

New measures to be introduced to combat irresponsible drinking

It was announced at the beginning of this month by Home Secretary Jacqui Smith and Health Secretary Alan Johnson, that a number of measures are to be taken including a ban on “all you can drink promotions” in a bid to curb the increasing problem of the irresponsible consumption of alcohol.

The Government will shortly consult on a range of compulsory conditions including:

- banning offers like 'all you can drink for £10';
- outlawing pubs and bars offering promotions to certain groups, such as women only;
- ensuring that customers in supermarkets are not required to buy very large amounts of a product to take advantage of price discounts;
- ensuring staff selling alcohol are properly trained;
- requiring that consumers are able to see unit content of all alcohol when they buy it; and
- requiring bars and pubs to have the minimum sized glasses available for customers who want them.

It is hoped that such measures will reduce irresponsible drinking and in turn its many associated problems.

Home Secretary Jacqui Smith commented:

"I don't want to stop the vast majority of people who enjoy alcohol and drink responsibly from doing so but we all face a cost from alcohol-related disorder and I have a duty to crack down on irresponsible promotions that can fuel excessive drinking."

Although MyClaim does not deprecate the responsible consumption of alcohol, when it is estimated that 20-30% of all accidents are alcohol related, and 1 in 6 people attending Accident & Emergency have alcohol related injuries or problems; it can only welcome such measures. With the consumption of alcohol doubling in the last 40 years, and with it a similar increase in home and leisure related accidents, it is apparent that there is a need for decisive action to be taken.

When it is known that the consumption of alcohol affects the function of various parts of the human brain resulting in disruption of muscular co-ordination, reduced cognitive powers and increased feelings of euphoria, these figures are not surprising.

Excessive drinkers are clearly putting themselves at risk, but sadly it is often innocent parties that lay victim to the intoxication of others. MyClaim therefore urges people to ensure that they drink responsibly, and to take extra care during the forthcoming festive season, when alcohol consumption is at its highest

If you or a loved one are unfortunate enough to be or to have been a victim of somebody else's intoxication, and you wish to bring a personal injury claim for compensation; MyClaim guarantees that through us your claim will be handled by a leading firm of solicitors. What's more is MyClaim can offer legal representation on a "No Win No Fee" basis, and guarantees that the injured party will receive 100% of their compensation.