

# Member Briefing

Number: 1093

**Title:** Drink Less Enjoy More campaign

**Summary:** Cheshire West and Chester Council is working with other local authorities on Drink Less Enjoy More (DLEM), an initiative to help reduce drunkenness in towns and cities across Merseyside and Cheshire.

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## Background

Drunkenness can have immediate health consequences such as alcohol poisoning and can contribute to sexual violence, accidents and violent crimes. It places a large burden on health, police and other public services.

## The campaign

The Drink Less Enjoy More campaign increases awareness of the law (Licensing Act, 2003) that it is illegal to serve someone or buy a drink for someone who is clearly drunk. Individuals breaking the law can receive fines of up to £1,000 and premises serving people who are clearly drunk are also at risk of losing their licence.

Police are actively enforcing these laws and will be providing extra patrols across Cheshire.

The campaign will include public facing messages alongside:

- educating and informing bars in Chester about the law
- increasing awareness of the legislation amongst bar staff, supporting them to comply with the law by providing training from the licensing teams and through branded communications material
- distributing communications to bars to raise awareness of the initiative
- supporting DLEM online communications
- supporting outdoor advertising

The campaign will commence from Monday 2 October, targeting students, residents and visitors to the borough.

For more information visit: [www.drinklessenjoymore.co.uk](http://www.drinklessenjoymore.co.uk)

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**Responsible Committee, Cabinet Member:** Councillor Louise Gittins

**Date:** 5 October 2017