



Wiltshire Alcohol Strategy 2014 – 18



Foreword

We are delighted to present our new Alcohol Strategy for Wiltshire. This sets out the strategic priorities for local partners and identifies how we will tackle alcohol related harm and associated anti social behaviour over the next three years.

There can be no doubt that tackling alcohol-related harm is a priority both nationally and locally. Although the majority of people do consume alcohol sensibly, a significant number of people are exceeding safe drinking levels. Many who exceed those safe limits lack information about what safe levels are and the risk to health, however, the consequence is that stronger alcohol and generous home measures are impacting on people's health, often without them realising. We can combat this through promoting understanding of what a unit is, how many units are considered a safe drinking limit and how important it is to know the strength of the alcohol being consumed.

Every year we are seeing more and more people admitted to hospital with alcohol related conditions. Our priority is to promote a sensible drinking culture where everyone is aware of both the damage that alcohol can cause and the simple steps they can take to reduce that risk.

We aim to tackle the excessive consumption of alcohol that can lead to dependence which can ruin the lives of individuals and their friends and families. Alcohol addiction is characterised by a strong compulsion to drink, which can be severely damaging to a person's health and relationships. The approach we set out here will allow us to help those who are dependent and, crucially, to reduce the number of people who become dependent.

This approach is threefold:

- The alcohol strategy and licensing will be managed by the same team to allow us to empower local areas to tackle alcohol related harm; making it easier to act against problem premises, to use licensing powers to reduce the density of licensed premises and, most importantly, to make protecting public health a licensing objective.
- To have a clear needs assessment and strategy that informs commissioning of effective, accessible treatment services, and;
- To prioritise prevention by raising awareness amongst adults of the impact of alcohol and the risks of dependency, by educating young people on the dangers of alcohol, and by reversing a culture of acceptability of underage drinking. Along with reducing alcohol-related anti-social behaviour and crime in our communities and town centres, we aim to have safe town centres at night as well as a vibrant night time economy where alcohol is sold and consumed responsibly.

We are launching this strategy at a challenging time for public services, when we are working to deliver better services with less funding. However, through maintaining and developing our strong partnership approach we are confident we can make a real difference in reducing alcohol related harm across Wiltshire.



Maggie Rae

Maggie Rae

Director of Public Health and Corporate Director



Keith Humphries

Keith Humphries, Cabinet Member

Health, including Public Health and Adult Care



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This includes Wiltshire residents who took part in the Big Drink Debate survey during August and September 2014. Information and results from the Big Drink Debate survey are included later in this document.

Partnership representation and staff from:

BGSW Community Rehabilitation Company

Department for Work and Pensions

HM Prison Service - HMP Erlestoke

Ministry of Defence

National Probation Service

Public Health England – Alcohol and Drugs Team

Wiltshire Addiction Support Project (WASP)

Wiltshire Council – Children and Youth Services

Wiltshire Council – Knowledge Management Team

Wiltshire Council – Public Health and Public Protection Team

Wiltshire Council – Substance Misuse Commissioning Team

Wiltshire Community Safety Partnership

Wiltshire Police



Introduction

The use of alcohol in our society has changed dramatically over recent decades. Whilst many people enjoy and consume alcohol in moderation, factors such as the wider availability and affordability of alcohol have contributed to increased levels of alcohol related harm both locally and nationally. As noted by the Chief Medical Officer¹, the UK population in 2012 consumed about twice as many units of alcohol per person as the population fifty years ago.

The UK, has seen a 25% increase in liver disease between 2001 and 2009; with hospital admissions for liver disease (including alcoholic liver disease) continuing to rise. It is estimated that the annual cost of alcohol harm to the NHS in England is £3.5bn² (2009/10 prices).

Alcohol misuse also imposes wider harms and costs on society; such as crime and disorder, social and family breakdown and sickness absence. Estimated costs³ of alcohol misuse and crime in England are £11 billion per year (2010-11 costs) with the costs of alcohol related lost productivity in the UK of £7.3 billion per year (2009-10 costs). These costs also place additional burden and demand upon public services across a wide range of sectors; including health, social care, criminal justice, public protection and environmental services.

As such, the need to address alcohol related harm has gathered significant momentum in recent years; with publication in March 2012 of HM Government's Alcohol Strategy; which seeks to "reshape the approach to alcohol and reduce the number of people drinking to excess".

Addressing alcohol related harm is therefore complex and requires a long-term and structured approach. This refreshed and updated alcohol strategy for Wiltshire is informed and directed by national and local policy drivers, alongside statutory and regulatory frameworks. More information can be found in the appendix.

Developments following the Wiltshire alcohol strategy 2009-11

The first Wiltshire alcohol strategy and implementation plan ran during 2009-11; with further action plans running in 2011-12 and 2012-13. Previous plans focussed on four key themes to:

Prevent adults and young people from harming themselves and others by improving knowledge about the risks of hazardous drinking.

