

# Public Document Pack



## Safer Policy and Performance Board

Tuesday, 10 November 2015 at 6.30 p.m.  
Council Chamber, Runcorn Town Hall

A handwritten signature in black ink, appearing to read 'David W R', positioned above a faint rectangular stamp.

**Chief Executive**

### **BOARD MEMBERSHIP**

Councillor Dave Thompson (Chairman)	Labour
Councillor Darren Lea (Vice- Chairman)	Labour
Councillor Marjorie Bradshaw	Conservative
Councillor Susan Edge	Labour
Councillor John Gerrard	Labour
Councillor Robert Gilligan	Labour
Councillor Valerie Hill	Labour
Councillor Martha Lloyd Jones	Labour
Councillor Paul Nolan	Labour
Councillor Pauline Sinnott	Labour
Councillor Geoff Zygadlo	Labour

*Please contact Christine Lawley on 0151 511 8328 or e-mail [christine.lawley@halton.gov.uk](mailto:christine.lawley@halton.gov.uk) for further information.*

*The next meeting of the Board is on Tuesday, 19 January 2016*

**ITEMS TO BE DEALT WITH  
IN THE PRESENCE OF THE PRESS AND PUBLIC**

**Part I**

<b>Item No.</b>	<b>Page No.</b>
<b>1. CHAIRMAN'S ANNOUNCEMENTS</b>	
<b>2. MINUTES</b>	
<b>3. DECLARATION OF INTEREST (INCLUDING PARTY WHIP DECLARATIONS)</b>	
Members are reminded of their responsibility to declare any Disclosable Pecuniary Interest or Other Disclosable Interest which they have in any item of business on the agenda, no later than when that item is reached or as soon as the interest becomes apparent and, with Disclosable Pecuniary interests, to leave the meeting during any discussion or voting on the item.	
<b>4. PUBLIC QUESTION TIME</b>	<b>1 - 3</b>
<b>5. SSP MINUTES</b>	<b>4 - 13</b>
<b>6. PRESENTATIONS</b>	
<b>(A) FIRE BRIGADE ANNUAL REPORT</b>	<b>14 - 23</b>
<b>(B) UK VISA AND IMMIGRATION SERVICE</b>	<b>24 - 25</b>
<b>(C) BONFIRE NIGHT/ HALLOWEEN NIGHT - VERBAL UPDATE</b>	
<b>(D) CREAMFIELDS - VERBAL UPDATE</b>	
<b>7. PERFORMANCE MONITORING</b>	
<b>(A) LOCAL ALCOHOL ACTION AREA FINAL REPORT DEVELOPMENT OF POLICY ISSUES</b>	<b>26 - 55</b>
<b>(B) LEGAL HIGHS WORKING GROUP UPDATE</b>	

*In accordance with the Health and Safety at Work Act the Council is required to notify those attending meetings of the fire evacuation procedures. A copy has previously been circulated to Members and instructions are located in all rooms within the Civic block.*

**REPORT TO:** Safer Policy & Performance Board

**DATE:** 10 November 2015

**REPORTING OFFICER:** Strategic Director, Community and Resources

**SUBJECT:** Public Question Time

**WARD(s):** Borough-wide

### **1.0 PURPOSE OF REPORT**

- 1.1 To consider any questions submitted by the Public in accordance with Standing Order 34(9).
- 1.2 Details of any questions received will be circulated at the meeting.

### **2.0 RECOMMENDED: That any questions received be dealt with.**

### **3.0 SUPPORTING INFORMATION**

3.1 Standing Order 34(9) states that Public Questions shall be dealt with as follows:-

- (i) A total of 30 minutes will be allocated for dealing with questions from members of the public who are residents of the Borough, to ask questions at meetings of the Policy and Performance Boards.
- (ii) Members of the public can ask questions on any matter relating to the agenda.
- (iii) Members of the public can ask questions. Written notice of questions must be given by 4.00 pm on the working day prior to the date of the meeting to the Committee Services Manager. At any one meeting no person/organisation may submit more than one question.
- (iv) One supplementary question (relating to the original question) may be asked by the questioner, which may or may not be answered at the meeting.
- (v) The Chair or proper officer may reject a question if it:-
  - Is not about a matter for which the local authority has a responsibility or which affects the Borough;
  - Is defamatory, frivolous, offensive, abusive or racist;
  - Is substantially the same as a question which has been put at a meeting of the Council in the past six months; or
  - Requires the disclosure of confidential or exempt information.

- (vi) In the interests of natural justice, public questions cannot relate to a planning or licensing application or to any matter which is not dealt with in the public part of a meeting.
- (vii) The Chairperson will ask for people to indicate that they wish to ask a question.
- (viii) **PLEASE NOTE** that the maximum amount of time each questioner will be allowed is 3 minutes.
- (ix) If you do not receive a response at the meeting, a Council Officer will ask for your name and address and make sure that you receive a written response.

Please bear in mind that public question time lasts for a maximum of 30 minutes. To help in making the most of this opportunity to speak:-

- Please keep your questions as concise as possible.
- Please do not repeat or make statements on earlier questions as this reduces the time available for other issues to be raised.
- Please note public question time is not intended for debate – issues raised will be responded to either at the meeting or in writing at a later date.

#### **4.0 POLICY IMPLICATIONS**

None.

#### **5.0 OTHER IMPLICATIONS**

None.

#### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

6.1 **Children and Young People in Halton** - none.

6.2 **Employment, Learning and Skills in Halton** - none.

6.3 **A Healthy Halton** – none.

6.4 **A Safer Halton** – none.

6.5 **Halton's Urban Renewal** – none.

#### **7.0 EQUALITY AND DIVERSITY ISSUES**

7.1 None.

**8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE  
LOCAL GOVERNMENT ACT 1972**

8.1 There are no background papers under the meaning of the Act.

**REPORT TO:** Safer Policy and Performance Board  
**DATE:** 10 November 2015  
**REPORTING OFFICER:** Chief Executive  
**SUBJECT:** Specialist Strategic Partnership minutes  
**WARD(s):** Boroughwide

### **1.0 PURPOSE OF REPORT**

The Minutes from the last Safer Halton Partnership meeting, which are subject to approval at the next meeting of the Safer Halton Partnership, are attached for consideration.

### **2.0 RECOMMENDATION: That the minutes be noted.**

### **3.0 POLICY IMPLICATIONS**

3.1 None.

### **4.0 OTHER IMPLICATIONS**

4.1 None.

### **5.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

#### **5.1 Children and Young People in Halton**

None.

#### **5.2 Employment, Learning and Skills in Halton**

None.

#### **5.3 A Healthy Halton**

None.

#### **5.4 A Safer Halton**

None.

#### **5.5 Halton's Urban Renewal**

None.

**6.0 RISK ANALYSIS**

6.1 None.

**7.0 EQUALITY AND DIVERSITY ISSUES**

7.1 None.

**8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

8.1 There are no background papers under the meaning of the Act.

**Safer Halton Partnership**

At a meeting of the Safer Halton Partnership, Wednesday 23<sup>rd</sup> September 2015 in the Boardroom, Municipal Building, Widnes from 10am.

**Present:**

C Patino	Community & Environment
Cllr D Thompson	PPB Chair Police Crime Panel Representative
D Parr	Chief Executive
D Perchard	HBC Trading Standards
E Anwar	Public Health
G Jones	Cheshire West, Halton and Warrington YOT
M Andrews	Community Safety
N Hallmark	Policy & Performance – People and Economy
Cllr D Cargill	Community Safety – Member Representative
N Ellwood	Office of Police and Crime Commissioner
L McDonnell	Cheshire Police
M Bushall	Cheshire Fire and Rescue
E Davies	CRC Probation
J Duff	Faith Community

Apologies

S Ashcroft	Domestic Abuse Co-ordination
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AGENDA ITEM	ACTION
<p><b>1. WELCOME AND INTRODUCTIONS</b></p> <p>David Parr welcomed all to the meeting and introductions were made.</p>	
<p><b>2. MINUTES OF LAST MEETING AND MATTERS ARISING</b></p> <p>Minutes of last meeting agreed as a true record.</p>	
<p><b>3. TASK GROUP UPDATES</b></p> <p><b>a.) Alcohol Harm Reduction</b></p> <p>Enforcement activities highlighted from quarter one report:</p> <ul style="list-style-type: none"> <li>The Windmill, Runcorn – pre-planning visit conducted – DPS and partners arrested and closure order issued.</li> <li>The Bradley, Widnes – assault took place - DPS commended for</li> </ul>	

assistance given.

- Licencing Committee – revoked a licence following a rape (Pulse Bar, Widnes).

Other warnings and advice issued over the period through effective work between the enforcement team and the licencing officers.

Passive Drug Dogs – looking to conduct an operation in the next quarter. Queries raised around Novel Psychoactive Substances (NPS), also known as ‘legal highs’, and whether Drugs Dogs could detect them. View given that the presence of the Drugs Dogs acts as a deterrent to those people intent on supply of substances. MA clarified that the main use of the Dogs was in relation to the use of cocaine, and that the premises have requested their presence for this reason.

