

<b>DECISION-MAKER:</b>	<b>Health and Wellbeing Board</b>
<b>SUBJECT:</b>	Alcohol Strategy 2017-2025
<b>DATE OF DECISION:</b>	29 March 2017
<b>REPORT OF:</b>	<b>Director of Public Health</b>

**CONTACT DETAILS**

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**STATEMENT OF CONFIDENTIALITY**

Not applicable

**BRIEF SUMMARY**

The harmful impacts of alcohol have been identified as a key concern by the Health and Wellbeing Board and the Safe City Partnership. Evidence shows that excessive alcohol consumption has significant impacts on the health of residents in the city, and that there are clear links between health inequalities and the consumption of alcohol at harmful levels. Alcohol is also a significant factor in domestic violence and abuse, community safety and crime levels in the city, and has been identified as a significant contributing factor to people becoming either a victim or perpetrator of antisocial behaviour, violence, and other crime. However, the responsible sale and consumption of alcohol can contribute to a vibrant and positive culture and night time economy where communities and business thrive. The draft Alcohol Strategy therefore focuses on making Southampton *a safe, healthy and vibrant city where people who choose to drink alcohol do so safely and responsibly.*

The draft Alcohol Strategy (2017-2025) has been developed jointly by the Health and Wellbeing Board and the Safe City Partnership and sets out how partners across the city will work together to achieve a joined-up, citywide approach. The strategy supports the outcomes of the draft Health and Wellbeing Strategy (2017-2025), and the draft Safe City Strategy (2016-2020), and has been developed as an easy to read, high level document, which focuses on key priorities and actions.

The Alcohol Strategy will be monitored by the Health and Wellbeing Board, with Safe City Partnership and Southampton City Council identified as accountable leads for delivering relevant actions in the strategy.

**RECOMMENDATIONS:**

	(i)	To approve the draft Alcohol Strategy (2017-2025) and approve delegated authority to the Chief Strategy Officer to review and make any changes, following consultation with the Health and Wellbeing Board, Safe City Partnership, Cabinet Member for Health and Sustainable Living and the Cabinet Member for Environment and Transport.
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<b>REASONS FOR REPORT RECOMMENDATIONS</b>	
1.	To ensure that the Health and Wellbeing Board, Safe City Partnership and other partners have a clear, accessible and transparent strategy that outlines their approach to reducing the harm caused by alcohol, balanced with promoting responsible drinking within a vibrant night time economy.
<b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>	
2.	An alternative option is to not develop and approve a strategy. This option was considered and rejected as alcohol has a negative effect on outcomes for many residents and is a key driver for demand in many services. It is important for the city to have a clear and shared approach on how partners will work together to address the harm caused by alcohol, balanced with promoting responsible drinking within a vibrant night time economy.
<b>DETAIL (Including consultation carried out)</b>	
	<b>Background</b>
3.	Southampton Health and Wellbeing Board and Safe City Partnership are committed to reducing the harm caused by alcohol in Southampton, but also recognise that alcohol, if consumed safely and responsibly, can play an important role in many people's social lives and can contribute positively to the economy and culture of the city.
4.	The Joint Strategic Needs Assessment (JSNA) shows that excessive alcohol consumption has significant impacts on the health of residents in Southampton, and that there are clear links between health inequalities and the consumption of alcohol at harmful levels. An estimated 30,000 Southampton residents drink alcohol at levels that increase their risk of physical and mental harm, with a further 10,000 residents drinking at levels that place them at significantly higher risk of long term disease. 80 people in Southampton died from conditions related to alcohol between 2012/14, a rate similar to the national average.
5.	The Southampton Safe City Strategic Assessment (2015-16) identified alcohol as a significant contributing factor to people becoming either a victim or perpetrator of antisocial behaviour, violence, and other crime. Over 2,100 offences in Southampton were recorded by the Police as being affected by alcohol in 2015/16; approximately 8% of all recorded crimes. Alcohol was recorded as a contributing factor in 25% of all domestic violence and abuse offences in Southampton 2014/15.
6.	However, responsible drinking can contribute towards a successful city, with a vibrant night time economy, where businesses and communities thrive. The city's draft Alcohol Strategy needs to recognise the benefits of alcohol towards the city's economy and culture, and promote the responsible consumption of alcohol by those who chose to drink.
	<b>Developing the strategy</b>
7.	Addressing the harms caused by alcohol and promoting a responsible drinking culture can only be achieved through strong partnership work, in which all relevant organisations work together to make Southampton a safe, health and vibrant city. The strategy is therefore a citywide partnership vision, which has been developed with, and will be delivered by, a range of organisations. While the Health and Wellbeing Board will take the overall lead on implementation of the strategy, the

