



United Kingdom



Setting



Pilot area



Why this area?



Intervention strategy



Research outcomes



Conclusion

Home

Wrexham town centre

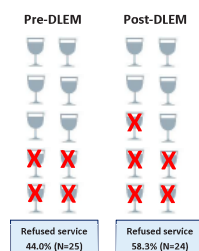
Wrexham has the second largest night-time economy in northern Wales. It suffers like many city centres with alcohol related problems in the weekend nights, partly caused by preloading in or around the home situation.

- Community mobilisation
- Training (e.g. RBS)
- Enforcement

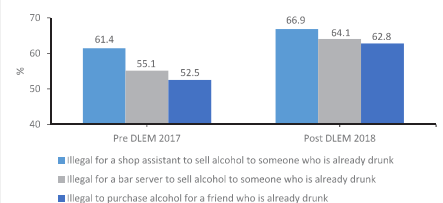
Test purchases: increase of refusal to serve alcohol to pseudo-intoxicated guests.

Nightlife patron survey: increase of knowledge on the law around the service of alcohol to and the purchase of alcohol for drunks.

Bar servers' propensity to refuse alcohol to pseudo-intoxicated actors, pre- and post-intervention



Knowledge of law around alcohol amongst nightlife patrons, pre- and post-intervention



The STAD strategy was useful and was adapted for the preventing preloading strategy in Wrexham. The evaluation shows that the pilot intervention was associated with improvements in awareness and adherence to UK alcohol legislation that prohibits the sale and purchasing of alcohol to drunk people.