

## RESULTS

### Individual supermarkets

Company	Number of sales to u18	Total number of operations	Failure rate	Failure rate in AMEC 3
Asda	7	92	8%	7%
Co-op	81	417	19%	17%
Kwiksave	9	35	26%	n/a
Morrisons	19	96	20%	14%
Sainsbury	29	143	20%	16%
Somerfield	31	144	22%	20%
Tesco	53	296	18%	16%
Waitrose	2	17	12%	22%
<b>Total</b>	<b>244</b>	<b>1346</b>	<b>17%</b>	<b>17%</b>

### On-trade companies

Company	Number of sales to u18	Total number of operations	Failure rate
Barracuda Group	2	19	11%
Enterprise Inns	61	170	36%
Greene King	13	39	33%

<b>JD Wetherspoon</b>	17	74	23%
<b>Laurel Pub Company</b>	14	49	29%
<b>Luminar Plc</b>	0	6	0%
<b>Mitchells &amp; Butlers</b>	19	76	25%
<b>Punch Taverns</b>	51	174	29%
<b>Regents Inn</b>	0	8	0%
<b>Scottish &amp; Newcastle Pub Enterprises - Sales</b>	12	27	44%
<b>Wolverhampton &amp; Dudley</b>	11	34	32%

**Regional test-purchase results**

<b>Region</b>	<b>Off licence failures</b>	<b>Off licence total operations</b>	<b>Off-licence failure rate</b>	<b>On-licence failures</b>	<b>On-licence total operations</b>	<b>On-licence failure rate</b>
<b>East of England</b>	114	401	28%	21	54	39%
<b>East Midlands</b>	73	235	31%	50	161	31%
<b>London</b>	166	690	24%	43	143	26%
<b>North East</b>	51	311	18%	6	33	18%
<b>North West</b>	199	1133	18%	47	155	30%
<b>South East</b>	93	433	21%	29	98	30%
<b>South West</b>	109	524	21%	37	120	31%
<b>Wales</b>	139	627	22%	21	44	48%

West Midlands	73	414	18%	29	106	27%
Yorkshire & Humber	139	679	20%	88	354	25%

**Comparative test-purchase results**

	AMEC 1 (Jul/Aug 2004 - 92 BCUs)	AMEC 2 (Dec 2004 - 188 BCUs)	TVCP AMEC (Summer 2005 - 25 BCUs)	AMEC 3 (Nov/Dec 2005 - 233 BCUs)	TVCP AMEC (Winter 2006 - 24 BCUs)	AMEC 4 (May/Jun 2006 - 221 BCUs)
Test-purchases carried out	1,864	989	909	6697	780	6715
On-licence / off-licence split	391 / 1,473	334 / 655	239 / 670	1,674 / 5,023	245 / 535	1268/5447
On-licence failure rate	45%	32%	51%	29%	53%	29%
Off-licence failure rate (incl. supermarkets)	31%	32%	36%	20%	22%	21%
				17%		
			(of 1,564)			
Supermarkets failure rate -	-		50%		17%	18%

**Police activity results**

	AMEC 1 (Summer 2004) 92 BCUs	AMEC 2 (Christmas 2004) 188 BCUs	AMEC 3 ( 14 Nov 2005 - 31 Dec 2005) 233 BCUs	AMEC 4 (8 May - 8 June 2006*) 221 BCUs
Measure				
PSU funding	£1.5m	£1.2m	£2.5m	£2.3m
Total no. Offences dealt with			33,358	36,470
Total no. Arrests	5,658	5,578	25,486	29,981

<b>Arrests for urinating in public</b>			109	105
<b>Arrests for vomiting in public</b>			12	24
<b>Arrests for Drunk &amp; Disorderly</b>			5,645	4,278
<b>Total PNDs issued</b>	4,081	3,664	8,179	7,367
<b>PNDs for harassment, etc</b>	1,782	2,046	2,824	2,547
<b>Urinating in public</b>			307	193
<b>Vomiting in public</b>			12	11
<b>PNDs for Drunk &amp; Disorderly</b>	1,781	1,771	3,140	2,538
<b>PNDs for serving to minors</b>		72	844	950
<b>PNDs for serving to drunks</b>			11 (plus 9 54 summonses)	
<b>Alcohol confiscations</b>	9,677	2,652		2,596
<b>Visits to licensed premises</b>	30,732	31,242	27,154	30,163
<b>Compulsory closure of premises</b>			96	12
<b>Voluntary closure of premises</b>			61	51
<b>Summonses issued after visit or test-purchase</b>			892 (780 for 649 selling to minors)	

The fourth Alcohol Misuse Enforcement Campaign (AMEC) ran from 8 May to 8 June 2006. All 43 police forces in England & Wales are took part in the AMEC, comprising of 221 Basic Command Units (policing areas).

Home Office funding of £2.3 million was made available to help fund specific police activities.

Powers for responsible authorities (or police and local authorities) to combat alcohol related disorder include:

seeking a review of premises licence and asking the local licensing committee to revoke the licence;

using closure order powers to close pubs/nightclubs;

prosecuting staff for a range of offences - selling to under 18s, selling to drunks, permitting drunkenness and disorder;

serving fixed penalty notices for a range of alcohol related offences including staff for selling to children;

confiscating alcohol from those who are underage and from those who are in Designated Public Places; and

undertaking test purchasing operations.

New powers introduced by the Licensing Act 2006 that came into effect on 24 November 2005 included:

empowering the police, residents and others to seek a review of licences, and providing licensing committees the opportunity to impose a range of measures which impact on businesses and their profits including limiting opening hours;

increased fines - as well as the potential suspension for up to six months or forfeiture of personal licences, following conviction for offences of allowing disorderly conduct or sales of alcohol to people who are drunk;

increased penalties for breach of licence conditions - a person faces a maximum fine of £20,000 or imprisonment for up to six months or both; and

increased penalties for selling alcohol to children (up to £5000) and make it possible for courts to suspend or forfeit personal licences at first offence.

In addition, the Violent Crime Reduction Bill will introduce new measures: as a last resort introduce Alcohol Disorder Zones which will require licensed premises to contribute to the cost of alcohol-related crime and disorder in specific areas where it has been identified as a problem;

exclude individuals responsible for alcohol-related disorder from entering licensed premises by imposing "Drinking Banning Orders" which could run for up to two years; enable the police to offer premises the option to stop the sale of alcohol from licensed premises for up to 48 hours for