

## Our New Logo Unveiled



In our last issue we reported briefly on the difficulties we had experienced in searching for a new logo. Our attempts to achieve this through the design students at St Martin's College of Design had failed, so on the suggestion of the Unique Pub Co we tried the Society of Licensed Victuallers School at Ascot in Berkshire. What a pity we had not started with them, the School jumped at the chance and a total of 19 designs were submitted. After some very difficult judging of what were some very innovative but relevant designs the entry of 14 year old Robert Walsh was selected as the winner. Robert was presented with his cash prize by Bernard Wilkinson, Unique's business Development Manager and Malcolm Eidmans the Honorary Secretary of National Pubwatch in late May at the School in Ascot. The two runners up David Peters and Andrew Ridell also received cash prizes. Their pictures are on page 4.

Robert's entry as can be seen provides a simple but clear message without complication and has been adopted as our logo for publicity and poster purposes.

The Unique Pub Co has been a very strong supporter of National Pubwatch and is now considering possible sponsorship of window stickers of the new logo for distribution to watch premises that might require them. We hope to hear of a result in October but in the interim any Pubwatch scheme that wishes to use the logo may do so and copies can be obtained through our contact address (shown on the back page).

Please stipulate the size (A4 Maximum) that you need and if wanted on computer disc a fee of £2 will be applied to cover the costs of the disc and postage.

### Have we got the right person?

Our newsletter circulation is fast approaching 11,000, quite an achievement in just 3 years but we need to know if it is still going to the right person. In three years we have only had about four notifications of changed addresses or individuals yet we are sure that many of those to whom we post a copy have moved.

Is the copy you received correctly addressed to you? Do you still wish to receive it? If the answer to either is **No**, then please let us know so we can correct our database and ensure copies only get sent to those people who want to receive them.

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# Risk Assessments!!

**For many this phrase can conjure up stress and visions of calling in a specialist but as a former licensee from the Southend area shows it is not that difficult and just requires a little thought and method.**

## **Maintaining a safe & secure venue – Lee Hollins**

Historically security has been something of a secondary priority for Licensees and Managers. This is probably down to the fact that there are only 7 days in a week and only 24 hours in a day and every single moment is normally accounted for!! However, let us not forget that maintaining a venue free from “drunkenness ..violent, quarrelsome or riotous conduct...” is a condition of the licence. That notwithstanding any threat to security is highly likely to present a risk to the Health & Safety of management, staff and customers alike. Threats to which include drunkenness, aggression/violence, drug related activity and criminal behaviour (including theft or robbery). The need to manage these hazards has been compounded by the Crime & Disorder Act, which compels the police to work with local businesses to reduce local levels of crime (see your community safety action plan for details of local priorities). The Police and Criminal Justice Bill will increase the pressure on operators. The net result is that licensees/managers are required to present evidence of actively managing these hazards.

The good news is that these risks can be effectively managed without too much lost sleep!! The key is to take a logical and methodical approach and keep good records. Here is a quick 3-step overview of the process:

### **Step 1: Complete a series of security related Risk Assessments**

Each should relate to a different threat to your business (drunkenness, violence, robbery, etc). Identify who is at risk, where and when before starting to develop a range of control measures aimed at preventing, minimising or managing the hazard/threat. For example let us consider the threat of robbery. Tills should be positioned to reduce the potential for opportunists ‘having a go’. Cash should be regularly milked from tills and transferred to the safe (only by venue management). Access to non-public areas should be restricted (keys should be retained by the management). A cash-in transit company could be employed to bank cash or alternatively a series of safeguards should be employed if you or staff are travelling to the bank; varying staff, routes and holdalls etc (write these down). Observe a strict opening up and closedown routine. (Do not enter where there is evidence of forced entry and the assailants may still be on site; call the Police). In event of robbery personal safety should be the priority, no-one should play the hero. **(This is not an exhaustive list of control measures.)**

Sign this off and file. It is a good idea to have a stand-alone security file in which all your paperWork is kept, including incident reports anything related to security. Ideally this should be kept somewhere safe and secure.