NPS/‘legal highs’ – further discussion took place around voluntary work undertaken by premises to highlight the dangers of these substances and deter use; including a PowerPoint presentation which plays in premises.

Old Town Carvery – concern was raised over the number of times the premises has changed hands. MA suggested that the move towards making it a family-friendly eating venue had not worked and that it is now been sold and has been reinvented as the ‘Bar Bananas’. MA stated that to-date there have been no incidents under this new image and that the DPS has complied with requirements.

#### **b.) Quarterly Alcohol Update**

LAAA – work now complete on this Home Office Scheme. Final Report (submitted with For Info papers) was submitted in May 2015. EA reported good progress was made against objectives however the wider partnerships formed were felt to be the real success, particularly in leaving a long-term legacy.

Alcohol Inquiry – the group met for nine weeks, with various input from stakeholder agencies. From this an Action Plan was formed and pledges were made against this as a launch event. The first meeting to take forward the actions was held yesterday.

Illicit Alcohol – operation took place in the area following the discovery of a warehouse of illicit vodka. Effective partnership work took place between Trading Standards, Environmental Health and the Police.

Under 18s Hospital Admissions – figures have seen the big reduction in Cheshire and Merseyside. Excellent partnership work was cited as the success factor.

Adult Hospital Admissions – Slight downward trend witnessed. Future work involves building on the work already undertaken and embedding the partnerships formed. Much of this work will be driven by the Alcohol Strategy Group.

Statement of Licencing Policy – new policy is currently being progressed through ratification process, and due to go to Regulatory Committee shortly. Main content driven by legislations with some additional scope to restrict.

Voluntary Code ('landlord's declaration') – DP fed back that this is currently being explored.

**c.) Crime, Anti-Social Behaviour and Partnership Tasking**

Overall decrease in ASB was reported during quarter one. Within Widnes this are the lowest figures in June for five years.

Busway – Public Space Protection Order now put in place.

Upton Rocks – in response to the number of police calls made, monitoring and interventions are taking place involving Young Addaction; Operation Stay Safe; installation of CCTV; environmental work; and working with the planning department in relation to additional retail space in the area. Two victims of ASB have been supported through work undertaken and the profile has now been closed as a result of the work done.

Asda/McDonald's – current issue reported regarding gatherings of young people. While no ASB has been present there is concern around the congregation. Negotiations are taking place with McDonald's around the use of the free WiFi, which seems to be the lure for the young people.

Discussions took place around the potential to exploit the opportunity for outreach and engagement work, and to build relationships both through Youth Services and the PCSO for the locality.

MB reported that the Fire and Rescue Service have an event setup for this location for 16<sup>th</sup> October and are working with both Asda and McDonalds on this.

Further discussion took place around the emerging issue of accessible sites open in the evening with free WiFi on offer, and the propensity for young people to congregate. DP reiterated a need to exploit the opportunities to engage and undertake interventions. Also discussed was the need to work with the managers of such locations on how to handle large groups and the issues that could potentially arise.

D Perchard fed-in that Trading Standards have developed a programme of training for retailers regarding age challenges and that this is freely available.

JB confirmed that free WiFi is available at CRMZ and it was suggested that there may be a promotional opportunity to be taken advantage of to shift patterns of assembly.

DP to circulate for Partnership input once Members have been consulted.

MA to bring report to next meeting.

Operation Stay Safe – it was reported that no vulnerable people were taken to a place of safety during quarter one. This reflects trends for the time of year, and it is anticipated that quarter two will look differently.

Indications were offered suggesting that alcohol is, generally, no longer a feature of vulnerability during these Operations. However, there is an increasing trend towards use of other substances, in particular Nitrous Oxide from canisters. Discussion took place around the need to continue to adapt services to meet needs. The group felt that education of parents/carers is pivotal to this and while some, responsive, work is taking place through schools there needs to be an additional, proactive approach taken – particularly between Community Safety, the Youth Services and Public Health.

Areas of note emerging for next reporting period include the Respect campaign over the Summer; new policing structure and a look at this in-practice; and planning for Halloween and Bonfire Night.

The group briefly discussed the new policing structure and consensus was given around satisfaction regarding the investment made in the area within the new structure.

MA additionally reported that work with immigration is going well.

Brennan Lodge – emerging issues to be monitored around perceived ASB. Queries raised around placements made to the location and reassurance given that work is ongoing to look at appropriateness of placements.

CRI – service has now fully re-located to Ashton Dane (Widnes site).

MA clarified that, going forward, the crime statistics contained within the quarterly reports will be backed by anecdotal explanations. This will allow for better understanding of the figures.

Schools Partnership Officer – a wide breadth of activity was reported.

**d.) Domestic Abuse**

On-track with performance levels – supplementary report (development plan) contained in 'Items for Information' reports confirms this.

Triage service for MARAC is working well for Halton.

Increase in reporting of incidents reflects promotional/awareness work undertaken, and this is viewed as positive.

MA explained that the graph of incidents is currently misleading and in future will reflect a 'per 1000' count for each area.

<p>Refuge – still heavily utilised.</p> <p>Domestic Abuse Forum – due to undertake further work with victims and survivors.</p> <p>Community-based Services – Changing Lives – referrals have risen, though some criticism levied at the fact that the majority of referral comes from the police. MA said that additional referral pathways are being sought.</p> <p>Domestic Homicide Review – Halton’s first recently completed and is now with the Home Office. Halton awaiting feedback on the few learning outcomes identified.</p> <p>RASAC – training dates available. Information and contact details contained within meeting papers/report.</p> <p>Quality Assurance Report – action plan progressing well with no areas of work currently in red.</p> <p>Incident graph – observation were made around the peaks and troughs for all geographical areas at certain times of year. MA confirmed campaigns take place to match up to this, for example, the Christmas till receipt campaign; and intensification of activity during major sporting events.</p> <p>SB reported back on Cheshire and Merseyside campaign – ‘Be a lover, not a fighter’- from which a reported penetration rate of 9,000+ people reached.</p> <p>Queries raised around access to services. MA confirmed that domestic violence services are available 24/7, though while initial contact is made immediately, follow-up can be the next day. DP detailed the potential for a new piece of work to take place to support early intervention and greater access to service support following incident. The group agreed that the work should be taken forward.</p> <p>Perpetrator schemes – questions asked about activity within Halton. MA established that an evaluation is currently taking place to review provision across the region and future intervention in Halton will draw on best practice from this.</p> <p>DVPO/DVNO – validation given to the use of these in that they provide opportunity to intervene at an early stage. Additionally, they further support and safeguard any children in the situation.</p> <p>DP commended the good progress being made in relation to issues faced.</p>	<p>DP to speak to SA, CI Debbie Hooper and CS Serena Kennedy to explore an innovative pilot on DV in Halton</p>
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<p><b>e.) Substance Misuse</b></p> <p>Facilities (CRI) now offered either side of the bridge and services now fully settled in their locations.</p> <p>New treatments uptakes match trends.</p> <p>Discharge – local success rates are above Public Health average.</p> <p>Harm reduction agenda – a particular focus is being taken on blood-borne viruses. NHS Health Checks are also to be utilised to engage with people.</p> <p>Prolific Offenders Team – co-located with CRI, and this relationship is set to continue.</p> <p>Recovery Walk – plans afoot to situate in Halton – working group established and Stadium offered for celebration event.</p> <p>Halton Brew – project now moving forward after initial set-backs around venue. Now at mobilisation stage.</p> <p>CRI continue to be involved in key operations e.g. Stay Safe.</p> <p>Funding has been secured for an additional Support Workers within CRI for a 12 month period.</p> <p>The contract for services is due to expire next March and will go out to tender imminently. Procurement process will result in a five-year contract being awarded.</p> <p>NPS – lots of secondary use identified but still little evidence of primary use or engagement into treatment from primary use.</p> <p>Needle service – good uptake but little in the way of entry into treatment. Primary user group include steroid users and Melanotan users who don't see themselves as having a substance misuse issue.</p>	
<p><b>4. POLICE AND CRIME COMMISSIONER (PCC)</b></p> <p>Your Policing Annual Report – included in papers 'For Information'.</p> <p>NE highlighted support for victims and stated that a new contract is to be piloted from Oct which will involve the identification of victims through other services, such as CAB.</p> <p>Hate Crime Reporting Centres – definition to be clarified and training identified as a need.</p> <p>Compact Agreement – launch to take place to celebrate the agreement</p>	

