

DRAFT - Alcohol Strategy

Healthy Southampton

A safe, healthy and vibrant city where people who choose to drink alcohol do so safely and responsibly

NEW GUIDELINES FROM THE CHIEF MEDICAL OFFICER (CMO) STATE THAT THERE IS NO 'SAFE' LEVEL OF DRINKING BUT BOTH MEN AND WOMEN ARE ADVISED TO NOT REGULARLY DRINK MORE THAN 14 UNITS A WEEK TO KEEP HEALTH RISKS LOW.



IF YOU ARE PREGNANT OR PLANNING A PREGNANCY, THE SAFEST APPROACH IS NOT TO DRINK ALCOHOL AT ALL, TO KEEP RISKS TO YOUR BABY TO A MINIMUM.

Southampton's Health and Wellbeing Board and Safe City Partnership are committed to reducing the harm caused by alcohol in Southampton. This strategy sets out how members of these Partnerships will work together to do this.

- The strategy recognises that alcohol plays an important role in many people's social lives and can contribute positively to the economy and culture of the city;

- There are 342 licenced premises (off and on) in Southampton;

- 7 million visitors come to the city each year, many of whom enjoy Southampton's vibrant social offer and night time economy.

National alcohol related costs:

- **£7 billion** lost productivity through unemployment and sickness
- **£3.5 billion** cost to NHS
- **£1 billion** cost of alcohol related crime

However, alcohol is a causal factor in more than 60 medical conditions and there are there are health risks associated with drinking too much, and strong links between alcohol, domestic abuse, antisocial behaviour, crime and disorder.

Our Priorities

Why this is important

<p>SAFE Reduce alcohol-related crime, disorder and violence in the city. <i>Lead: Safe City Partnership</i></p>	<ul style="list-style-type: none"> Risky drinking behaviours e.g. pre-loading and binge drinking can affect an individual's ability to keep themselves and others safe. The effects of alcohol can reduce inhibitions, leaving people vulnerable to becoming either a victim or perpetrator of antisocial behaviour, violence, drink driving offences and other crime. Many people who come in to contact with the Criminal Justice System drink alcohol at harmful levels. We want to promote personal responsibility and a culture where alcohol is used safely, and enjoyed by those who choose to drink.
<p>HEALTHY Raise awareness of and reduce the short and long-term harmful effects of alcohol on health. <i>Lead: Health and Wellbeing Board</i></p>	<ul style="list-style-type: none"> Alcohol is a risk factor for a number of shorter and longer term mental and physical health problems. Raising the level of understanding about health risks associated with alcohol will enable people to make informed choices about how much they drink. We want to ensure that effective support is available to those drinking at harmful levels, or at risk of doing so, in order to support them to prevent, reduce or stop their drinking, and improve their quality and longevity of life.
<p>VIBRANT Develop a vibrant city with a responsible culture towards alcohol and a diverse and welcoming night time economy. <i>Lead: Southampton City Council</i></p>	<ul style="list-style-type: none"> Responsible drinking can contribute towards a successful city where businesses and communities thrive. Southampton City Council wants to use their licensing and legislative responsibilities to help Southampton to remain a vibrant social and culture destination with a safe and welcoming night time economy where people who choose to drink do so safely and responsibly.

Alcohol harm - key facts

<p>58% 58% of adults report drinking alcohol in the previous week (1) and 15% of young people aged 15 in Southampton have been drunk in the last 4 weeks (2).</p>	<p>1 in 5 Drinking is strongly related to income; 1 in 5 high earners drink alcohol on at least 5 days a week. People in the 50-64 age group spend most.</p>	<p>2,100 In Southampton over 2,100 offences were recorded by the Police as being affected by alcohol in 2015/16.</p>
<p>25% Alcohol contributed to domestic violence in 25% of all domestic abuse offences in in Southampton 2014/15 (3).</p>	<p>53% Alcohol misuse is a recognised need for 53% of the National Probation Service's supervised offenders and 40% of Community Rehabilitation Company's supervised offenders in 2015/16.</p>	<p>30,000 An estimated 30,000 Southampton residents drink alcohol at levels that increase their risk of physical and mental harm, with a further 10,000 drinking at levels that place them at significantly higher risk of long term disease.</p>
<p>Hospital admission rates for alcohol are high in Southampton – 1060 adults were admitted in 2014/15 and 112 under 18s 2012-15.</p>	<p>Foetal Alcohol Syndrome is a growing, and it is likely that the numbers of women drinking alcohol, and particularly those drinking harmful amounts of alcohol during pregnancy is underestimated.</p>	<p>80 80 people in Southampton died from conditions related to alcohol between 2012/14 – a rate similar to the national average.</p>
<p>10%+ Over 10% of Southampton General Emergency Department workload is generated by alcohol related harm.</p>		

(1) Peoples Panel Poll May 2016 (2) What About YOUth Survey 2014/15 (3) 2015/16 data not available at time of print.

What local people say

Information about what local people think about alcohol is available from the Southampton City Survey, Southampton Community Safety Survey and the People's Panel.



The Alcohol Strategy forms part of a collection of strategies across Southampton's partnerships that address health and wellbeing, and community safety in the city.