### **Step 2: Brief and train staff**

Your staff will need to be appraised of any arrangements relating to security management. In practice you are likely to be talking to staff anyway, so use the opportunity to discuss these matters and field staff questions. Your staff are also likely to make some very good suggestions, they are a rich source of information and have a unique perspective. Keep a record of any briefing, getting the staff to sign an attendance sheet.

### **Step 3: Monitor arrangements**

You are no doubt used to doing regular Health & Safety hazard spotting exercises. Create a checklist of main areas to check; locks and bolts, cameras etc and sign these off perhaps once a week. It can be completed whilst having your morning cuppa!

It is worth mentioning here that you will need to action promptly on any security failing; locks and bolts need to be repaired, security companies need to be replaced if they are not up to scratch (I will perhaps talk about the specification of security staff on another occasion) and any new hazard that emerges needs to be addressed immediately.

Your local crime reduction officer is an excellent resource and you can do no better than joining, or indeed forming a local PubWatch. Legal requirements aside a safe and secure venue is good for business, it will save you money and serve you right by attracting the right sort of customers. So any time spent on securing your business is an investment and will result in financial returns. Good luck!!

**A former licensee, Lee continues to work within the licensed trade as a security consultant.**

**Tel: 0771 2140293 E-mail: leehollins@freenet.co.uk**

All risk assessment methods use checklists but don't rely on them as the total answer. Your own observation and that of your staff should be included. If you and they consciously look for anything that could cause a problem as you go about your daily grind this will bring to light additional things to consider

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# *An update on National Pubwatch*

## **Funding**

We are very grateful to the Brewers and Licensed Retailers Association who once again have given us generous support in the form of £5,000, underwriting the cost of both this edition of the newsletter and the next. Without this level of support National Pubwatch could not continue to provide support to pubwatches.

The Portman Group who are also very supportive continue to purchase space in the newsletter to publicise those campaigns on issues of social responsibility that have a direct relationship to the aims of pubwatch. This continued support helps to offset the ever increasing cost of publishing and distributing the newsletter.

One of our initial sponsors 'Vodafone' who produced our initial Best Practice Guide and its subsequent revised edition continue to support our activities and have provided National Pubwatch with a special display board, easily transported, that can be used at conferences and seminars to publicise our activities and services as well as the achievements of individual pubwatches.

Our thanks must also go to the one or two watches that in response to our last edition made donations to help with the distribution costs.

As mentioned on the front page the Unique Pub Company continue to support our activity and may well be funding the production of a window sticker of the new logo for distribution to those watch premises that ask for them.

We are also in discussion with representatives in the Home Office about the offer to consider funding and support issued by the then Home Office minister, Charles Clark, in the debate covered in our last issue. Whilst funding is always problematic for Governments, support is not and it may be that the Home Office can assist us by publishing and distributing the newsletter.

Finally the newly formed Laurel Pub Company have stepped forward with an offer of some financial support and a positive stance towards the use of pubwatch by houses in their estate.

## **Pubwatch problems**

Unfortunately little has changed with regard to the problems experienced by watches with most of your calls or letters about the often bizarre or unsatisfactory response by the courts to applications for Exclusion Orders and problems over the use of police photographs for people banned by watches. Both will be raised again with the Home Office when we next get the chance to meet with them.

## **National Pubwatch developments**

Since our last edition we have continued to receive requests for stickers and posters from watches. Whilst we are hopeful that later this year we might be able to provide window stickers courtesy of Unique until now we have not produced any posters. The same young lady who designed our new letterhead logo, Emma Beecher, also designed a poster for watches in Avon & Somerset to use in the fight against drug use in pubs and clubs. The poster is shown on the right and we are able to reproduce this for you in A4 size should you require it or supply it on disc for tailoring to your own watch needs if you have a dab hand on a computer. We shall be looking at trying to provide a selection of posters in A4 and A3 size professionally produced that will service watch needs but first we need to hear from you as to what you would find useful.

