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## Licensing Procedures' and its Influence on The Enforcement of Alcoholic Drinks Control and Licensing Policies in Nairobi City County, Kenya

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Kenya.

The enactment and subsequent implementation of the alcoholic drinks control policies and legislation in Kenya continues to elicit numerous questions as to the efficiency of the same in achieving the intended purposes. Many illicit brews and alcoholic drinks continue to find their way into the market, many people engaging in them yet they are not only a health risk, but dangerous for human consumption. The question that remains unanswered is whether the licensing procedures for the manufacturers, dealers and even merchants, play a role in the enforcement of these pieces of legislation or not. This research project aimed at how the licensing procedures determine the enforcement of policies within Nairobi City County. The study was guided by street-level bureaucracy theory and was conducted using descriptive research design targeting 112 enforcement officials. Primary data was gathered utilizing a structured questionnaire and interviews with 10 NACADA officials. Data analysis was done using descriptive statistics as well as the regression model. A 62.5% response rate was achieved and the results indicated that the licensing procedures influence alcoholic drinks control policy enforcement by licensing procedures being adhered to when enforcing the County alcoholic drinks control policies, and there are regular checks on licenses for business functions that operate and sale alcoholic drinks. In line with the study's conclusion, the study recommended that there should be continuous monitoring and evaluation and capacity building for the traders and dealers of the drinks.

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## INTRODUCTION

High ratings for efficacy are given to alcohol control measures, and legislation is typically needed to put them into place. Measures against drunk driving and restrictions on alcohol marketing exposure include taxes, availability restrictions, and minimum age requirements (WHO, 2011). Alcohol consumption contributes to negative health issues that relate to mortality and disability. They include chronic conditions like cancer, liver cirrhosis and injuries. Also, the consumption of alcohol disables mental functioning, for instance, depression (Rehm, 2011). According to Bonomo *et al.* (2019), consumption of alcohol is associated with many socioeconomic problems, hence considered as one of the most harmful drugs.

World Health Organization (WHO) member states agreed to reduce the overall disastrous alcohol use, hence acknowledging this issue as a key healthy priority (WHO, 2010). As part of their initial approach, ten areas were targeted and identified to help policymakers in the national arena to come up with holistic and effective policy responses, (WHO, 2010). The target areas were further distributed under six domains and they include drink-driving, alcohol availability, alcohol pricing, alcohol marketing and consumer information including brief interventions and screening. The Sustainable Development Goals (SDGs) also have aims at reducing the increased harmful consumption of alcohol, in regard to its third goal, for purpose of ensuring healthy lives, while ensuring wellbeing of individuals. Specifically, under the SDGs, the third

goal endeavors to work towards ensuring good health and wellbeing, and this is to be achieved by preventing and treatment of substance abuse, including the use of alcohol and narcotic drugs, (United Nations, 2019).

In a study on alcohol control strategies at professional stadium in the United States of America, Ecklund, *et al.* (2017) found that several sports stadiums had implemented policies that limited the sale of alcoholic beverages to underage individuals, mandated that a maximum of two alcoholic drinks per person, prohibited selling to individuals aged 21 years and below, and forbade selling alcohol to individuals who were already intoxicated. The study found that while some alcohol control regulations were consistent throughout all stadiums, others were not, such as the requirement that only minors purchase alcohol.

According to Canadian Partnership against Cancer (2018), different territories and provinces have introduced and enforced policies on minimum unit prices for alcohol, and they either set minimum prices for every unit or unit rates for every ounce, and this differs in regard to the type of alcohol that is produced. The unit prices are reviewed annually and often indexed to the regions' inflation more so in Manitoba, Ontario, Quebec and Nova Scotia. In the UK, Scotland implemented a policy of a minimum unit price (MUP), and this linked the total prices of alcohol to their content (Scottish Government, 2018). The 2003 Licensing Act regulates the supply and sale of alcohol in Wales and England. The ban on sale of alcohol lower than

the 50p price has been in place since 2014. By the year 2020, Wales enacted a policy on minimum prices which ensured that those with licenses were not allowed to sell alcohol at prices below \$0.63 (Welsh Government, 2020).