Intervene by providing better services to help people who have problems as a result of alcohol misuse, as well as their families or carers.

Take **enforcement** action against those committing alcohol related crime and anti-social behaviour.

Provide effective **rehabilitation** programmes for those within the criminal justice system.

Much progress has been achieved in Wiltshire following the previous alcohol strategy and implementation plans. This includes production of a dedicated alcohol needs assessment document alongside:

- Delivery of alcohol awareness raising training to multi-agency frontline staff including: health, adult social care (older people), education and youth development
- Targeted alcohol licensing and anti-social behaviour training to police and other relevant frontline staff groups
- Targeted alcohol health promotion activities: Alcohol Awareness Week (2012) and work with Wiltshire Council Occupational Health Team
- Establishment of multi-agency Licensing Tasking Group
- Launch of a specialist Alcohol Liaison Nurse (ALN) service at Salisbury Foundation Trust Hospital alongside joint working with the Royal United Hospital, Bath ALN service
- Launch of the Hidden Harm Strategy
- Targeted diversionary activities for children and young people
- Delivery of alcohol screening and brief interventions within HMP Erlestoke
- Delivery of alcohol arrest referral programme: Alcohol Referral Programme for Offenders and Victims (ARPOV)
- Streamlining and improvement of criminal justice interventions including SWITCH partnership approaches and delivery of Alcohol Treatment Requirements (ATRs)
- Data sharing system in place regarding alcohol related violence presentations at hospital emergency departments/minor injury units
- Use of Drink Banning Orders and multi-agency community safety approaches
- Targeted licensing approaches including a programme of test purchases
- Implementation of joint council and police inspections of door staff

Additional developments as a result of the last Wiltshire Alcohol Strategy:

- Launch of the new integrated drug and alcohol treatment service for adults: Wiltshire Substance Misuse Service (WSMS) using a new CarePath case management database
- Launch of the 'Alcohol Hazards' Children and Young People's Project (2012) and Parents Project (2014)
- Re-design and tendering of the Motiv8 children and young people's substance misuse service (2014)
- Launch of primary care based alcohol screening, identification and brief advice (IBA) services in selected pharmacies and GP surgeries
- Extension of specialist substance misuse carer services
- Purple Flag status awarded for Salisbury (2012 and 2013)
- Delivery of multi-agency street drinkers project
- Extension of housing provision for those engaged with or exiting treatment services (alcohol and drugs)
- Securing a 3 year 'preparation for employment' programme (Skills Into-Employment); to support the recovery process
- Ongoing delivery of Royal College of General Practitioners (RCGP) specialist alcohol misuse training programme for GPs/primary care health professionals in Wiltshire
- Production of an updated alcohol needs assessment for Wiltshire 2013-14

Some of these developments also reflect Wiltshire's ongoing commitment and success in working with our third sector/voluntary and community organisation partners to address alcohol related harms.

Understanding the local profile

Wiltshire is a predominantly rural county in the south-west of England with a population of 476,816⁴. Although centrally divided by the large expanse of Salisbury Plain, Wiltshire has many market towns and villages; with mixed and vibrant communities. Wiltshire is also home to world-renowned cultural and heritage destinations such as Stonehenge and the internationally established WOMAD - World of Music, Arts and Dance Festival.

Larger populations live within the cathedral city of Salisbury to the south and in other towns such as Trowbridge and Chippenham to the north of Salisbury Plain. According to 2011 census figures, Wiltshire has a lower proportion of ethnic minorities (6.6%) than the South West region as a whole (8.2%)⁵. Wiltshire also has an ageing population. The county's fastest population increase has been, and will continue to be, in the number of people aged 85 years and over⁶.

The armed forces and their families form a significant population group in Wiltshire; with numbers set to expand significantly in future years as the Ministry of Defence relocates service personnel from overseas locations to Wiltshire in 2015-19. Plans are ongoing to accommodate approximately 11,000 military personnel and their families in the Salisbury Plain area to the south of the county⁷.

Wiltshire can generally be considered an area of prosperity with a high economic activity rate for residents aged 16-64⁸ and higher than average life expectancy rates. Despite this, the recent economic downturn has impacted Wiltshire residents. Around 1 in 12 people (8%)⁹ said their health had got worse for reasons connected to the economic downturn and there is a higher rate (compared to England and other south-west regions) of young people not in employment, education or training. Wiltshire has some areas of deprivation; with life expectancy 6.6 years lower for men and 3.8 years lower for women in Wiltshire's most deprived areas¹⁰.

Wiltshire is a safe county with lower levels of recorded crime than national averages. Despite this, alcohol related violence and anti-social behaviour does have an impact upon our communities across the county.

Night time economy

Alongside other areas of the UK, alcohol forms an important component of the local economy; with the diverse range of licensed premises throughout Wiltshire making a major contribution to attracting both initial and repeat visitors. Recent indicators¹¹ continue to demonstrate Wiltshire as having a higher level (as compared to the regional average) of employees in bars; with over 1,500¹² licensed premises in our locality.

