

Update on Wiltshire Alcohol Strategy 2014 – 2018

& Licensing Response

1. Purpose of Update

- 1.1 Members of the Committee are asked to note the Wiltshire Alcohol Strategy 2014 – 2018 which was approved by Cabinet on 21 April 2015.

2. Alcohol Strategy

- 2.1 The Wiltshire Alcohol Strategy 2014-18 (see Appendix 1) will provide the strategic direction for Wiltshire Council and its partners in promoting responsible drinking levels and reducing alcohol related harm.
- 2.2 The aim of the strategy is to provide a basis to inform Wiltshire's work in addressing alcohol related harms across a range of sectors (including healthy living and prevention, treatment and support services, night time economy initiatives and community wide engagement) over the next 3-4 years.
- 2.3 The strategy document is a high level vision document designed to enable the development of a delivery plan to meet identified need. Such plans may also contribute to public health and public protection activities for the delivery of services both to reduce and prevent alcohol related harms in Wiltshire.
- 2.4 Overall delivery, management and performance of the strategy will be overseen by the Joint Strategy & Commissioning Group (JSCG), a sub-group of the Wiltshire Community Safety Partnership. Progress will be monitored and coordinated via the Public Health Team; with engagement from all key partners.

3. Objectives

The key overarching objectives of the strategy are to:

- 3.1
- Raise awareness of sensible and responsible drinking levels and reduce the levels of high risk drinking
 - Reduce the level of alcohol related harm
 - Support individual treatment need to reduce levels of chronic and acute ill health caused by alcohol
 - Maintain Wiltshire's safe communities and economy environments
- 3.2 The strategy emphasises a partnership/multi-agency approach in delivering against the above objectives with 4 key thematic areas identified as a framework for action:

Theme 1 – Prevention

Improve knowledge about the risks of harmful drinking

Theme 2 – Intervention

Deliver high quality support services to meet individual needs

Theme 3 – Protection

Effective partnership approaches for a safer Wiltshire

Theme 4 – Engagement

Developing stronger and more resilient communities

4. Public Health Implications

- 4.1 Alcohol misuse and its associated health and other harms can negatively impact people's lives in many ways. Investing in targeted and well run alcohol interventions saves money. This alcohol strategy aims to minimise the health and other hidden harms, violence and antisocial behaviour associated with alcohol; whilst ensuring people in Wiltshire are able to enjoy alcohol safely and responsibly.
- 4.2 The outcomes of this strategy should assist in contributing to, reductions in health inequalities, and improving the health and wellbeing of Wiltshire's whole population. The strategy focusses on prevention by seeking to raise awareness of the harms associated, with excessive alcohol consumption. The strategy therefore aligns with the aims of the Wiltshire Health and Wellbeing Strategy.

5. Priorities Identified: 2015/16

- Reduce the under 18's alcohol related hospital admissions.
- Raising the awareness of the impact of drinking in the home to identified groups.
- Raising awareness of harmful consumption levels.

6. Licensing Service response

- Carry out visits to licensed premises to ensure age verification checks being a carried out.
- Participate and assist with three community engagement events linked to "The big Drink Debate model.
- Hold a forum with multiagency participation, to engage with a variety of operators from the licensed industry on a number of relevant topics.
- Improve intelligence pathways to aid information transference and collection to assist with safety guarding of vulnerable individuals/groups.

7. Proposal

- 7.1 That the Committee note the update.

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