

**Table S1.** Summary of coding framework from Nvivo file

Name	References
1. Type of problem framed	0
Availability_accessibility of alcohol	1
Cultural_societal problem with alcohol	3
Inadequate_inappropriate policy responses	0
Burden of additional licensing policy	1
Confusing_contradictory_unfair policy	40
Disproportionate action being taken	8
Lack of consistency in alcohol restrictions	1
Lack of evidence_effectiveness of licensing restrictions	21
Licensed venues as risky spaces	23
Evidence of impact of lockdown restrictions	2
Limitations_problems_loopholes of traditional licensing legislation	5
Prioritising the economy over health	2
Problematic drinking practices	0
Additional financial_other burden of dealing with issues from drinking	1
Defying guidance_advice	11
Disobediant drinkers	25
Drinking at home_more risky drinking	6
Need for enforcement to limit risky behaviour	4
Panic buying_selfish_increased consumption of alcohol	3
That the virus is not as problematic portrayed	1
Threat to cultural role of alcohol in UK	8

Name	References
Victimising licensed premises	0
Certain licensed premises disproportionately disadvantaged	17
Licensed premises as low priority	3
Licensed premises as 'scapegoats' _victims_ singled out	22
Threat to viability of hospitality industry	19
2. Risks	0
Additional harms to health	0
Of additional burden on health system from drinking	5
Of alcohol industry pushing marketing harder	1
Of corporate hospitality business leaders prioritising sales	3
Of harms from adjusted drinking behaviours	23
Of harms to hospitality staff and other workers	3
Of new forms of alcohol trade promoting risky practices	6
Of off-licences contributing to additional alcohol harms	9
To health by designating alcohol as essential	1
Disorder and disobedience	0
Of disobediant licensed premises owners	18
Of disorder through seeking _providing alcohol	39
Of enhanced enforcement for failing to adhere to licensing rules	10
Of individuals not doing enough to avoid transmission	14
Of individuals putting the collective at risk	13
Of licensed premises attracting people from other lockdown areas	6
Economic impact for individuals _businesses_ industry	0

Name	References
Of financial impact for landlords_other institutions	29
Of government actions to financial status of licensed venues	14
Of permanent closure of pubs	10
Of safety restrictions harming business	5
To customers of higher prices	2
To livelihoods of young people due to lack of spending in hospitality	2
To local economies and wellbeing	8
Failure of government	0
Of erosion of trust in government	2
Of government being influenced by alcohol industry	5
Of government going against international health guidance	1
Of government policy failing_increasing transmission	9
Of legal challenge to restrictions	2
Of need for further lockdowns_restrictions	15
Of wasting beer stocks	7
To cultural_social experiences around alcohol	0
Of Christmas with alcohol restrictions	5
To cultural experience of licensed premises	5
To pubs as 'safe spaces'_ community spaces to meet	20
To individual rights to access licensed premises	0
Of continued lack of access to licensed premises	3
Of curtailment of individual rights and liberties	2
Of customers being too scared_reluctant to go out	8

Name	References
Of lack of access to 'essential' alcohol	2
3. Responsibilities	0
Of individual citizens	0
Of citizens towards supporting pub_hospitality industry	7
Of customers to be traceable_obedient	5
Of individual citizens to modify social behaviour relating to alcohol	6
Of individual consumers to consider others' need for alcohol	1
Of licensed premises owners	0
Of business owners to minimise risks	32
Of business owners to monitor_collect_manage data appropriately	3
Of business owners to protect_support staff	4
Of businesses to survive for employees_customers	1
Of certain premises to contribute to reduction of infection	1
Of pubs to support wider communities	5
Of local practitioners_government	0
Of licencing stakeholders to continue to work together	3
Of local leadership to take action	1
Of public officers to prevent_monitor_enforce licensed venues being open	19
Of national government	0
Of government to continue to advise around harms of alcohol	1
Of government to provide clear prompt leadership around alcohol industry	1
Of government to restrict access to alcohol	1

Name	References
Of government towards people with alcohol addiction	1
Of government towards supporting hospitality industry	12
4. Broader discourses_issues	0
Alcohol as essential	10
Economic impact of Brexit	1
Localism_devolution of power	6
Mitigations to licensing changes	5
New opportunities for alcohol sale_consumption	7
Political dissatisfaction with restrictions_policy	12
Regional inequalities	8