

Committee(s)	Dated:
Licensing	25 October 2017
Subject: Club Soda Update	Public
Report of: Director of Markets and Consumer Protection	For Information
Report author: Peter Davenport - Licensing	

Summary

This report outlines the actions taken in order to ascertain whether £40k can be spent from Night Time Levy monies to extend the work undertaken in the City of London by Club Soda.

As a result of submitting the necessary documentation a decision was taken in order to fund Club Soda for another twelve months.

Recommendation(s)

Members are asked to:

Note the report

Main Report

1. A presentation was made before this committee on Wednesday 26 July 2017 from Laura Willoughby of Club Soda. The presentation detailed the actions Club Soda had taken in the previous year during their contract period with the City Corporation. Their contract ended in April 2017.
2. The presentation also discussed the objectives and outcomes for an extension to that contract during 2017/2018 and included increasing the number and type of venues on the guide and improving engagement with members of the public, customers and businesses.
3. The Club Soda project in the City of London is alleged to be building a reputation within local government for innovation. It was noted that the GLA is interested in how the project ideas can dovetail with new Night-time Economy plans and would like to be able to continue to promote the partnership as a piece of pioneering work.

4. Members were asked to support the project for a further twelve months at a cost of £40,000 to be taken from the Night Time Levy.
5. Before making a decision it was requested that Club Soda present a written business plan detailing the future work to be carried out. Further, some Members wanted the Licensing Committee to have sight of at least one year's accounts. Following receipt of the requested information a decision to extend Club Soda's contract would be taken by the Chairman, Deputy Chairman and Director of Markets and Consumer Protection.
6. The requested information, including the latest agreed business accounts for Club Soda, was duly received. Further outcomes for 2017/18 include:
 - Increase number of listed City of London venues to 200
 - Carry out a month of high impact public-facing promotional activity
 - Engage 5 large employers in 'mindful drinking' with their staff.
 - Conduct a program of four events in 2017/2018
 - Visit 250 premises
7. To achieve these outcomes much work is to be carried out in the background including:
 - Further dovetailing the mindful drinking guide with Safety Thirst
 - Re-assessing the questionnaire to provide, as a feedback from premises and customers, a list of brands sold.
 - Provide different question sets for different types of venues
 - Allow search criteria to be altered to permit premises to be searched by brand and/or score
 - Work with the City Corporation's communication team to gain as much publicity as possible (11 articles in 2016/17)
 - Provide promotional material to 'signed up' premises
8. As a result of receiving the additional information requested the Chairman, Deputy Chairman and Director of Markets and Consumer Protection have agreed to fund Club Soda for a further twelve months.

Corporate & Strategic Implications

9. There are no corporate and strategic implications.

Financial Implications

10. As some of the work to be carried out by Club Soda does not include premises that supply alcohol after midnight, a portion of the cost relating to 'non-levy' premises will be met from the Licensing local risk budget.

Background Papers

- Licensing Committee Report and Minutes – 26 July 2017

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