The Alcoholic Drinks Control Act (2010) in Kenya, has also managed to offer comprehensive control on the sale, manufacture, distribution, consumption and promotion of alcoholic drinks, while the alcoholic drink control regulations offer licensing procedures that help the regulation committee in handling the licensing process. The government has established policies and organizations over the years to combat alcohol and drug abuse, demonstrating its dedication to the cause (Chesang, 2013). A variety of legislation, including as the Chang'aa Prohibition Act of 2014 and the Chiefs Act of 1998, provided chiefs the authority to detain people who were engaged in the manufacture, distribution, and sale of illegal brews. The WHO Assembly of 2008 passed resolve to request the member nations to develop laws that will outlaw alcohol consumption in dangerous ways and specify best practices for putting those laws into effect. A number of recommendations were made for legislation aimed at lowering the amount of alcohol consumed by minors, with a focus on decreasing both the supply and demand for alcohol (Chesang, 2013)

Locally, Kimbui *et al.* (2018) conducted research on the impact of drug use and alcoholism in a Nairobi informal settlement. According to the study, alcohol and drug misuse in the home environment causes terrible consequences. According to the study, drinking has made people feel egotistical and proud to the point where they believe alcohol is the only thing that matters. Furthermore, the prevalence of alcohol-related problems has increased to the point where Kangemi people have grown to accept them as the norm. These problems include lack of communication, lack of responsibility, divorce and marital violence on the part of alcoholics, and an increase in crime. Furthermore, the study highlighted the impacts of consumption of alcohol

in Kangemi but did not talk about the factors influencing the enforcement of the alcoholic drinks control and licensing policies. Therefore, the research will seek to find out the determinants of enforcing the Alcoholic Drinks Control and Licensing Policies within Nairobi City County.

### Statement of the Problem

Alcohol ranks as a drug with the most harm (WHO, 2010). Due to its adverse effects, policy interventions have been brought forth, and while these interventions have been effective in most regions across the globe, others lag behind in their implementation. Kenya's current legal framework for regulating the alcohol business is the Alcoholic Drinks Control Act of 2010. Its main objective was to combine various alcohol regulation regulations into a single law (Mwende *et al.*, 2013; Away & Ndung'u, 2019).

The lives of the citizens in Nairobi County's slums are being harmed by various illicit brews, according to a report by Mugisha *et al.* (2003). Similar to this, Kiemo (2016) claims that dishonest business owners make and sell illegal beverages to the neighborhood pubs. It is reportedly difficult to enforce the Nairobi City County Alcoholic Drinks Control Licensing Act 2014, which challenges its intended outcome. In a drive to combat drug usage in Kenya, Kibicho and Campbell (2019), citing Mututho (2014), attributed the lackluster enforcement to corrupt actions taken by officials working with the National Police Service. The study by Rostrup *et al.* (2016) on the use of methanol in illicit brew manufacture, found that Central Kenya had a significant setback with the consumption of the methanol-laced brews killing 60 people and subsequent hospitalization of another 70 in May 2014. Additional methanol poisoning was reported on July 10 and 11, 2014, in Kapsabet and Eldoret. NACADA (2014) provided additional evidence for this when it reported on alcohol-related death and morbidity for May 2014.

In light of the aforementioned, this study aimed to identify the determinants of enforcement of the Alcoholic Drinks Control and Licensing Act in Nairobi City County, Kenya.

### Hypothesis

**H<sub>01</sub>.** Licensing procedures has no statistical significance on the enforcement of Alcoholic drinks control and licensing policies in Nairobi City County.

### Justification and Significance of the Study

The Nairobi City County Government plays a significant part in supporting and overseeing the county's alcohol trade. In order to maintain order in the county with regard to the alcohol trade, the Nairobi City County, through its agencies, regulates the alcohol trade through licensing, enforcement, and guaranteeing adherence with regulations. Omulo (2019) reports that Nairobi City County had 7,200 licensed bars in 2014, but additional illegal alcohol dens had sprung up after the census. There were 12,500 bars in 2016, although the bulk of them were illegal and most of them were located in informal settlements. Around this time, there were 2000 bars open and 736 licensed bars in the Central Business Area. Alcohol trade is still a significant problem in Nairobi City County despite the authority to regulate it being vested in the Counties and having been allowed adopt new laws.

