



Licensing Committee

18 December 2013

Report title	Update on Wolverhampton Alcohol Strategy 2011-2015	
Wards affected	All	
Accountable director	Sarah Norman, Community	
Originating service	Public Health	
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Recommendation(s) for action or decision:

Recommendations for noting:

The Committee is asked to note:

1. The update in relation to the implementation of the Wolverhampton Alcohol Strategy 2011-2015, with a particular focus on Goal 3
2. The new reporting systems agreed by the Health and Wellbeing Board
3. That the Wolverhampton Alcohol Strategy is now the key implementation plan for the alcohol strand of the Joint Health and Wellbeing Strategy priority for drugs and alcohol.

1.0 Purpose

- 1.1 The purpose of this report is to provide members of the Licencing Committee with an update in relation to the implementation of the Wolverhampton Alcohol Strategy 2011-2015, with a special emphasis on Goal 3 – Combating alcohol related crime, disorder and increasing community safety due to alcohol abuse.

2.0 Background

- 2.1 The Licensing Committee endorsed the Wolverhampton Alcohol Strategy 2011 – 2015 on 27th June 2012 and agreed to receive periodic reports. At the meeting on 22nd May 2013, the Committee received a review of performance against the 2012/13 action plan and summary reviews of Goals 1, 3 and 4 together with a more detailed review of Goal 2. The committee also received a revised Action Plan for 2013/14.
- 2.2 This report, deferred from the November meeting, is the next update for the Committee on progress and has a particular focus on Goal 3.
- 2.3 The Committee is also updated on agreements made at the Joint Health and Wellbeing Board on new reporting arrangements and the links between the Wolverhampton Alcohol Strategy and the Joint Health and Wellbeing Board priority on alcohol and drugs.

3.0 Progress Update

Brief updates on progress against Goals 1, 2 and 4 are given below, with a greater emphasis on Goal 3.

3.1 Goal 1 - A whole community approach to changing alcohol habits in Wolverhampton

Some progress has been made with supporting schools to deliver drug and alcohol education programmes with exceeded targets for secondary schools. However the future of the Healthy Schools programme remains unclear which has implications for future delivery of this part of the strategy.

Significant data collection issues remain with monitoring the other strategic objectives in this goal of the strategy; this is referred to further in section 3.5.

3.2 Goal 2 - Developing a well managed night time economy

Progress has continued to be made in respect to the majority of programmed activities within Goal 2. The following points summarise the key achievements over the first 6 months:-

- The number of 4 and 5 star food premises in the city centre has increased to 170 (target was 70).
- The number of unsatisfactory food premises in city centre has reduced to zero (target was 10).
- Targeted action continued in respect to underage sales. (18 complaints received regarding 13 off -licences. All sent advice letters. Test purchases were undertaken at 8 premises. 2 under age sales witnessed – investigations on-going).
- The Responsible Authority Forum is functioning well. It's key aim is to maintain a consistent and proportionate approach to licensing enforcement. The multi-agency

task force has conducted joint visits to six premises with three more visits planned for later this year.

- Funds of £3,100 have been carried forward for the Keeping it Safe campaign which will be co-ordinated through the Responsible Authorities Forum.
- Work has commenced to undertake a full review of the Licensing Policy Statement to be delivered in 2014.
- WCC premises now adopt best practice in relation to the sales and promotion of alcoholic drinks to meet to aims of promotion a well-managed responsible business.

3.3 **Goal 4 – Improving health and alcohol treatment services in Wolverhampton**

The health check programme (which includes targeted alcohol brief intervention to 16 – 74/75 year olds) has now been implemented but there are problems with data systems and reporting. A campaign for Wolverhampton City Council staff was undertaken to coincide with Alcohol Awareness week in November 2013. Alcohol related mortality shows a steady decline as latest annual reporting for 2010-2012 shows a 3 year average mortality rate of 15.9 per 100,000 all ages population, reduced from 19.6 in 2008 – 2010. This reduction is to be cautiously welcomed, and continued monitoring will establish if this downward trend is sustained. However there are problems with more detailed interrogation of the data on treatments in acute and community settings.

3.4 **Focus on Goal 3 – Combating alcohol related crime and disorder and increase community safety due to alcohol misuse**

Strategic Objective	Progress
Strategic Objective i) Improve perception of crime and community safety	<ul style="list-style-type: none"> • Targeted work was undertaken for the National Alcohol Awareness Week which ran from 18th to 24th November 2013. A multi-agency campaign calendar is being compiled and Christmas campaigns have been planned in the run up to the festive season. • Operation staysafe has been reviewed and updated to meet the needs of the night time economy.
Strategic Objective ii) Improve early intervention methods	<ul style="list-style-type: none"> • 23 Section 27 Dispersal Notices have been issued since April 2013 and several pub licences have been revoked. Interventions are taking place with other premises. • 9 ASBOs have been granted in June 2013. • Further work is needed to routinely capture the police's use of Designated Public Place Orders (DPPO)s; it is therefore not currently possible to quantify the amount of DPPO activity with any level of certainty. • A tactic of using NACRO staff during the night time economy to provide 'alcohol awareness' is being considered.

