

**From:** David Saer  
**Sent:** 22 July 2024 11:39  
**To:** Ian Cullen  
**Subject:** Portman Group reply - Lincoln Licensing Act 2003 - Statement of licensing policy consultation

Dear Ian,

Thank you for reaching out and inviting comment on your draft revised Statement of Licensing Policy.

We very much appreciate the existing signposting “In respect of premises licensed for the sale of alcohol, the Licensing Authority commends the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and compliance with the Retail Alert Bulletin” – this is incredibly helpful in terms of encouraging retailers in your area to abide by Retailer Alert Bulletins to remove irresponsible products and promotions.

In terms of any extra suggested builds, you could perhaps consider adding in a little extra context in the text, such as along the following lines:

*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 sold in licensed premises 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 online. 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. We would encourage retailers to sign up to and abide by Retailer Alert Bulletins. The Secretary of State’s Statutory Guidance under the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with the Portman Group’s Retailer Alert Bulletins.*

In terms of the last line, we note [comments](#) from former UK Public Health Minister Andrea Leadsom in February 2024, who also suggested that “licensing authorities should consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with the Portman Group’s Retailer Alert Bulletins” if there is evidence of irresponsible alcohol promotion undermining licensing objectives.

If you have any questions or any of the above or how we can be of further assistance in your work, please just let me know.

All the best,

David

David Saer

Director of External Affairs



The Office Group, 201 Borough High Street, London, [SE1 1JA](#) | Twitter: @portmangroup