up with relevant events.

## CONCLUSION

The measures in the proposed policy are already the current practice for events directly delivered by Leisure.

Implementation along the lines indicated above would mean relatively minor changes to existing procedures in Leisure and could be achieved with minimal extra effort and expense to the Council.

Leisure is appreciative of the initiative taken by the Safer Community Council in putting together the proposed policy. Given the results of the consultation undertaken, it is recommended that the proposed policy with the wording change outlined in section 2 be adopted.

**Recommendation:** That the Council adopt the proposed policy with revised wording in section 3.0 as follows: 'Pourage rights will be provided without sponsorship rights wherever possible'.

### Chairman's

**Recommendation:** That the above recommendation be adopted.