<p>between the PCC and the voluntary sector.</p> <p>Youth Ambassador – is now moving on; joining the constabulary. Report to be produced on key activity prior to his departure. Formal thanks were given by the Partnership for his work.</p> <p>CSE – DP reported that he is working with PCC to develop a pan-Cheshire seminar. CSE work area to include missing and absent and modern slavery.</p> <p>DP also reported that a protocol has been developed and will be issued in the next few days around the ‘missing and absent’ and prevention activity, procedure for dealing with the situation, and reviewing data following incidents. DP to make documents available on request.</p> <p>Community Safety Partnership funding – evaluation to be written on the pan-Cheshire area approach to allocation of funds. All requested to feed-in to NE as appropriate.</p> <p>NE/DP gave an overview of specific funding allocations for Halton. Clarification was given regarding the rationale for selection of specific geographical areas (based on high crime and community disengagement). It was explained that measures of success were based on hard and soft outcomes, for example, community engagement and comfort levels of PCSOs.</p>	<p>MA to report back at next meeting on impact within The Grange area.</p>
<p><b>5. POLICE AND CRIME PANEL (PCP)</b></p> <p>Cllr Thompson said that the Panel is due to meet next on Friday 25<sup>th</sup> September.</p> <p>He reported that some initial dissatisfaction, from neighbouring boroughs, with the new policing structure has now quietened.</p> <p>One of the key areas for discussion due for the PCP will revolve around responses to major incidents, and in particular the support given to communities following an event.</p> <p>LM praised the effective multi-agency approaches taken to recent incidents and the effective mobilisation of response. Cllr Cargill welcomed these remarks.</p> <p>M56 – discussion took place around a spate on incidents along a particular section. DP gave detail of a meeting due to take place with Highways England and the local MP to discuss this issue, and in particular Junctions 10 to 16 and proposals for an extra lane in the longer-term.</p> <p>DP confirmed that Junction 12 is to be closed for five weeks in October to facilitate the Mersey Gateway work. Notifications will go out shortly.</p> <p>Cllr Thompson said that the PCP will additionally raise questions around the future of Cheshire policing and the potential for election of a Regional Mayor, and the effect of this on the PCC. DP elaborated that</p>	

<p>the LCR proposals will look at the current PCC arrangements. Halton is presented with a difficult position in that policing is made by the Cheshire Constabulary, rather than the Greater Merseyside Police. DP confirmed that he is currently leading on an enquiry regarding this issue and the initial reaction is to maintain the status quo. He suggested that there is no strong business case to bring Halton under the Greater Merseyside Constabulary; and the situation presents a complex an electoral situation for both the PCC role and a Mayoral role. He said that ultimately, however, the decision will be made by the six LCR authorities involved in the devolution deal.</p> <p>DP confirmed that there are also Government talks to combine Police and Fire services under the PCCs, in particular in relation to shared back-office functions and head office locations. He suggested that what comes out of this will additionally impact on the LCR devolution situation.</p>	
<p><b>6. ANY OTHER BUSINESS</b></p> <p>Cllr Thompson praised the work of Trading Standards and requested some future reports within the Items for Information section.</p>	<p>D Perchard</p>
<p><b>7. ITEMS FOR INFORMATION</b></p> <p>Items for information were highlighted for partners to absorb:</p> <ul style="list-style-type: none"> <li>a.) Widnes Local Policing Unit – Quarter One Report 2015</li> <li>b.) Runcorn Local Policing Unit – Quarter One Report 2015</li> <li>c.) LAAA – Final Report</li> <li>d.) Quality Assurance Report – Halton MARAC 2015 (Development Plan – Priority Actions)</li> <li>e.) PPC Annual Report</li> </ul>	

Meeting ended at 11.55am

<b>REPORT TO:</b>	Safer Policy and Performance Board
<b>DATE:</b>	10 November 2015
<b>REPORTING OFFICER:</b>	Strategic Director – Community and Resources
<b>PORTFOLIO:</b>	Community Safety
<b>SUBJECT:</b>	Cheshire Fire and Rescue Annual report
<b>WARDS:</b>	Borough Wide

### **1.0 PURPOSE OF THE REPORT**

- 1.1 To update the Safer Halton Policy and performance Board on the Cheshire Fire and Rescue Service (CFRS) Annual Report for 2014/15.

A representative from the Fire and Rescue service will be in attendance to present the information and answer any queries that the Board may have.

### **2.0 RECOMMENDATION: To receive and note the presentation from the Cheshire Fire and Rescue Service.**

### **3.0 SUPPORTING INFORMATION**

- 3.1 The Annual Report sets out how the Service has performed over the last 12 months, looks at some notable achievements and it also takes a look at what the future might hold for Cheshire Fire and Rescue Service.

### **4.0 POLICY IMPLICATIONS**

- 4.1 None

### **5.0 RISK ANALYSIS**

- 5.1 None

### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

#### **6.1 Children and Young People in Halton**

The Fire and Rescue Service as a universal service impacts on the health, safety and well-being of young people.

- 6.2 **Employment, Learning and Skills in Halton**  
None

**6.3 A Healthy Halton**

None

**6.4 A Safer Halton**

The Fire and Rescue Service as a universal service impacts on the health, safety and well-being of the residents of Halton.

**6.5 Environment and Regeneration**

None

**7.0 EQUALITY AND DIVERSITY ISSUES**

None.

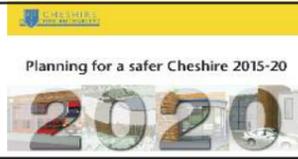
**8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

8.1 There are no background papers under the meaning of the Act.

Looking for bright sparks – p3



Developing a 2020 vision – centre pages



# annual report



2014-2015

HALTON

## NEW LAW WILL SAVE MORE LIVES

New safety laws which are expected to save dozens of lives a year have just been approved by the Government following a three-year campaign spearheaded by Cheshire Fire and Rescue Service.

The regulations – which make it compulsory for all landlords to fit smoke alarms in rented homes – came into effect on October 1st and follow a high profile campaign led by the Service and supported by the Chief Fire Officers' Association (CFOA).



“I am delighted that the Government recognised the strength of the case we put forward and the major improvements in public safety this simple step will bring about,” said Mark Cashin, Cheshire’s Deputy Chief Fire Officer and Chair of CFOA’s Home Safety Committee.

“While death and injuries from fires have reduced considerably in recent years, the majority of victims continue to be those who are most vulnerable, often living in private rented accommodation.

*This change will improve the safety of families and stop dozens of people from losing their lives to fire each year.*”

Staff from Cheshire have been working on the campaign for nearly three years, presenting evidence and research which was critical in persuading the Government to bring in the new regulations.

Under the new laws smoke alarms must be fitted on every floor of the property as well as carbon monoxide alarms in properties which burn solid fuels. Landlords must check the alarms are working at the start of every new tenancy with potential penalties of up to £5,000 if they don't comply.

To help landlords gear up for the new regulations the Government has provided Cheshire and other services with a number of free smoke and carbon monoxide alarms to give out to relevant landlords. Visit [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk) for more information.

### Safety trends success

Fire chiefs have welcomed new figures which show continuing improvements in the safety of local communities across Cheshire, Halton and Warrington.

During 2014-15 the Service attended a total of 7,281 incidents - 760 fewer than the previous year and 29% less than five years ago. Other safety trends over the last five years include:

- a 28% reduction in primary fires – those that involve buildings and vehicles, both accidental and deliberate
- deliberate fires down 57% from 2,438 in 2010-11 to 1,043 last year
- a 13% reduction in the number of injuries from accidental house fires
- 15% fewer fires in commercial and industrial premises
- a 46% cut in the number of automatic fire alarms attended – down from 2,303 in 2010-11 to 1,251 in 2014-15.

See pages 7 and 8 for more about the Service’s performance.

### Pupils on song for safety



Schools from across Cheshire joined forces for a spectacular event to highlight the history of the fire and rescue service - full story on page 6.

## Residents urged to stay Alert

Cheshire residents are being urged to sign up to a system which can give them vital information about major incidents and issues in their area.



The alert system is a completely free two-way community messaging system which allows people to receive key messages from the Service by text message, email or phone.

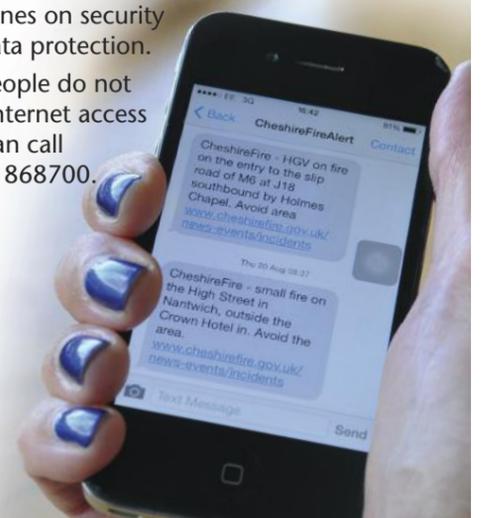
To register go to the Service’s website - [www.cheshirefire.gov.uk/MyAccount](http://www.cheshirefire.gov.uk/MyAccount) - and put in your home or work post code or that of a relative and choose the alerts you want. Topics include:

- major incidents and events
- news and safety messages
- fire safety news for local businesses

- news for the hard of hearing
- firefighter recruitment.

The secure countywide portal has been developed in partnership with Cheshire Constabulary so users can also register to get updates from them and other partners. It is part of a national Neighbourhood Watch network and meets strict Home Office guidelines on security and data protection.

If people do not have internet access they can call 01606 868700.



For the latest news visit: [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)



# Disco inferno

Firefighters battled round the clock to control a blaze in the iconic former nightclub – Mr Smith’s.

