

16 June 2010 - Immediate

Drink Drive Report Pulls Wrong Levers

The North Report on drink driving has recommended that the current prescribed blood alcohol limit should be reduced to 50 mg of alcohol in 100 ml of blood and the equivalent amounts in breath and urine.

ALMR Chief Executive Nick Bish said: “The UK already has a robust enforcement regime with severe penalties and has among the lowest drink-drive deaths in Europe. Of course we want to make it better but major changes in the blood alcohol limits are not necessarily the way to do this; other countries have lower limits and yet a worse record. Social and peer pressure have convinced people that it is absolutely not acceptable to drink and drive. We should play to our strengths and reinforce the policing, the peer pressure and the public messaging.”

He continued: “Pubs are the best and safest places to drink. The report does recognise that pubs have successfully long promoted the “Don’t Drink & Drive’ message and implemented dozens of initiatives from Designated Driver to Get-you-home schemes. What worries me is that well-meaning regulations sometimes have unintended consequences and drive people away from drinking in a supervised environment where they are served by someone who is sober, towards the home or round at friends where there is no automatic duty of care regarding alcohol consumption”.

Notes for Editors

1. *The Association of Licensed Multiple Retailers (ALMR) is the only national trade body dedicated to representing the interests of pub and bar operators and providing their companies with business support and advice. There are currently 80 companies in membership, between them operating 15,000 outlets – of which more than 4,000 are managed operations. The bulk of ALMR membership is drawn from small independent companies operating 50 outlets or fewer under their own branding*

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