Alcohol and drug misuse are on the rise. This has led to increasing intoxication, increased unlawful activity, and other undesirable social behaviors that have worsened school turmoil, family dysfunction, poverty, and mortality. Also, it has had a bad effect on society as a whole, families, and the workforce. The research would support ongoing efforts by law enforcement to control alcohol consumption.

In order to explore and include additional requirements and policies to regulate the alcohol trade, policy makers must first evaluate the effects of policy regulation on the alcohol trade. The general public must be made aware of alcohol's

harmful consequences, and policy implementers must make sure that alcohol sellers abide by the new laws. Overall, by developing institutions and laws that offer a policy and legislative framework to help address the issue of alcohol and drug abuse, the research will assist Nairobi City County in moving forward with the desperately needed interventions to control the situation of alcohol and drug abuse, which is only getting worse

### Empirical Review

Alcohol sales are subject to licensing regulations just as other commercial activities, thus the licensing fees. In a business arrangement known as a licensing, one organization or entity offers another organization or business the right to produce and sell goods in exchange for a predetermined fee. A small portion of the price of the goods or services sold serves as the licensing fee (Doherty & Roche, 2003). By obtaining licenses, a company can acquire an advantage over rivals and gain access to production, distribution, and marketing networks that they might not otherwise have. Only legitimate traders are permitted thanks to licensing, which discourages dangerous vendors from operating in the market (Chikritzhs *et al.*, 2007). The license to control the commerce of a specific good or service is granted by the licensor. For instance, licensing limits illegal trading in order to protect the general public from dishonest vendors and dangerous goods. In this approach, licensing is a crucial tool for controlling the manufacturing, marketing, and distribution of illegal goods and services that are harmful to the public's general, social, and environmental health.

Throughout, many departments and agencies are involved in the licensing of alcoholic beverages in various nations. For instance, in the United States, licenses are issued separately because they vary by state. The type of license is determined by the state and municipal legislation that govern the application and purchase of licenses. For instance, the Oregon Liquor Control Commission (OLCC) oversees and manages the commerce and

consumption of alcoholic beverages in Oregon (Oregon, 2018). The licensing laws also address broad classifications such as when, how, and to whom alcoholic beverages may be served. Triangle Accounting (2018) asserts that further restrictions, such as drink limits per customer, are typical in restaurants and alcohol establishments in the USA. The majority of the public supported licensing, according to research by Wagenaar *et al.* (2000) that sought public opinion on the diverse laws and regulations in several jurisdictions. High acceptance rates were seen for licenses or regulations governing the marketing and promotion of alcoholic beverages as well as the prohibition of alcohol in certain public settings.

One of the key ways the government makes money is through licensing. In addition, the government offers licenses to control market trading activity. The importance of licensing can be shown in how it improves public welfare and safety. The government regularly regulates various economic sectors to keep an eye on their operations and guarantee that the goods and services they make and market don't materially affect consumers' financial security, physical health, or social cohesion (Bruun, 2009). In Kenya, an individual or business must apply for a license to the County Liquor Licensing Committee in the sub-county where they intend to conduct business and pay the required fee in order to operate an alcohol establishment, produce alcohol, or engage in the commerce of alcohol (Kamau, 2014). In its investigation and reaction, the County Liquor Licensing Committee will receive assistance from the Sub County Liquor Licensing Advisory Committee. These actions are taken by the organizations to guarantee the preservation of welfare and public safety throughout the County.

