

ALCOHOL POLICY AND LIQUOR CONTROL BYLAW SUBCOMMITTEE AGENDA

TUESDAY, 23 JUNE 2009

AT 9AM

IN THE COUNCIL CHAMBER, CIVIC OFFICES

Subcommittee: Councillor Sue Wells (Chairperson),
Councillors Helen Broughton, Sally Buck, Ngaire Button, Yani Johanson, Claudia Reid,
Bob Shearing, Mike Wall, and Chrissie Williams.

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Staff: Alan Beuzenberg (Transport and Greenspace)
Gavin Cross (Transport and Greenspace)
Roger Evans (Marketing Unit)
Jan McCarthy (Communications Unit)
Glenn Dobson (Community Support Unit)
Teena Caygill (Policy Analyst - Bylaws)
Alan Bywater (Programme Manager Strong Communities)

1. APOLOGIES

2. MINUTES FROM ALCOHOL POLICY AND LIQUOR CONTROL BYLAW SUBCOMMITTEE MEETING 4 JUNE 2009

A meeting of the Alcohol Policy and Liquor Control Bylaw Subcommittee was held on Thursday 2 June 2009 at 2pm

PRESENT: Councillors Sue Wells (Chairperson), Ngaire Button, Yani Johanson, and Chrissie Williams.

IN ATTENDANCE: Deputy Mayor Norm Withers

APOLOGIES: Apologies for absence were received and accepted from Councillors Mike Wall, Bob Shearing, Sally Buck, Claudia Reid, and Helen Broughton.

Staff provided the Subcommittee presentations on the following alcohol-related initiatives:

1. SAFER CHRISTCHURCH INITIATIVES

Presenters:

Glenn Dobson, Safer Christchurch Manager, Community Support Unit
Lincoln Papali'i, Community Development Manager, Community Support Unit
Tony Francis, Francis and Cambridge Ltd (external contractor, working on the Transport Accord)

During discussion of the Safer Christchurch Initiatives, the following points were discussed:

- The Subcommittee asked how Safe City Officers are monitored. Staff replied that the current contract expires in September 2009 and performance will be reviewed then. However, there are good records/statistics kept about the interactions and activities of the SCOs. Current patrols work in groups of two, however groups of three are not uncommon – often for safety reasons or training purposes.
- The Subcommittee discussed the intervention capabilities of Safe City Officers, which are limited. Staff discussed that often speaking to individuals is most productive. The Subcommittee indicated that it would be interested in reviewing any statistical data on interventions.
- Staff clarified that the Central City Alcohol Accord was not governed by any one group, as signatories of the accord are voluntary and included a range of government organisations (eg CCC, CDHB, Police), as well as the Hospitality Association and a large number of licensees.
- Staff clarified that the Community Violence Reduction Project (CVRP) is funded through the Ministry of Justice's Crime Prevention Unit and that much of the funding for such projects/initiatives is external eg ACC, ALAC, CPU, etc so the only cost to Council is staff time.
- Better communication needed between Community Boards and initiatives/bodies eg the CVRP, as both are trying to achieve the same safety-related goals – staff will address.
- The Subcommittee discussed the need for greater clarity in reporting initiatives back to Council or initiatives being considered by Council for decision-making. The following points were made:
 - Communication between staff and Councillors appears to be a problem area in a process sense for some initiatives – ie the Mayor is asked to sign agreements, but the agreements do not go past Council – eg the Alcohol Accord, Transport Accord and ComBeZone – none were considered by the Council, but the Mayor signed them on “the Council's” behalf. Governance/process issues need to be addressed
 - Transport Accord – would benefit from a formal reporting line within Council.
- Staff discussed the Transport Accord with the Subcommittee and commented that the Transport Accord is expected to assist with some issues caused by taxis/passengers within the four avenues.