Drinking behaviours in Wiltshire

Alcohol problems are widespread across the UK. Whilst it is difficult to accurately record levels of alcohol consumption and drinking behaviours; it is estimated there are over 4,200¹³ dependent drinkers (aged 18 – 75 years) in Wiltshire. Further estimates¹⁴ suggest there are over 132,000 people in Wiltshire classified as drinking at 'increasing' or 'higher' risk levels. Wiltshire also has a greater proportion of higher risk drinkers (6%) as compared to the south west average of 4.7%.

Alcohol related hospital admissions

The data collection and analysis methods for tracking the numbers of people admitted to hospital for alcohol related reasons has recently changed¹⁵. However, in the period 2012-13 in Wiltshire, we know that 1,246 people were admitted to hospital for an alcohol specific condition¹⁶. 119 people in Wiltshire also died from chronic liver disease in the period 2010-12¹⁷. Numbers of alcohol specific in-patient hospital admissions for individuals aged under 18 in Wiltshire has remained relatively static with 67 alcohol related admissions in 2011-12 (as compared to 74 in 2010-11 and 59 in 2009-10)¹⁸.

Additional work was undertaken in 2014 to explore the reasons behind repeat alcohol related hospital admissions of Wiltshire residents which will further inform our planning to address this issue.

Alcohol and violence; including domestic abuse and alcohol related recorded crimes

2012-13 Wiltshire Police data shows 2,163 alcohol related arrests were recorded in the county. A large proportion of the arrests occurred in Salisbury; with the top 3 offence types being assault, drink driving and drunk and disorderly. 27 sexual offence alcohol related arrests were shown¹⁹.

Although alcohol related domestic abuse crimes in Wiltshire have decreased from a peak in August 2010; alcohol related domestic abuse crime in Wiltshire increased by 2.7% in the 12 month period recorded (2012-13)²⁰. There were 1,234 domestic abuse crimes recorded in Wiltshire between August 2012 and July 2013²¹. These figures should be considered as a 'proxy indicator' for the volume of domestic abuse related crime where alcohol has been involved.

Other intelligence sources, including information from the drug and alcohol needs assessment 2013-14, have also helped inform our understanding and identify:

- During 2012-13, 544 adults were in alcohol treatment in Wiltshire, with a further 233 adults in drug treatment who cited additional problematic alcohol use²²
- 83 young people received substance misuse (alcohol and/or drug) treatment between April 2013 and February 2014 in Wiltshire. Cannabis and alcohol continue to be the main drugs for which treatment is sought amongst young people locally²³
- Wiltshire's hidden harm needs assessment²⁴ undertook an analysis of serious case reviews. This indicated that parental substance misuse, domestic abuse, mental health and physical abuse were key characteristics. It also estimates a minimum of 3,255 children are affected by parental alcohol misuse in Wiltshire
- There is a strong correlation between alcohol related admissions and local deprivation in Wiltshire. Admissions in the most deprived quintile are 61% higher than in the least deprived quintile²⁵
- A new Alcohol Liaison Nurse Service commenced in 2012 at Salisbury Foundation Trust Hospital. In the period October 2012 – July 2013, 639 new referrals were received²⁶
- Alcohol (and/or drug) misuse impacts negatively

upon the carers and family members of those with substance misuse problems. Of those adults accessing dedicated carer support services in Wiltshire in 2012-13, 54 cared for an individual with alcohol misuse problems²⁷

- In 2013-14 there were 15 'drug related deaths' notified to the council's substance misuse commissioning team. Of these deceased individuals, 11 had received treatment for alcohol misuse
- Use of specific schemes such as Drink Banning Orders have been successful in Wiltshire
- Alcohol Treatment Requirements (ATR) continue to be successfully delivered for adult offenders under probation supervision, through partnership working with the Wiltshire Substance Misuse Service

There are also areas where our knowledge, understanding and partnership working can be developed and improved:

- The impact of alcohol misuse upon Wiltshire's vulnerable and minority ethnic communities. Other specific groups include:
 - Canal and river dwellers
 - Older people
 - Those with mental health problems including dual diagnosis
 - Children and young people at risk from parental/carer substance misuse
 - Lesbian, Gay, Bisexual and Transgender (LGBT) groups
 - Offenders and those involved with the Criminal Justice System
- The impact of alcohol misuse in the workplace
- The prevalence of alcohol (and drug misuse) problems in both serving and ex-military personnel
- The underlying reasons for adult's re-entry into the treatment system
- Improved links with ambulance services
- Extent of counterfeit alcohol sales
- Prevalence of Foetal Alcohol Spectrum Disorder (FASD) in Wiltshire

What does this mean and how do we now move forward?