Additionally, the government employs licensing as a means of defending both developed firms and those that have been legally formed. The laws assist the government in eliminating undesired or illegal activity from the market that threatens legitimate industries. To bolster this, Lutta (2016) notes that

corruption is a pervasive problem in Kenya. A significant problem for the growth and well-being of many Kenyan counties is official corruption. The majority of people in the nation claim that county and sub-county administrations are aware of the illegal alcohol trade. For instance, some sub county officials no longer have the authority to grant liquor licenses in several parts of Kenya (Kamau, 2018)

But this behavior was widespread in licensed alcohol outlets, according to Lenk *et al.* (2014), research that evaluated state and law enforcement agencies and their tactics for implementing the rules against selling alcohol to intoxicated patrons at venues with licenses. The study examined 1631 local agencies, reviewed all 49 state agencies responsible for alcohol enforcement, and randomly selected 1082 participants. According to the report, rules that forbid the sale of alcohol to those who are obviously drunk are an underused tactic for reducing alcohol-related issues among law enforcement organizations. The study is instructive because it demonstrates how difficult adopting licensing rules may be. Given how difficult the situation is, it might be comparable to Nairobi City County because it is a daunting task to get even the easiest of licensees. Despite the challenges, the Nairobi City County liquor licensing board has played a significant role in regulating the sale of alcohol. For instance, the Board has allegedly taken advantage of legal gaps to license bar owners even in locations or structures that are ineligible to function as liquor stores, as reported by Munene (2018) in the Standard Digital publications. Administrators of the board claim that they have been successful in fewer liquor stores (Munene, 2018).

## **Theoretical Foundation**

### **Street level bureaucracy**

The study was based on the Street Level Bureaucracy Theory by Michael Lipsky who came up with the notion to explain the function of front-line employees in the process of putting

governmental policies into action. Lennon and Corbett (2003) assert that SLBT is helpful for researching complicated organizations tasked with implementing the policy. The "ultimate policymakers," according to SLBT, are the bureaucrats on the ground level (Durant, 2012). Indeed, "there are two main ways that street-level bureaucrats produce policy. They have a lot of discretion over the services and people who use their organizations' services. Their collective actions constitute agency behavior (Lipsky, 2010). According to SLBT, public policies rarely give policy implementers enough direction. They frequently disagree with one another or are either overly broad. Hence, frontline employees in the public sector have a limited knowledge of how policies may affect their current job (Durant, 2012). Moreover, "most departments have encyclopedic regulations, but they are continually changing at the same time" (Lipsky, 2010). This is made worse by the fact that, despite the fact that their caseloads typically tend to be high and episodic, the aforementioned departmental regulations are infrequently accessible to the street-level bureaucrats in a useful manner. As a result, they are constantly forced to make choices without having time to research the matter that has been presented to them (Lipsky, 2010).

Because the bureaucrats on the ground are professionals, they are exempt from the public's and their superiors' criticism. They are required to make knowledgeable decisions on their areas of responsibility as professionals. Since their primary duty is frequently to respond to emergencies, the level of monitoring is further diminished in Kenya's counties in practice. Similar to patrol police, inspectors cannot constantly monitor what they are doing because they are frequently by themselves in the field.

Ordinarily, the bureaucrats on the ground level have personal agendas. They are frequently either at odds with the organizations they work for and the team leaders, or "at the very least, employees have

interest in avoiding risk and discomfort on the job and maximizing revenue and personal enjoyment" (Lipsky, 2010). Street-level administrations offer necessary services that are unavailable elsewhere. As a result, clients are unable to retaliate against them by using different service providers, as would be the situation for clients in the private sector. In the instance of the police, chiefs, NACADA representatives, and county officers that are the focus of this study, individuals who are resentful of the officers' poor performance cannot turn to the private sector for enforcement, but tolerate the same poor performance.

Street-level officials work in a resource-constrained environment where frequently, the public's demand for the government's products and services exceeds its capacity to meet it. For instance, the government is unable to offer social security to everyone who qualifies. The fact that public products are more in demand than government finances can make this issue worse. The bureaucrats on the ground are compelled to practice rationing because they are unable to meet the demand for the services they provide. The street-level bureaucrats accomplish this by classifying their clients into broad categories, then selecting those from each category who merit policy sanctions or rewards (Keiser, 2010).

Notwithstanding its insightful findings, SLBT has come under fire for its negative assessment of the role of frontline employees, whose behavior it blames on ineffective public policy. Nonetheless, in practical situations, policy discretion may be advantageous.