	<ul style="list-style-type: none"> • Response Officers are now using ‘Lapel Cams’ and are encouraged to record incidents where alcohol is a factor.
<p>Strategic Objective iii) Reduce cycle of re-offending</p>	<ul style="list-style-type: none"> • This strategic objective relates to managing convicted offenders to tackle their alcohol needs. Data on completed Alcohol Treatment Requirements and Drug Rehabilitation requirements show a steady increase in completions (11 and 19 completions respectively, for first half of 2013/14); we are on track to achieve the target completions for the year. • Operation Sentinel is a WMP approach to highlight vulnerability, alcohol is a factor in domestic violence incidents, medium and high risk victims/offenders are referred to Wolverhampton substance misuse service, this will now include standard risk subjects.
<p>Strategic Objective iv) Improve systems for collection, collation and use of alcohol crime related data</p>	<ul style="list-style-type: none"> • There is evidence of an increase in the use of ‘Alcohol involved’ (AI) markers when crimes are recorded – a 28% increase between 1st January and 31st August. • There has been a 137% increase in alcohol related anti-social behaviour, however data collection systems have been changed which may account for some of the increase. • There has been a 5% decrease in violence with injury in the city centre. • Of the total number of domestic violence related crimes over a three month period from 1st July to 30th September, 150 out of 389 involved alcohol and in 140 the offender was intoxicated. This data is not easily extracted. • A&E incident locations in past years for October to December show hotspots in the city centre and the majority of these incidents occurred in the evening/early hours of the morning.

3.5 New reporting arrangements

The above progress report highlights significant problems with data collection. The Alcohol Strategy Strategic Leads group is reviewing the whole of the strategy and goal indicators and is developing a highlight reporting system via a dashboard to streamline the reporting of indicators to monitor progress with the Alcohol Strategy. This will consist of fewer, but more meaningful indicators which will highlight those areas that are off

track, those areas that are on track and those areas doing very well. The Licencing Committee will receive a copy of the dashboard at the next scheduled update on the Alcohol Strategy.

3.6 Relationship with the alcohol priority of the Joint Health and Wellbeing Strategy

At the Health and Wellbeing Board meeting of 6th November, in order to clarify the relationship between Wolverhampton's Alcohol Strategy and the Joint Health and Wellbeing Strategy alcohol priority, it was agreed that the Alcohol Strategy provides the key implementation plan for the alcohol element of the Joint Health and Wellbeing Strategy alcohol and drugs priority. This provides clarity and joins up the elements of the various strategies and avoids duplication.

4.0 Financial implications

4.1 There are no direct financial implications arising from this report.

4.2 Any actions arising from the Wolverhampton Alcohol Strategy will be delivered within the existing approved budgets held under Public Health, and other mainstream budgets held by services and external agencies that are responsible for delivery of specific actions.

[AS/06122013/C]

5.0 Legal implications

5.1 There are no direct legal implications arising from this report. However, a number of the actions contained within the Wolverhampton Alcohol Strategy Action Plan will require legal input which will be sought, when appropriate.

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6.0 Equalities 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.

7.0 Environmental implications

7.1 There are direct environmental implications arising from this report as several actions contained within the Alcohol Strategy and action plan seek to improve environmental conditions, particularly within the City Centre.

8.0 Schedule of Background Papers

Papers to Health and Wellbeing Board
REPORT TO THE SHADOW HEALTH AND WELLBEING BOARD – Wolverhampton
Alcohol Strategy 2011 – 2015. 5TH September 2012

REPORT TO THE HEALTH AND WELLBEING BOARD – Joint Health and Wellbeing Strategy Update. 1st May 2013

REPORT TO THE HEALTH AND WELLBEING BOARD – Alcohol Strategy – Progress Update. 3rd July 2013

REPORT TO THE HEALTH AND WELLBEING BOARD - Wolverhampton Joint Health and Wellbeing Strategy 2013 – 2018 and JSNA. 4th September 2013

REPORT TO THE HEALTH AND WELLBEING BOARD - Progress Update on Joint Health and Wellbeing Strategy Priority: Alcohol and Drugs . 6th November 2013

Papers to Licensing Committee

REPORT TO LICENSING COMMITTEE – Wolverhampton Alcohol Strategy 2011 – 2015. 27th June 2012

REPORT TO LICENSING COMMITTEE - Wolverhampton Alcohol Strategy 2011 – 2015. 27th June 2012- Update Report. 13th February 2013

REPORT TO LICENSING COMMITTEE – Alcohol Strategy: Progress Update. 22nd May 2013

Papers to Cabinet

REPORT TO THE CABINET (RESOURCES) PANEL – Substance Misuse Procurement Programme. Tuesday 21st February 2012

REPORT TO CABINET – Section 75 Agreements With Wolverhampton City PCT. Wednesday 11th April 2012

REPORT TO THE CABINET (RESOURCES) PANEL – Substance Misuse Procurement Programme. Tuesday 27th November 2012

Papers to Health Scrutiny Panel

REPORT TO HEALTH SCRUTINY PANEL – Wolverhampton Substance Misuse Services Consultation Findings. Thursday 12th April 2012

REPORT TO HEALTH SCRUTINY PANEL – Wolverhampton Substance Misuse Service Contract Award and Mobilisation. Thursday 7th February 2013

REPORT TO HEALTH SCRUTINY PANEL – Substance Misuse Service Contract Award – Six Month Review Update. 7th November 2013