



## Policy and Resources Committee - 11 October 2010

### Alcohol Harm Reduction Action Plan

#### Summary

A draft alcohol harm reduction action plan is presented for Members' consideration and endorsement. The draft plan is a local interpretation of the County Alcohol Harm Reduction Strategy.

#### Attachment(s)

Draft Alcohol Harm Reduction Action Plan for East Northamptonshire

#### 1.0 Background

- 1.1 Earlier this year the Northamptonshire Partnership launched the Northamptonshire Alcohol Harm Reduction Strategy 2010 – 2015. The overall vision of the strategy is 'to make Northamptonshire a place to enjoy alcohol safely and responsibly' and is in response to the concerns over increased alcohol misuse in the county and the consequences for our communities.
- 1.2 Whilst the strategy recognised the need for a joined up, multi-agency approach to tackling the issues that contribute to alcohol misuse there is a need to now take this strategy and identify how it might be delivered locally.
- 1.3 An officer working group has interpreted the county strategy and puts forward the attached action plan for consideration and endorsement by Members. The working group has approached this task from the basis of identifying and capturing all the good work that is already taking place in East Northamptonshire together with those initiatives that are being delivered within existing resources and work patterns.
- 1.4 The objective is to produce an action plan that is achievable, sustainable and reflects local priorities.
- 1.5 The plan has been subject to consultation with the Community Safety Partnership and ENable, the local strategic partnership.

#### 2.0 Financial implications

- 2.1 As indicated in the previous section the plan has been prepared on the basis of capturing and identifying that activity that is either already underway or has been identified in existing workstreams of both Council teams and partner agencies. It is therefore anticipated that no additional resources will be required by this Council to deliver its commitments.

#### 3.0 Recommendation

- 3.1 Members are requested to endorse the Alcohol Harm Reduction Plan for East Northamptonshire.

<b>Implications:</b>					
<b>Corporate Outcomes or Other Policy/Priority/Strategy</b>					
Good Quality of Life	<input checked="" type="checkbox"/>	Good Reputation	<input type="checkbox"/>		
Good Value for Money	<input type="checkbox"/>	High Quality Service Delivery	<input type="checkbox"/>		
Effective Partnership Working	<input checked="" type="checkbox"/>	Strong Community Leadership	<input type="checkbox"/>		
Effective Management	<input type="checkbox"/>	Knowledge of our Customers and Communities	<input type="checkbox"/>		
Employees and Members with the Right Knowledge, Skills and Behaviours			<input type="checkbox"/>		
<b>Other:</b>					
Decision(s) would be outside the budget or policy framework and require full Council approval <input type="checkbox"/>					
<b>Financial</b>	There are no financial implications at this stage				<input checked="" type="checkbox"/>
	There will be financial implications – see paragraph				<input type="checkbox"/>
	There is provision within existing budget				<input checked="" type="checkbox"/>
	Decisions may give rise to additional expenditure at a later date				<input type="checkbox"/>
	Decisions may have potential for income generation				<input type="checkbox"/>
<b>Risk Management</b>	An assessment has been carried out and there are no material risks				<input checked="" type="checkbox"/>
	Material risks exist and these are recorded at Risk Register Reference - inherent risk score - residual risk score -				<input type="checkbox"/>
<b>Staff</b>	There are no additional staffing implications				<input checked="" type="checkbox"/>
	Additional staff will be required – see paragraph				<input type="checkbox"/>
<b>Equalities and Human Rights</b>	There will be no impact on equality (race, age, gender, disability, religion/belief, sexual orientation) or human rights implications				<input checked="" type="checkbox"/>
	There will be an impact on equality (see categories above) or human rights implications – see paragraph				<input type="checkbox"/>
<b>Legal</b>	Power:				
	Other considerations:				
<b>Background Papers:</b> Northamptonshire Alcohol Harm Reduction Strategy 2010-2015					
<b>Person Originating Report:</b> Mike Deacon, Head of Environmental Services					
<b>Date:</b> 19 August 2010					
<b>CFO</b>		<b>MO</b>		<b>CX</b>	

(Committee Report Normal Rev. 21)