*Some strategies are currently in development

	Outcome	What we are going to do	How we will measure success
 <p>SAFE</p>	Southampton has reduced levels of alcohol related antisocial behaviour.	<ul style="list-style-type: none"> Promote and encourage collaboration between those involved in the sale of alcohol and management of the night time economy in the city to ensure that people can enjoy a safe night out without fear of becoming a victim of alcohol-related crime or disorder. Trading Standards and Licencing to work with partners to disrupt the supply of high strength beers and ciders to vulnerable and street drinkers below the price of (duty +VAT) by active and robust enforcement of licence conditions. 	<ul style="list-style-type: none"> All crime affected by alcohol, per 1,000 population Violent crime affected by alcohol, per 1,000 population Violent crime affected by alcohol and with domestic flag applied, per 1,000 population Serious sexual offences, per 1,000 population Number with Alcohol Treatment Requirements successfully completing treatment
	Southampton is a city with reduced levels of alcohol related violence and abuse.	<ul style="list-style-type: none"> Work with partners through the Multi-Agency Domestic and Sexual Violence Group to address levels of violence and abuse related to alcohol. Work with all stakeholders to ensure that there are clear pathways between domestic and sexual abuse services and alcohol services, and staff are able to identify those at risk, deliver advice and refer people for further support. Establish effective processes for partners to analyse and share health and crime data to better understand alcohol related violence and to inform local action. 	
	Support is available for people in Southampton who come into contact with the Criminal Justice System as a result of their drinking.	<ul style="list-style-type: none"> Increase collaboration between Probation Services and alcohol support services to make best use of Alcohol Treatment Requirements (ATR) and ensure that those who need support to reduce their drinking are able to access services in a timely way. 	
 <p>HEALTHY</p>	People in Southampton are aware of and understand the health risks associated with drinking too much alcohol.	<ul style="list-style-type: none"> Develop and deliver campaigns and online resources to raise awareness of health risks associated with drinking alcohol, including making best use of national campaigns. Work with schools, colleges and universities in Southampton to ensure health related alcohol harm messages are available to young people in the city. 	<ul style="list-style-type: none"> Alcohol-specific hospital admissions – adults and under 18's Alcohol-related hospital admissions - all ages Alcohol-specific mortality (all ages) Alcohol related mortality (all ages) Mortality from chronic liver disease Months of life lost due to alcohol Drinking behaviour amongst 15 year olds - percentage of regular drinkers Prevalence of increasing and higher risk drinking in adults Number of adults in alcohol treatment and number of successful completions
	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.	<ul style="list-style-type: none"> Expand the Making Every Contact Count programme across the city to ensure that front line staff are able to deliver evidence based messages about the health risks associated with drinking alcohol and strategies for reducing intake. Improve identification of individuals drinking at higher risk levels by ensuring appropriate staff across all partner agencies including local businesses are trained to deliver Alcohol Identification and Brief Advice interventions. 	
	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.	<ul style="list-style-type: none"> Design, commission and deliver evidence based alcohol services to meet the needs of the local population, working across community, hospital and criminal justice settings. Seek to include alcohol service users of all ages, carers and people in recovery in local planning, commissioning and service redesign. 	
	Services are targeted to support vulnerable people and reduce health inequalities linked to alcohol consumption.	<ul style="list-style-type: none"> Work with organisations and partnerships in the city to increase public and professional understanding of the extent, and impact, of alcohol misuse on vulnerable groups and ensure that local services respond to this. Design, commission and deliver early help and prevention interventions to reduce the negative impact of parental alcohol misuse on children (including unborn children) and address hidden harms. Work with partners to ensure that appropriate services and pathways are in place for those with co-existing substance misuse and mental health problems. 	
 <p>VIBRANT</p>	Southampton is a vibrant social and cultural destination with a responsible alcohol culture.	<ul style="list-style-type: none"> Work with planners and local businesses to promote a diverse mix of licensed and alcohol free venues in the city that meet residents' and visitors' social and cultural needs, whilst minimising potential disturbance to nearby residential areas. Work with local businesses to encourage responsible promotion and supply of alcohol at off licences and venues in the city. 	<ul style="list-style-type: none"> Number of licensed premises in the city including those in CIP areas Number of establishments signed up to the Best Bar None scheme Perceived extent of antisocial behaviour issues in Southampton Number of license breaches and license reviews Number of tested premises selling alcohol to those who are under age Satisfaction with the local area as a place to live Feelings of safety in the local area
	Southampton is a city with safe supply and control of alcohol sales.	<ul style="list-style-type: none"> Regularly monitor and review the Statement of Licensing Policy including the use of Cumulative Impact Policies (CIP) in the city to ensure effective promotion of the four key licensing objectives: Prevention of crime and disorder; Public safety; Prevention of public nuisance; Protection of children from harm. Develop the role of partners within the Licensing Action Group to ensure decisions taken about the sale of alcohol and the management of the night time economy are based on reliable data and evidence, and ensure responsibilities in the co-ordination of responses are clear. Work with businesses to prevent underage sales of alcohol in the city and take robust action against offending premises. Reduce street drinking through the implementation of education, outreach and enforcement initiatives. Trading Standards to work with partners to deliver an intelligence led programme of enforcement initiatives targeting the supply of alcohol to persons under 18, the supply of high strength beers below the price of (duty + VAT), retail supply of alcohol where invoices identifying wholesale supplier are not available and other unlawful activity on licensed premises. 	
	Southampton is a city with a welcoming Night Time Economy environment and premises are effectively managed.	<ul style="list-style-type: none"> Work with licensed premises to increase responsibility taken by businesses. To include continued development of the Best Bar None scheme to encourage responsible management and operation of alcohol licensed premises and development of business-led action against individuals who have caused problems in the evening and night time economy. Regularly review the Late Night Levy (LNL) through the LNL Board to ensure that the fund is effectively allocated to reduce the harm caused by alcohol in the night time economy and keep public areas attractive. 	