**We would like to hear from you as to what you think would be useful posters so please send us your ideas.**

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**Why the ? see page 7 for the reasons**



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## *Our Partnership with the Brewers & Licensed Retailers Association*

One of our major sponsors over the last two years is the Brewer & Licensed Retailers Association who have provided funding to maintain our newsletters and supported some of our other activities. The BLRA represents many aspects of the industry and we are grateful to its members and the officers for, not only the financial support that has been provided, but also the involvement they have had with our work on your behalf.

In March 2000 they launched their Partnerships Initiative which sought to provide the industry with a greater involvement with local authorities and other organisations that had already formed partnerships to address crime and disorder issues. All these partnerships had been required by the Government to do crime audits and produce plans to effectively tackle the problems identified in the audits. Although the supply and consumption of drink featured very extensively in the audits as having a direct relationship to violent crime and disorder few partnerships had involved either trade representatives or pubwatches in the consultation process to devise plans to tackle the problems.

The BLRA initiative has supplied 106 industry representatives that provide direct links with partnerships and assist in dialogue on strategic issues relating to the industry. A further 61 partnerships have requested representation from the BLRA. The Initiative's supported by the Home Office, and its profile is growing. The Association of Chief Police Officers has also recently written to all police forces to raise awareness of the Initiative.

The specific areas of involvement cover such things as:

**Security** e.g. Violence in pubs and clubs. **Alcohol issues** e.g. Drink drive, underage drinking, licensing law, drinks promotion and soft drinks pricing. **Public Order issues** e.g. theft, nuisance and violence.

The majority of these features are ones that pubwatches have a direct interest in and are frequently involved in tackling them. We are in discussion with the BLRA to arrange a system that will enable pubwatches wishing to raise strategic level issues with their local partnership to do this through identified trade representatives who may already sit at the 'Top table' so to speak.

It is important to stress that these representatives are involved in strategic considerations and not problem solving at an operational level. They will not be able to help with problems such as how to get every set of premises in the watch or getting the local court to apply exclusion orders. However they maybe able to help when it comes to extension of CCTV schemes, inclusion of the watch in town centre management schemes or the route to set about obtaining funding for CCTV or communications. It must be stressed however that they are not there as a source of funding themselves, only as an avenue to possible sources through the partnership.

Hopefully by the time of the next newsletter we will have more information and a system set up to create contact points for watches that require this type of strategic help.

**In the interim the BLRA provide many useful publications for licensees such as security by design and noise control, which can be obtained free of charge from the BLRA website at [www.blra.co.uk](http://www.blra.co.uk). A list of current publications is available from:**

**Brewing Publications, 42 Portman Square, London, W1H 0BB Tel: 020 7468 4831.**

Our Logo competition winners, Robert Walsh centre



### **The Call for volunteers**

In our last issue we put out a call for volunteers but it seems we reached many deaf ears with the exception of one of our early supporters, Nigel Bailey in Cheshire and a more recent subscriber, Keith Middleton in Bury.

Cheshire Constabulary have been very supportive of Pubwatch throughout and we are very grateful to them for their permission for Keith to join us and represent the North West area's watches. His contact details are shown on page 8.

Keith and one of his licensees have expressed an interest in involvement with the Committee and that will be explored further to see what can be achieved.

We are still looking for representatives to represent the North East, South West and East Anglia pubwatches.

**If you are interested please get in touch.**

# “I’ll be DES” anti drink-drive campaign wins Royal Award

The Portman Group’s “I’ll be Des” anti drink-drive campaign has won a Special Award from The Prince Michael international Road Safety Awards. The award recognises success in persuading drivers, particularly 18–40 year old men, to designate a non-drinking driver whenever they drive to the pub or some other social occasion. Support from Pubwatches and individual licensees has played a significant part in the campaign’s success.

