

**IMPLEMENTATION EXECUTIVE
10 DECEMBER 2008****WILTSHIRE ALCOHOL STRATEGY 2009 - 2012****Executive Summary**

In 2007, the Government published "Safe. Sensible. Social. The Next Steps in the National Alcohol Strategy". This document set out how the Government plans to minimise the health harm, violence, crime and anti-social behaviour associated with alcohol, whilst ensuring that people are able to enjoy alcohol safely and responsibly. Included in the "next steps" is the requirement that, by April 2008, all Community Safety Partnerships (comprising local authorities, police authorities, fire & rescue authorities, PCTs and civil society organisations) have a local alcohol strategy in place.

The Wiltshire Strategic Board commissioned a Wiltshire Alcohol Strategy, and following a three month consultation period, the final document was completed in September 2008. The Alcohol Strategy is in two parts:

- A Strategic Assessment of Alcohol Harm in Wiltshire which highlights the impact of alcohol misuse across Wiltshire and provides details of services currently provided and identifies gaps in services and activities (set out in Appendix 1);
- A brief Alcohol Strategy which sets out priorities for action from April 2009 until March 2012 (set out in Appendix 2).

The Alcohol Strategy sets out a vision for addressing alcohol problems, led by the Director of Public Health as the Champion for Alcohol, and supported by the Champions for all community safety themes in recognition of the role of alcohol in offending and reoffending, fires and road casualties, violent crime, and anti-social behaviour.

The Alcohol Strategy also sets out actions under the four key themes of prevention, intervention, enforcement and rehabilitation. An implementation plan will be developed in conjunction with all partner organisations across Wiltshire and with the involvement of service users to ensure a co-ordinated and effective approach to reducing the negative impact of alcohol misuse on individuals and communities in Wiltshire.

Proposal

That the Implementation Executive approve the Wiltshire Alcohol Strategy.

Reason for Proposal

The impact of alcohol related harm is a key concern for public services in Wiltshire. Alcohol misuse is linked to a wide range of concerns for the Wiltshire community, including:

- Violent crime and anti social behaviour;
- Domestic violence;

- Fear of crime;
- Sexual offences;
- Criminal damage;
- Road traffic accidents;
- Health harms;
- Hidden harms in relation to parental drinking;
- Family breakdown;
- Homelessness;
- Accidental fires and arson.

Many Wiltshire County Council services are working with partners to address these issues, and will be key to the implementation and delivery of the Alcohol Strategy:

- Children and Families;
- Children and Education;
- Community Safety;
- Adult Care;
- Housing;
- Licensing;
- Schools;
- Trading Standards;
- Youth Development Services;
- Youth Offending Service.

The Wiltshire Alcohol Strategy 2009-2012 will play a key role in co-ordinating the resources and activities of public and voluntary services in Wiltshire to ensure that alcohol related harm is tackled appropriately and effectively.

Maggie Rae

Director of Public Health

WILTSHIRE ALCOHOL STRATEGY 2009 - 2012

1. Purpose

The purpose of the report is for Wiltshire Council Implementation Executive to receive and approve the Wiltshire Alcohol Strategy 2009-2012 and, as the responsible authorities within the statutory Crime and Disorder Reduction Partnership (CDRP), to support its recommendations and the subsequent implementation plan and delivery of services.

2. Context

In June 2007, the Government published "Safe. Sensible. Social. The Next Steps in the National Alcohol Strategy". This states how the Government plans to minimise the health harms, violence, crime and anti-social behaviour associated with alcohol, whilst ensuring that people are able to enjoy alcohol safely and responsibly. The Government's long-term goals are to:

- Reduce the levels of alcohol-related violent crime, disorder and anti-social behaviour
- Reduce the percentage of the public who perceive drunk and rowdy behaviour to be a problem in their area
- Reduce chronic and acute ill-health caused by alcohol, resulting in few alcohol related accidents and hospital admissions.

Included in the "next steps" was the requirement that, by April 2008, all Community Safety Partnerships (comprising local authorities, police authorities, fire & rescue authorities, PCTs and civil society organisations) should have a local alcohol strategy in place.

The Wiltshire Strategic Board commissioned the production of the Wiltshire Alcohol Strategy, which had been subject to a three month consultation period. The final document is now ready to be received and signed off by each of the responsible authorities within the statutory Crime and Disorder Reduction Partnership (the Wiltshire Community Safety and Drugs Partnership).

3. Statutory Requirements

The Crime and Disorder Act 1998 placed ownership and statutory responsibility onto a range of agencies, including the County Council, to ensure that crime and disorder reduction is taken into consideration in all decision making processes as follows:

"Without prejudice to any other obligations imposed on it, it shall be the duty of the County Council to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that is reasonably can to prevent, crime and disorder in its area." (Section 17, Crime and Disorder Act 1998).

In October 2007, a new set of Public Service Agreements (PSAs) covering the period 2008 – 2011 were published. These set out the Government's high level objectives for service delivery, and included:

- PSA 23: Make communities safer
- PSA 25: Reduce the harm caused by alcohol and drugs

There are also alcohol related targets included in the National Indicator Set:

- NI 39: Alcohol-related hospital admission rates (LAA Improvement Target)
- NI 41: Perceptions of drunk and rowdy behaviour as a problem (LAA Improvement Target)
- NI 115: Substance misuse by young people (LAW Indicator)

In addition, reducing alcohol-related harm can make an important contribution to other national indicators, for example to improving the life chances of children and young people:

- PSA 14: Increase the number of children and young people on the path to success

The Wiltshire Alcohol Strategy will be the key means of co-ordinating the different activities undertaken by partnership organisations to tackle alcohol related harm. These activities will contribute to the achievement of a key ambition stated in the Local Agreement Wiltshire to "Reduce particular crimes, change behaviours and inform the public to bring about communities that are safe and feel safe".