Addressing and reducing alcohol related harm is both complex and challenging. As a result of the work achieved with Wiltshire's last alcohol strategy and alongside our analysis of the current picture of alcohol related need in Wiltshire; we have identified four key thematic areas as a framework for action in 2014-18:

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

Each theme is explored in more detail later in this document; with our priorities for action being guided by strong intelligence and evidence. We also aim to co-ordinate action and activities in a multi-agency and partnership led approach to make best use of our resources and target future investment. This work will be undertaken through a specific delivery plan to support the implementation of the alcohol strategy. More information on the development and implementation of the delivery plan is included later in this document.

Our aims and approach

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. For every 5,000 patients screened in primary care, this may prevent 67 A&E visits and 61 hospital admissions, saving £90,000 against a cost of £25,000²⁸. Similarly, using a targeted and well run approach to the night time economy in Wiltshire can bring great benefits to our local communities in terms of the local economy and employment opportunities; alongside positive community integration and enjoyment.

This alcohol strategy aims to minimise the health and other hidden harms, violence and anti-social behaviour associated with alcohol; whilst ensuring that people in Wiltshire are able to enjoy alcohol safely and responsibly. This approach does pose some inevitable tensions and it must be acknowledged that whilst the burden of harm related to alcohol misuse is likely to increase when considering age and health profiles in Wiltshire, public sector funding budgets will remain under close scrutiny.

Our public sector delivery environment is also one of constant change; including significant changes resulting from the government's transforming rehabilitation plans due to take place during the course of this strategy's lifetime. The arrival of significant numbers of armed forces personnel and their dependents to Wiltshire in future years is another facet of considerable change for our county. These issues present both exciting opportunities for new ways of working alongside challenges; which this alcohol strategy aims to embrace.

Strong partnership approaches are therefore integral to effectively addressing alcohol related harms in Wiltshire. Our key strategic partners include:

HM Prison Service – HMP Erlestoke

Ministry of Defence

National Probation Service and BGSW Community Rehabilitation Company

NHS Wiltshire Clinical Commissioning Group (CCG)

Wiltshire Council

Wiltshire Fire and Rescue Service

Wiltshire Police and Crime Commissioner (PCC)

Wiltshire Police

Working in partnership, the key overarching objectives of this refreshed alcohol strategy are to:

- 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 manage our night time economy environments

Consultation and feedback

This refreshed alcohol strategy for Wiltshire will again adopt a thematic approach to guide our priorities for action. The involvement of our local communities is also an important element in the development of our plans to reduce alcohol related harms. The alcohol strategy will therefore be informed by feedback from a public consultation process. This was undertaken by Wiltshire Council during 2014 and 2015 as part of Wiltshire's Big Drink Debate.

Implementation of the Strategy

The lead delivery manager for this alcohol strategy and its associated delivery plans is the Drug and Alcohol Delivery Manager (Public Health Consultant) based within Wiltshire Council's Public Health Team. Contact details can be found in the 'useful contacts' section at the end of this strategy.

Delivery, management and performance of the Wiltshire alcohol strategy 2014-18 will be overseen by the Joint Strategy and Commissioning Group (JSCG) at Wiltshire Council; a sub-group of the Wiltshire Community Safety Partnership. Progress of the strategy will be monitored on a quarterly basis and will be coordinated by Wiltshire Council's Public Health Team; with engagement from all key partners.

This strategy will have associated delivery plans which will operate over a four year period 2014-18. The delivery plan will be produced and reviewed on an annual basis in order to ensure it remains a dynamic and relevant document for Wiltshire; with clear and achievable objectives which are responsive to local needs and changing policy/legislative frameworks.

Alcohol Strategy 2014 - 18

Theme 1. Prevention

Improve knowledge about the risks of harmful drinking



Alcohol Strategy 2014 - 18

Theme 1. Prevention

Improve knowledge about the risks of harmful drinking

Alcohol misuse has far reaching effects on individuals, their families and local communities; in addition to the consequent impact upon local services in responding to, managing and treating alcohol related harms. Alcohol is 10% of the UK burden of disease and death, as measured by DALYs (disability adjusted life years) lost; smoking is 15%. By this measure, alcohol is one of the three biggest lifestyle risk factors for disease and death in the UK, after smoking and obesity²⁹. Improving public awareness about the risks of harmful drinking therefore plays an important role in alerting people to harms they might not be aware of, as well as helping them to change their behaviour.

Big Drink Debate:
57% correctly identified drinks containing the most units of alcohol

In addition to preventative health promotion work and training, this theme will also focus on preventative approaches to working with children and young people.

As the government's alcohol strategy 2012 notes, "supportive relationships, strong ambitions and good opportunities are key protective factors against early drinking and young people's misuse of alcohol".

Some areas identified for further development under this theme following the last alcohol strategy include:

- Ongoing development of strategic approaches across public health functions
- Wider community safety work to inform communication and public awareness raising

Our priorities for action:

We will aim to raise public awareness of alcohol related harms by developing a strategic approach with our partners and delivering targeted campaigns.

We will continue to train our frontline staff and voluntary sector partners to recognise the signs of harmful drinking; including that of parental/ carer alcohol misuse and risks linked to Child Sexual Exploitation (CSE).

