



FOR IMMEDIATE RELEASE

Swanswell welcomes minimum pricing as a ‘first step’

8 November 2011, National - A ban on selling alcohol below minimum price being introduced next year is a step in the right direction but more needs to be done, according to Swanswell.

The national charity, which helps people overcome drug, alcohol and other problem behaviour, is responding to news that from 6 April 2012, shops and bars will not be able to sell drinks for less than the tax paid on them¹.

Debbie Bannigan, Swanswell’s Chief Executive, said: *‘Today’s news is certainly a step in the right direction but looking at pricing alone won’t stop people buying alcohol and drinking to excess.*

‘The promotion of alcohol, where it is placed on sale and the product itself all need to be re-considered – for example, you only have to go in to your local supermarket where, in many cases, alcohol on special offer is visible as soon as you walk in.

‘In addition, there needs to be clear guidance about the effects of alcohol. We’re often bombarded with confusing, mixed messages about alcohol such as what the recommended daily limit is or whether or not it’s safe to drink when pregnant.

‘Better education about the risks would mean people can make informed decisions about their alcohol use.

‘However, it’s an issue much wider than any one individual, policy maker or organisation can tackle on its own – it’s something we all must take responsibility for in order to create a society free from problem alcohol use.’

To find out more about Swanswell and the services it provides, visit www.swanswell.org.

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Notes for editors

For more information or supporting photographs, contact Stuart Goodwin:

Swanswell
Suite 5, Hilton House
Corporation Street
Rugby
Warwickshire
CV21 2DN

Tel: 01788 559 422

Email: stuart.goodwin@swanswell.org

About Swanswell

Swanswell is a national charity that helps people overcome drug, alcohol and other problem behaviour. We believe that everyone deserves the chance to change and to be happy. We help them to remove the things that stand in their way, whether physical, emotional or practical. So, as their lives improve, they can feel well, do well, and stay well. Swanswell has a reputation for innovation and is a leading developer of new services which help people to change their behaviour for the better.

Swanswell has a number of offices across the country including Rugby, Coventry, Leamington, Birmingham, Nuneaton, Barnsley, Sandwell, Leicestershire and Rutland. Visit Swanswell at: www.swanswell.org.

Join the conversation, follow Swanswell on twitter at www.twitter.com/Swanswell.

References

1. BBC News online 2011. *Below-cost alcohol to be banned from April*. [Online]. Available at: <http://www.bbc.co.uk/news/uk-politics-15634956>. [Accessed on: 8/11/2011].