### **Methodology**

The study employed the descriptive design and used both qualitative and quantitative approaches as it seeks to have the respondents describe "what exists" as regards the enforcement of the alcoholic drinks policies within the City. A census of 112 personnel responsible for enforcing the alcoholic drinks policies with Nairobi City County was done who all

filled the questionnaire to provide the primary data needed for the study. Additionally, the researcher interviewed ten (10) officials from NACADA because they are not only critical in providing information about the enforcement but also on the effects of non-enforcement of the policy to the letter.

**Study Findings**

**Response rate**

**Table 1.1: Reliability of the research instrument**

Construct	Number of Items	Cronbach's alpha
Licensing procedures	3	0.692
Advertisement requirements	3	0.654
Resource allocation	3	0.650
Stakeholders influence	3	0.656

**Source:** Research Data (2024)

The instrument was found to be reliable based on the result which shows that all items had an alpha coefficient of above 0.5. Cooper and Schindler (2014) opine that, for social and business studies, Cronbach Alpha coefficients of 0.5 and above are the most acceptable levels

**Demographic Results**

According to the study, 28.57% of respondents were women and the majority of respondents (71.43%) were men while 44.29% of the respondents were between 26 to 35 years, 27.14% were between 36 to 45 years, 20% were 25 years and below, 7.14% were between 46 to 55 years, whereas 1.43% were above 55 years. On their length of stay within the organization, 31.43% of the respondents had more than 6 years, 28.57% had 1 to 3 years, 22.86% had less than 1 year experience whereas 17.14% had 4 to 6 years. The afore-mentioned findings imply that,

A response rate of 62.50%, was realized which was adequate for the analysis to proceed since Galea and Tracy (2007) opine that a 60% response rate is sufficient and analysis of the data can be done.

**Reliability of the research instrument**

The reliability of the questionnaire was tested using Cronbach alpha; the results are tabulated below.

majority of the respondents (31.43%) had more than 6 years' experience in their work organization this shows that the respondents were not only experienced but understood the alcoholic drinks policies and regulations that needed to be complied with. It also means that the respondents knew where the challenges of enforcement that the City County and the security team faced.

**Licensing Procedures**

The objective of the study was to evaluate how licensing procedures influence the enforcement of Alcoholic drinks control and licensing policies in Nairobi City County. The researcher employed the 5-point Likert scale to gather data, 1= strongly disagree, 2 = Disagree, 3 = I don't Know, 4 = Agree and 5= Strongly Agree. The findings are as depicted in table 1.2

**Table 1.2: Licensing procedures**

Statement	1	2	3	4	5
Licensing procedures are adhered to when enforcing the county alcoholic drinks control policies.	17.14%	15.71%	15.71%	32.86%	18.57%
The Committee responsible for licensing in the county is operational, with minimal corruption reports.	10.00%	25.71%	24.29%	31.43%	8.57%
There are regular checks on licenses for business functions that operate and sale alcoholic drinks.	11.43%	17.14%	11.43%	41.43%	18.57%
Punitive measures are put in place for any person/business function that is found breaking the laid down county alcoholic drinks control policies.	11.43%	8.57%	21.43%	41.43%	17.14%
Delays are avoided in issuing licenses, hence quick actions to policy breakers.	21.43%	12.86%	25.71%	28.57%	11.43%

**Source:** Research Data (2024)

On the first statement that noted that, licensing procedures are adhered to when enforcing the county alcoholic drinks control policies. Majority of respondents agreed as denoted by 51.43% (18.57% strongly agreeing and 32.86% agreeing), 32.85% disagreed (17.14% strongly disagreeing and 15.71% disagreeing) whereas 15.71% were undecided. This finding imply that many respondents asserted that, licensing procedures were adhered to when enforcing the county alcoholic drinks control policies in the City County. On the second statement that stated that, The Committee responsible for licensing in the county is operational, with minimal corruption reports. Majority of respondents agreed as designated by 40% (8.57% strongly agreeing and 31.43% agreeing), 35.71% disagreed (10% strongly disagreeing and 25.71% disagreeing), whereas 24.29% were undecided. These findings indicated that many respondents acknowledged that, the Committee responsible for licensing in the county was operational, with minimal corruption reports in the County. The findings agree with Kamau (2014) who asserted that, to run an alcohol establishment, produce alcohol, or engage in the commerce of alcohol in Kenya, an individual or company must apply for a license from the County Liquor

Licensing Committee in the sub-county where they wish to conduct business and pay the requisite fee.