	Safe City Partnership, the Clinical Commissioning Group and Southampton City Council will lead on delivery of identified actions in the strategy.
8.	<p>City Council officers (Licensing, Commissioning, Public Health, Community Safety, Children’s Safeguarding, Communications, Data Intelligence) have worked with a range of partners from public, private and third sector organisations to develop the strategy, including:</p> <ul style="list-style-type: none"> <li>• Southampton Clinical Commissioning Group</li> <li>• Solent NHS</li> <li>• Hampshire Constabulary</li> <li>• Wessex Academic Health Science Network</li> <li>• Health Watch</li> <li>• Society of St James</li> <li>• Street Pastors</li> <li>• YMCA</li> <li>• No Limits</li> <li>• On and off-licenced premises owners</li> <li>• Substance Misuse Service users.</li> </ul>
9.	This strategy covers the period 2017-2025, in order to align with the draft Health and Wellbeing Strategy and the City Strategy. The strategy will be reviewed periodically to respond to emerging needs (as informed by evidence including the JSNA and Community Safety Strategic Assessment) as well as new challenges and opportunities.
	<b>Outcomes and priorities</b>
10.	The strategy’s vision is for Southampton to be a safe, healthy and vibrant city where people who choose to drink alcohol do so safely and responsibly. The strategy therefore focuses on the three priorities: safe, healthy and vibrant.
11.	The outcomes against each priority reflect the key areas of focus to achieve the vision, as identified by partners across the city:

	<table border="1"> <tr> <td rowspan="3">Safe</td> <td>Southampton has reduced levels of alcohol related antisocial behaviour.</td> </tr> <tr> <td>Southampton is a city with reduced levels of alcohol related violence and abuse.</td> </tr> <tr> <td>Support is available for people in Southampton who come into contact with the Criminal Justice System as a result of their drinking.</td> </tr> <tr> <td rowspan="4">Healthy</td> <td>People in Southampton are aware of and understand the health risks associated with drinking too much alcohol.</td> </tr> <tr> <td>There is widespread and consistent delivery of brief interventions in health and care services to identify those drinking at higher risk levels and provide advice.</td> </tr> <tr> <td>High quality, well-co-ordinated treatment services are accessible to those drinking at harmful levels and those with alcohol dependence to support them to stop or reduce their drinking.</td> </tr> <tr> <td>Services are targeted to support vulnerable people and reduce health inequalities linked to alcohol consumption.</td> </tr> <tr> <td rowspan="3">Vibrant</td> <td>Southampton is a vibrant social and cultural destination with a responsible alcohol culture.</td> </tr> <tr> <td>Southampton is a city with safe supply and control of alcohol sales.</td> </tr> <tr> <td>Southampton is a city with a welcoming Night Time Economy environment and premises are effectively managed.</td> </tr> </table>	Safe	Southampton has reduced levels of alcohol related antisocial behaviour.	Southampton is a city with reduced levels of alcohol related violence and abuse.	Support is available for people in Southampton who come into contact with the Criminal Justice System as a result of their drinking.	Healthy	People in Southampton are aware of and understand the health risks associated with drinking too much alcohol.	There is widespread and consistent delivery of brief interventions in health and care services to identify those drinking at higher risk levels and provide advice.	High quality, well-co-ordinated treatment services are accessible to those drinking at harmful levels and those with alcohol dependence to support them to stop or reduce their drinking.	Services are targeted to support vulnerable people and reduce health inequalities linked to alcohol consumption.	Vibrant	Southampton is a vibrant social and cultural destination with a responsible alcohol culture.	Southampton is a city with safe supply and control of alcohol sales.	Southampton is a city with a welcoming Night Time Economy environment and premises are effectively managed.
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	Southampton is a city with a welcoming Night Time Economy environment and premises are effectively managed.													
12.	<p>The draft Alcohol Strategy will be monitored by the Health and Wellbeing Board, with Safe City Partnership, Clinical Commissioning Group, Hampshire Constabulary and Southampton City Council identified as accountable leads for relevant sections of the strategy:</p> <ul style="list-style-type: none"> <li>• Safe – Safe City Partnership and Hampshire Constabulary</li> <li>• Healthy – Health and Wellbeing Board and the Clinical Commissioning Group</li> <li>• Vibrant – Southampton City Council and the business sector.</li> </ul>													
13.	<p>The Draft Alcohol Strategy will form part of a two-part Substance Misuse Strategy and approach, alongside a Drugs Strategy (in development). The strategy also sits within a wider framework strategies and plans, contributing towards improving health and community safety outcomes in Southampton including:</p> <ul style="list-style-type: none"> <li>• Southampton Connect City Strategy (2015-2025) – priority “Healthier and safer communities”.</li> <li>• Southampton City Council Strategy (2016-2020) – “People in Southampton live safe, healthy, independent lives”</li> <li>• Southampton Safe City Strategy (2017/2017) – “Reduce the harm caused by drugs and alcohol”</li> </ul>													

