

# Reducing the Strength (RTS) Scheme

Elliott Beevers - Licensing Officer

# Reducing the Strength (RTS) Scheme

## What is it?

- Under the scheme, off-licences voluntarily agree to stop selling beer, lager, and cider with an alcohol content above 6.5% ABV.
- The Licensing Team launched the scheme on 25<sup>th</sup> September 2025.
- Initially 9 members agreed to partake in the scheme, since the launch 2 extra members have joined the scheme.

# Reducing the Strength (RTS) Scheme

## Launch day



# Reducing the Strength (RTS) Scheme

## Participant Feedback – Changes in behaviour

10 Responses

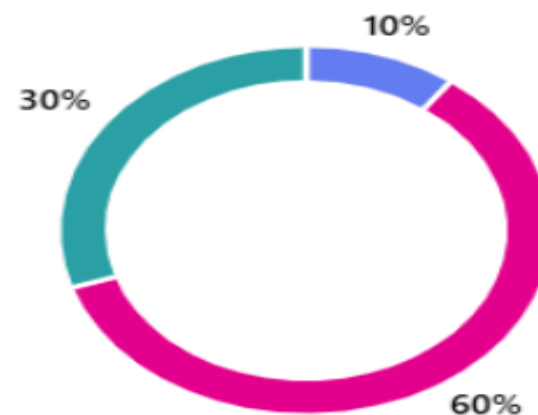
ID ↑	Name	Responses
1	anonymous	No, already lower alcohol in shop. No associated issues
2	anonymous	Less incidents related theft, ASB
3	anonymous	Not much difference
4	anonymous	Come and try on it a couple of people. Asking for small bottles.
5	anonymous	Same
6	anonymous	Less related incidents for the high strength, Noticing some known people turned away when looking at posters. Still however having people steal other items.
7	anonymous	Didn't have the problem before so no
8	anonymous	Not outside the shop drinking. Less shop thefts. Reduced littering outside the shop. Reduced anti-social behaviour outside the shop.
9	anonymous	Yes customer are not drunk like they used to be.
10	anonymous	we always have that scheme in premier. So our customers very satisfied and happy.

# Reducing the Strength (RTS) Scheme

## Participant Feedback – Effects on profits

6. Has the scheme had any impact on your sales or profits

● Positive Impact	1
● No noticeable change	6
● Negative Impact	3
● Not Sure	0





# Reducing the Strength (RTS) Scheme

## Participant Feedback – Feedback from customers

10 Responses

ID ↑	Name	Responses
1	anonymous	No that they know
2	anonymous	Just the people who want it in, not many
3	anonymous	Manager mentioned about the scheme, post came up read about it staff wise
4	anonymous	Not known off.
5	anonymous	No
6	anonymous	No, Still the odd person asking for high strength
7	anonymous	No
8	anonymous	No, some can't believe doesn't sell it.
9	anonymous	Yes it's a mixed feedback some of them who were regular those who wasn't a street drinker there were upset specially the old ones who been drinking for years but some of them are very happy as well.
10	anonymous	Feedback is always good our customer is comfortable and happy when they see we don't sell high strength products.

# Reducing the Strength (RTS) Scheme

## Participant Feedback – Enough support from the licensing team?

10 Responses

ID ↑	Name	Responses
1	anonymous	Yes, getting support and can come to us if needed
2	anonymous	Manager would know more but probably yea
3	anonymous	Manager would know
4	anonymous	The group would be what we need.
5	anonymous	Yes
6	anonymous	yes
7	anonymous	Yes
8	anonymous	Yes
9	anonymous	Yes of course.
10	anonymous	Yes absolutely.

# Reducing the Strength (RTS) Scheme

## Participant Feedback – Additional Support

### 10 Responses

ID ↑	Name	Responses
1	anonymous	No that can think off
2	anonymous	Manager question
3	anonymous	Manager question
4	anonymous	Group
5	anonymous	Good here no extra support
6	anonymous	None to think off
7	anonymous	No
8	anonymous	Looking to extend the scheme.
9	anonymous	Make sure it should be implement for every Shop around Stockton so people get used to with low strength cans because the businesses are losing their sales because of other businesses still selling the highest strength cans.
10	anonymous	Continue the good work.



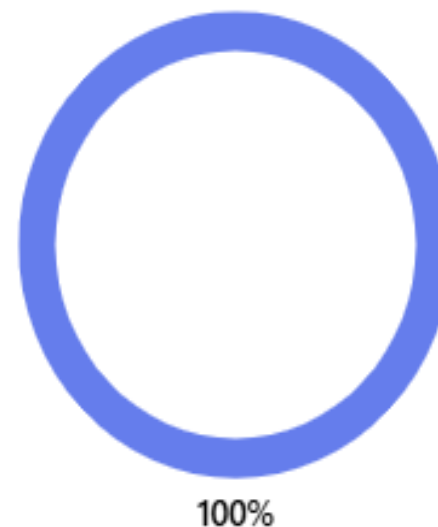
# Reducing the Strength (RTS) Scheme

## Participant Feedback – Would you recommend to other retailers

10. Would you recommend this scheme to other retailers?






[More details](#)