It was just before 2am on Tuesday, April 14 when a call came in stating that a blaze had broken out at the site off Wilson Patten Street in Warrington.

Head of Service Delivery, Alex Waller, explained: “This was a huge and challenging fire to deal with. At the height of the blaze we had a total of 12 fire engines and 70 firefighters at the site working to bring it under control.”

Three hydraulic platforms and the High Volume Pump were also used as firefighters worked through the night to try and salvage the former nightclub. Sadly, despite the efforts of the crews the roof collapsed and building was condemned by structural engineers. It is believed that the fire was started deliberately.

Mr Smith’s gained fame in the late 1980s and early 1990s as a venue for ITV’s The Hitman and Her dance music show hosted by Pete Waterman and Michaela Strachan.



# Awards galore



It’s been an award-winning year for the Service with accolades being received for a range of initiatives across the organisation.

The awards just kept coming as the Service fought off strong competition from both the public and private sector to claim the top spot at a number of prestigious events.

The awards won included:

- The Business Intelligence team won the Management Today Analytics in Action Not-for-Profit sector award. (bottom right)
- The co-responder team from Nantwich was crowned Public Sector Team of the Year in the UK Heartsafe Awards.
- The Road Safety team won a number of awards including the Community Award in the national Fleetsafe Awards and the Prince Michael International Road Safety Awards. (top right)
- The Prevention team was given the data sharing award from the Local eGovernment Standards body.
- The High Sheriff of Cheshire gave an award in recognition of great and valuable service to the community. (left)
- The Incident Command Training Suite team won the Driving Efficiency Through Technology category at the inaugural Local Government Chronical Awards.

Chair of the Fire Authority, Cllr John Joyce, said: “It is great to be recognised in such a diverse range of fields. All of the awards won demonstrate the commitment of our staff, highlighting the excellent work carried out by both operational and support staff in protecting our local communities.”



# Key course hits milestone

A lucky teenager has been awarded a set of driving lessons as part of the anniversary celebration of the emergency services' award-winning road safety course.

Patrick Roberts, 17, from Northwich was officially named as the 20,000th student to complete the hard hitting programme and was awarded BSM driving lessons in a presentation at the Service’s Headquarters

‘Think Drive Survive’ was launched 15 years ago to help reduce the number of serious and fatal collisions involving young people in Cheshire. It is a joint initiative between the Service and colleagues at Cheshire Police and Highways England. Deputy Chief Fire Officer Mark Cashin said: “Through initiatives like this we have continued to drive down the number of people killed and seriously injured on our roads and provided a strong base for other joint work. We want young drivers and pre-drivers to take a hard look at their behaviour on the roads, and improve it.”

Each course features first hand accounts of road traffic collisions from emergency services officers, as well as emotive input from Denise Rogers whose son was tragically killed by a drunk driver and a convicted driver’s insightful account of his part in a fatal RTC. ‘Think Drive Survive’ is a free course available to all young road users whether they are a driver, soon-to-be driver, cycle or motorbike rider, passenger or pedestrian.

Please e-mail peter.shields@cheshirefire.gov.uk for more information.



With Summer over, the clocks going back and Bonfire Night coming up, the Service would like to remind residents of some key safety messages:

**Clocks** - check your smoke alarms are working as you put the clocks back on October 25.

**Autumn driving** - colder nights mean more chance of fog, so slow down if visibility is poor and allow extra time for journeys. Also ensure you have checked your car over to make sure things such as tyres are in good shape.

**Bonfire night** - Go to an organised bonfire – don’t have your own.

# Fundraising fantastic

**Fire cadets from Cheshire have been busy fundraising for a trip of a lifetime to help villagers build a much needed, safe school for children in Nepal.**

Working with the charity Classrooms in the Clouds (CitC), they will embark on a journey on foot through the Himalayas, to get to the village of Thulodhunga in Nepal to help with the school project.

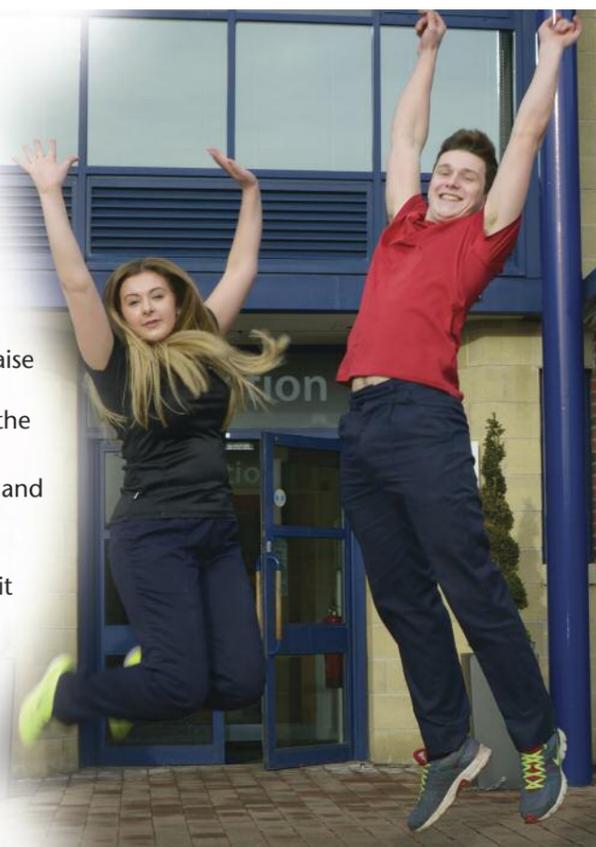
Youth Engagement Manager for Cheshire Fire and Rescue Service, Nick Evans, said: "The aim of the trip, apart from building a school for the village, is to give each cadet a challenge as part of their personal development. The trip will raise awareness of cultural diversity. This trip was arranged before this year's devastating earthquake which has had such a massive impact on the country and people of Nepal. Thankfully none of our friends were hurt but what is clear is that the children and people of Nepal now need us probably more than ever."

Each Cadet needs to raise £3,250 for the trip. By initiatives as diverse as shaving their heads, jumping out of planes and spending a cold 24 hours locked in a fire engine they have raised a combined total of over £60,000.



If anyone would like to donate to the cadets going to Nepal then they should visit the Service's website.

Also if anyone is interested in becoming a Cheshire Fire Cadet or volunteer with one of the units then please call 01606 868700 and speak to Cadet Manager Vicki Wrest.



# Are you a bright spark?

**A new website for children has been launched in a bid to promote home and fire safety in a fun and engaging way. 'Sparkton', which was named by children at Thelwall Junior School in Warrington, is a place for young people to learn and play.**

Digital and Media Services Manager, Caroline Jones, said: "We wanted to have a site that children will enjoy playing on but at the same time learn vital safety tips. Firefighters and staff do a lot of safety talks to young people in schools and it is a great way of communicating important information as they will always go home and talk to their parents and siblings about what they have been told. We want Sparkton to be another tool the children can enjoy and have worked closely with a local school to make sure it is something they will use and learn from."

Anyone can go online to learn and play, testing their knowledge by playing games which include:

- Testing your road safety know-how
- Spotting the dangers
- Avoiding the hidden hazards in open water
- Dressing a firefighter for an incident

You'll find Sparkton on the Cheshire Fire and Rescue Service website [www.cheshirefire.gov.uk/sparkton](http://www.cheshirefire.gov.uk/sparkton)



Above: pupils help test the site and left the interactive town map of Sparkton.

WANTED

on-call  
firefighters

to work at the  
heart of your  
community

To find out more visit:

www.cheshirefire.gov.uk

# Developing our 2020

**N**ew moves have been agreed by Cheshire Fire Authority to outline how it can continue to provide residents and businesses across its area with a first class fire and rescue service despite having to make major cuts in its budget.

The organisation has recently published 'Planning for a Safer Cheshire', a five year strategy which sets out the general approach it intends to take in responding to the major challenges it faces over how its frontline services will be delivered and managed in the future.

In addition, the Authority has just launched a formal consultation over the detailed proposals it is planning to carry out over the next financial year.