We will aim to improve alcohol awareness within the workplace.

We will work with the Ministry of Defence to raise awareness of alcohol related harms to armed service personnel, and to support the forthcoming military personnel re-basing plans.

We will work to continue to reduce risks of alcohol related harms to children and young people through awareness raising activities in schools, colleges and with prospective parents; alongside the provision of diversionary activities. This work will link to targeted interventions to identify, prevent and protect children and young people at risk of Child Sexual Exploitation (CSE) in Wiltshire.

How we will know we have been successful and the progress measures we can use:

- Increased referrals to specialist community-based treatment services from multi-agency/voluntary sector partners; including older adults, maternity services and children and young people (CYP)
- Improved links and partnership working between WSMS, Motiv8 and CYP services
- Enhance young people's motivation to attend, alongside their successful and consistent engagement with diversionary schemes
- Reduction in hospital alcohol related admissions
- Improved knowledge and data on FASD prevalence in Wiltshire
- Increased uptake of alcohol identification and brief advice (IBA) sessions in primary care settings including GP surgeries and community pharmacies
- PharmOutcomes data on IBA delivery in pharmacies
- Improved links/data retrieval regarding the alcohol element of NHS Health Checks
- Consistent and improved uptake of Wiltshire Council public health alcohol awareness training and behaviour change programme, RCGP Certificate and ongoing continuing professional development (CPD) workshops
- Uptake of multi-agency CSE training course
- Increased public engagement with Wiltshire Council specific campaigns and surveys
- Review/revision/implementation of workplace policies
- Involvement of alcohol industry and retail partners

Alcohol Strategy 2014 - 18

Theme 2. Intervention

Deliver high quality support services to meet individual needs



Alcohol Strategy 2014 - 18

Theme 2. Intervention

Deliver high quality support services to meet individual needs

Effective and cohesive treatment services are key to addressing alcohol related harms. This includes wider treatment provision such as Alcohol Liaison Nurse (ALN) services and arrangements for offenders and prisoners. This theme will therefore focus not only on specialist treatment services but also on wider preventative and early intervention work.

Some areas identified for further development under this theme following the last alcohol strategy include:

- Increasing the proportion of dependent drinkers engaged with treatment services
- Developing opportunities to target 'increasing' and 'higher' risk drinkers in Wiltshire, including via the NHS Health Check scheme
- Ensuring easy and prompt access routes into adult and children and young people's treatment services
- Improved partnership working with children and young people's services to support hidden harm safeguarding work
- Further development of Alcohol Liaison Nurse work

Our priorities for action:

We will deliver an integrated alcohol treatment service with clear access, referral and treatment pathways into the Wiltshire Substance Misuse Service (WSMS) and children and young people's service (Motiv8) for Wiltshire's residents. This will include the development of treatment pathways with our multi-agency partners.

We will aim to engage and retain greater numbers of dependent drinkers (and at an earlier stage) with treatment services.

We will work with the Ministry of Defence to ensure we provide both targeted and appropriate levels of treatment service provision to support the forthcoming military personnel re-basing plans; alongside improving links with existing local military facilities.

We will develop and improve treatment service effectiveness and delivery to those adult clients with mental health problems; including greater partnership and joint working with specialist mental health services.

We will establish and promote the new children and young people's substance misuse service Motiv8 following re-tender of this service.

We will continue to actively promote our treatment services; including those for carers and families.

We will continue to reduce hidden harm and risks of parental substance misuse to children and young people through extended delivery of specialised programmes across Wiltshire.

We will continue to develop improved partnership working and stakeholder intelligence gathering to help identify and protect minors at risk of Child Sexual Exploitation (CSE).

We will streamline delivery of Criminal Justice System services in partnership with HM Prison Service, the National Probation Service, Community Rehabilitation Companies and Wiltshire Police in order to effectively engage those involved in or at risk of entering the Criminal Justice System.

We will extend and develop our ALN services; including links with our neighbouring hospital trusts in Bath and North East Somerset and Swindon.

We will continue to develop our recovery support provision via housing and education, training and employment (ETE) initiatives.

Big Drink Debate:

11% said they consumed 6 or more units of alcohol on one occasion on a weekly basis

Big Drink Debate: most respondents would prefer to get advice on safe and sensible drinking from their GP

Alcohol Strategy 2014 - 18

Theme 2. Intervention

Deliver high quality support services to meet individual needs

How we will know we have been successful and the progress measures we can use:

- Successful re-tender and launch of Motiv8 service
- Improved partnership working with MoD armed forces bases in Wiltshire
- Increased referrals to and successful completions of Moving Parents and Children Together (M-PACT) programme
- Increased carer/family member uptake of carers support services; including young carers
- Increased numbers of front line service staff trained in children and young people's substance misuse screening; and referrals to the Motiv8 service
- Increased service user uptake and engagement with recovery support housing and/or ETE initiatives

