

Building a Mindful Drinking Movement

Club Soda Guide
Pilot Evaluation



CLUB SODA GUIDE
GOOD PLACES FOR
MINDFUL DRINKERS



PARTNERS



FUNDERS



WHERE NOBODY HAS TO FEEL OUT OF PLACE IF THEY ARE NOT DRINKING



Club Soda is a mindful drinking movement. We

want to make non-drinking and mindful drinking widely accepted, so that everyone feels confident to change their drinking habits if they want to.

We can all make this easier by making sure that non-drinkers are just as comfortable as drinkers in all social spaces where alcohol is served.

As a behaviour change movement we do this in a number of ways. Through an active online community of over 9,000 members, goal setting tools, programmes, events, and workshops, we are empowering the mindful drinking consumers to seek out the best drinks and venues to drink them in. This includes

our pioneering Mindful Drinking Festival. You can see more at joinclubsoda.co.uk

This project would not have been possible without the support of **Blenheim** who

saw the opportunity to promote responsible drinking by incentivising venues, rather than customers, to change their behaviour – by offering fresh, appealing low & non-alcoholic drink choices.



Blenheim is a charity that provides support to drug and alcohol users, their family and carers. They support people to make lasting changes to their lives. blenheimcdp.org.uk

A COLLABORATION BETWEEN PUBS & CUSTOMERS

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A 12-MONTH CO-DESIGN PROJECT



Development

April to September 2016

- * Research existing listing guides and apps
- * Co-design guide for mindful drinkers
- * Technical website development

Engaging venues

October to December 2016

- * Email, postcard, visit venues
- * Drinks tastings at pub watch meetings
- * Sign up venues to the Guide
- * Give venues info and January campaign materials
- * Create photos and videos of venues and customers



Public campaign

January 2017

- * Give out "Mindful Pub Crawl kits"
- * Organise "Mindful Pub Crawl" events
- * Social media and publicity campaign





PLACES AND PEOPLE EMBRACE MINDFUL

Places

Co-design and collaboration gets results

Emphasising added value resonates

Pubs don't know what to stock

Confidence = sales

Five star venues are great places

People

Customers like mindful drinking

25-34 year olds were the most engaged

Customers need product discovery too

Events were popular

Nomination beats review

Movements work

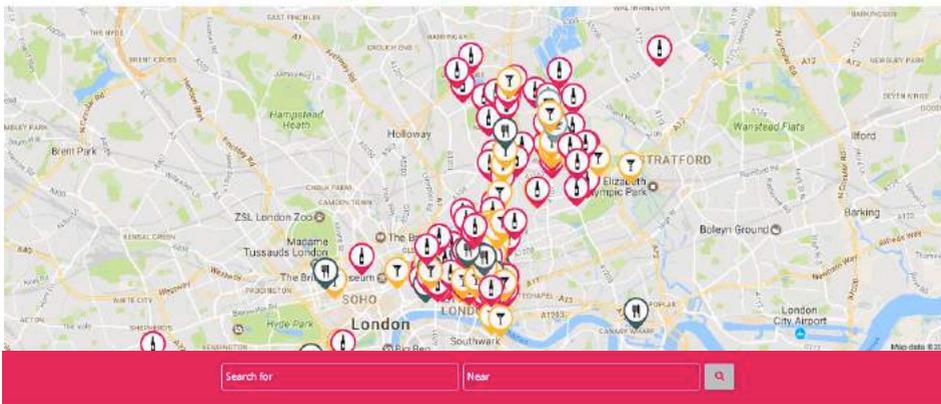




JOIN UK'S NEWEST PUB AND BAR GUIDE

Customer? Grab a **mindful pub crawl kit!**

Manage a venue? **List your venue for free!**



All UK venues are welcome to sign up - and it's all free



Customers can use the Guide to plan a mindful pub crawl



And customers can review places they visit, and tweet #MindfulPubCrawl

[Click here to sign up to our newsletter](#)

Worried about your drinking?

Visit [RebootMyLife](#) for information and support

Partnership between



Hackney



RSA

"As people have become more savvy with what they eat, they also look at what they are drinking."