More than half of the respondents (60%) agreed that there were checks on licenses (18.57% strongly agreeing and 41.43% agreeing), while almost a third of them (28.57%) disagreed (17.14% disagreeing and 11.43% strongly disagreeing). Just above 10% of them (11.43%) were undecided on the statement that noted that there are regular checks on licenses for business functions that operate and sell alcoholic drinks. These findings imply that a large number of respondents agreed that, there were regular checks on licenses for business functions that operate and sell alcoholic drinks in the County. The fourth statement noted that punitive measures are put in place for any person/business function that is found breaking the laid down county alcoholic drinks control policies. Many respondents agreed as denoted by 58.57% (17.14% strongly agreeing and 41.43% agreeing), 21.43% were undecided whereas 20% disagreed (11.43% strongly disagreeing and 8.57% disagreeing). These results indicated that a large number of respondents agreed that, punitive measures were put in place for any person/business function that was found breaking the laid down county alcoholic drinks control policies within the



County. The statement indicated that delays are avoided in issuing licenses, hence quick actions to policy breakers. The majority of respondents agreed as denoted by 40% (11.43% strongly agreeing and 28.57% agreeing), 34.29% disagreed (12.86% disagreeing and 21.43% strongly disagreeing) whereas 25.71% were undecided. These findings infer that delays were avoided in issuing licenses, hence quick actions to policy breakers in the County.

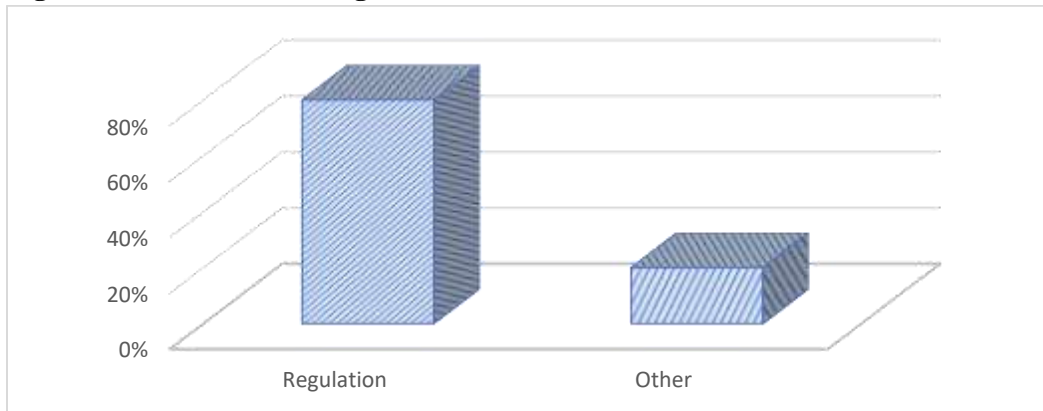
These findings are in line with Munene (2018) who noted that, despite the challenges, the City-County liquor licensing board has played a significant role in regulating the sale of alcohol. For instance, the Board has allegedly taken advantage of legal gaps to license bar owners even in locations or structures that are ineligible to function as liquor stores. In addition, these findings are consistent with Bruun (2009) who asserted that the government regularly regulates various economic sectors to keep an eye on their operations and guarantee that the goods and

services they make and market don't materially affect consumers' financial security, physical health, or social cohesion.

The respondents were further asked to give their views pertaining to what they thought about licensing, whether it is effectively done in the County of which 57.114% agreed that licensing was being done effectively while the remaining 42.86% thought otherwise. These results agree with the finding of Kamau (2014) who asserted that, to run an alcohol establishment, produce alcohol, or engage in the commerce of alcohol in Kenya, an individual or company must submit an application for a license to the County Liquor Licensing Committee in the sub-county where they wish to conduct business and pay the requisite fee.

