

SCRUTINY COMMISSION – 15th APRIL 2009

REPORT OF THE CHIEF EXECUTIVE

STRATEGY FOR REDUCING ALCOHOL RELATED HARM

Purpose

1. The purpose of this report is to update the Commission on progress in implementing the Action Plan of the Leicestershire Alcohol Harm Reduction Strategy – “Sensible Measures” and to propose a revised vision statement for the Strategy.

Proceedings at the Scrutiny Commission

2. At its meeting held on the 17th December 2008, the Commission considered the Leicestershire Alcohol harm Reduction Strategy 2008-2011 – ‘Sensible Measures’. Whilst members of the Commission generally welcomed the Strategy it was noted that action plan proposed was in the early stages of implementation and the outcomes of the proposed actions would not be known for some time. Concern was also expressed about the vision in the Alcohol Strategy and members were of the view that the action plan needed to set out specific measures to demonstrate the success or otherwise of the initiatives proposed and these outcomes should be incorporated within the vision.
3. The Commission resolved that the report be noted and the Chief Executive be asked to submit a report to a future meeting setting out a more comprehensive vision for reducing alcohol misuse.

Revised Vision Statement

4. In response to the concerns raised by members of the Commission, it is proposed to amend the vision statement to incorporate a number of key outcomes which are also addressed within the Strategy’s Action Plan and which will enable the overarching aim of the Strategy to be achieved.
5. “To reduce the harms associated with alcohol, in order to ensure that alcohol can be enjoyed safely and responsibly, as part of a vibrant and inclusive community. This will be achieved by:
 - reducing alcohol related rowdy and anti social behaviour
 - reducing children and young people’s access to alcohol through illegal under age sales
 - reducing alcohol related violent crime
 - improved treatment provision and increased take up

- increased public awareness of sensible drinking

Progress in Implementing the Sensible Measures Action Plan

6. A number of activities in “Sensible Measures” are being delivered by an overarching Action plan. The Plan sets out a number of key actions in relation to the three themes of Prevention, Community Safety and Treatment as set out in “Sensible Measures”.
7. Since the last meeting of the Commission, the following actions have been achieved as part of the 2008-09 Action Plan:
 - The development of a new Christmas campaign highlighting the links between alcohol use and unsafe sex amongst teenagers- 50,000 Christmas packs were distributed across Leicestershire and received significant media attention.
 - Trading standards continue to enforce the law on underage sales - Five test purchase operations have been conducted plus four proxy purchase operations. The test purchase operations covered Melton District, Broughton Astley, Lutterworth, Earl Shilton, Glenfield, Oadby and Wigston, Blaby. The proxy Purchasing Operations covered Oadby and Wigston. Four more proxy purchase operations are planned for April 2009.
 - The running of a licensing committee member’s workshop attended by 40 licensing committees members to raise awareness of the use of powers under the current Licensing Act. Following the workshop the Community Safety Programme Board have endorsed a Licensing Enforcement Protocol to ensure a more consistent approach to enforcement across the sub region.
 - The implementation of a second Bluetooth Night Time Economy Project in Hinckley over the Christmas period – Over 1500 people downloaded messages about personal safety and the consequences of alcohol related anti social behaviour in a four week period. The campaign gained positive media attention.
 - The ongoing development of Night Time Economy Strategies and the implementation of tactical options, such as awareness raising campaigns, street pastors, taxi marshals, safer routes and extra enforcement operations in Coalville, Ashby, Loughborough and Hinckley. Hinckley’s “After Dark” Night Time Economy Project has recently received a Beacon award.
 - Extend capacity to enforce the law on underage sales - Funding has been awarded via RIEP to commission two additional Alcohol Enforcement and Liaison Officer posts for two years, covering Leicester, Leicestershire and Rutland.
 - Local Boroughs and alcohol retailers to continue working with Trading Standards to roll out Challenge 21 as outlined in alcohol/community safety action plans – additional funding has been sourced to distribute PASS accredited identification cards to young adults across Leicestershire.
 - The roll out of multi agency South Area Tackling Proxy Purchasing (T.A.P.P) Project - The project, due to begin on the 20th of April, involves enforcement operations, the creation a

new brand logo, website, posters, Bluetooth campaign and educational DVD to highlight the issue around proxy purchasing. The Project also has the potential to be rolled out sub regionally as part of the RIEP enforcement work.

- A successful bid has been made to provide alcohol training to non healthcare staff across Leicester, Leicestershire and Rutland using RIEP funding. A tendering process is currently under way and it is expected that the successful provider will begin rolling out a training programme by June of this year. The training programme will also complement training for healthcare staff provided through the PCT.

Conclusions

8. Members of the Commission will note the progress in implementing the 2008-11 “Sensible Measures” Action Plan. As has already been acknowledged, however, reducing the harm caused by alcohol misuse is a challenging long term project which requires a genuine partnership approach. Nonetheless a good start has been made and further implementation of the current Strategy and Action Plan will continue over the next two years. The revised vision statement should make it clearer what the key outcomes “Sensible Measures” is designed to achieve.

Recommendations

9. That Commission notes the progress in implementing the 2008-11 Action Plan and the revised “Sensible Measures” vision statement.

Background papers

11. Report to the Scrutiny Commission on 17th December 2008 and attached appendices

Circulation under the Local Issues Alert Procedure

12. None specifically

Relevant Impact Assessments

Equal Opportunities Implications

13. An Equality Impact Assessment on the Strategy is about to be undertaken.

Crime and Disorder Implications

14. Alcohol misuse increases the risk of crime and anti-social behaviour and a number of strategies are in place seek to address this issue.

Appendices

Appendix 1	'Sensible Measures' – Leicestershire Alcohol Harm Reduction Strategy 2008 -11
Appendix 2	Sensible Measures – Action Plan October 2008 – April 2009

Officers to contact

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