2. CLUB MARK

Presenter: Martin McGregor, Sports Liaison Advisor, Recreation & Sports Unit

The Subcommittee received a briefing on the Club Mark initiative and how it relates to alcohol in sporting clubs. Staff informed the Subcommittee that there are over 300 current club licences at present and that liquor is just one component that is covered by the initiative. Liquor licensing staff indicated they have not been approached by any clubs seeking a gold level for Club Mark, but perhaps feedback is coming from CDHB instead?

3. TRI AGENCY GROUP

Presenter: Martin Ferguson, Liquor Licensing Inspector, Inspections and Enforcement Unit

Staff gave an indication of the work of the Tri-Agency Group – both regulatory and non-regulatory.

4. HEALTHY CHRISTCHURCH

Presenter: Alan Bywater, Programme Manager Strong Communities, Strategy and Planning Group

Staff presented a brief presentation on Healthy Christchurch. The Subcommittee was satisfied that the initiative is a sound concept, but was concerned that it is proving impractical. The Subcommittee was particularly concerned that relatively little progress seems to be made and that there is need for greater discourse between groups working toward the same ends, as there seemed to be a lot of overlap.

5. COUNCIL POLICY ON ALCOHOL RELATED HARM

Presenter: Richard Stokes, Events Development Team, Marketing Unit

Staff are satisfied that the current policy on alcohol-related harm is working well.

6. GUIDANCE FOR STAFF

The Subcommittee asked staff to report back on the following issues:

- Terms of reference of the Subcommittee – there is no governance body at the moment for alcohol-related initiatives to report to – consider whether the Subcommittee could be the appropriate body – or if not, what an appropriate body might look like. Begin work on considering how current initiatives report back to Council and how future initiatives should be considered by Council to address the disconnect between staff and the Mayor (with no involvement of Council)
- Com Be Zone initiative – further report back requested from the Police/University/Community Board
- A report back on the operations of the Safe City Officers was requested, including statistics/data on interventions and activities
- Request for some feedback of monitoring of the alcohol ban over time.

The meeting was adjourned at 3.42pm.

3. BACKGROUND

At its meeting of 28 May 2009, the Council adopted the proposed Alcohol Restrictions in Public Places Bylaw, which comes into force on 1 July 2009.

The Council also adopted the following recommendation from the Hearing Panel:

That communications and signage information about the implementation of the new Bylaw be reported to the Liquor Control Bylaw and Alcohol Policy Subcommittee prior to the new Bylaw coming into force.

This meeting and report fulfil this recommendation.

4. SIGNAGE

Signage requirements under the Local Government Act

There are no signage requirements under the Local Government Act 2002 (except in Temporary Alcohol Ban Areas, and only in specific situations¹).

However, signage is an important part of communicating the bylaw to the public and helps both with raising general awareness of the alcohol restrictions, and with enforcement of the bylaw. It can also contribute to perceptions of safety.

Signage design

The existing signs:

- Are inconsistent in language (ie alcohol-free zone, liquor-free area, liquor ban area)
- Are not as clear as they could be (ie maps are hard to read, too much information).

The new signs will be standardised and clearer.

There will be two types of signs, general signs and specific signs.

General signs:

- Will all look exactly the same
- Can be placed in any Alcohol Ban Area
- Will be simple and recognisable and contain the words 'Alcohol Ban Area' and the Alcohol Ban Area symbol
- Will be the most common type of Alcohol Ban Area sign.

Specific signs:

- Will contain information specific to each Alcohol Ban Area
- Will display the times/days/dates that the restrictions apply
- Will display maps and/or descriptions of the areas covered by the Alcohol Ban Area
- Will be placed in limited, but prominent locations in each Alcohol Ban Area.

Signage locations

Ongoing work Council-wide is being undertaken to record all Council signage – subject, unit ownership, location, materials, supplier, etc – so that a record is held of all signs, should they need replacing or updating.

An audit of signage about the Liquor Control Bylaw in existing areas has been undertaken in order to assess which signs can remain and which need to be updated.

The new Alcohol Ban Areas have also been assessed to estimate how many signs will be needed and where they might appropriately be placed.

