

CABINET
22ND SEPTEMBER 2009

WILTSHIRE ALCOHOL STRATEGY 2009 - 2011

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' was the requirement that, by April 2008, all Community Safety Partnerships (comprising Police, 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 3 month consultation period, the final document was completed in September 2008 and approved by the Council's Implementation Executive in December 2009.

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 re-offending, 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. A comprehensive Implementation Plan has been 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 Cabinet:

- a) Receive and approve the Wiltshire Alcohol Strategy Implementation Plan and comment on its content as appropriate.
- b) Receive an update on actions already underway in Wiltshire to address alcohol-related harm.

Reason for Proposal

The impact of alcohol related harm is a key concern for public services in Wiltshire. Alcohol misuse impacts negatively on the Wiltshire community in a number of ways, 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 Council services are working with partners to address these issues, and will be key to delivering the Alcohol Strategy Implementation Plan:

- 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 – 2011 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.

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Purpose of Report

The purpose of the report is for Wiltshire Council Cabinet to receive and approve the Wiltshire Alcohol Strategy Implementation Plan and, as a Responsible Authorities within the statutory Crime and Disorder Reduction Partnership (CDRP), to support the range of actions outlined in the Implementation Plan. The report also provides an update to the Cabinet on actions already underway to address alcohol-related harm in Wiltshire.

Background

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' was the requirement that, by April 2008, all Community Safety Partnerships (comprising Police, Local authorities, Police Authorities, Fire & Rescue Authorities, PCTs and civil society organisations) have a local alcohol strategy in place.

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The Alcohol Strategy sets out actions under the 4 key themes of prevention, intervention, enforcement and rehabilitation. A comprehensive Implementation Plan has been 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. Four workshops with key stakeholders were held to develop the detail of the Implementation Plan.

The Implementation Plan is now ready to be received and signed off by each of the Responsible Authorities within the statutory Crime and Disorder Reduction Partnership (known locally as the Wiltshire Community Safety Partnership).

Main Considerations for the Cabinet

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.

To achieve these objectives, the Implementation Plan (see attached) sets out specific actions under the following headings:

- Prevention and Health Promotion;
- Education and Information;
- Training;
- Early Identification and Brief Advice;
- Interventions;
- Interventions for Offenders;
- Enforcement and Managing the Night Time Economy;
- Monitoring and Review.

For each action the Implementation Plan identifies a Lead Officer, with whom milestones and deliverable dates have been agreed. The Lead Officers identified are from a wide range of agencies and reflect the cross-cutting nature of addressing alcohol misuse. The Plan also sets out where additional resources will be required to deliver the actions.

An Alcohol Strategy Implementation Group meets quarterly to review progress with membership from NHS Wiltshire, Wiltshire Council (community safety, environmental protection and licensing, children and young people substance misuse services, and adult alcohol and drug services), Wiltshire Police, and Wiltshire Addiction Support Project (WASP), a user support group.

The Implementation Plan will be formally launched at the Wiltshire Assembly in October 2009.

A number of the actions within the Implementation Plan are underway, and the following summarises progress to date:

Action 4 - A Wiltshire Youth Alcohol Related Project, funded by the Home Office for 3 months, has been completed and the evaluation shows positive short term outcomes. The project aimed to reduce the risk of young people misusing alcohol by strengthening their family relationships, improving their self esteem and increasing their understanding of the harm that alcohol misuse could cause them. It was targeted at young people at high risk of alcohol related harm, including school excludees and those with behavioural problems where parental alcohol misuse may be a factor. It is hoped to roll-out the project across the county provided funding can be identified.

In addition, the Council's Personal Development Education Team are piloting targeted education sessions in secondary schools focusing on alcohol and sexual health, with the aim of reducing school exclusions.

Actions 10 and 11 – the British Institute of Inn-Keeping Level 1 Certificate in Alcohol Awareness is being piloted with Wadworth Brewery and secondary schools in Devizes and Wootton Bassett. DVDs with teacher notes on alcohol and drugs (with

input from ex substance misusers and treatment workers) have been circulated to secondary schools and Wiltshire College.

Action 14 – A comprehensive training programme for 2009/10 has been developed by NHS Wiltshire with funding from the pooled treatment budgets for alcohol and drugs (both adults and children/young people) and from the Community Safety Partnership. It includes training on:

- Alcohol and older people;
- Alcohol, cannabis and young people;
- Basic alcohol awareness;
- Basic drug awareness;
- Basic substance misuse and young people awareness
- Binge drinking and young adults;
- Drug and alcohol education training for schools;
- Drugs on premises;
- Engaging motivation and starting to change behaviour;
- Families and substance use;
- Substance use targeted interventions with young people;
- Working with adult problem drinkers and drug users.

