

Wolverhampton City Council

OPEN INFORMATION ITEM

Committee/Panel	LICENSING COMMITTEE	Date	13TH FEBRUARY 2013
Originating Service Group(s)	ADULTS AND COMMUNITIES: PUBLIC HEALTH		
Contact Officer(s)/ Telephone Number(s)	ROS JERVIS 1372		
Title	<u>ALCOHOL STRATEGY: PROGRESS UPDATE</u>		

Recommendations

That the Licensing Committee receives the report and notes:

1. The update in relation to the implementation of the Wolverhampton Alcohol Strategy 2011-2015 and
2. The response to the consultation on the national alcohol strategy

1. **PURPOSE**

- 1.1 To provide members of the Licensing Committee with an update regarding the implementation of the Wolverhampton Alcohol Strategy 2011-2015 and information regarding the national consultation on specific policies contained in the National Alcohol Strategy. These policies include the level at which a minimum unit price for alcohol should be set, the introduction of a ban on multi-buy promotions in the off-trade, and the introduction of a new health-related objective for alcohol licensing linked specifically to cumulative impact.

2. **BACKGROUND**

Wolverhampton Alcohol Strategy 2011 - 2015

- 2.1 The Licensing Committee endorsed the Wolverhampton Alcohol Strategy 2011 – 2015, associated action plan and performance management framework on 27th June 2012 and agreed to receive periodic progress reports.
- 2.2 The implementation of the alcohol strategy action plan very much relies upon strong multi-agency working. There have been several key changes over the last 3 months regarding those individuals involved in the delivery of this strategy. The overall strategic lead for the Alcohol Strategy is now Ros Jervis, Director of Public Health for Wolverhampton and the leads for goals 1, 3 and 4 (which include representation from West Midlands Police) have also changed.
- 2.3 In view of these changes it was determined that an appropriate way forward would be, in addition to the scheduled, periodic progress report, to undertake a review of current performance against the action plan in order to highlight key areas of success and any issues of concern. This review will consider the way data is collected, specific actions contained within the plan and circumstances which may now deem an existing KPI no longer appropriate. The review will be complete by the end of January 2013.
- 2.4 Early findings highlight the following areas of success:
- **Goal 1:** Baseline data now collected for some key areas of practice and number of schools now delivering the local drug and alcohol education curriculum
 - **Goal 2:** This goal is repeatedly showing several areas of success including a reduction in the number of vertical drinking establishments the increasing number of 4&5 star rated food premises
 - **Goal 3:** Reduction in 'most serious violent' (MSV) offences and violence with injury in the city centre
 - **Goal 4:** Exceeding targets set for successful completions of community detoxifications and frontline staff receiving IBA training
- 2.5 Early findings highlight the following areas of concern:
- **Goal 1:** absence of data to measure the number of CAFs initiated by adult treatment services and the number of inappropriate referral for those with dual diagnosis.
 - **Goal 2:** few concerns however considering strengthening the plan to include improving the data available on licenced premises, developing the Responsible Authorities Forum and a refreshed focus on identifying the cause and tackling under age sales and sales to intoxicated persons.
 - **Goal 3:** Agreement needed on future community perception measures of how the Council and police are managing crime and ASB is required. Further clarification regarding the effectiveness and future of several historical treatment programmes delivered or commissioned by the Probation Service required.

- **Goal 4:** absence of data measuring specialist interventions delivered by the Health Trainer team.

2.6 A final report regarding any proposed changes to the Alcohol Strategy action plan will be available by March 2013.

National Alcohol Strategy Consultation

2.7 On 28th November 2012 consultation on specific policies contained in the National Alcohol Strategy including the level at which a minimum unit price for alcohol should be set, the introduction of a ban on multi-buy promotions in the off-trade, and the introduction of a new health-related objective for alcohol licensing linked specifically to cumulative impact was launched. Public Health has been identified as the lead for preparing a response on behalf of Wolverhampton City Council. The response deadline was 6th February 2013.

2.8 In view of the timescales, Public Health prepared a draft model response and circulated this widely amongst stakeholders for comment, additions and clarification. The resultant collective response was submitted by Public Health on behalf of Wolverhampton City Council, in particular the Licensing Committee, and also on behalf of the PCT. The model response was circulated to all stakeholders who engaged in the consultation process for them to submit on behalf of their own organisation. The aim being to generate several consistent responses from stakeholders across Wolverhampton. A copy of the response is attached at Appendix A

3. FINANCIAL IMPLICATIONS

3.1 It is not possible to quantify the financial implications associated with the implementation of the Wolverhampton Alcohol Strategy and Action Plan and the National Alcohol Strategy at this stage. Actions arising from these Strategies will be delivered within the parameters of the available Public Health Budget and other mainstream budgets held by services with responsibility for delivery of specific actions.
[AS/30012013/J]

4. LEGAL IMPLICATIONS

4.1 There are no direct legal implications arising from this report.
[FD/04022013/J]

5. EQUAL OPPORTUNITIES IMPLICATIONS

5.1 There are direct environmental implications arising from this report as several actions contained within the strategy and action plan seek to improve environmental conditions, particularly within the City Centre. These may be enhanced depending on the outcome of the consultation process for the National Alcohol Strategy.

6. ENVIRONMENTAL IMPLICATIONS

6.1 The broad aims and objectives of the Wolverhampton Alcohol Strategy are intended to reduce the harmful impact of alcohol on health & wellbeing and reduce health inequalities. Opportunities for achieving positive equality implications are being maximised, for example improving access by the South Asian community into culturally appropriate services to reduce the high emergency admission rate observed in this community.

7. SCHEDULE OF BACKGROUND PAPERS

- 7.1 The Government's National Alcohol Strategy and Alcohol Strategy Needs Assessment (ASNA) are available via email upon request.