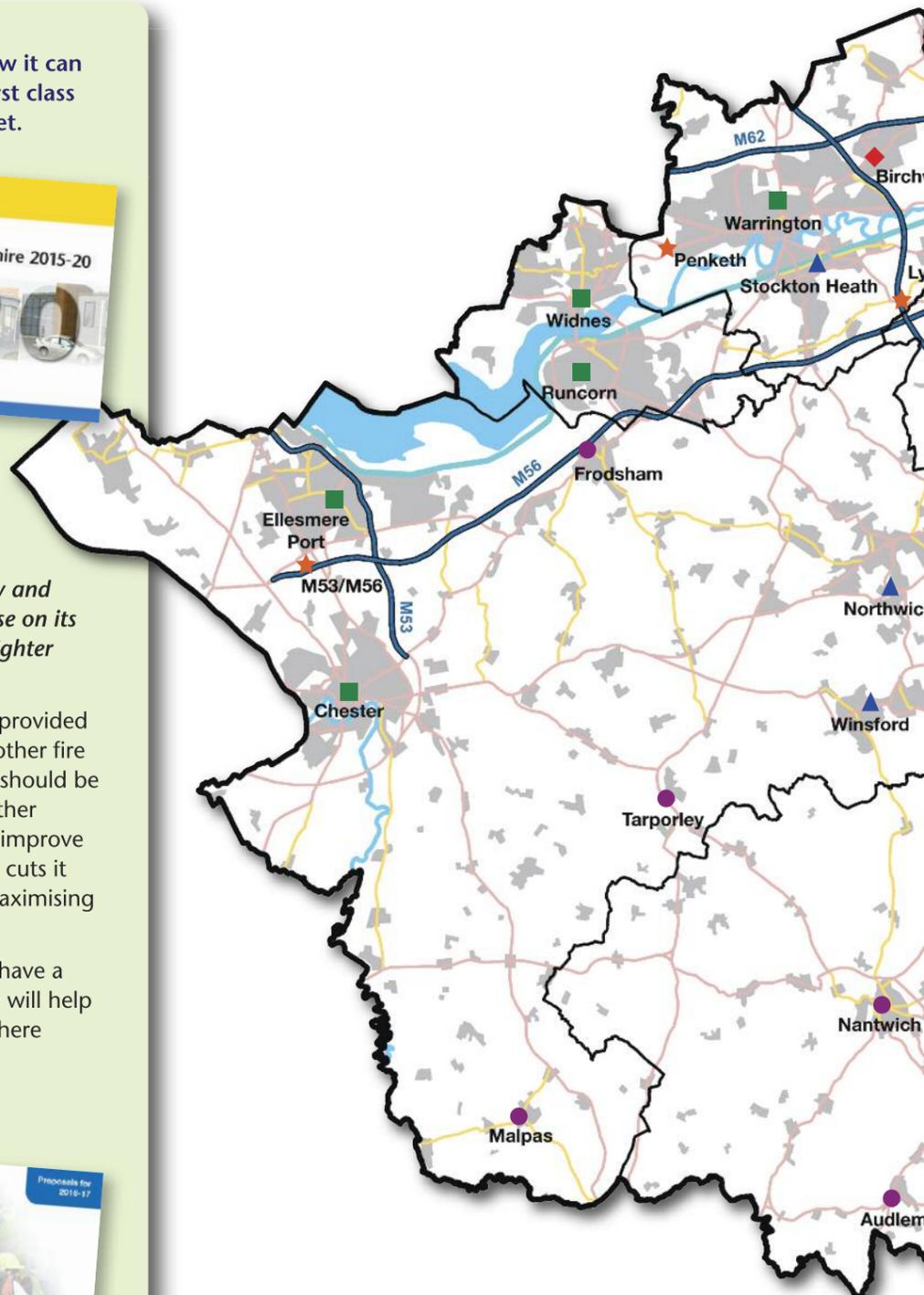
Chief Fire Officer, Paul Hancock, said: "We have already made over £7 million in savings over the past four years but we know that the challenge over the next five years will be even harder as it becomes more difficult to maintain improvements in community safety at the same time as making the savings we need.

*"However, the new strategy clarifies some of the stark choices facing the Authority and outlines the approach and principles it will adopt to ensure it does not compromise on its commitment to protecting local communities, reducing risk and maintaining firefighter safety."*

The Strategy proposes that the Service's frontline services should continue to be provided on its current Cheshire boundaries rather than exploring options to merge with other fire and rescue services. For support areas of the organisation, however, it says there should be an emphasis on collaboration with Cheshire Constabulary and potentially with other organisations locally and regionally if there are opportunities to save money and improve services. The Strategy also says that the Authority will try to minimise the level of cuts it needs to make by making annual increases in its Council Tax of 1.99% and by maximising use of its reserves to limit the need for loans.

Fire Authority Chair Cllr John Joyce added: "The future may be daunting but we have a proven track record of enthusiasm, commitment and innovation which I am sure will help to continue these improvements and focus on our overall vision of 'a Cheshire where there are no deaths, injuries or damage from fires or other emergencies'."

The full strategy is available to download from the Service's website.



## New Plans

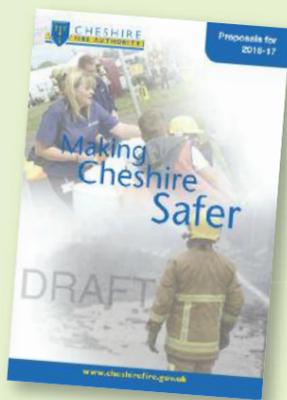
**Key proposals to develop the organisation, protect local communities and respond to emergencies are set out in the Authority's draft plan for 2016-17.**

One of the main initiatives is to develop and implement a blue light collaboration programme aimed at reducing back office costs while ensuring the Service keeps its own identity and management arrangements.

Other key projects include:

- Apprenticeships - launching a new two-year firefighter apprentice scheme
- Health and fire safety - transforming the Service's Home Safety Assessments into Safe and Well visits and increasing the annual number of visits from 25,000 to 40,000
- Safety first - launching Safety Central, the Authority's new dedicated centre at Lymm
- Launch a pilot project with the North West Amulance Service to mobilise resources to cardiac incidents in certain areas
- Staff engagement - implementing a staff engagement plan in response to the Service's fourth staff attitude survey
- Station management - implement changes designed to improve the efficiency of local station management and officers' out of hours arrangements
- Review the Service's Nucleus Duty System which operates at three stations
- Future plans - launching a comprehensive public consultation in September 2016 on options identified during the Authority's second major review of its emergency response services.

To see the full plan, visit [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk) where there is an online survey. Alternatively, email [consultation@cheshirefire.gov.uk](mailto:consultation@cheshirefire.gov.uk) or 'phone 01606 868700.



## New Views

**Most residents want Cheshire Fire and Rescue Service to keep its own identity rather than merge with other organisations as it works to find major savings in its budget.**

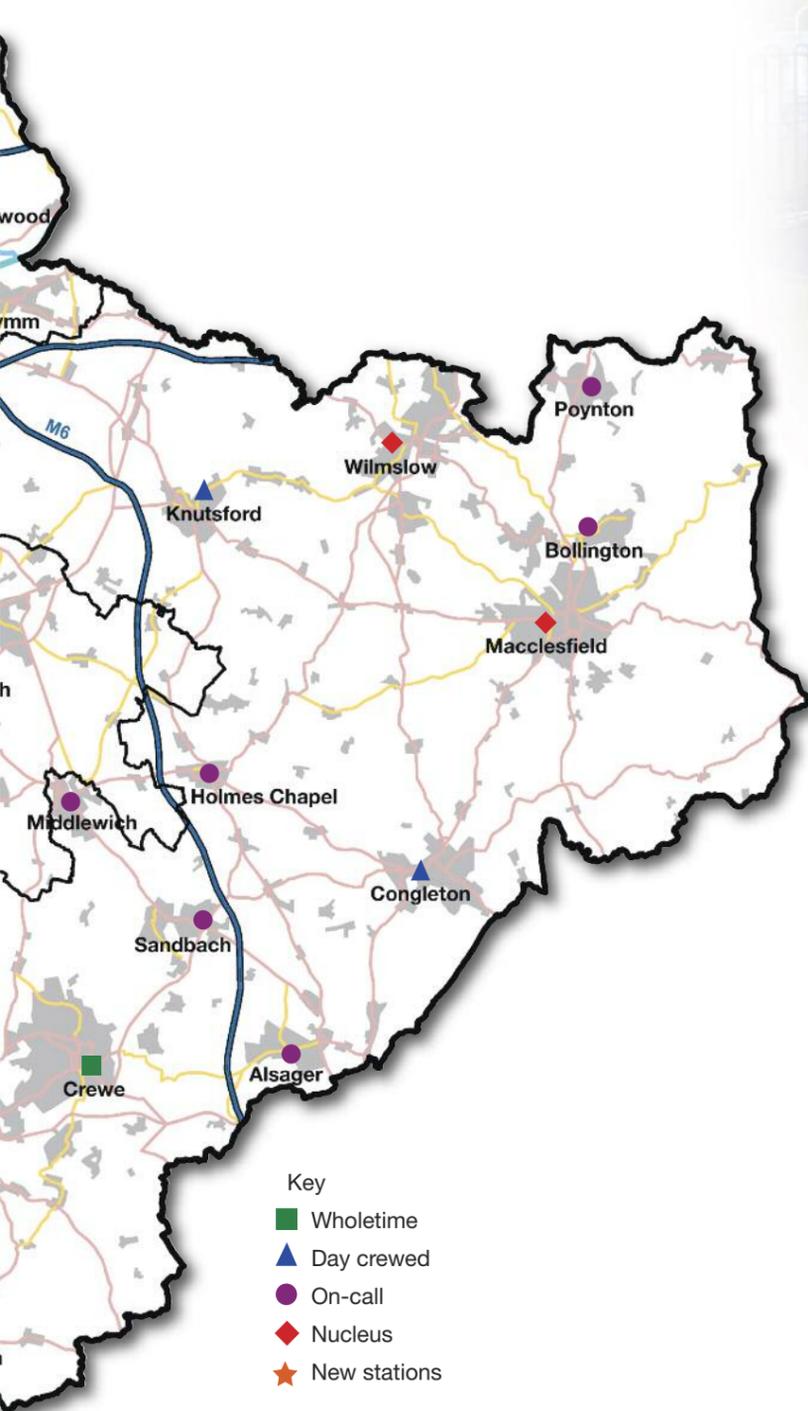
A detailed public survey carried out in 2014 to help the organisation develop its new five year strategy asked respondents to show their support for three options on how the organisation could be managed in the future.