The respondents were further asked to state the role of licensing in ensuring enforcement of country policies on alcoholic drinks in the County. The findings are as presented in the figure 1.1.

**Figure 1.1: Role of Licensing**



**Source:** Research Data (2024)

The findings indicated that majority of the respondents asserted that, the role of licensing in ensuring enforcement of country policies on alcoholic drink was regulated as denoted by 80% of the respondents whereas 20% cited other roles. These findings indicate that, most of the respondents cited regulations to be the role of licensing in ensuring enforcement of country

policies on alcoholic drinks in the County. This was made loud by NACADA official NA005 who pinpointed that;

*“We use licensing to help us in promoting an effective regulation strategy for the alcohol and drugs being sold. This helps in countering the illegal drugs that may harm people, and also*

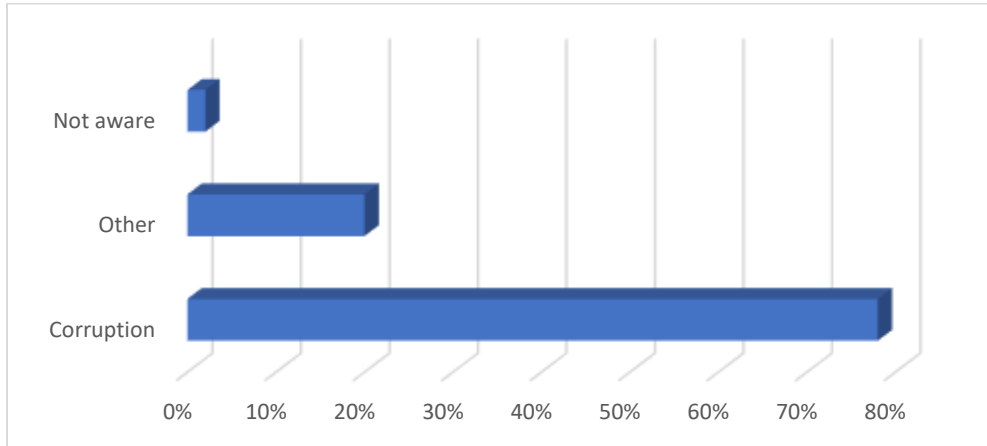
*help in preventing the selling of drugs to underage people which is illegal.”*

These finding is line with Kamau (2014) who noted that, the government employs licensing as a means of defending both developed firms and those that have been legally formed. The laws assist the government in eliminating undesired or illegal

activity from the market that threatens legitimate industries.

The respondents were further asked to outline the barriers that impede licensing procedures leading to low levels of enforcements in the County. The findings are as shown in the figure below.

**Figure 1.2 Barriers to Licensing process**



**Source:** Research Data (2024)

On the query that asked the respondents to outline the barriers that impede licensing procedures leading to low levels of enforcements. Most of the respondents as denoted by 78% cited corruption, 20% cited other reasons whereas 2% were not aware.

These findings implied that, many respondents agreed that, corruption was the main barrier that impeded licensing procedures leading to low levels of enforcements in the County. This was made loud by another NACADA official NA002 who asserted that;

*“In my 5 years’ experience working as in the fight against alcohol and drug abuse prevention, the biggest problem is the high cases of corruption in the system from top officers fighting the drug abuse to the lowest point of drug sellers in the street.”*

These findings are in agreement with those of Lutta (2016) who noted that corruption is a pervasive problem in Kenya. A significant problem for the growth and well-being of many Kenyan counties is official corruption. The majority of people in the nation claim that county and sub-county administrations are aware of the illegal alcohol trade. For instance, some sub county officials no longer have the authority to grant liquor licenses in several parts of Kenya (Kamau, 2018).

