

**ALCOHOL POLICY AND LIQUOR CONTROL BYLAW SUBCOMMITTEE
23 JUNE 2009**

**A meeting of the Alcohol Policy and Liquor Control Bylaw Subcommittee
was held on Tuesday 23 June 2009 at 9am**

PRESENT: Councillor Sue Wells (Chairperson),
Councillors Helen Broughton (from 9.46am), Sally Buck, Yani Johanson,
Claudia Reid, Bob Shearing, Mike Wall and Chrissie Williams.

IN ATTENDANCE: Deputy Mayor Norm Withers

APOLOGIES: Apologies for absence were received and accepted from
Councillors Helen Broughton and Ngaire Button.

**1. MINUTES FROM ALCOHOL POLICY AND LIQUOR CONTROL BYLAW SUBCOMMITTEE
MEETING: 4 JUNE 2009**

The Subcommittee decided unanimously to accept the minutes from the Alcohol Policy and Liquor Control Bylaw Subcommittee meeting of 4 June 2009 as a true and correct record of that meeting.

2. SIGNAGE

Staff presented draft signage to the Subcommittee for its consideration. The following issues were raised:

- Staff informed the Subcommittee that location of signs will be decided after an audit of existing signage, scoping of the new Alcohol Ban Areas and discussions with the Police to ensure the best visibility in areas of greatest need.
- Signs will be placed so as to ensure visibility and to avoid potential damage and theft.
- The Subcommittee asked staff whether any exemptions to the restrictions (eg carrying alcohol through a Ban area) would be communicated on the signs.
- Staff advised there are no plans to list all the exemptions on the signs, as they would become too wordy, confusing and detailed. The main message to get across is that alcohol is not allowed in the area. The new signs refer to the bylaw, which people could follow up, if they wished.
- The Subcommittee asked staff whether any consequences of breaching the bylaw would be communicated on the signs.
- Staff advised the signs had been designed to be as clear and simple as possible, but will explore the inclusion of wording about offences and/or penalties.
- Budget for signage is a one-off cost of \$40,000. This will cover the costs of around 70 larger signs and 70 smaller signs across the seven Alcohol Ban Areas (the remaining two areas are New Year's Eve bans and will be dealt with closer to the time).
- The use of existing electronic parking signage within the city is also a possibility once the parking buildings are closed each night.
- It is intended that larger signs will be used in places leading into Alcohol Ban Areas. Smaller signs will act as reminders within Alcohol Ban Areas.
- The Subcommittee asked staff to ensure that signage colour and composition was tested. It was satisfied that so long as signage was clear, visible and simple, it would be effective.

A Police representative was also at the meeting. The Subcommittee was advised:

- While there is some confusion amongst the public over the restrictions in ban areas, Police use communication and discretion when dealing with potential bylaw breaches.
- Police support the lobbying of Government for the enabling of an infringement regime to deal with bylaw breaches ie the ability to issue instant fines.
- Police clarified that prosecution may result in a fine, which is usually set at a relatively low level (ie \$150, when the maximum fine is \$20,000), but the level is decided by the judge. For first offences, diversion is a common outcome.
- Police commented that the bylaw is a very useful tool for preventing more serious crime.

3. COMMUNICATIONS/MEDIA/PUBLIC EDUCATION AND AWARENESS

Staff discussed communication issues in regard to the bylaw with the Subcommittee. The following issues were raised:

- The problem is generally seasonal. Winter is less of a problem, so while some initial communications activities will take place when the new bylaw comes into force (on 1 July) the majority of the communications initiatives will take place in the lead up to the summer/Christmas/New Year's Eve period.
- Alcohol Accord members have indicated a willingness to help publicise the bylaw through central city bars, such as by security staff handing out cards with information on the bylaw.
- Transport Accord members will also be approached, particularly bus and taxi companies.
- Safe City Officers will work to communicate the restrictions in the central city.
- The Hospitality Association (HANZ) will be invited to be involved in getting the message out its members, such as through its newsletter.
- There is currently no funding allocated for a more concerted communications package. Staff are investigating cost-effective ways of communicating messages relating to the bylaw, such as tapping in to existing networks.
- It is intended that posters will be put in buses to advertise the bylaw. This is cost-effective and will target younger drinkers.
- Posters in off-licenses and stickers in Alcohol Accord premises will also be investigated.
- Communications will target youth and student networks, where the impact is considered to be effective eg during orientation activities and through student unions.
- Staff will investigate awareness of alcohol bans within groups – such as ethnic and youth groups.
- The Subcommittee indicated that the consequences of breaching the restrictions in an Alcohol Ban Area should be one of the key messages. Staff will look into making this clear in communications material eg business cards and on signage
- It is intended that signage will be in place by mid July 2009.
- Publicity through community newspapers will be occurring in the short-term.

4. FORMATION OF A WORKING PARTY

It was **resolved** on the motion of Councillor Shearing, seconded by Councillor Buck, that the Subcommittee agree to add the formation of a working party to the agenda which fulfils the Council resolution of 28 May 2009:

That further work be undertaken to investigate the possibility of an Alcohol Ban Area in the public places around the University of Canterbury in Ilam, in conjunction with the Liquor Control Bylaw and Alcohol Policy Subcommittee, and that the Subcommittee be authorised to form any appropriate working parties to give effect to this resolution.

The Subcommittee agreed that membership of the Working Party consist of Councillors Helen Broughton, Yani Johanson and Bob Shearing and one member of the Riccarton/Wigram Community Board (appointed by nomination). Councillor Yani Johanson was appointed Chairperson.

The meeting was adjourned at 9.59am.