

## Appendix 5

### Responses to the second consultation on proposed Licensing Act 2003 statement of licensing policy

#### Only response:

**From:** SharedInfo <SharedInfo@portmangroup.org.uk>

**Sent:** 15 December 2021 14:43

**To:** Rendell, John <J.Rendell@somersetwestandtaunton.gov.uk>

**Subject:** RE: Consultation on proposed Licensing Act 2003 statement of licensing policy

Dear John,

Thank you for contacting us to contribute to the consultation on your licensing policy.

We know that several other authorities have included a brief reference and description of the Portman Group as the regulatory body for alcohol marketing in the UK through our Code of Practice in the main body of the text as well as contact details in their document annexes.

This builds on the UK Secretary of State's initial Guidance on the Licensing Act in 2004 which commended the Portman Group Code: "The Code is an important weapon in protecting children from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner which may appeal to or attract minors. The Secretary of State commends the Code to licensing authorities and recommends that they should commend it in their statements of licensing policy" - which was subsequently adopted by many local authorities across the UK in their licensing policies.

If you were to consider such a text to encourage retailers in your area to abide by Retailer Alert Bulletins to remove irresponsible products and promotions, we might suggest including the following:

#### *The Portman Group Code of Practice*

*The Portman Group operates, on behalf of the alcohol industry, a Code of Practice on the naming, packaging and promotion of Alcoholic Drinks. The Code seeks to ensure that drinks are packaged and promoted in a socially responsible manner and only to those who are 18 years old or over. Complaints about products under the Code are considered by an Independent Complaints Panel and the Panel's decisions are published. If a product's packaging or point-of-sale advertising is found to be in breach of the Code, the Portman Group may issue a Retailer Alert Bulletin to notify retailers of the decision and ask them not to replenish stocks of any such product or to display such point-of-sale material, until the decision has been complied with. The Code is an important tool in protecting children and vulnerable consumers from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner which may particularly appeal to these groups.*

I would also highlight the latest edition of the [Code of Practice](#), which was published in 2019 and contains several [new important updates](#) including action to target offensive marketing and associations with illegal behaviour.

I would also highlight the following technical points -

- We have recently moved office and our new address is Millbank Tower, 21-24 Millbank, London SW1P 4QP
- Our new telephone number is - 020 3925 5704

I do hope you find the above useful and if you have any questions, or if you are not receiving our Retailer Alert Bulletins, please just let me know.

Kindest regards,

David

David Saer  
Senior Policy and Public Affairs Manager

