

ALMR Press Notice

Association of Licensed Multiple Retailers

18th January 2008

ALMR HAILS FESTIVE DRINK DRIVE SUCCESS

The Association of Licensed Multiple Retailers (ALMR) today hailed the publication of the results of the Christmas Drink Drive Campaign as a successful example of partnership working between the trade, Government and police.

Over the festive period, the police carried out 155,000 breath tests – 10,000 more than in 2006 - with 7,800 motorists testing positive. Whilst the number of tests was up by more than 6%, the number of motorists failing was almost 20% down year on year.

Chief Executive, Nick Bish, said:

“These are extremely positive results. The police made full use of tough new powers to stop and breathalyse motorists. But despite testing more motorists, the failure rate dropped significantly. The trade also played its part by promoting the sensible drinking message and supporting the THINK! Campaign”.

He went on:

“We cannot afford to be complacent, but these figures demonstrate the very real impact tougher, more effective enforcement can have on changing public attitudes and drinking habits. The Government’s publicity campaign focused on personal responsibility and the consequences of irresponsible behaviour and it appears to have delivered results. We need to focus on this, not look to new initiatives.

He concluded:

“What these results show is that hard hitting messages combined with an increased chance of getting caught and penalised change people’s irresponsible behaviour. It’s an approach that must be replicated in other areas of the alcohol debate”

-ENDS-

Notes for Editors

1. *The Association of Licensed Multiple Retailers (ALMR) is the only national trade body dedicated to representing the interests of pub, club, bar and restaurant operators. Its members are predominantly small, independent managed companies and providing their companies with business support and advice. There are currently 76 managed companies in membership, between them operating 4,300 outlets – around 40% of all managed outlets in England and Wales. Of these companies, 80% have an estate of fewer than 50 outlets.*

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