WHAT DOES IT MEAN WHEN YOU WALK INTO A LICENSED PREMISES IN WREXHAM AND SEE THIS STICKER ON THE DOOR?

It means you can relax, you have just stepped foot inside a Best Bar None (BBN) Wrexham accredited venue. Every BBN venue has put their premises to the test to prove just how committed they are to keeping you safer and beating bad nights in Wrexham.

BBN Wrexham is a voluntary scheme for night time venues, designed to keep staff and customers safe while recognising excellence in their industry. It’s no walk in the park - the staff and management of a BBN venue work tirelessly to prove that their policies and practices are keeping you safer. It's a rigorous audit of over 100 criteria covering everything from responsible service to customer care.

The scheme aims to reduce alcohol-related incidents by raising the standards of licensed premises and building positive relationships among all stakeholders (operators of licensed premises and their staff, Wrexham County Borough Council, North Wales Police and North Wales Fire Service). In addition, BBN rewards licensees who go above and beyond to raise their standards and make their premises safer.

The overall goal of BBN Wrexham is to ‘raise standards and reward excellence’ and in achieving this it assists with:

- Reducing the risk of alcohol-related harm.
- Establishing a benchmark of good practice in licensed premises.
- Identifies and rewards responsible operators and shares their good practices.
- Improving the knowledge and skills of the stakeholders in order to deal effectively with issues relating to the management of licensed premises.
- Understanding how BBN can reduce alcohol-related crime and disorder, and minimize the harmful effects of binge drinking, while improving the profitability and appeal of businesses and the general area.
• Raising public awareness of the benefits of frequenting and supporting well-run licensed premises, committed to the responsible sale and service of alcohol.

What does this mean for Licensees, Employees, Customers and the Community?

For Licensees
• A positive public image - The display of BBN signage sets accredited premises apart from non-accredited premises and identifies the licensees as responsible operators who value their customers and want to provide a safe night out.
• Accredited premises receive signage for public display and may include the BBN logo in their promotional advertising.
• The possibility of winning an award in competition with other premises.
• If a number of licensees in a community participate in BBN, then patrons will be attracted to the business area and to those venues.
• A reduction in the risk of alcohol-related harm and the associated costs.
• The opportunity to review the health, safety and crime prevention strategies as part of the application/accreditation checklist.

For Employees
• Improved employee morale. With higher standards and fewer problems, BBN accredited premises may become known as good places to work, attracting and retaining staff.

For Customers
• Will be able to easily find premises, which are identified as well-managed, safe establishments, providing an entertaining, quality night out for their customers.
• Reduced risk of exposure to alcohol-related harm within the premises and in the surrounding community.

For the Community
• A reduction in alcohol-related harm may improve the attractiveness and economic vitality of the community.
• The BBN-accredited premises are quality venues, serious about customer care and safety.
• BBN provides a consistency of standards, which support Licensing Regulations and policies and best practices.

So when you see the BBN sticker on the door, you know that together we’re beating bad nights with Best Bar None.

Congratulations to all the successful 2014 winners and accredited premises

For further information on the BBN Wrexham scheme visit www.wrexham.gov.uk/bbnwrexham or email bbn@wrexham.gov.uk