James Daley, manager of The Draft House

The Club Soda Guide - Good Places for Mindful Drinkers - is a groundbreaking product developed in collaboration with licenced venues, local authorities, customers, and drug and alcohol charity Blenheim.

It started out as a simple problem articulated by Club Soda members.

They want to drink less on nights out, but often find the low and no alcohol drinks options limited and uninspiring.

But when we spoke to pubs and bars, they told us there was no demand for those drinks.

Yet the evidence shows that people are drinking less alcohol. Was everyone just drinking tap water or staying at home?

We know there are great new products out there which would appeal to many more people if they only knew about them.

We also know that if people are "given permission" to not drink alcohol, for example by a menu clearly showing the low and no alcohol drinks available, that customers are more likely to make healthier choices.

These are the issues we wanted to tackle.

How can we encourage pubs and bars to stock more great low and no alcohol products for everyone: the drivers, the gym goers, dieters, early risers, or anyone wanting to cut down on their drinking?

IT WORKS BY ENCOURAGING PEOPLE TO GO TO THE PUB!

Based on our earlier research (see nudgingpubs.uk), we wanted to design a solution based on the key behaviour change techniques we believe are effective for licenced venues:

- * Demonstrating a strong business case
- * Showcasing ideas and best practice
- * Being clear about what "good" looks like
- * Supporting product discovery
- * Enabling Customer and peer recognition, and rewarding success.

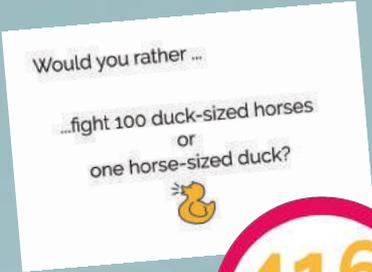
Our solution: Club Soda Guide.

It is based on the familiar format of a pub guide, but with an added multi-layered face-to-face and digital campaign. Under the hood are also behavioural nudges for both licenced venues and their customers.

The design was influenced by some of our key research and co-design findings:

- * Venues are time-poor
- * Customers are the best judge of venue qualities such as customer service and visibility of low and no alcohol drinks
- * We need to create a meaningful conversation between venues and customers.

ENGAGING 5,000 PEOPLE



4,614 users
7,373 sessions
27,028 page views



1,423 posts
1,799 followers
3,440 engagements



PUBS WERE ENGAGED

All Hackney and City of London venues in scope were listed on the Guide.

Through email, postcards, and **personal visits to over 400 pubs and bars**, we encouraged venues to claim their listing and fill in their self-assessment. Over 200 of them did.



They **received a Club Soda Score** for how good they are for mindful drinkers, and tailored advice on how to become better and improve their score.

We ran **non-alcoholic beer tastings for over 100 venue managers** at licensee events in the City and Hackney, to demonstrate to them the latest new drinks on the market. Six drinks companies provided free product as an incentive for venues to sign up.

The Club Soda Score

The Club Soda Score is an online venue self-assessment questionnaire: eight questions about the numbers of non-alcoholic and lower alcohol beers, ciders and wines, soft drinks, and mocktails the venue serves. Based on their answers, a venue gets a score between zero and five.

This scoring system is mainly geared to pubs and bars, and for the next version of the Guide we will devise separate scoring systems for all different types of venues, including restaurants and bottle shops.



During the pilot, from October 2016 to January 2017, we regularly engaged with the venues, encouraged them to **improve their scores**, gave them hints and tips, and shared with them good practice case studies, and examples of special offers and events that would **attract mindful drinkers** to their venues in January, a quiet time of year for many of them.

All signed-up venues received a printed booklet with ideas on **upselling non-alcoholic drinks** to their non-drinking customers, information about low and no alcohol products they could stock, and **social media marketing collateral** to support our January Mindful Pub Crawl campaign.





Forty-two five-star venues



Forty-two venues (including some from outside of City and Hackney) scored a full 5 stars.

These top venues include such varied places as Zigfrid von Underbelly bar in Shoreditch, The Ship pub in the City, and Bryn Labour Club near Wigan.