The proposal for the Service to stay independent but work closely with other local authorities was preferred by 71% with 15% preferring a merger of the Service and Cheshire Constabulary and 14% saying a merger of all fire and rescue services in the North West was their first choice.

As a result, the Fire Authority's new strategy says that fire services should continue to be provided on its current boundaries and that collaboration with Cheshire Constabulary and others will focus on saving money in back office areas.

The survey was carried out by an independent company and involved over 830 face to face interviews across the Fire Authority's area and mean that the results are an accurate reflection of public opinion to within +/- 3.4%.

# vision



## New Stations

The first of four new fire stations to be built as part of the Fire Authority's initial emergency response programme has been officially opened.

The brand new on-call community station in Brookhouse Road, Alsager is part of the programme which is aimed at improving overall response times, keeping the same number of fire engines but make savings by changing how some stations will be crewed in the future.

The new station in Alsager is based on the site of a former council depot and the £1 million project includes a dedicated community meeting room and has been designed to blend into the adjacent park.

Fire Authority Chair Cllr. John Joyce said: "It is exciting to see the first part of our ambitious programme become reality and this new fire station, along with the three due to be built in other parts of the county, will ensure we can continue to protect local communities across Cheshire."

A new team of on-call firefighters has been recruited and completed initial training. They will be shadowing other crews before becoming fully operational in 2016-17.

The next stage of the emergency response programme will see new fire stations being completed at Penketh, Powey Lane near the M56 and near the motorway interchange at Lymm during 2016-17.

The station at Lymm will also include the county's first public safety centre where school children, carers, new parents and other visitors will be able to learn how to stay safe, well and independent by experiencing realistic scenarios in four innovative learning zones.

Total cost of the overall programme is around £16 million, with all of the money coming from Government grants or the Authority's own reserves so that it doesn't have to borrow and repay loans.

The organisation is working with contractors to ensure that any opportunities to train and employ local people during the construction are maximised.



Above, Alsager's new firefighters demonstrate their skills at the official opening of the new station.

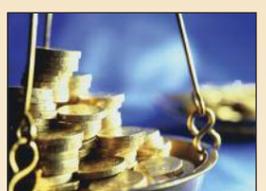
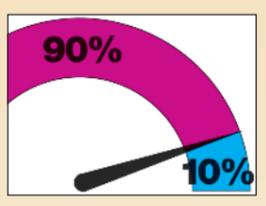
Below, Cllr. Joyce and Lord Lieutenant of Cheshire David Briggs unveil the plaque.



Future visions: artists' impressions of the new stations at, top to bottom, Penketh, Lymm with the integrated safety centre, and Powey Lane.

Other key findings from the survey include:

- Overall satisfaction with the Service was 90% - with 10% of respondents saying they didn't have enough information to comment
- 97% of respondents were satisfied that the Service provided value for money and 90% would support a one-off larger increase in Council Tax if it improved and protected services
- 73% said they were very or quite well informed about what to do in the event of a major emergency while 72% said they felt well informed about the Service.



# Heroes with grimy faces

The Service, the Philip Barker Trust and Manchester Camerata worked with children from across Cheshire to create an inspirational performance that showed the evolution of the firefighter and their duty to society.

Hundreds packed into Chester Cathedral for the performance entitled 'Heroes with Grimy Faces' - the name given by Sir Winston Churchill to Britain's firefighters during World War II.

The project involved more than 150 children from five schools across Cheshire. They worked to create the original piece that not only explored fire safety issues but also linked to the WW1 commemorations and the role of women in the service. Deputy Chief Fire Officer, Mark Cashin said: "The event was a great success and it was wonderful to see how the children had worked so hard to create a brilliant performance and a truly special event.

"Projects like this are all about education and enable us to promote safety in an innovative way, and by doing so have a positive impact on the lives of young people and their families. It is another way of helping us to reach our aim of achieving a Cheshire where there are no deaths caused by fire.

"It was a real privilege to work in partnership with Manchester Camerata and the Philip Barker Trust again to create this fantastic performance."

The cathedral was a powerful and dramatic backdrop to the narrative, which used music, drama and multi-media to bring the story to life, including a real fire engine and people dressed up as firefighters through the ages.



Two members of Cheshire Fire and Rescue Service were recognised in the Queen's Birthday Honours list.

Chief Fire Officer Paul Hancock has been given the Queen's Fire Service Medal (QFSM) which is awarded to members of the fire services in the United Kingdom and Commonwealth of Nations for distinguished service or gallantry.

CFO Hancock said: "I feel very honoured to receive the Queen's Fire Service Medal. It is a great privilege which reflects the hard work of Team Cheshire, and recognises the commitment of all staff across the organisation."

Watch Manager, Peter Shields has been given the British Empire Medal (BEM). This award rewards a sustained local contribution or innovative high-impact work. He said: "I've worked for the Service for nearly 29 years and I am honoured that the Service has nominated me for doing what I always do in my work. My family is incredibly proud that I have been given this award and my wife and two children enjoyed going with me to the presentation."

## Summary of accounts 2014-15



Cheshire Fire Authority is the public body which manages the fire and rescue service on behalf of local communities. It is made up of 23 elected Members, with eight appointed by Cheshire East Council, seven by Cheshire West and Chester, three by Halton Borough and five by Warrington Borough. The current political make up of the Authority is Labour (13), Conservative (8), Liberal Democrat (1) and Independent (1).

The Authority is a separate legal body and has the power to set council tax and agree its own policies and procedures without needing the approval of these local councils. Its meetings are open to the public and are usually held at the Service's Winsford headquarters. Full details are on the website – [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)

Its key duties include: approving the annual budget; setting its council tax level and agreeing the numbers of staff and levels of equipment necessary to provide an effective service and approving the organisation's key policies, plans and strategies.

It is also responsible for ensuring its business is conducted in accordance with the law and proper standards, that public money is properly accounted for

and how it aims for continuous improvement. To demonstrate this it produces an Annual Governance Statement to accompany the Statement of Accounts. From 2013-14 the Authority has included this as part of its annual Assurance Statement. Both the Annual Accounts and the Assurance Statement are available on the Authority's website.

### Accounts

The Fire Authority's accounts show how it uses its resources to deliver a fire and rescue service across Cheshire. The summary accounts below provide an overview of where the funds come from, how they are used and the financial position as at March 31st 2015.

### Summary Revenue Account

The 2014-15 Fire Authority net revenue budget was £43m, with total net expenditure incurred of £42.5m resulting in an underspend of around £494k.

The Authority has a General Reserve of £7m. This has been assessed as proportionate to the risks facing the organisation and balances the current public sector financial position with the need to ensure there are

sufficient funds to deal with major incidents. The Authority also holds earmarked reserves to meet specific needs. In line with the continuing financial pressure it faces, the Authority has developed a range of options to deliver future savings. Implementing some of these will take time, however, and it is recognised that the Authority's reserves will be needed to smooth the financial pressure over the next few years.

### Summary Balance Sheet

The Summary Balance Sheet shows the 2014-15 end of year position and the most obvious point to note is the net liability of £460m. In other words, the Fire Authority has assets worth £71m, but has long term liabilities of £531m.

Most of the liabilities relate to expected future pension costs of £529m, compared to £446m in 2013-14. All local authorities are required to recognise this liability in their balance sheet even though it is not an immediate call on their resources, but instead is paid out over the life of existing and future pensioners. At present, all deficits on the Firefighters' Pension Scheme are funded by Government through a specific top up grant.

Summary Revenue Account 2014-15	£'000	£'000
Community Fire Safety	10,464	
Firefighting and Rescue Operations	25,232	
Corporate and Democratic Core	1,110	
Non-Distributed Costs	240	
<b>Net Cost of Service</b>		<b>37,046</b>
Other income, expenditure and adjustments	6,325	
<b>Amount to be met by Govt Grant and Local Taxation</b>		<b>43,371</b>
Revenue Support Grant and Local Taxation	-19,285	
Council Tax	-23,772	
<b>Net General Fund (Surplus)\Deficit</b>		<b>314</b>
Balance on General Fund brought forward	-7,276	
<b>Balance on General Fund Carried Forward</b>		<b>-6,962</b>

Summary Balance Sheet 2014-15	£'000	£'000
Long Term Assets	41,892	
Current Assets	33,576	
Long Term Liabilities	-530,930	
Current Liabilities	-4,209	
<b>Total Assets less Total Liabilities</b>		<b>-459,671</b>
<b>Financed by:</b>		
Unusable reserves	495,428	
Earmarked Reserves	-28,795	
General Reserve	-6,962	
<b>TOTAL NET WORTH</b>		<b>459,671</b>

Notice is hereby given that the audit of the Authority's accounts for the year ending 31-03-2015 is complete. Any local government elector may inspect, copy or request a copy of the statement of accounts and the auditor's report, which are available at Fire Service HQ, Sadler Road, Winsford CW72FQ, Monday to Friday, 9am to 5pm, or on our website at [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)

Paul Vaughan, Head of Finance, 01606 868700

# Focus on Performance 2014-15

Fire and rescue incidents attended by the Service continued to reduce during 2014-15, with annual reductions of 7% in all fires involving property of significant value, a 15% reduction in injuries from fires in the home and a 32% reduction in deliberate fire activity.