“Des” has been busy over recent months, playing a leading role in efforts to reduce summer drink-driving. This is as much of a problem as drink-driving over the Christmas period. Regional “I’ll be Des” promotions are running in Yorkshire and Humber, the North East of England and Wales.

In a new venture for “Des”, Morrells of Oxford are evaluating the “Pay Back Drink” scheme. The promotion rewards designated drivers purchasing four selected soft drinks by giving them a free glass of wine, or a pint of Fosters lager or John Smiths Smooth Bitter on an occasion when they are not driving.

If you would like to support the “I’ll be Des” campaign, you can order free campaign materials on 020 7907 3700 or fax your order on 020 7907 3710.

## Anti-drunkenness drive gathers pace

The Portman Group’s National anti-drunkenness campaign, “If You Do Do Drink, Don’t Do Drunk” is gathering pace.

Thousands of pubs have already ordered copies of the first four free campaign posters to warn their younger customers of the risks of drinking just to get drunk. The original posters have now been supplemented by a new series of messages, available in both A3 and A4 sizes, together with a new series of campaign postcards.

All the materials also advertise the new campaign micro-website [www.dontdodrunk.com](http://www.dontdodrunk.com) where your customers can win a whole host of prizes whilst being reminded of the cold hard facts associated with drunkenness.

The campaign has rolled out in Brighton, Eastbourne and Blackpool over the summer break with assistance from licensing officers and the local BLRA representatives in distribution of campaign posters.

The Portman Group has also been busy during the Edinburgh Festival, mobile billboards (Advans) toured the city centre and around a dozen city centre bars helped in the trials of a pub theatre marketing device to promote the campaign.



September and October will see the student population targeted by the campaign. Several University towns and cities will be visited by the campaign at the start of the new term with posters co-branded with the National Union of Students.

Free campaign materials are still available from The Portman Group on 0207 907 3700 or fax your order to 0207 907 3710.

## *Bizarre decisions?*

### *What about this to defy logic and common sense*

I am sure many of you have experienced problems with court decisions especially in relation to Exclusion Orders but spare a thought for the watch in South London that saw a court not only apply a minimal exclusion order but told the violent individual before them that he had the right to go in any other pub he wanted to. The individual in question had assaulted the manager of licensed premises and caused damage. The watch made an application through the police for an exclusion order for all the watch premises upon his conviction and as an interim measure barred him from all their premises. The assault was of such a nature that the victim has in fact left the trade following the incident. An ideal case you would think for an exclusion order, not so at this court, they declined to make an order for all the premises and only made one for 6 months for the premises where he committed his crime.

Why you might ask? Well according to the Crown prosecutor that presented the case, the court felt that it would infringe his human rights by effectively preventing him drinking and socialising in the area and, as restaurants were in the watch, he would not be able to dine out. Some might argue this is the very individual you do not want dining or socialising with their customers. Others might reasonably argue that his behaviour had greater potential to infringe the human rights of the rest of the community and of course clearly ignores the fact that he abrogates his obligations not to interfere with the lives of others.

A very unsatisfactory end to a sorry tale, but no, worse was to come!! The individual complained to the court that he had been banned by the premises in the watch anyway and the magistrates then went on to assure him that he had the 'right' to enter any other pub than the one they had excluded him from. Shortly after after he became very aggressive with watch members that refused him admission using the magistrates comments as the basis to demand that he be allowed to enter and be served.

**Do you know of a daft decision that can beat this? If so let us know.**

#### **Editors comment**

##### **Why the empty box with ????**

We receive lots of calls from watches for help or advice and others complimenting us on the newsletter. Many of these people promise to let us know how they get on or just about how their watch is progressing so that we can put it in the newsletter. Unfortunately that is often the last contact we have and nothing is forthcoming.