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Outcomes	Activity	Actions	Measures	Target			Owner	Links to other plans
				2010/11	2011/12	2012/13		
Improved use and sharing of data between organisations	Development of enhanced data collection for alcohol related harm	Provide the link between the LA and the data collection agency to ensure we provide, receive and use timely and relevant information e.g. locality profiles	Having a working protocol in place between agencies to share data.	Aug-10	ongoing	ongoing	Health Improvement Officer / Community Partnerships Manager	Dan Beames from the Partnership Support Unit at NCC is undertaking work in relation to facilitating the sharing of A&E data. It now appears that both hospitals (N'ton & Kettering General) are signed up to a strategy to share A&E data & commitment from A&E depts. Is nearly finalised. IT systems appear to be an issue but this is being addressed. Further progress updates will be provided by Sarah Calvert at Compass
		Need to ensure that relevant data is provided to Compass e.g. litter/debris from alcohol related activity						
Increased awareness of alcohol effects & consequences among target groups (young people & middle aged drinkers)	Deliver an Alcohol Social Marketing Campaign	Identify target groups within East Northamptonshire (linking with NHS)	Target groups identified	Aug-10	Review Aug 11	Review Aug 12	Health Improvement Officer	Health Improvement Plan and link in with work of service six and groundwork detached youth outreach.  EN Community Safety Plan 2008/11 - reference links with alcohol and ASB/confidence and reassurance work
		Establish current awareness levels	Baseline level established	Aug-10			County group establishing levels - Health Improvement Officer	
		Utilise Residents Panel survey and door knocking exercise to establish baseline awareness levels and identify improvements	Baselines established. Improvements Identified	Aug-10			Head of Environmental Services, Communications Manager	Q & A

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Consult with relevant stakeholders	Relevant stakeholders consulted:-				Head of Environmental Services, Licensing Enforcement Officer	
			CSP	Sep-10				
			ENABLE	Jul-10	Oct-10			
			Pubwatches	Aug-10				
			P & R	Sep-10				
			CMT	TBC				
	Identify and deliver appropriate interventions to relay key messages	Investigation and implementation of appropriate tools to increase awareness of alcohol misuse e.g. Age progression Camera	Appropriate tools identified and utilised.	Dec-10			Health Improvement Officer	APC camera programme identified and costed, and programme obtained
		Study to evaluate the success of the tools e.g. APC for alcohol use	Evaluation of the success of tools used	Jul-11			Health Improvement Officer	
		Alcohol awareness events in schools	Number of events taken place	10	12	14	Health Improvement Officer	EN Community Safety Plan 2008/11 - Young Detectives Scheme / Safer School Partnerships
		To run youth discos with alcohol awareness messages as part of the evening economy	Number of youth discos	4	4	5	Health Improvement Officer, Licensing Enforcement Officer, ABI Officers, Community Safety Officers	EN Community Safety Plan 2008/11 - Young Detectives Scheme / Safer School Partnerships

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Increase awareness through plasma screens at key council buildings, the website and articles in NVN	Number of articles in NVN. Having the message on the plasma screen. Page on the website.	4	4	4	Health Improvement Officer	
Everyone has access to appropriate information	Deliver an alcohol communications strategy	Delivers the county strategy locally	Strategy delivered locally				Communications Manager	
		Give out brief leaflet and awareness information to those premises subject to Fit3 violence and aggression intervention (external)	Number of interventions delivered (external)	30	40	50	Environmental Health Officer (RP), Licensing Enforcement Officer	
		Produce or distribute a standard alcohol policy for business to fill in delivered through H & S inspections (external)	Standard policy produced and distributed via H&S inspections	100	100	100	Environmental Health Officer (RP)	
	Provide alcohol awareness training and information to frontline staff across partner organisations, employers and employees	Training or equivalent to be provided to all ENC frontline staff (internal)	Training provided to all ENC staff	250			Health Improvement Officer, Human Resources	Based on DAAT training
		Offer out the training to other organisations in East Northamptonshire (external)	Take up of training by other organisations (external)	10			Health Improvement Officer, Human Resources	Based on DAAT training

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Review ENC approach to developing an alcohol policy (internal)	CMT approve an alcohol policy	TBC			Head of Environmental Services	
Reduced accessibility to cheap alcohol in Northants (for vulnerable groups)	Explore effect of minimum pricing	Support for and evaluation of Kettering pilot and implementation of recommendations across Northants	Inclusion of commitment to reduce access to cheap alcohol across the county as part of proposed Declaration	TBC			ACG	
		Best practice approach for pubwatch premises	Pubwatches pledge to support minimum pricing	50%	100%		Licensing Enforcement Officer	
		Effective enforcement of mandatory licensing conditions around irresponsible drinks promotions	Number of non compliances with mandatory conditions	8	4	2	Licensing Enforcement Officer	
A safe and vibrant night-time economy	Develop Town Centre Accreditation schemes	Develop safer town centre initiative in the six main towns	Number of towns the scheme rolled out to	1	2	3	Licensing Enforcement Officer / Commercial Health Manager	
			Ni17: Perceptions of anti-social behaviour	18%	17%	16%	Community Safety Officer	
	Maintaining links with licensees	Present relevant elements of the strategy to East Northants Pubwatches	Strategy presented to Pubwatch	100%			Licensing Enforcement Officer	
		Voluntary sign up of pubs in East Northants to sign up to strategy - sign up ceremony	Sign up of pub watch members	100% pubwatch	50% non pubwatch	100% all	Licensing Enforcement Officer	