4. The Wiltshire Alcohol Strategy

The Wiltshire Alcohol Strategy is in two parts - a Strategic Assessment of Alcohol Harm in Wiltshire and a brief Alcohol Strategy with actions identified. The Strategic Assessment highlights the impact of alcohol misuse across Wiltshire; provides details of services currently provided and identifies gaps in services and activities.

The Alcohol Strategy sets out a vision for addressing alcohol problems articulated by the Director of Public Health as the Champion for Alcohol, and supported by the Champions for all community safety themes in recognition of the role of alcohol in offending and reoffending, fires and road casualties, violent crime, and anti-social behaviour. The Alcohol Strategy sets out actions under the 4 key themes of prevention, intervention, enforcement and rehabilitation. An implementation plan will be developed in conjunction with all partner organisations across Wiltshire and with the involvement of service users to ensure a co-ordinated and effective approach to reducing the negative impact of alcohol misuse on individuals and communities in Wiltshire.

The Alcohol Strategy's objectives are:

- To reduce alcohol related crime, particularly violent crime and anti-social behaviour;
- To reduce the percentage of people who perceive drunk and rowdy people to be a problem in their area;

- To reduce the levels of chronic and acute ill health caused by alcohol, resulting in fewer alcohol related accidents and hospital admissions;
- To reduce the level of alcohol related harm to children and young people;
- To raise awareness of sensible drinking;
- To improve the management and planning of the night time economy.

The Alcohol Strategy sets out priorities for action from April 2009 to March 2012 under the following headings:

Prevention – by preventing young people and adults from harming themselves and others;

Intervention – by providing better services for people with alcohol related problems and their families;

Enforcement – by taking action against those committing alcohol related offences and anti-social behaviour;

Rehabilitation – by ensuring support and treatment for offenders with alcohol related problems at all stages of the criminal justice system.

5. Consultation

The draft Strategic Assessment of Alcohol Harm in Wiltshire was formally launched on 11 March 2008 at a conference entitled “Alcohol – The Cost”. This marked the start of a three month consultation period.

Consultation on the draft Wiltshire Alcohol Strategy was undertaken with key stakeholders, including service users and the business community, and members of the public were invited to comment. In depth face to face consultation was undertaken with alcohol service users, members of the licensed trade, and children and young people not in mainstream education.

6. Main Considerations for the Implementation Executive

The strategy sets out the priorities for action by the responsible authorities and other partner organisations in Wiltshire to work together to deliver a co-ordinated response to tackling alcohol related harm and anti-social behaviour.

The Wiltshire Alcohol Strategy will be underpinned by an implementation plan that will describe how the priorities will be met, which agencies will lead on each priority, what resources will be deployed and how success will be measured, monitored and reported.

The strategy will be reviewed on an annual basis, with progress against the implementation plan measured quarterly.

7. Environmental Impact of the Proposal

There are no significant environmental implications arising from the Wiltshire Alcohol Strategy.

8. Equalities Impact of the Proposal

An Equality Impact Assessment was undertaken during the consultation period which identified:

- Delivery of the strategy will bring benefits to all people in Wiltshire, including diverse groups and communities across the county.
- No concerns were raised during the consultation about potential adverse impacts.
- There is no national research to suggest that delivering an alcohol strategy will have an adverse impact on population groups.
- Effective delivery of the Wiltshire Alcohol Strategy will result in tougher enforcement action against “off” and “on” licensed traders who sell alcohol to those underage or to people who are already drunk.
- The strategy will target those who commit alcohol related crime and anti-social behaviour. People engaging in criminal and anti-social acts as a result of alcohol misuse can expect to be the subject of enforcement actions. These impacts are justified as consequences of irresponsible behaviour.

9. Risk Assessment

There is a risk associated with not being compliant with meeting the statutory duties for Responsible Authorities set out in the Crime and Disorder Act 1998. In addition, there is a risk associated with not achieving the LAA and LAW targets, and not taking action to achieve the ambitions set out in relevant PSAs.

There is also risk involved in not taking a co-ordinated and proactive approach to addressing and reducing alcohol related harm in Wiltshire in terms of the impact on individuals and communities, and on public service costs.

10. Financial Implications

The Wiltshire Alcohol Strategy will be implemented largely through marshalling existing resources and developing co-ordinated action, although some additional resources may be required to deliver key interventions, with contributions from all key partner organisations. In the event that additional resources are sought from Wiltshire County Council, the district councils or the unitary authority, relevant further reports will be submitted requesting approval.

11. Legal Implications

Effective delivery of the Wiltshire Alcohol Strategy will result in tougher enforcement action against “off” and “on” licensed traders who sell alcohol to those underage or to people who are already drunk. In addition, the strategy will target those who commit alcohol related crime and anti-social behaviour. People engaging in criminal and anti-social acts as a result of alcohol misuse can expect to be the subject of enforcement actions.

Background Papers

Unpublished documents relied on in the preparation of this report:

- Strategic Assessment of Alcohol Harm in Wiltshire 2008-2011;
- Wiltshire Alcohol Strategy 2009-2012

Appendices

- Strategic Assessment of Alcohol Harm in Wiltshire 2008-2011;
- Wiltshire Alcohol Strategy 2009-2012