This is **your** newsletter and we need your input to help make it relevant and of use to you so please do let us know what are you are doing, what works and what does not and any general information on how your watch is progressing.

**We cannot keep producing the newsletter without your input so please start communicating with us.**

The same court has a track record for questionable decisions on Exclusion Orders. In one other instance a request was refused purely on the basis that the licensee had changed since the assault. The individual in court later went back to the pub in question to flaunt the decision and some days later embarked on an unprovoked assault on staff and customers at a nearby pub.

**DON T GET  
BARRED**

**ANYONE USING OR DEALING  
DRUGS OR CAUSING TROUBLE  
IN THESE PREMSIES WILL BE  
BARRED FROM**

**ALL**

**THE  
PREMISES  
DISPLAYING  
THIS SIGN**



COPIES OF THIS  
POSTER IN A4 SIZE  
AVAILABLE FROM  
THE CONTACT  
ADDRESS ON BACK  
PAGE



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## Pubwatch in Hounslow Borough

The local co-ordinator, PC Jock Kelly, took time to send us an update of what's going on. His watch at Chiswick conscious of ensuring others do not suddenly jump on the bandwagon just to share in their success have amended their rules so that new premises have to apply to join and all premises have to ensure a representative attends a minimum number of meetings a year to maintain their membership. They have produced window stickers and beer mats with the pubwatch logo. The beer mats have crime prevention advice on bag thefts on the back.

They use a ringmaster computer system to circulate information on suspects, crime trends and even the details of the next meeting, well it saves on postage. It is working so well the answer to many issues has been 'well lets put it on ringmaster'. A recent description of suspects led to the licensee listening to the message as he watched the individuals drinking at his bar.

The watch's concern about date rape drugs has led to a poster campaign under the pub-watch logo to heighten awareness.

They have also started a 'Drugwatch' and have been given practical crime prevention advice as well as a talk from the Clerk to the Licensing Justices.

The sudden and dramatic success of the watch has led to the start up of other watches in the surrounding area. In Feltham the new watch is working well and has already made a significant impact. A recent presentation on drug use with exhibits was very useful and well received by all.

They have also addressed underage drinking with all the watch premises demanding proof of age from every one that appears under 25. This policy has worked and according to Jock you can see them all at the bar money in one hand ID in the other. It proves the point that if everybody will take that step it can stop the problem.

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### Keep up the good work Jock

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#### Wisbeach

Our Chairman who resides in Wisbeach was delighted to read in the local paper that they now have a successful watch, although he has been unable to contact or find a co-ordinator. If any of the members of the watch read this article perhaps they would like to get in touch.

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### More watches for Lincolnshire

In recent months several people in watches in Lincolnshire have contacted us either for advice or help or just to get on the mailing list for newsletters. Now we hear that East Lindsey District Council and the local police with support of licensees and a small local pub company are creating a Pubwatch to encompass local towns. Louth and Mablethorpe & Sutton on Sea already have schemes, each with about 2 dozen members.

Let's hope the expansion will help to drive the problems a little further afield, that's what has happened elsewhere.

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## Watch expansion in Lincolnshire

Following contact with Maureen Wright the co-ordinator in Louth about a slight problem with their local court on an exclusion order the word about National Pubwatch has got out. We have received a lot of requests to be added to the newsletter mailing list as well as requests for good practice guides and advice from other parts of the county. Pubwatch is spreading and proving its worth.

**Thank you Maureen for spreading the word**

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### Tadley has a problem with the police and photographs.

Tadley watch recently contacted us for advice on a problem that many other watches have raised. Until recently they were able to get from the police photographs of people known to the police who the watch had banned. However following the introduction of the Human Rights Act the police have stated that they can no longer provide them. In some other places the reason given for this course of action has been the restrictions applied by the Data Protection Act.

Whatever the reason such a course of action can hamper the work of the watch members in keeping individuals that they have barred out of their premises.