Researchers define binge drinking as consuming 8 or more units in a single session for men and 6 or more for women

- Increased referrals to specialist community-based treatment services; including from multi-agency partners such as mental health, maternity services, armed forces, adult and children's social care services and ALN services

- Establish coordinated intelligence data response through the Licensing Tasking Group to identify potential alcohol related CSE risks to children and young people

- Increased successful completions/exits from community based treatment services
- Reduction in repeat re-presentations to community based treatment services
- Reduction in hospital alcohol related admissions
- Improved data tracking of referrals to/from hospital based ALN services
- Improved joint assessment and engagement with community based treatment services of clients with dual diagnosis

Big Drink Debate:

most respondents would go to their GP, a specialist treatment service or to Alcoholics Anonymous for help with problematic drinking

Alcohol Strategy 2014 - 18

Theme 3. Protection

Effective partnership approaches for a safer Wiltshire



Alcohol Strategy 2014 - 18

Theme 3. Protection

Effective partnership approaches for a safer Wiltshire

This theme will focus on objectives and actions to reduce alcohol related crime and disorder and anti-social behaviour in Wiltshire. This will include effective management of the night time economy, utilising partnership wide approaches and plans such as Wiltshire's licensing plan and the Police and Crime Commissioner's (PCC) Plan. In addition to enforcement activities, this theme will also focus on treatment and interventions regarding domestic abuse and binge drinking.

Some areas identified for further development under this theme following the last alcohol strategy include:

- Continued liaison and joint working with relevant partner agencies to inform community safety approaches including:
- Work with the new Community Rehabilitation Companies (CRCs)
- Engaging local retail sector/industry partners to promote responsible marketing, promotion and sales of alcohol
- Ongoing proportionate use of licensing tools and provisions to improve management of the night-time economy
- Development of 'recovery vehicle' community safety/night time economy initiatives with the Wiltshire Substance Misuse Service

Our priorities for action:

We will work jointly with our multi-agency partners to reduce and effectively manage incidents of 'binge drinking' in our town centres.

We will work jointly with our multi-agency partners to reduce alcohol related crime.

We will work jointly with our multi-agency partners to reduce alcohol related anti-social behaviour.

We will continue the effective management of the night time economy in Wiltshire; including through appropriate and proportionate use of licensing legislation and the associated range of enforcement powers, tools and provisions.

We will develop the existing Drink Banning Order (DBO) scheme in line with the Anti-Social Behaviour, Crime & Policing Act 2014.

We will continue to work jointly with our multi-agency partners to raise awareness of and highlight the risks and situations associated with domestic abuse and alcohol.

How we will know we have been successful and the progress measures we can use:

- Further implementation of Purple Flag scheme approaches
- Analysis of data/intelligence from the following sources:
 - Police/minor injury unit/emergency department
 - Ambulance
 - Environmental/Licensing and Public Protection services
- Police recorded crime/arrests data to demonstrate reductions in alcohol related crime and disorder and anti-social behaviour
- Analysis of licensing reviews called in response to alcohol related concerns
- Appropriate use of Anti-Social Behaviour, Crime and Policing Act 2014 tools and powers; including use of Public Space Protection Orders and Civil Injunctions to address alcohol related community concerns

Big Drink Debate:

109 respondents had been a victim of alcohol related crime or anti-social behaviour

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Theme 4. Engagement

Developing stronger and more resilient communities



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Theme 4. Engagement

Developing stronger and more resilient communities

The government's alcohol strategy 2012 states "Local communities, services and businesses are best placed to tackle alcohol-related issues in their area and enforce the behaviour and develop the cultures that they want"³⁰. Developing community resilience is also a key objective of Wiltshire Council's Business Plan and this theme will therefore seek to support and empower our local communities to do more for themselves to reduce alcohol related harms.

Wiltshire Council is also working to establish sensible and positive licensing approaches in Wiltshire. This recognises the need to properly balance the rights of residential communities, the business sector and other relevant parties.

Our priorities for action:

We will increase our local communities' involvement and engagement in alcohol related events and consultations.

We will encourage our local communities to identify their local needs regarding alcohol related harms and contribute to tailored approaches to address such harms. This includes the impact of drinking within the home.

We will encourage our local communities to contribute to and adopt partnership and innovative approaches to addressing their identified alcohol related needs. This includes our military communities and associated partners in Wiltshire.

We will work to improve data sharing and engagement with our multi-agency partners.

We will encourage local retail and industry partners to engage in schemes such as Pubwatch and to work with their local communities. National Pubwatch is a voluntary organisation set up to promote best practice through supporting the work of local pubwatch schemes. Its aim is to achieve a safer drinking environment in all licensed premises throughout the UK³¹.

We will work to secure the safety and amenity of residential communities whilst facilitating a sustainable and diverse entertainment and hospitality sector in Wiltshire.