● Yes	10
● Maybe	0
● No	0
● Other	0



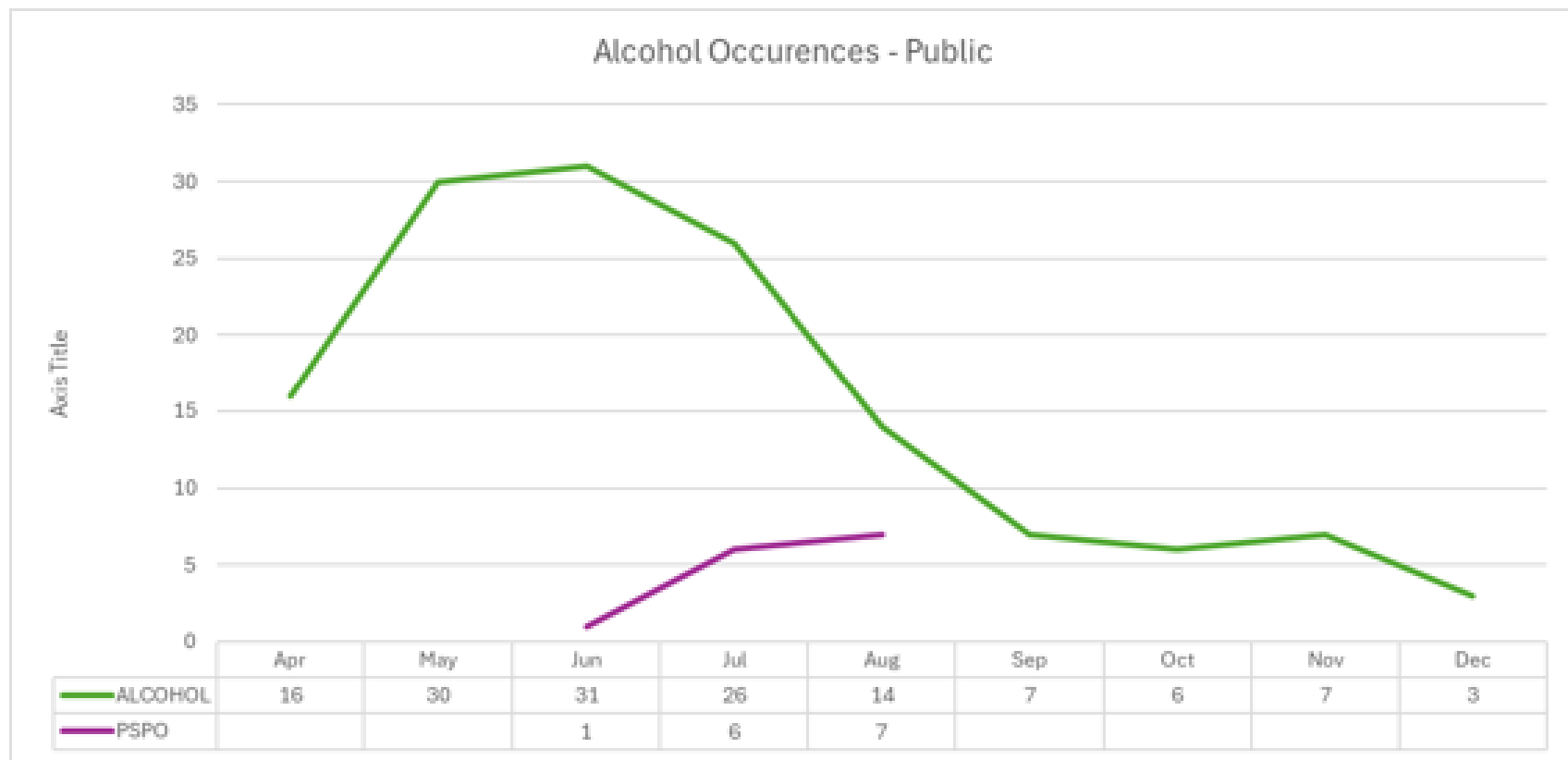
# Reducing the Strength (RTS) Scheme

## Stats – General Town Centre Issues

	General Analysis	Total 2025 – 2026 Q1	Q2	Q3	Total to date	Total 2024 - 2025
	<b>Total Request of Service 2025 - 2026</b> Total Includes all reactive and proactive incidents requiring an intervention/investigation by Community Safety	607	475	321	1403	2686
	<b>Publicly reported ASB incident</b> Includes incident as nuisance behaviour, begging, aggressive begging	88	67	54	209	289
	<b>Officer generated ASB incident</b> Includes incident as nuisance behaviour, begging, aggressive begging, littering, verbal abuse and urinating	36	37	17	90	233
	<b>Publicly and Officer reported Crime incident</b> All incidents deemed a crime identified by Community Safety within Op Shield Area included CCTV Activity	169	164	105	438	647
	<b>Publicly reported Alcohol incidents</b> Includes incident where it is perceived Alcohol is involved	78	60	16	154	182
	<b>Officer generated Alcohol and PSPO incident</b> Includes incident where it is perceived Alcohol is involved or a breach of PSPO for alcohol related nuisance behaviour or aggressive begging	65	36	9	110	482