The Service attended 83% of house fires and road traffic collisions within its 10 minutes standard. There was a 15% reduction in the number of fire crews attending false alarms caused by equipment in businesses and commercial premises, following the implementation of a new attendance policy.

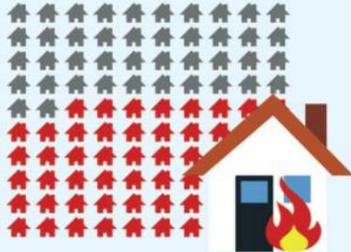
During 2014-15, staff carried out over 24,000 home safety assessments to higher risk households, home oxygen users and people referred to us from our partner agencies. National figures show that the Service targets a higher percentage of over-65s than any other service in England.

The following infographic highlights some of the key trends on different aspects of the organisation's performance over recent years.

## Key Service Trends

### Community Outcomes

There have been 42% fewer accidental fires in the home over the last decade...




... although over 50% of these still start in the kitchen

Injuries caused by fires in the home are down 63% compared to 10 years ago



Smoke alarm ownership is at an all time high - 88% of houses involved in fires last year had smoke alarms fitted

71% fewer deliberately ignited fires than 10 years ago



Over 5,400 fewer fires were attended last year compared to 10 years ago

### Prevention and Protection

In the past 3 years, over 82,300 Home Safety Assessments have been completed




The Service continues to work with partners to share data and identify those who are most at risk.



Over 4,000 young people have completed Prince's Trust and RESPECT courses since they began



False alarms caused by automatic systems in businesses and commercial premises reduced by 46% over 5 years



Over 4,300 business inspections and audits were completed last year

Conviction rates for deliberate fire activity still exceed the national average



### Staff and Services



Sickness is at the lowest level ever recorded with an average of 4.2 days per person

All essential firefighting training has been completed



Value for money reviews generates savings of £1.3 million

## Top performer

The Service has been praised by leading gay charity Stonewall as the North West's best performing public sector organisation for lesbian, gay, bisexual and transgender (LGBT) staff.

The award was presented at an event in Manchester to recognise the achievements of the North West in the Workplace Equality Index, an annual list through which Stonewall benchmarks LGBT-friendly employers.

This award came after the Service reached 31st in the National Stonewall Top 100 list and was the highest placed emergency service in the UK.



Chief Fire Officer Paul Hancock said: "We are delighted to be recognised as a diversity leader among public bodies in the North West. This reflects a great deal of hard work by our elected Members, officers and staff who are committed to ensuring that all colleagues feel able to be themselves at work and help to make their communities safer."

As well as the best employer award, the Chair of the Service's LGBT staff network, Matt Maguire, was named North West Role Model of the year by Stonewall, for the work he has undertaken to raise the profile of LGBT issues within the fire and rescue locally and nationally.

Accepting the award Matt said: "For LGBT employees, knowing that the organisation and colleagues will support them to be themselves means they can focus on the job."

## Sprinklers save local business

The Service is continuing to campaign to make the fitting of sprinkler systems a requirement in all new developments and businesses in Cheshire.

This year alone, three local businesses have been saved thanks to sprinkler systems that either put the fire out or stopped it from spreading.

One such company was Mitras in Winsford. Thanks to its sprinkler system, a fire involving a machine and ducting was prevented from spreading enabling the business to be back up and running quickly.

Mitras Managing Director, Andrew Goodier, said: "I would encourage anyone in the manufacturing industry who doesn't have sprinklers to think very carefully about what they would do in a situation like this and how their business would survive a fire. We know the value of sprinklers here at Mitras. We are opening a new factory very soon and have already fitted sprinklers as standard."

Another of the companies saved by sprinklers, Jiffy Packaging, supported the Service to promote a national campaign for Fire Sprinkler week in March 2015. Damage to a Warrington shredding company was also dramatically reduced thanks to a sprinkler system.

The Service's Head of Prevention and Protection, Keith Brooks, said: "These cases show just how crucial an investment in a sprinkler system can be and I hope they encourage more businesses to install them."

Further details on the Service's website.





# All aboard for safety

Runcorn firefighters took to the water as part of the Chief Fire Officers' Association's (CFOA) Ageing Safely Week.

Crews joined forces with the Canal Boat Project to invite five Widnes and five Runcorn residents on canal trip.

Those aboard were identified as people who may not be able to get out and about all that often. The trip was designed not only to give them the chance to pick up some potentially life saving advice but also an opportunity to meet new people.

# Pupils rise to challenge

Eight Halton schools took part in the fourth annual Cheshire Fire and Rescue Service Phoenix Challenge at Widnes Kingsway Leisure Centre.

Teams of six pupils from All Saints Upton, St Basils, Farnworth, St Gerards, Halton Lodge, St Augustines, Hallwood Park and Pewithall primary schools competed at tennis, new age kurling, table tennis and problem solving.

This year saw Farnworth School, Widnes, lift the trophy in a close run competition with Runcorn's St Martin's taking second place. All participants receiving a certificate, medal and goody bag.

Speaking at the event, Widnes Fire Station Watch Manager Paul Rostance said: "This is the fourth annual Phoenix Challenge that we have organised to encourage this key age group to participate in sports and become more active. It was great to see the event supported by so many parents and teachers, and hopefully this event will continue to grow and provide opportunity for the children to try out new sports."

All the participating schools are members of the Service's Phoenix Schools' Project where firefighters from Runcorn and Widnes fire stations regularly visit primary schools throughout Halton, building relationships with the staff, pupils and parents.



# Healthy hearts in Runcorn



The Healthy Hearts Runcorn Gym at Runcorn Community Fire Station is having a great impact on the health of Halton residents.

The gym was designed in collaboration with Warrington and Halton NHS Foundation Trust, supported by the Local Area Forum to assist those with cardiac-related illnesses.

The Service's Delivery Manager for Halton and Warrington, Sean Henshaw, said: "For many years now Runcorn Fire Station has been at the heart of the local community, with facilities such as its community garden and climbing wall. The Healthy Hearts Gym is a great addition to those amenities, being used as an outreach facility for delivering fitness sessions to patients who are rehabilitating following heart surgery or heart attacks."

It was attended by over 600 residents in the first six months of the partnership with the borough's Health Improvement Team.

## Halton Unitary performance area profile



In the last three years, primary fires in Halton have reduced by 21%. These are fires that involve property such as buildings and vehicles and include both accidental and deliberate incidents. The numbers of fire related fatalities and injuries remain low, with the majority of hospital admissions as a result of slight injuries.

Also included in the primary fires category are accidental dwelling fires, which have reduced by 8% in the last three years. Delivery of Home Safety Assessments continues to be focused on those households most at risk and this is backed up with publicity campaigns highlighting key safety messages, particularly around safety in the kitchen where around 50% of house fires start.

Deliberate fires are more of an issue in Halton than in the other areas covered by the Cheshire Fire Authority, however a 41% reduction has been recorded over the past three years.

Cheshire Fire and Rescue Service's intelligence led approach to identifying 'hotspot' areas of high activity has become more sophisticated and these problem areas are tackled with a range of arson and youth engagement initiatives.

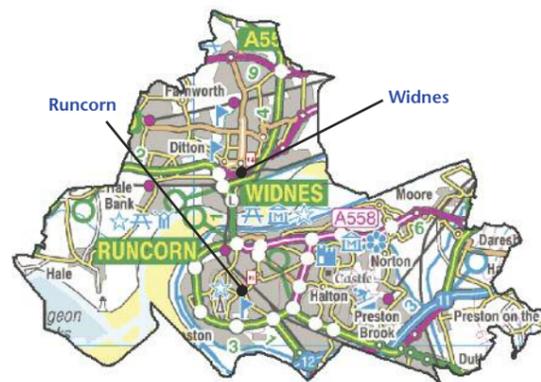
Key statistics	2012-13	13-14	14-15
Primary fires per 100,000 population	127.3	118.5	100.2
Fatalities from primary fires per 100,000 population	0.8	0.0	0.0
Injuries from primary fires per 100,000 population	4.0	1.6	3.2
Deliberate primary fires per 10,000 population	5.9	4.4	3.3
Deliberate secondary fires per 10,000 population	28.7	32.1	17.1

### Key contacts

 <b>Sean Henshaw</b> Service Delivery Manager	 <b>Emma Coxon</b> Locality Safety Manager	 <b>Liz Thompson</b> Hub Administration Manager	 <b>Ian Kay</b> Station Manager - Protection
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### Fire Authority Members

 <b>Phil Harris</b>	 <b>Stef Nelson</b>	 <b>Rob Polhill</b>
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■ Wholtime station (Runcorn also has an on-call watch)

Your local station – For more information about your local fire station, please visit our website [www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)

Call 01606 868700 if you know someone who wants to receive this report in another format

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**REPORT TO:** Safer Policy and Performance Board

**DATE:** 10 November 2015

**REPORTING OFFICER:** Strategic Director – Community and Resources

**PORTFOLIO:** Community Safety

**SUBJECT:** UK Visa and Immigration Service

**WARDS:** Borough Wide

### **1.0 PURPOSE OF THE REPORT**

- 1.1 To update the Safer Halton Policy and performance Board on the work of the UK Visa and Immigration Service, formerly known as United Kingdom Border Agency (UKBA)
- 1.2 A representative from the Fire and Rescue service will be in attendance to present the information and answer any queries that the Board may have.