How we will know we have been successful and the progress measures we can use:

- Local area board JSA data
- Public engagement with the Big Drink Debate survey and number of survey returns
- Public attendance at the Big Drink Debate forum event
- Public attendance and engagement with alcohol awareness raising events; including targeted events for identified groups/communities
- Take-up and use of the alcohol community toolkit
- Development of new local initiatives and activities with community groups/third sector organisations; including with local festivals and licensed trade members
- Public engagement with and uptake of social media techniques to address alcohol related harm
- Increased delivery of treatment services via partnership approaches in outlying rural areas
- Increased attendance and engagement with treatment services in outlying rural areas
- Industry take up of schemes such as Pubwatch and Purple Flag
- Industry engagement with public protection licensing initiatives such as induction training

Big Drink Debate:

300 respondents said drinking on the streets and in open places like parks should be banned

Appendix

National policy and guidance:

The Government's Alcohol Strategy, 2012 (HM Government)

This government document seeks to “radically reshape the approach to alcohol and reduce the number of people drinking to excess”. Its key aims include tackling alcohol related violent crime, binge drinking and reducing alcohol related deaths. It also focuses on changing behaviour and encouraging responsible drinking to address wider health and other harms. The strategy identifies local action and industry support as key partners in these aims.

Health and Social Care Act 2012 (HM Government)

This Act provides the legislative framework for structural changes to NHS delivery; including the establishment of Clinical Commissioning Groups (replacing the former Primary Care Trusts) and moving public health functions into Local Authorities. The Act also established Public Health England as an executive agency of the department of health. At the local level, the Act puts local authorities in charge of driving health improvement; pulling together the work done by the NHS, social care, housing, environmental health, leisure and transport services.

Improving Outcomes and Supporting Transparency; a public health outcomes framework for England 2013 – 2016 (Department of Health, 2012)

This framework sets out the overarching vision for public health delivery and the broad range of opportunities for public health work to improve and protect health across the life course and to reduce health inequalities. The framework includes a set of public health indicators across a range of domains and includes alcohol specific objectives. These indicators provide an important basis for local authority based public health work in addressing alcohol related harms in local areas.

Breaking the Cycle – Effective Punishment, Rehabilitation and Sentencing of Offenders, 2010 (Ministry of Justice)

This outlines the government's approach for delivering more effective punishment, improving public safety and starting to break the cycle of offending. It identifies the role of alcohol and wider

drug misuse in offending behaviour and examines a more localised approach to tackling offending behaviour.

Licensing Act 2003 (HM Government)

Selling Alcohol Responsibly: The New Mandatory Licensing Conditions 2010 (Home Office) and

The Licensing Act 2003 (Mandatory Conditions) Order 2014

The Licensing Act 2003 includes provision for mandatory licensing conditions relating to the sale and promotion of alcohol by licensed premises. Further conditions have been added since the 2003 Act. The most recent mandatory licensing condition came into force in May 2014 and bans the sale of alcohol below cost price.

Transforming Rehabilitation: A Strategy for Reform (Ministry of Justice, 2013)

Transforming Rehabilitation is a government reform programme changing the way offenders are managed in the community and giving statutory supervision and rehabilitation in the community to every offender released from custody. Key aspects of the reforms are to create a new public sector National Probation Service to work with the most high-risk offenders and forming 21 new Community Rehabilitation Companies for work with medium and low-risk offenders.

Local policy and guidance:

- Wiltshire's Joint Strategic Assessment for Health and Wellbeing 2013-14
- Wiltshire Health and Wellbeing Board Strategy 2014/15
- Wiltshire Council Business Plan 2013-17
- Other Wiltshire Council Strategies and Plans:
 - Wiltshire Joint Strategic Assessment 2012-13
 - Hidden Harm Strategy 2011-14
 - Swindon and Wiltshire Anti-Social Behaviour Reduction Strategy 2013-14
 - Swindon and Wiltshire Domestic Abuse Reduction Strategy 2013-15 (refreshed July 2014)
 - Statement of Licensing Policy 2014-18

