



# OUR FOCUS

2023-2028

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Best Bar None Scotland is supported by, **Police Scotland, Scottish Fire and Rescue Service, Licensing Boards, Local Authorities, Scottish Licensed Trade Association** and many other **local partners**. Its aim is to work with the licensed trade in creating a safer and more welcoming licensing environment.

DIAGEO



Chivas Brothers  
Pernod Ricard

EDRINGTON  
*Beam* SUNTORY

drinkaware

SCOTTISH LICENSED EST 1893  
TRADE ASSOCIATION  
Serving the trade for over 140 years

Believe in  
children  
Barnardo's  
Scotland



RETAILERS  
AGAINST  
CRIME  
Local knowledge with a national reach



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

# Welcome

You are invited to become involved in the Best Bar None Scotland Accreditation and Award Scheme. Work with us and have a positive impact on the wider community in Scotland by championing best practice in the night time economy and across the Licensed Trade.

Since its launch in Scotland in 2005, the Best Bar None accreditation scheme has established itself in towns, cities and villages across Scotland.

Our ambition is to develop our group of partners and sponsors to continue driving up standards across the licensed trade industry, from 10,000 seater capacity venues, through to local pubs, hoteliers and niche bars.

Our Vision is to have safe, welcoming and socially responsible venues across Scotland.

Our Mission is to work collaboratively with partners to support venues implement best practice and our values of community engagement, innovation and customer experience are enhanced by the wider industry and partners supporting us.

BBN Scotland focuses on a positive experience for the customer and offers venues an opportunity to demonstrate the delivery of quality experience through to the following important key principles:

- 

**Improves knowledge and skills to assist in responsible management**
- 

**Securing Public Safety**
- 

**Promotes social responsibility and duty of care**
- 

**Supports National Campaigns**
- 

**Improves commercial viability and attractiveness of licensed trade**
- 

**Protecting and Improving Public Health**
- 

**Prevention of Crime and Disorder**
- 

**Protection of children from harm**

## Best Bar None follows four steps to achievement and award status:



Venues, including Pubs, Bars, Night clubs, Hotel Bars and Specialist Entertainment Venues, voluntarily participate in an annual assessment based on the Licensing objectives and key social responsibilities. The venues are then rewarded with a status of Gold, Silver or Bronze based on the outcome of their assessment.

# Message from Jack Gemmell

Thank you for taking an interest in what we do at Best Bar None Scotland. That you have come this far shows you are committed to making your licenses premises the very best they can be.

Since its launch in Scotland in 2005, the Best Bar None accreditation scheme has established itself in towns, cities and villages across Scotland.

Our ambition is to develop our group of partners and sponsors to continue driving up standards across the licensed trade industry, from 10,000-seater capacity venues, through to local pubs, hotels, and niche bars.

Our Vision is to have safe, welcoming, and socially responsible venues across the whole of Scotland.

Our Mission is to work collaboratively with partners to support venues implement best practice and our values of community engagement, innovation and customer experience are enhanced by the wider industry and partners supporting us.

Best Bar None Scotland has never been about improving an individual hotel, bar or night club. Rather, the ambition is to have whole town or city centres, village high streets and rural communities with safe and welcoming night-time economies where the benefits are felt beyond the licensed trade.

Safe streets attract families and encourage people to stay later into the evening to benefit food outlets and taxi operators, to name but two.

Best Bar None Scotland focuses on a positive experience for the customer and offers venues an opportunity to demonstrate the delivery of a high quality experience through to these guiding principles.



**Jack Gemmell**

Senior Public Affairs Manager, Chivas Brothers - Pernod Ricard  
Best Bar None Scotland Chairman

# Focus and Ambition

## Engage Partners

- By engaging new Partners, we will be able to expand the network of BBN schemes across Scotland.
- We will re-engage with existing partners to reaffirm venue participation across Scotland.
- New Partners will bring valued experience from the Licensed Trade, Public Sector and third party Sector.
- A range of Partners would support non alcohol and low alcohol alternatives and specialist product ranges.
- New Partners would enhance our Board representation.
- New Partners would develop the business model of BBN.

## Support Venues

- Develop the Training Portfolio which can be delivered Nationally by BBN on behalf of Local Schemes.
- Include emerging trends in relation to crime prevention, business resilience and vulnerability awareness.
- Support personal development of staff and promote employability in the leisure and night time economy.

## Support Communities

- Create safe spaces in town, cities and villages across Scotland.
- Develop community inclusion.
- Create safe hubs for customers and staff.
- Work with Building Safer Communities Teams to support local initiatives.

## Promote Harm Reduction

- Include criteria in BBN National standards focusing on health and responsible consumption.

## Engage Customers

- Raise profile of BBN venues through social media inclusion.
- Evaluate the scheme.
- Focus and Ambition

# Our mission and values



**Mission**

To support venues in delivering best practice in a safe and inclusive environment.



**Vision**

To create safe and social hubs in our communities across Scotland.



**Values**

Community engagement, innovation and sustainable change.

# Opportunities and Benefits for Partners

Promotion of **safe and welcoming environments** in which to socialise

Scottish branding of Best Bar None is **enhanced by your participation**

Association with a successful **alcohol awareness** and customer **safety initiative**

**Improve partnerships** with the licensed trade and national partners from the public sector

**Positive media publicity** from local and national award events

Demonstrate commitment to **cares** for and **protecting** customers of the licensed trade

Corporate social responsibility **commitment**

Involvement in the **growth** of Best Bar None in new localities across Scotland and growth of current membership

**Support harm prevention** as part of Scottish Government’s “Building Safer Communities” Programme

Contribution to **improving perceptions** of the night time economy

**Positive impact** on public health by raising awareness of harms

**Sponsors logo** is used on all printed materials and at events

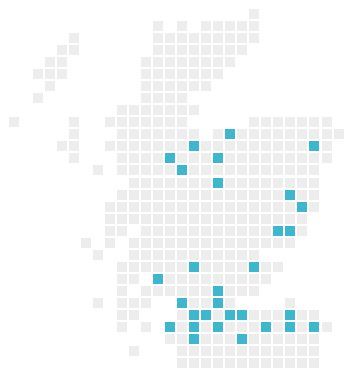
**Free** to join

Relevant and free **training opportunities**

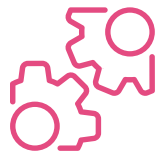


Our Partners are from varying business backgrounds, **working together** to create a more **welcoming social economy** within our communities.

# Achievements



From one area to a **trusted National Brand.**



Development of **good practice guides** for venues.

Evaluation tells us that **customers feel safer** when socialising in a best bar none community.



Our National Awards produce examples year on year of **innovation** and going above and beyond to support the **customer experience.**



Creating a **Best Bar None Community.**

**We deliver various awareness courses including:**

- Crowded Places - Counter Terrorism.
- Good Night Out - Vulnerability.
- Drug awareness.
- Crime Scene Management.
- Conflict Management.
- Cyber and Fraud.
- Mental Health awareness.



Exciting new hosting **partnership with Retailers Against Crime** that will bring increased opportunities.

Increased **social media** coverage.



Refreshed Best Bar None Scotland **website** for 2023





Making Scotland's villages,  
towns and cities safer, more  
vibrant and attractive places  
to live and visit.





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