

Warwickshire Shadow Health and Wellbeing Board

24 January 2013

Warwickshire Alcohol Implementation Plan 2012 -2014

Recommendations

1. The Shadow Health and Wellbeing Board receives and endorses the Warwickshire Alcohol Implementation Plan 2012-2014 and encourages partners to ensure implementation of the actions for which they are listed as the lead agency.
2. The Board notes the Government's proposals to tackle irresponsible drinking and the potential impact these may have on local action.

1.0 Key Issues

- 1.1 The cost of dealing with alcohol related harm in Warwickshire each year is estimated at £300million. Harm is caused to both individuals and society as a whole with impact on both health and community safety budgets. There has been continued growth in alcohol-related hospital admissions (including liver disease) and misuse of alcohol is a known contributing factor to anti-social behaviour; domestic abuse and other disorder.
- 1.2 In 2012 a revised Warwickshire Alcohol Implementation Plan detailing partnership activity to tackle alcohol misuse was developed in part in response to the national Alcohol Strategy.
- 1.3 As part of wider reforms to tackle irresponsible drinking the government is currently consulting on a range of measures. The outcome of this consultation and any changes to legislation will be incorporated into the Warwickshire Alcohol Implementation Plan as necessary.

2.0 Background

- 2.1 Measures to tackle the growing issue of alcohol misuse are led and coordinated through the Warwickshire Drug and Alcohol Action Team (DAAT) - a partnership function based in Warwickshire County Council.
- 2.2 A countywide alcohol implementation plan was developed during 2010 and approved by the Safer and Stronger Communities Board in February 2011. It received the Alcohol Concern 'kitemark' for good practice in developing alcohol strategies.

- 2.3 In March 2012, the government published its new national Alcohol Strategy (<http://bit.ly/UdDUWw>). There have also been a number of developments locally since the original plan was produced. The alcohol implementation plan has therefore been refreshed to reflect these changes.
- 2.4 A revised plan was thoroughly discussed at a multi-agency consultation event in July 2012. With a final version presented to the county Drug and Alcohol Management Group (DAMG) in October 2012 for initial approval and subsequent endorsing by Safer and Stronger Partnership Board in December 2012.
- 2.5 The new plan shows how various agencies in Warwickshire will aim to tackle the harm caused by alcohol, with a focus on activity where significant value can be added through effective partnership working. Activity within the plan sits under three key themes:
- Challenge and enforcement
 - Health, treatment and recovery
 - Education and prevention.
- 2.6 The impact of the plan will be measured against a number of high level performance indicators such as:
- A reduction in the amount of alcohol-related serious violent crime
 - A reduction in the rate of alcohol-related hospital admissions
 - An increase in the numbers of adults and young people successfully completing alcohol treatment
 - A reduction in the percentage of young people drinking alcohol on most days.
- In addition there are some outcomes that currently not measured that will be incorporated as and when recording systems are developed
- An increase in levels of understanding about safe drinking limits
 - A reduction in the number of adults drinking above the NHS guidelines
 - A reduction in the number of people “binge drinking”
 - A reduction in attendances at Accident and Emergency for alcohol related injuries / conditions.
- 2.7 On 28th November the Home Office announced a 10-week consultation on five areas of alcohol policy:
- a ban on multi-buy promotions
 - a review of the mandatory licensing conditions

- a minimum unit price of 45p
- a new health-related objective for alcohol licensing
- cutting red tape for responsible businesses

Details here: <http://www.homeoffice.gov.uk/media-centre/news/alcohol-consultation-launched> and here <http://www.homeoffice.gov.uk/publications/about-us/consultations/alcohol-consultation/>

2.8 Opinion on the merits of each of the proposals varies. Most proposals will require alteration to legislation and may not be implemented for some time.

The proposal to impose a minimum price per unit of alcohol has received the most opposition from the public and the trade and, should it progress, will require considerable local advocacy activity prior to implementation.

3.0 Timescales and next steps

3.1 The implementation of the actions within the plan will, like the complementary Drugs Implementation Plan, be monitored by the Drug and Alcohol Action Team (DAAT). Progress reports will be presented to the county's Drug and Alcohol Management Group (DAMG) on a six monthly basis. Any items of concern will be escalated to the Safer and Stronger Partnership Board.

3.2 The DAAT has promoted the Home Office consultation on proposed measures to tackle alcohol misuse; provided information to various groups on the implications of the consultation and encouraged partner organisations to respond by 6th February 2013. Outcomes of the consultation will be monitored and a local response formulated depending on the results.

Background papers

None

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