References

- ¹ Department of Health (2014) Annual Report of the Chief Medical Officer, Surveillance Volume, 2012: On the State of the Public's Health
- ² NICE (2012) Local Government public health briefings – Alcohol. Available at <http://publications.nice.org.uk/phb6>
- ³ NWPHO (2011) Topography of Drinking Behaviours in England: synthetic estimates of numbers and proportions of abstainers, lower risk, increasing risk and higher risk drinkers in local authorities in England
- ⁴ ONS mid-year population estimates 2012
- ⁵ Wiltshire Health and Wellbeing JSA – Demographics: Ethnicity Chapter 2013/14
- ⁶ Wiltshire Joint Strategic Assessment 2012/13
- ⁷ Wiltshire Council/MoD (2014), Consulting for a Masterplan: Stakeholder Presentation. Available at: www.gov.uk/government/consultations/salisbury-plain-training-area-master-plan-army-basing-programme
- ⁸ Wiltshire Health and Wellbeing JSA – Wider Determinants of Health: Economy Chapter 2013/14
- ⁹ Ibid
- ¹⁰ PHE (2013) Wiltshire Health Profile
- ¹¹ LAPE (2014) Alcohol Profile for Wiltshire. Available at www.lape.org.uk
- ¹² Wiltshire Council Public Protection Team data
- ¹³ NTA (2012) JSNA Support Pack for Strategic Partners: The data for alcohol, Wiltshire UA
- ¹⁴ See 11 above
- ¹⁵ Centre for Public Health/Liverpool John Moores University (2014) Updating England Specific Alcohol Attributable Fractions
- ¹⁶ See 11 above
- ¹⁷ Ibid
- ¹⁸ WCSP Alcohol Needs Assessment 2013-14
- ¹⁹ Ibid
- ²⁰ Ibid
- ²¹ Wiltshire Council Knowledge Management Team (Wiltshire Police data)
- ²² PHE (2013) Drugs and Alcohol JSNA Support Pack
- ²³ Wiltshire Children and Young People's Substance Misuse Needs Assessment 2013
- ²⁴ Wiltshire Hidden Harm Needs Assessment 2012/13
- ²⁵ Wiltshire Health and Wellbeing JSA – Alcohol Misuse Chapter 2012/13
- ²⁶ Wiltshire Council Substance Misuse Commissioning Team data
- ²⁷ Ibid
- ²⁸ PHE (2013) JSNA Support Pack – Why Invest (PHE publications gateway number: 2013-190)
- ²⁹ House of Commons Health Committee (2012) Government's Alcohol Strategy, 3rd Report of Session 2012-13
- ³⁰ HM Government (2012) The Government's Alcohol Strategy
- ³¹ Pubwatch information: www.nationalpubwatch.org.uk

Useful contacts

Drug and Alcohol Delivery Manager

Tracy Daszkiewicz - Consultant in Public Health
Wiltshire Council
Public Health Team
County Hall
Bythesea Road
Wiltshire BA14 8JN

For further information, please contact:

Lydia Thomas - Senior Commissioning and Performance Officer (Alcohol Misuse)
Wiltshire Council
Public Health
Substance Misuse Commissioning Team
County Hall
Bythesea Road
Trowbridge
Wiltshire BA14 8JN

Local support organisations in Wiltshire:

Wiltshire Substance Misuse Service

Specialist community alcohol and drug treatment and support service for adults.

0345 603 6993

Motiv8

Children and Young People's Substance Misuse Service

Specialist community alcohol and drug treatment and support service for under 18s.

0800 169 6136

Email: info@dhimotiv8.org.uk

Wiltshire Addiction Support Project (WASP)

Peer led support for those with drug and alcohol problems, including carer and family support.

Beaufort Mansions, 55-57 Stallard Street, Trowbridge, Wiltshire, BA14 8HP

01225 775558

www.addiction-support.co.uk

Service User Involvement Coordinator: **07525 730586**

Carer Involvement Coordinator: **07920 744313**

Email: office@addiction-support.co.uk

Alcoholics Anonymous Wiltshire

24 hour helpline **01380 729064**

Action on Addiction – For Families

Specialist substance misuse carer/family support services including free support groups and counselling service .

01747 832015

www.actiononaddiction.org.uk/For-Families

Email: forfamilies@actiononaddiction.org.uk

Sparksite

Spark is a website by and for young people in Wiltshire.

www.sparksite.co.uk

Useful contacts

National information and support organisations:

NHS Choices Drinking and Alcohol

NHS website providing alcohol information, advice and guidance – including NHS reviewed apps to help deal with different aspects of drinking alcohol and cutting consumption down.

www.nhs.uk/Livewell/alcohol/Pages/Alcoholhome.aspx

Change 4 Life 'Choose less booze'

NHS healthy lifestyle website providing alcohol information, advice and guidance.

www.nhs.uk/Change4Life/Pages/drink-less-alcohol.aspx

Alcoholics Anonymous

National helpline: **0845 769 7555**

www.alcoholics-anonymous.org.uk

Email: help@alcoholics-anonymous.org.uk

Drinkaware

Website providing alcohol information and advice.

www.drinkaware.co.uk

ADFAM

For families and friends of alcohol and drug users.

www.adfam.org.uk

Al-Anon and Alateen

Self Help Family Groups provide support to anyone whose life is, or has been, affected by someone else's drinking. Alateen is for teenage relatives and friends of alcoholics. Alateen is part of Al-Anon.

Confidential helpline **020 7403 0888**
(available 10 am - 10pm, everyday)

www.al-anonuk.org.uk

Email: enquiries@al-anonuk.org.uk

National Association for Children of Alcoholics (NACOA)

Provides information, advice and support for everyone affected by a parent's drinking.

Free confidential helpline **0800 358 3456**

www.nacoa.org.uk

Email: helpline@Nacoa.org.uk



The big
drink
debate

Wiltshire Council
Where everybody matters