Action 15 - Alcohol training has been undertaken by the Erlestoke Prison healthcare team to enable them to undertake more proactive screening for alcohol problems and the delivery of brief interventions, defined as the giving of information, advice and encouragement to an individual to consider the positives and negatives of their drinking behaviour, plus support and help if they do decide they want to address their alcohol misuse.

Action 22 - Additional community based brief intervention services are being funded by NHS Wiltshire to ensure that a higher number of individuals with alcohol problems are supported by experts and, where appropriate, referred for further specialist help. A business case has been written for discussion with key staff at Salisbury Foundation Trust around the introduction of specific hospital based Alcohol Liaison Nurses to deliver brief interventions and refer individuals, where appropriate, for more specialist support and treatment.

Action 24 – An investment plan for alcohol services has been drafted and will be considered by the NHS Wiltshire's Commissioning Committee in October 2009.

Actions 25 and 29 - The Children and Young People's Substance Misuse Plan for 2009/20 has been agreed. It is based on an assessment of needs and contains a large number of actions for the coming year which address gaps in service provision and strengthen joint working across agencies. The transition of the new Tier 2/3 Substance Misuse Service for Children and Young People from Avon and Wiltshire Mental Health Partnership to within the Targeted Support department of Wiltshire Council was completed on 1st April 2009. This has resulted in a refocusing of services to meet the needs of children and young people in Wiltshire in relation to alcohol and cannabis, and includes a major emphasis on harm reduction and working with families of children and young people with substance misuse problems as well as working to address parental alcohol misuse.

Action 30 – Alcohol has been identified as a key issue in NHS Wiltshire’s Dual Diagnosis strategy and recommendations have been made about improving cross-agency protocols and pathways.

Action 38 - The Wiltshire Alcohol Referral Programme for Offenders and Victims (ARPOV) is a brief, motivational intervention which has, since 2005, treated more than 1,100 Wiltshire residents who were arrested and charged with an alcohol related offence. ARPOV also provides an intervention for victims of alcohol related crime. An independent evaluation of ARPOV concluded that ARPOV was effective at channelling harmful drinkers into treatment and that the combination of arrest and intervention was effective at bringing about positive changes in behaviour. The evaluation also found that, post ARPOV, the alcohol consumption of clients was reduced. ARPOV has been funded by the Community Safety Partnership for a further 2 years until the end of March 2011.

Action 39 –Consideration is being given by the Joint Strategic and Commissioning Group for Alcohol and Drugs to what further alcohol interventions should be commissioned for the prison to supplement the brief interventions now being delivered by healthcare staff (see action 17).

Action 46 – Wiltshire Police and NHS Wiltshire are working together to collect data within Emergency Departments on violent attacks that are alcohol-related in order to inform police patrols and reduce street based violence. The Minor Injury Units across Wiltshire and the Great Western Hospital have started sharing data with the police, and work is underway to extend the scheme to Salisbury Foundation Trust and the Royal United Hospital in Bath.

Action 51 – The touch2id scheme, a biometric proof of age card for young people, is due to be piloted in the Trowbridge area from November 2009. The pilot is being funded by Trowbridge Community Area Fund, Wiltshire Council, Wiltshire Police and NHS Wiltshire.

Environmental Impact of the Proposal

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

Equality and Diversity Impact of the Proposal

An Equality Impact Assessment was undertaken during the consultation period for the Alcohol Strategy 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.

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 Wiltshire LAA and LAW targets for reducing alcohol related hospital admissions and reducing substance misuse among young people, 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.

Financial Implications

The Alcohol Strategy Implementation Plan sets out the resource implications for each of the actions. A large number of the actions will be part of core business of the relevant agencies and will be implemented largely through marshalling existing resources and developing co-ordinated action. Some additional resources will be required to deliver some of the actions with contributions from relevant partner organisations. In the event that additional resources are sought from Wiltshire Council, relevant further reports will be submitted requesting approval.

Further work is needed in terms of quantifying costs which will need to be absorbed within existing budgets.

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.

Options Considered

The cabinet are asked to consider the current priority given to alcohol in Wiltshire and consider sustaining this of engagement, or increasing the level and priority of action being taken to address this issue.

Conclusion

The Wiltshire Alcohol Strategy sets out actions under the 4 key themes of prevention, intervention, enforcement and rehabilitation. A comprehensive Implementation Plan has been 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.

Background Papers

Documents relied on in the preparation of this report:

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

Appendices

- Wiltshire Alcohol Strategy 2009-2011
- Wiltshire Alcohol Strategy Implementation Plan