The study also conducted a regression analysis to establish the amount of effect the licensing procedures have on the enforcement of the alcoholic drink restriction policy within the City County and he results as tabulated in table 1.3

**Table 1.3: Regression results**

Variable	Beta	Standard Error	t	Sign.
Constant	1.436	0.416	3.258	0.001
Licensing Procedures	0.259	0.069	1.304	0.042

**Source:** Research Data (2024)

As shown by the beta =0.259 and P-value=0.001, the findings of the regression model showed that the adoption of licensing procedures had a positive and substantial influence on policy enforcement of the alcoholic drinks restriction regulations in Nairobi City County. A one-unit scale improvement in licensing procedures results in a 0.259 improvement in policy enforcement, according to the coefficient (beta) value. The fact that the p-value (sig) of 0.001 was less than 0.05 suggests that this variable had a substantial impact. Additionally, the p-value of 0.001<0.05 means that the null hypothesis that licensing procedures has no statistical significance on the enforcement of Alcoholic drinks control and licensing policies in Nairobi City County is rejected at 5% level of significance.

The regression model therefore translates to:

**Policy enforcement = 1.436 + 0.259 (licensing procedures)**

These findings agree with the findings of Brun (2009) who pinpointed that, one of the key ways the government makes money is through licensing. In addition, the government offers licenses to control market trading activity. The importance of licensing can be shown in how it improves public welfare and safety. The government regularly regulates various economic sectors to keep an eye on their operations and guarantee that the goods and services they make and market don't materially affect consumers' financial security, physical health, or social cohesion. In addition, the findings concur with those of Kamau (2014) study that ascertained that, to run an alcohol establishment, produce alcohol, or engage in the commerce of alcohol in Kenya, an individual or company must submit an application for a license to the County Liquor Licensing Committee in the sub-county where they wish to

conduct business and pay the requisite fee. The Sub County Liquor Licensing Advisory Committee will assist the County Liquor Licensing Committee in its analysis and response. The organizations take these steps to ensure that public safety and welfare are maintained across the County

**Conclusion**

The study findings are in line with the arguments of the street level bureaucracy theory which explain that the function of front-line employees in the process of putting governmental policies into action is fundamental, critical and they determine the success or the failure of such policy implementation. From the findings, it can be concluded that the licensing procedures are adhered to when enforcing the county alcoholic drinks control policies. In addition, the Committee responsible for licensing in the county is operational, with minimal corruption reports. Additionally, there are regular checks on licenses for business functions that operate and sale alcoholic drinks. Similarly, punitive measures are put in place for any person/business function that is found breaking the laid down county alcoholic drinks control policies. Delays are avoided in issuing licenses, hence quick actions to policy breakers in Nairobi City County.

The study also concludes that licensing procedures influence alcoholic drinks control policy enforcement by licensing procedures being adhered to when enforcing the county alcoholic drinks control policies, and there are regular checks on licenses for business functions that operate and sale alcoholic drinks. Also, punitive measures are put in place for any person/business function that is found breaking the laid down county alcoholic drinks control policies

From the findings, the study also concludes that the execution of government policies becomes effective if the street level bureaucrats are involved and participate in the implementation. The challenges in the licensing procedures can be best resolved by the street level bureaucrats while the effectiveness of the alcoholic drinks control policies can only be achieved when the people involved in the day-to-day management of the same are completely involved.

### Recommendations

The study recommends that:

- There should be continuous monitoring and evaluation to be achieved through maintaining regular monitoring and evaluation processes to ensure that licensing procedures are consistently adhered to and that enforcement efforts remain effective. This could involve periodic reviews of licensing processes and enforcement outcomes to identify any areas for improvement or potential loopholes.
- There should be conduction of capacity building and training through investing in training and capacity building programs for the committee responsible for licensing and enforcement personnel. This can help ensure that they are well-equipped with the knowledge and skills necessary to effectively carry out their duties, including identifying and addressing instances of non-compliance and corruption.
- And that there should be transparency and accountability. This is to be achieved through fostering transparency and accountability within the licensing and enforcement processes. This could involve making information about licensing procedures, requirements, and enforcement measures readily available to the public, as well as establishing mechanisms for reporting instances of corruption or misconduct.

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