Some of the chains with 5 star venues include the Draft House Group, Charlotte's, All Bar One, JD Wetherspoon, Stonegate Pubs, Nicholson's, and Shoreditch Bar Group. The full list can be seen online at

clubsodaguide.com/announcing-first-five-star-venues

The distribution of venues by their Club Soda Scores is shown on the right.

The relatively even distribution of venues across the scores shows that the scoring system works in differentiating venues.

NOTE: a score of zero also includes a few venues that had not yet completed the self-assessment questionnaire.

5 * = 21%

4 * = 21%

3 * = 19%

2 * = 21%

1 * = 9%

0 * = 10%



Rudd's

Fitbeer
66

BECK'S
BLUE

BECK'S
A REAL BEER DRINKER'S BEVERAGE

THE CONCEPT OF MINDFUL DRINKING



The other main part of the project was the public facing campaign: encouraging residents and workers to visit local venues and share their views. Due to the timing of the pilot, we ran our Mindful Drinking campaign in January.

All venues were encouraged to take part in the campaign. Highly-rated venues were also invited to feature in promotional posters and postcards.

The campaign was highly local in nature: emphasising the venues as local businesses, encouraging customers to find new local favourite places. And we wanted venues to show pride in the drinks they have behind the bar.

We produced social media content, posters, postcards, customer profiles, and video. Awesome video!



Watch a 0% beer tasting video at clubsoda.me/ClubSodaGuide

MINDFUL PUB CRAWLS

We created a compelling call to action for the public: why not do a Mindful Pub Crawl this month?

The aim was to encourage people to get together with friends or colleagues, and try something new.

Our Mindful Pub Crawl events and DIY Crawl Kits helped them do it.



We posted out over 200 Mindful Pub Crawl Kits.





IS RESERVED FROM
18:00
FOR
Mindful
Drinkers

Our four Mindful Pub Crawl events created a lot of media interest, and an easy template for anyone to replicate. Each event visited three highly-rated venues from the Guide.



Many individuals and workplaces organised their own crawls, with the help of our Crawl Kits.



MEDIA LIKES MINDFUL

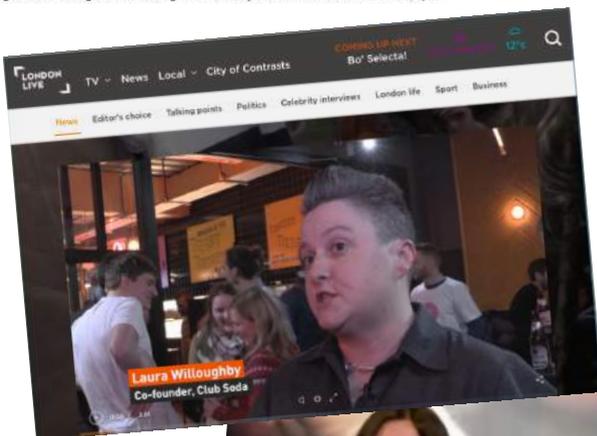


Is the thought of getting back on the booze after the festive period a bit too much? Make good on that resolution with Club Soda's low or no-alcohol pub crawl. The best bit? You're guaranteed a hangover-free morning after. *Electricity Showrooms, Hoxton. Thu Jan 19, 7pm.*

What is mindful drinking?

 **Alice Sholl for Metro.co.uk** Monday 13 Mar 2017 4:20 pm

"In pubs dotted around London, young people are practising something called 'mindful drinking!'."



"[Club Soda] are pushing a new wave of drinkers – the mindful ones – into the spotlight, who were probably neglected before."

MorningAdvertiser.co.uk

"New beer movement is perfect for January"

Beer Today



See the full media coverage at clubsodaguide.com/media-loves-mindful-drinking

MINDFUL PLACES

Co-design and collaboration gets results

Our early co-design work allowed us to see the problems from both the venues and the customers perspectives, and helped us realise that the solution needed to engage and activate both equally. This is the relationship that ultimately matters most in bringing about positive change. As the Guide develops, we will find ways of facilitating an ongoing dialogue between venues, their customers, and other stakeholders.

Added value resonates

We pitched the Guide to the venues as adding something new, not taking anything away. And the positive reaction demonstrates that the venues embraced this. This was reflected in their enthusiasm and engagement, and created a good place for an open communication channel for future work.

