

**BEST BAR NONE**



# OVERVIEW

**BEST BAR NONE**



# Alberta Safer Bars Council

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## **Council Members:**

Alberta Gaming and Liquor  
Commission

•

Alberta Solicitor General and Ministry  
of Public Security

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Alberta Justice and Attorney General

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Alberta Health and Wellness

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Alberta Health Services

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Edmonton Police Service

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Alberta Hotel and Lodging Association

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Alberta Liquor Store Association

•

Canadian Restaurant and Foodservices  
Association

•

Canada's National Brewers

•

Spirits Canada

•

Alberta Liquor Licensee  
Representatives

Dear Licensee,

Addressing liquor-related violence is one of the Alberta Safer Bars Council's main goals. We recognize that everyone in the community has a role to play in helping to curb harmful behaviour and keep patrons safe. Therefore, we are pleased to endorse the Best Bar None program in Alberta.

The 2010 Best Bar None pilot has helped build positive working relationships among many stakeholders and it allowed for a more proactive approach to dealing with violence in and around licensed premises.

Your continued commitment to the highest standards in responsible service and safe operations is crucial to the success of Best Bar None. We greatly appreciate the efforts in improving your business operations.

Thank you for doing your part in making our nightlife scene enjoyable and our communities safer.

Sincerely,

***The Alberta Safer Bars Council***

***"A provincial advisory group that provides input toward policy development, and the implementation of regulatory best practices."***



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# About Best Bar None

## What is Best Bar None?

Best Bar None (BBN) is an accreditation and awards program, promoting the responsible management and operation of liquor-licensed premises. The program aims to reduce alcohol-related harms by raising the standards of licensed premises and building positive relationships among all stakeholders – operators of licensed premises, industry partners, law enforcement and concerned community groups. In addition, BBN rewards licensees who go above and beyond to raise the responsible service standards and make their establishments safer.

## History

The BBN program was developed in the U.K. to address alcohol-related crime. Results of a 2001 British Crime Survey showed a significantly high proportion of crime was directly or indirectly related to licensed premises with poor management standards. The objective was to educate licensees and provide them with an incentive to improve their operating standards. To date, more than 100 BBN programs are operating in the U.K.

## Raising standards and rewarding excellence



## 2010 BBN Pilot in Edmonton

In 2009, the Alberta Safer Bars Council, a provincial advisory group working to prevent liquor related violence, was looking into ways to improve safety in and around licensed premises. The Council reviewed the U.K.'s BBN program and found the program met roughly two thirds of the 92 recommendations for best practices identified in roundtable discussions with Alberta's licensees and stakeholders.

In 2010, BBN was piloted in Edmonton. Sixty three licensed establishments applied for accreditation with a total of 38 becoming successfully accredited.

An evaluation of the pilot included street surveys of more than 750 patrons, telephone surveys of licensees and focus groups with patrons and licensees.

### >>>>> **Patrons' survey results highlights:**

- 67% of patrons responded positively or very positively to the concept of the Best Bar None program.
- 93% of patrons agree or strongly agree some bars are safer than others.
- 90% of patrons believe the bar managers can do things to make their venues safer.
- 80% of patrons rate safety as being important or very important when they are considering which bar(s) to attend.

### **Licensees' survey results highlights:**

#### *BBN pilot participants*

- 75% of applicants agree or strongly agree the Best Bar None accreditation process will improve safety in their venues.
- 74% of applicants agree or strongly agree the Best Bar None accreditation process will provide them with a business advantage.

#### *Non-participants*

- 55% of non-applicants agree or strongly agree the Best Bar None program can improve safety in their venue.
- 52% of non-applicants agree or strongly agree the Best Bar None program can provide them with a business advantage.
- 61% of non-applicants indicated it is likely or very likely they are going to pursue the Best Bar None accreditation next year.

# Best Bar None in Alberta

## BBN Goals

- Reduce the risk of alcohol-related harm.
- Establish a benchmark of good practice in licensed premises.
- Identify and reward responsible operators and share their good practices.
- Create consistent, province-wide standards that support Gaming and Liquor Regulations, policies and best practices.
- Improve the knowledge and skills of enforcement and regulation agencies, licensees and bar staff in order to deal effectively with issues relating to the management of licensed premises.
- Understand 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.
- Raise public awareness of the benefits of frequenting well-run licensed premises, committed to the responsible sale and service of alcohol.
- Increase the public's sense of security and well-being, preventing the social discrimination and disruptions, which can result from over-consumption.
- Improve the attractiveness and economic vitality of the participating businesses and area.

“As a partner of the Edmonton BBN program, the EPS is encouraged by the improvements at BBN accredited premises and we look forward to continuing to build positive relationships with those premises involved in the BBN program.”

*Sgt. Nicole Chapdelaine, Edmonton Police Service*

# Best Bar None in Alberta

# Best Bar None in Alberta

## BBN Benefits

### >>> *For Licensees*

#### **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 patrons 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 further distinguishes an establishment.

#### **Potential for Increased Patronage and Profits**

- Operating responsibly can improve the profitability of your business and the appeal of a general area, attracting more customers and building patron loyalty.
- If a number of licensees in a community participate in BBN, then patrons will be attracted to the business area and to those venues.

#### **Reduction in alcohol-related harm**

- 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 your application/accreditation checklist.

#### **Staffing**

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

#### **Insurance**

- Potential for long-term savings on insurance-related expenses such as deductibles and premiums.

### >>> *For Patrons*

- Will be able to easily find premises, which are identified as well-managed, safe establishments, providing an entertaining, quality night out for their patrons.
- 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 the Gaming and Liquor Regulations and policies and best practices.

# Best Bar None Accreditation

## 1. Apply

Application forms and related information are available at [bestbarnone.ab.ca](http://bestbarnone.ab.ca).

## 2. Get accredited

Accreditation criteria cover a wide range of issues that well-managed premises should be aware of and address. As part of the accreditation process, all premises are assessed to ensure they meet the specific standards related to safe operations and responsible management.

Accredited premises receive a plaque to display within their establishment and signage for their entrances. They are also permitted to display the BBN brand in promotional materials.

## 3. Be the best and win an award

All accredited establishments who go above and beyond in meeting the responsible management and safe operations standards will be considered for an award by a judging panel. A winner and two runners up will be identified in five different categories.

“The program definitely helped us get better as a licensee. The exercise of going through the criteria really helped us to firm up our policies and procedures. As a result, we noticed a decrease in incidents in and around the bar. We also received a few emails from customers, praising us for being a part of the BBN program.”

*Jesse James Kupina, Owner/General Manager, Union Hall*

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& rewarding excellence

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*For more information, contact the BBN office:*

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**[bestbarnone.ab.ca](http://bestbarnone.ab.ca)**