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Proportionate targeted enforcement	Number of inspections / visits to licensed premises	100	100	100	Licensing Enforcement Officer	
		Best Bar None scheme roll out in East Northants	Number of premises' obtaining the BBN award	5	10	15	Licensing Enforcement Officer	Resource implications - maybe support from County in terms of assessors or provision of assessor training
	Influence planning decisions	Comment on all planning applications for licensed premises to ensure 'design out' of problems	% of relevant applications commented upon	100	100	100	Statutory consultees	Develop links with Licensing Enforcement Officer and Police Crime Prevention Officer
		Ensure comments are sought and considered.	% of comments taken into account	100	100	100	Head of Planning Services	

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
	Promoting responsible selling of alcohol	Multi-agency inspections of premises to promote responsible selling of alcohol	Number of multi agency visits	10	15	20	Licensing Enforcement Officer	Police, Fire, Trading Standards, Customs
		Ensure our policies and procedures promote responsible selling of alcohol	Review policies and procedures	Review Dec 10	Dec-11	Dec-12	Commercial Health Manager	
		Assessment of drinks promotions to ensure comply with mandatory conditions, best practice document produced	Relevant promotions assessed Document produced	Aug-10			Commercial Health Manager Licensing Enforcement Officer	
		All public houses to have examples of polycarbonate glasses to encourage use, with key messages on	Number of premises in receipt of polycarbonate glasses	100%	100%	100%	Licensing Enforcement Officer	CSP
Targeting irresponsible sellers	Collection and analysis of data to support work in dealing with alcohol and issues with specific suppliers	Ni41: Perceptions of drunk or rowdy behaviour as a problem	29.30%	28%	27%	Community Safety Partnership	All documents can be found on JDrive under Community Safety/Terrie Watson/TWatson/Crime & Disorder/Alcohol Harm Reduction Action Plan  Alcohol Treatment Planning Profile – East Northants	



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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Proactive enforcement campaign 'No drink to drunks' & underage sales supported by review process where appropriate	NVN articles	4	4	4	Licensing Enforcement Officer	Alcohol Treatment Planning Profile - Northamptonshire  EN Substance Misuse SMART options for action  EN Substance Misuse SWOT  Compass Report Rushden Town Centre Violence Report March 07 –April 09
			Contained in Business newsletter	2	2	2		
			Number of incidents	0	0	0		
		Effective utilisation of CCTV systems to identify and gather evidence of problem premises	Monthly review of CCTV activity report to identify problem premises				Community Safety Officer, Licensing Enforcement Officer	Compass Report – Alcohol & Drug related crime – March 07-April 09 MSOA Binge Drinking Northants
Consistent licensing practice & review	Developing Licensing committees	Awareness raising event for licensing trade	Number of events for trade	1	1	1	Commercial Health Manager	
		Develop Local licensing policy for each authority area - review 2010	Policy review and published	Jan-11			Commercial Health Manager	
		Seminars organised for the County's Councillors with the Police	2 seminars a year	2	2	2	Commercial Health Manager	
		Effective licensing training for members	1 training event per year for Councillors	1	1	1	Democratic Services Manager	

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Outcomes	Activity	Actions	Measures	2010/11	2011/12	2012/13	Owner	Links to other plans
		Taking Councillors on licensing visits	Number of visits per licensing councillor	1	1	1	Licensing Enforcement Officer	
	Licensing reviews	Multi-agency Licensing Enforcement partnerships (LEPs) direct evidence gathering and enforcement to allow greater use of powers	Number of NNLEP referrals for premises in ENC	4	4	4	Commercial Health Manager	
		Support the RAG matrix through our intelligence sharing with the police	Number of referrals to the RAG matrix	10	12	15	Licensing Enforcement Officer, EP, CH, WM	
		Mapping exercise to identify licensed premises	Map of premises produced				Commercial Health Manager, GIS Officer	Mapping exercise for hot spots for police
	Strategic review of the number and location of licensed premises	Apply review to local licensing policy and work with licensing committees to implement	Policy reviewed		Year 2		Commercial Health Manager	
Reduced perception of ASB (Single Confidence measure)	Consider ways of improving criminal justice processes for offenders of alcohol related incidents	Target young people demonstrating the initial signs of alcohol-related anti-social behaviour through a programme of positive interventions and referrals	Ni21: Dealing with local concerns about anti-social behaviour and crime by the local council and police	21.50%	22.50%	23.50%	CSP	Young Fire-fighter Schemes, work of the PTLP and LOT teams