Pubs don't know what to stock

Product education for alcoholic drinks is well developed and funded by the producers. This is not so for the small non-alcoholic drinks producers. Bar managers need to try for themselves, and to be equipped with the right information and sales patter for this type of product. It takes effort to counter the alcohol-only default.



Confidence = sales

If bar staff are not confident about a product, they will not be able to sell it to their customers. For any new low or no alcohol drink they need more information about the potential customers (who would drink this? who is it aimed at?) and facts such as calorie content, amount of sugar and other ingredients, and how it compares to other drinks (if you are normally a lager drinker, is this a good alternative?) Most importantly, bar staff needs to be confident about the alcohol content of the drink and what it means.

A specific problem is the fact that the current labelling laws and regulations are confusing. Many venues find it difficult for example to choose the right place for low alcohol drinks on their menus.



Five-star venues ARE great places

You can't put your finger on it, but you know a great place when you see it; this was described as "the vibe is right" at a co-design workshop. The five-star venues on the Guide have this special quality about them. It's not about flashy fixtures and fittings, but the thought that has gone into everything, from the food to the drinks. And the customer service is usually exceptional too, for all customers, regardless of what they are drinking.

MINDFUL PEOPLE

Customers like the mindful drinking idea

We know what venues know: getting people out to socialise in January is hard, and January may not be the ideal month for a campaign like this. But the idea of "mindful drinking" really caught people's imagination, both on social media and at the "Mindful Pub Crawl" events.

25 to 34-year-olds were the most engaged age group

Nearly half of the website visitors were in this age bracket. We know that 18 to 24-year-olds drink less than anyone else: maybe the 25 to 34-year-olds are the biggest mindful drinkers?

Customers need help with product discovery too

Not only venues, but customers too want to learn about and try new drinks. And when they find something they like, they want to tell their friends too. Once a venue begins to stock a greater variety, the options are good for everybody: from drivers and fitness fanatics to early-risers, pregnant women and people using the local for a daytime meeting.





The events were popular and people want more

The Mindful Pub Crawl events, and the Mindful Pub Crawl Kits were well received, and people want more of them. Pubs, individuals, groups and workplaces can easily run their own events, and we want the Guide to support them in that.

Nominate beats review

As with new drink favourites, people also want to shout out about new venue favourites. We received several tips about great places people had visited and that they thought "should be on the Guide". A nomination is a great way to recognise the best places, and we are planning to build this as a feature in the next version of the Guide website.

Movements work

Customers really liked the idea that they were collaborating with venues, making nights out better. They were empowered by being given permission to ask for what they wanted and to have a conversation, rather than just a hit-and-run review.

GOING NATIONAL

In the short term, we will be looking at a number of improvements to the Guide:

1

Product design and development

Using the detailed data and analytics to develop and improve the product offer to both venues and customers.

2

Going nationwide

The Guide opened to the rest of the UK in February, and venues from across the UK can now join the site.

3

Scoring different types of venues

The first version was mainly aimed at pubs and bars, but restaurants, hotels, casual dining and even bottle shops are welcome to join. They just need specific questions to allow for equality in the scoring.

4

Evolving the technology

After the prototype, we want to move to a custom-built site that is easier to use by both customers and venues.

5

Making the Guide sustainable

Utilising our expertise and through partnership working, we want to make the Guide financially sustainable.

6

Campaigning on low and no alcohol drinks labelling

Working with consumers and the drinks industry, to ensure that the rules on labelling are fair and transparent. You can see the work we have done on this so far at clubsoda.me/AlcoholFreeLabel

FURTHER QUESTIONS

This pilot has validated our concept of a Guide to Good Places for Mindful Drinkers, which goes beyond a traditional listing or review website. The behavioural nudges can still be improved on, and we have a plan for those too.



The Guide demonstrates the potential for a product that brings together and supports both licensed venues and their customers. It has the potential to energise both sides of the market to collaborate, and supports the evolution and sustainability of the hospitality sector and the night time economy. Some of the key areas to explore further include:

- * Product discovery for new low and no alcohol drinks
- * Customer insight to help venues serve them better
- * Further behavioural insights on both venue managers and staff, and their customers
- * Encouraging customers to explore and seek out new venues - and creating venues that are destinations worth travelling to
- * Diversifying the venues' customer base, and extending their utilisation - for example finding new customers or setting up activities during otherwise quiet times of day
- * Corporate hospitality and events is a neglected topic.