<b>RESOURCE IMPLICATIONS</b>	
<b><u>Capital/Revenue</u></b>	
14	This strategy aims to co-ordinate action that is already being delivered by the council and its partners. There are no additional resource requirements, arising from approving the strategy, as all immediate activity is already accounted for in existing budgets. Any additional activity identified as part of the action plan will be considered for feasibility and only progressed when resources have been identified and approved in accordance with Financial Procedure Rules.
<b><u>Property/Other</u></b>	
15.	None
<b>LEGAL IMPLICATIONS</b>	
<b><u>Statutory power to undertake proposals in the report:</u></b>	
16.	None
<b><u>Other Legal Implications:</u></b>	
17.	None
<b>POLICY FRAMEWORK IMPLICATIONS</b>	
18.	<p>The Alcohol Strategy 2017-2025 will support the delivery of the following strategies and priorities included in the Policy Framework (Constitution Article 4.01):</p> <ul style="list-style-type: none"> <li>• Southampton City Strategy (Sustainable Community Strategy S.4 Local Government Act 2000) <ul style="list-style-type: none"> <li>○ Healthier and safer communities – reducing the negative impact of alcohol and drugs</li> </ul> </li> <li>• Southampton Safe City Strategy (Crime &amp; Disorder Reduction Strategy S.5 and 6 Crime and Disorder Act 1998) <ul style="list-style-type: none"> <li>○ Reduce the harm caused by drugs and alcohol</li> </ul> </li> <li>• Southampton Health and Well Being Strategy (S.116A Local Government and Public Involvement in Health Act 2007) <ul style="list-style-type: none"> <li>○ People in Southampton live active, safe and independent lives and manage their own health and wellbeing</li> </ul> </li> </ul> <p>The Alcohol Strategy also supports the delivery of the Council Strategy 2016-2020 outcomes:</p> <ul style="list-style-type: none"> <li>○ Southampton is a city with strong, sustainable economic growth.</li> <li>○ Children and young people in Southampton get a good start in life.</li> <li>○ People in Southampton live safe, healthy, independent lives.</li> <li>○ Southampton is a modern and attractive city where people are proud to live and work.</li> </ul>

<b>KEY DECISION?</b>	No	
<b>WARDS/COMMUNITIES AFFECTED:</b>	All wards	
<b><u>SUPPORTING DOCUMENTATION</u></b>		
<b>Appendices</b>		
1.	Alcohol Strategy 2017-2025	
<b>Documents In Members' Rooms</b>		
1.	N/A	
<b>Equality Impact Assessment</b>		
Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.		No
<b>Privacy Impact Assessment</b>		
Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out.		No
<b>Other Background Documents</b>		
<b>Equality Impact Assessment and Other Background documents available for inspection at:</b>		
Title of Background Paper(s)		Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.	None	