



Optional Action Point 13: Map local licensed premises (2 points)

Purpose

The purpose of this toolkit is to outline the rationale behind mapping licensed premises in your area and to give an example of one method of mapping these premises in your area. Licensed premises include any premises that sells alcohol, including pubs, clubs, supermarkets, corner shops and restaurants.

Rationale

Mapping local licensed premises is a useful way to develop a better understanding of drinking patterns within your area/institution. It can also provide an effective lobbying tool.

You may find a high concentration of licensed premises surrounding the campus. Where there are higher concentrations of licensed premises, there may also be higher incidents of anti-social behaviour.

Numerous studies have found higher levels of consumption and alcohol related harms in areas with higher alcohol outlet density.^{1,2,3}

Mapping licensed premises can be useful tool for safety planning for events at different times of the year. Once a consistent list of these premises is gathered, along with other information (areas of alcohol-related harm incidences, etc.), it can also form an effective tool for lobbying local councils on the restriction of licensed premises.^{4,5}

Procedure

A simple way to map these premises is by using 'Google My Maps'. Using Google Maps, you can make custom maps for your own purposes.

A tutorial guide can be found below:

<https://www.google.com/maps/about/mymaps/>

There are also useful tutorial videos available on YouTube:

<https://www.youtube.com/watch?v=fLhyr5MGi2g&t=271s>

It is advisable that all parties for whom this map may be relevant are made aware of it and are able to access it easily.

1. Campbell et al.; Task Force on Community Preventive Services. The effectiveness of limiting alcohol outlet density as a means of reducing excessive alcohol consumption and alcohol-related harms. *Am J Prev Med* 2009;37(6):556-569

2. Azar et al.; The association between alcohol outlet density and alcohol use among urban and regional Australian adolescents. *Addiction Res Rep* 2016 Jan;111(1):65-72.

3. Young, Robert et al. "Associations between proximity and density of local alcohol outlets and alcohol use among Scottish adolescents" *Health & placevol.* 19,100 (2013): 124-30.

4. Tracey, S. Action on Alcohol Network A Community Guide to Alcohol Licensing in Ireland; Alcohol Forum 2017; p.10. Available at: <http://nwdrugtaskforce.ie/wp-content/uploads/2018/05/Community-Guide-to-Alcohol-Licensing28Artwork29.pdf>

5. NWRDATF; SLIGO CITY ALCOHOL STRATEGY Prevent & Reduce Alcohol Related Harm 2018 - 2023; NWRDATF 2018; p.8. Available at: <http://nwdrugtaskforce.ie/wp-content/uploads/2018/03/Sligo-City-Alcohol-Strategy-FV-22.3.18-1.pdf>