MINDFUL DRINKING IS AN ATTITUDE

You can change the way you think and feel about alcohol. When you drink mindfully, you become aware of how your body and mind are affected, and can decide if you're okay with that. Mindful drinking could be choosing a lower percentage drink, cutting down for a week, doing a sober sprint, or even going alcohol free. Being mindful about your drinking is all about deciding what is right for you today. You are in control.

1. Plan Winging it and mindfulness don't go so well together. So plan, plan, plan. Look for pubs and bars with great low and no alcohol beverages, so that you can choose to drink or not to drink.

2. Don't panic "Erm, erm, erm! White wine!" Stay strong at the bar. Don't let a flash of indecision make you fall back on 'the usual'. Take your time. Stay mindful. Chat to the bar staff about what you want to drink, and what they have on offer.

3. Fake it Sometimes you just don't want another boring conversation about why you are not having a 'proper' drink. So fly below the radar. Three sneaky tips...



- * Arrange a 'usual' with the bar staff.
- * The never-ending shandy. Start with the lowest alcohol beer you can find, and just keep topping it up with lemonade or soda at each round.
- * Pimp your water. Smuggle in a bottle of your favourite cordial and pimp your fizzy water all night.

4. Assess your mood Drinking when you're happy can be great. But drinking when you're lonely, tired and emotional? You know how that ends. Rather than add a hangover to your problems, face them head on. You'll thank yourself in the long run.

5. Stick to your guns Make your decision, put it into words and practice saying it out loud, "*I have decided not to drink tonight, as I'm saving myself for the weekend.*" Remember, you don't need anyone's permission to make a decision that is right for you. No one has the right to persuade you otherwise.

6. Safety in numbers

Everyone else is drinking, right? Well, not really. When you start to look around, you realise how many people aren't drinking. Seek them out, and go out together. If you're feeling overwhelmed by a crowd of people drinking alcohol, a crowd of your own can really help.

7. Be an active customer

If we want our pubs to stay on the high street, we need to stay friends. You want them to stock a great tipples; they want to know what drinks will keep you coming back. So ask them to stock your favourite non-alcoholic beers or craft sodas.



PERFECT FOR STAFF WORKING IN THE TRADE

Club Soda run workshops, events and online programmes for people changing their drinking.

It is free for anyone to join Club Soda, and we also work with companies to support their staff through the use of our online programmes and mindful drinking workshops.

Working together, we can keep your team healthier, support them through difficult challenges, and demonstrate the impact of our work with your business.

Have a chat with us about how we can support your wellness programmes.

Thinking about changing your drinking?

joinclubsoda.co.uk

Set your goal and track your progress online for FREE

Planning a dry month? Join the Sober Sprint programme

Changing your habits? Join the Mindful Drinking programme

Thanks

CHEERS

Hackney: Public Health and Licensing teams, and the City Centre Managers

The City: Licensing and Public Health teams

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ALMR: Chief Executive Kate Nicholls and Director of Policy Tony Sophoclidis

Portman Group: Chief Executive Henry Ashworth (no longer at Portman Group), Deputy Chief Executive and Director of Corporate Affairs Sarah Hanratty, Local Partnerships Director Rita King and Communications and External Affairs Officer Charlie Smoothy

Deborah Hay at JD Wetherspoon head office, and the local and regional managers of JDW pubs

Soft drinks producers: Dalston's, Newton's Apple Fizzics, Nix&Kix, Square Root London, and Thor Drinks.

Non-alcoholic beer producers and distributors: Rob Fink at Big Drop Brewing Company, Robin at St Peter's Brewery, Becky and Joe Kean at Fitbeer, Steve Dass at Nirvana Brewery, and Stuart Elkington at Dry Drinker

Venues: all Hackney and City pubs, bars, cafes, hotels and restaurants who took part, with very special thanks to Paul Merry from the Shoreditch pub watch meeting

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