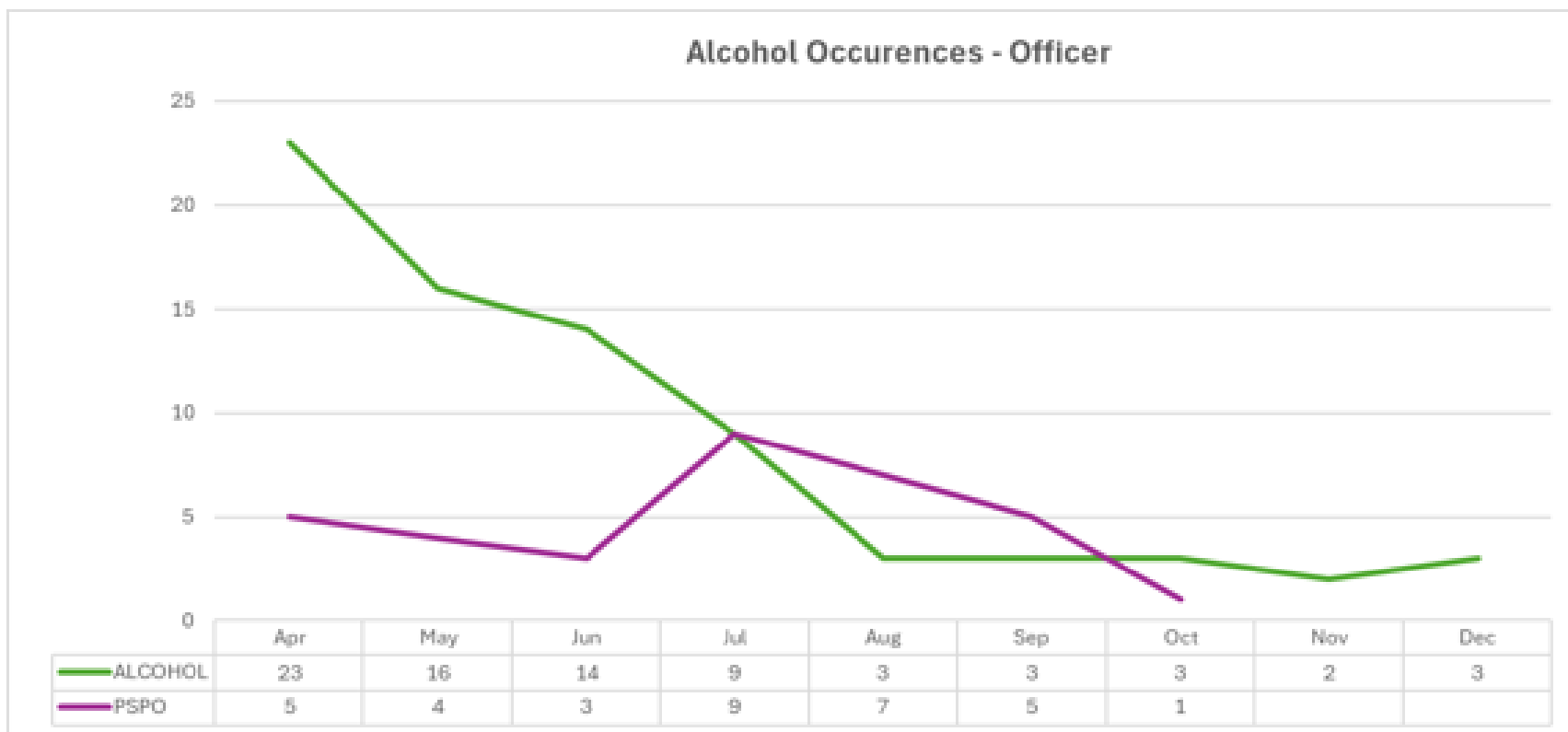
# Reducing the Strength (RTS) Scheme

## Stats – Alcohol occurrences (Public)



# Reducing the Strength (RTS) Scheme

## Stats – Alcohol occurrences (Officer)



# Reducing the Strength (RTS) Scheme

## Meeting objectives and impact

The initial data shows some of the objectives of the scheme are already being met:

- Reduce incidents of ASB directly linked to alcohol reported by the public and partner agencies
- Reduce incidents of ASB directly linked to alcohol by Civic Enforcement Officers.
- Reduce alcohol related breaches of the PSPO identified by Civic Enforcement Officers.
- Reduce alcohol related licensing service requests
- Contribute to the Council plan / vision
- Increased retailer participation rates
- Community satisfaction and perception of safety

# Reducing the Strength (RTS) Scheme

## Looking forward

Going forward the scheme will be monitored in terms of its effectiveness.

- Keep using data to review and refine the scheme.
- Identify gaps where changes may need to be made.
- Promotion of the scheme will continue which may encourage more premises to engage in the scheme and give a continued incentive to those who are already a part of it.



# The Licensing Service

Questions? Thank You

Information will be displayed on our webpage about the scheme.

[www.stockton.gov.uk/licensing](http://www.stockton.gov.uk/licensing)