There is nothing in the Human Rights Act or its convention that actually relates to photographs. However the Data Protection Act does restrict the use and supply of information by such bodies as the police service. Photographs cannot be provided unless it is to a body or organisation that has been registered by the body supplying them with the Data Protection Registrar and for a purpose that he has approved. It may be worth discussing with the police whether or not they are able to exchange such information within the community safety partnership and if so joining such a group may resolve what is clearly a problem.

*Your editor has examined the 1998 Data Protection Act but in the absence of a highly qualified legal brain can make little headway in finding anything intelligible within it that either might be of use or would explain the recent changes of practice by some police forces.*

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### Dereham Pubwatch

Dereham in Norfolk adopted the Portman Group 'I'll be Des' campaign last Christmas and following its success has decided to launch a Pubwatch. PC Trevor Nelson is sure that the response will be good and a ring round system will help the licensees in the watch tackle problems such as disorder and under age drinking. They are being supported by their local Crime Prevention Panel a further example of the additional support a watch scheme can get from working in partnership.

**Good Luck Dereham we wish you every success**

(PS. Don't forget if you are growing in numbers and you need more copies of the newsletter to let us know how many.)

Whats  
happening  
around the  
Watches

# Due for a refurb or redecoration?

## Time to check out some design issues to protect your premises at the same time

Due for re-furbishment or alterations, thinking of opening some new premises then maybe it is a good time to find out about the design issues that are now applied in crime prevention.

Did you know about 'designing out crime', it is something that most Police Services and Local Authorities are engaged in. It is not rocket science but it does have a lot of benefits for staff and customers and can help to keep your premises crime free and much of it is very simple.

It starts outside at the boundary of the premises covering such things as control of access, eliminating unobserved access routes, secure pedal/motorcycle parking, lockable covers to utility service hatches, not just cellar and storage space and avoiding designing features that provide scope for climbing onto the premises. Defining the perimeter of your property through walls, hedges or fences where suitable or, through clearly visible surface colour or texture changes. If shrubs have been used are they defensive ones (thick and prickly) and avoiding planting trees or shrubs that as they grow will interfere with your security lighting, CCTV or vision. They always look nice when they are small but what will they grow into?

When you get inside there are such things as counters over 28 inches, to stop stealing and staff being hit, avoiding foot rails, as they give purchase to get on the bar or further across defeating the 28 inch principle. Lighting comes under scrutiny not just to avoid dark corner areas but, if drugs are a problem in your area, the introduction of ultra violet lighting in toilets can prevent them becoming used by addicts for fixes or dealing. They cannot check the drugs or money in such lighting nor can they find a vein. Did you know that if you have CCTV that low-pressure sodium lighting is not compatible, you need high pressure.

There are multitudes of other points not covered here but you should be able to obtain assistance on all these matters from those in your local police and local authority who specialise in Crime Prevention Design. In addition the BLRA (42 Portman Square London W1H 0BB) have produced a small booklet that can help.

Anything you do on this front will not only make your premises safer for all but will be something to include in your operating plan for a licence under the proposed new premises licence if the new licensing proposals **ever** become law.

### How to contact us

Would a good practice guide be of help to your watch in refining how it operates? If so please send your request together with £1 for p & p costs to:

**National Pubwatch  
17 Chace Avenue  
Potters Bar, Herts, EN6 5LX**

Cheques or Postal Orders payable to National Pubwatch

#### **By E-mail at :**

**[National.Pubwatch@btinternet.com](mailto:National.Pubwatch@btinternet.com)**

#### **By Post at:**

**17 Chace Avenue, Potters Bar, Herts, EN6 5LX**

#### **By Phone:**

**Malcolm Eidmans (Hon. Secretary) 01707 650095**

**Bill Stone (Ops support) 01303 241906**

**Tom Watson (Treasurer) 020 8441 0806**

**PS Nigel Bailey (North West Rep) 01244 613353**