This work is being undertaken in consultation with the Police, as the enforcers of the bylaw.

Signage roll-out

There is a limited budget for signage associated with this bylaw at this stage. This may change over time.

¹ See clause 8 of the bylaw - Police Powers of Search in Temporary Alcohol Ban Areas – which refers to section 170 of the LGA02 needing to be followed for a Temporary Alcohol Ban Area in which the Police have been given enhanced powers of search. S.170 requires 14 days public notice of the restrictions and the display of signs in conspicuous places on or adjacent to the Temporary Alcohol Ban Area.

4 Cont'd

The priority areas for signage roll-out are:

- Those areas that are new Alcohol Ban Areas and do not have any existing signage (Hagley Park, Jellie Park, New Brighton, Northlands)
- Those existing areas that have had changes made to when the alcohol restrictions apply (Sumner Esplanade)
- The central city, as this is the primary Alcohol Ban Area in the city.

As time and budgets allows, existing signs will gradually be replaced/upgraded.

Where appropriate, alcohol bylaw signage will be combined with other signage. For example, in the Sumner Esplanade area, new signage is being installed to meet a range of information needs, including those relating to littering, dog control bylaw restrictions and fire restrictions. The Alcohol Ban Area symbol and times the restrictions apply will be added to this signage.

Electronic signage

The idea of using the electronic parking signs in the central city for Alcohol Ban Area messaging after hours is currently being explored.

These are the electronic overhead streets signs that indicate how full/empty car parking buildings are in the central city. When the car parks are closed at night, the opportunity exists to use these signs to display messaging about the alcohol ban in the central city.

5. COMMUNICATIONS/MEDIA/PUBLIC EDUCATION AND AWARENESS

Introduction

A range of different communications, media and public education and awareness initiatives will be undertaken in relation to the bylaw.

There are two main phases for this work:

- (a) Notification/publicity when the bylaw comes into force
- (b) In the lead up to summer/Christmas/New Years and ongoing.

This is because, although the bylaw comes into force on 1 July, mid-winter is not a time when many people spend time outdoors. Instead, some initiatives will be more effective and relevant closer to summer / Christmas / New Year's Eve when more people spend more time outdoors.

Notification/publicity when the bylaw comes into force

- Public notification of the new bylaw coming into force (as is required by the Act) has already happened (mid-June)
- The hearing panel report and a copy of the new bylaw will be sent to all submitters
- Articles will be in community newspapers where the Alcohol Ban Areas are in place, both news stories and information in the *Our Christchurch* columns
- An article will be in *Our Christchurch* magazine (sent to all ratepayers)
- An article is in the June *Alcohol Accord* newsletter.

In the lead up to summer/Christmas/New Years – and ongoing

- Members of the Alcohol Accord (38 central city licensees) have indicated they would like to help publicise the ban – eg by security staff handing out information, having stickers on doors, etc.
- Meeting with Transport Accord members to ensure awareness of the ban, especially taxi drivers carrying people into the CBD (ie no open bottles of alcohol).
- Meeting with party bus operators to ensure awareness of the ban, especially that people cannot leave a party bus with alcohol in an Alcohol Ban Area.
- Working with Safe City Officers to continue their work on publicising the ban.
- Working with off-licenses in the central city and other Alcohol Ban Areas to, for example, include a flyer with any alcohol sold indicating the alcohol ban area and restrictions or to display posters.
- Including articles in the Hospitality Association newsletter and/or the Tri-Agency Liquor Licensing newsletter, which have wide circulation of licensed premises/duty managers.
- Placing posters in buses, including the After Midnight Express buses.
- Working with students' associations, especially around enrolment/orientation time.
- Articles in community newspapers.
- Display of posters in Council-owned buildings in suburban Alcohol Ban Areas – for example, New Brighton Library, Shirley-Papanui Service Centre (Northlands), Jellie Park Recreation and Sport Centre, etc.