**2.0 RECOMMENDATION: That the presentation be received and noted.**

### **3.0 SUPPORTING INFORMATION**

- 3.1 The UK Visa and immigration service, contributes to achieving the Home Office's priorities of securing our borders and reducing immigration, cutting crime and protecting our citizens from terrorism.

### **4.0 POLICY IMPLICATIONS**

- 4.1 None

### **5.0 RISK ANALYSIS**

- 5.1 None

### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

#### **6.1 Children and Young People in Halton**

The UK Visa and Immigration Service as a universal service impacts on the health, safety and well-being of young people.

**6.2 Employment, Learning and Skills in Halton**

None

**6.3 A Healthy Halton**

None

**6.4 A Safer Halton**

The UK Visa and Immigration Service as a universal service impacts on the health, safety and well-being of the residents of Halton.

**6.5 Environment and Regeneration**

None

**7.0 EQUALITY AND DIVERSITY ISSUES**

None.

**8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

8.1 There are no background papers under the meaning of the Act.

<b>REPORT TO:</b>	Safer Policy and Performance Board
<b>DATE:</b>	10 November 2015
<b>REPORTING OFFICER:</b>	Director of Public Health
<b>PORTFOLIO:</b>	Health and Wellbeing
<b>SUBJECT:</b>	Local Alcohol Action Area Final Report
<b>WARD(S)</b>	Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to present the Local Alcohol Action Area Final Report

2.0 **RECOMMENDATION: That the Board note the contents of the report and continues to support local actions to reduce alcohol-related harm.**

3.0 **SUPPORTING INFORMATION**

3.1 As part of the Government's response to the Alcohol Strategy Consultation in July 2013, the Home Office set out a commitment to launch a number of 'Local Alcohol Action Areas' (LAAA). In March 2014 Halton was one of only twenty areas in the country to be selected as a LAAA.

The Halton LAAA had three key aims:

- to reduce alcohol-related crime and disorder;
- to reduce alcohol-related health harms; and
- to promote growth by establishing diverse and vibrant night-time economies.

3.2 With the support of the Home Office and Public Health England each area had responsibility for deciding its own priorities for local action in line with the three project aims. A multi-agency steering group was established and the following objectives:

Objective 1: To transform the relationship the people of Halton have with alcohol

Objective 2: Increase awareness of the effects of alcohol on the unborn child

Objective 3: Support young people within Halton to delay onset of drinking, and reduce binge drinking

Objective 4: Develop alcohol treatment referral pathways

Objective 5: Ensure local licensing policy supports alcohol harm

reduction agenda

Objective 6: Reduction in underage drinking and associated anti-social behaviour

Objective 7: Work with licensed premises to adopt more responsible approaches to the sale of alcohol

Objective 8: Prevention of alcohol related domestic violence

Objective 9: Create a more diverse and vibrant night-time economy

3.3 Good progress was made against all LAAA objectives. Key projects completed as part of the LAAA included:

- running the Halton Alcohol Inquiry,
- the development of a social marketing campaign aimed at women of childbearing age to raise awareness of alcohol abstinence in pregnancy and foetal alcohol spectrum disorders (FASD),
- the development of a school based social norms campaign around alcohol (aimed at both pupils and their parents),
- the promotion of Challenge 25,
- the strengthening of the Widnes and Runcorn Pub Watch groups,
- the development of a local “dry café” Halton Brew.

3.4 The LAAA scheme concluded in May 2015. A final project report summarising the successes of the project has been submitted to the Home Office.

3.5 The LAAA has strengthened the relationship between crime and community safety colleagues and health, ensuring that there is a shared understanding and commitment to reducing all aspects of alcohol-related harm across the Borough. The LAAA Steering Group will now merge with the Halton Alcohol Strategy Group and continue to build upon actions and momentum.

## 4.0 **POLICY IMPLICATIONS**

4.1 The harmful impacts of alcohol described above have been recognised by partners in Halton and reducing alcohol related harm has been identified as a priority by the Health and Wellbeing Board, the Halton Children’s Trust and the Safer Halton Partnership Board, and the work supports the delivery of national policies, strategies and guidelines.

## 5.0 **FINANCIAL IMPLICATIONS**

5.1 The Local Alcohol Action Area and ongoing actions are being delivered through existing resources identified within each partner’s budget.

6.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

6.1 **Children & Young People in Halton**

The LAAA supports the work of the Children's Trust and its partners in reducing the harm caused by alcohol to local children, young people and their families.

6.2 **Employment, Learning & Skills in Halton**

Alcohol can affect an individual's ability to access or maintain employment as well as have a detrimental effect on educational attainment. Through reducing alcohol-related harm the LAAA contributed to the development of opportunities otherwise adversely impacted by alcohol.

6.3 **A Healthy Halton**

The LAAA supported the commitments to reduce the harm caused by alcohol identified in the Health and Wellbeing Strategy.

6.4 **A Safer Halton**

Reducing the harm caused by alcohol is a central strand of the work of the Safer Halton Partnership.

6.5 **Halton's Urban Renewal**

As part of the LAAA, there is a commitment to working to stimulate and diversify the night-time economy so that it can provide alternative options to drinking alcohol. This will, in turn, contribute to the development of local town centres and Halton's Urban Renewal.

7.0 **RISK ANALYSIS**

7.1 The key risk is a failure to reduce the harm caused by alcohol for Halton's residents in accordance with the objectives of the LAAA. This risk can be mitigated through the LAAA Steering Group merging with the Halton Alcohol Strategy Group in order to continue to build upon actions and momentum.

8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 The LAAA aimed to meet the needs of all residents in Halton to reduce alcohol related harm.

9.0 **LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

<b>Document</b>	<b>Place of Inspection</b>	<b>Contact Officer</b>
Local Alcohol Action Area Final Report	HBC website	Dr Elspeth Anwar Elspeth.anwar@halton.gov.uk

## A) Project Overview

<b>Name of area:</b>	HALTON
<b>Project aims</b>	<p><i>Please indicate which of the three programme aims your project sought to address:</i></p> <p><b>Crime and Disorder                      Health                      Diversification</b></p>
<b>Project objectives:</b>	<ol style="list-style-type: none"> <li>1) To transform the relationship the people of Halton have with alcohol</li> <li>2) Increase awareness of the effects of alcohol on the unborn child</li> <li>3) Support young people in Halton to delay onset of drinking, and reduce binge drinking</li> <li>4) Develop alcohol treatment referral pathways</li> <li>5) Ensure local licensing policy supports the alcohol harm reduction agenda</li> <li>6) Reduce underage drinking and associated anti-social behaviour</li> <li>7) Work with licensed premises to adopt more responsible approaches to the sale of alcohol</li> <li>8) Prevention of alcohol related domestic violence</li> <li>9) Create a more diverse and vibrant night-time economy</li> </ol>
<b>Themes:</b>	<p><i>Please indicate which <u>alcohol harms/diversification issues</u> your LAAA work sought to address: (please indicate all that apply):</i></p> <ul style="list-style-type: none"> <li>➤ Late night violence in the town/city centre</li> <li>➤ Domestic violence</li> <li>➤ Reducing underage drinking</li> <li>➤ Supporting vulnerable individuals within the night-time economy</li> <li>➤ Drinking during pregnancy</li> <li>➤ Lack of diversity in evening or night time economy</li> <li>➤ Alcohol licensing</li> <li>➤ Negative perception of the town centre/night time economy</li> <li>➤ Community engagement</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Development of a strategic and partnership approach to tackling the harms caused by alcohol (strategy and action plan)</li> <li>➤ Alcohol education</li> <li>➤ Alcohol awareness campaigns</li> <li>➤ Alcohol treatment pathways</li> <li>➤ Alcohol availability and licensing</li> <li>➤ Responsible retailing</li> </ul>
<p><b>Main activities:</b></p>	<p><i>Please indicate the main categories of <u>intervention</u> undertaken as part of your LAAA work: (please indicate all that apply)</i></p> <ul style="list-style-type: none"> <li>• Improving identification of individuals with alcohol issues in primary care settings</li> <li>• Improving identification of individuals with alcohol issues in Accident and Emergency departments</li> <li>• Improving identification of individuals with alcohol issues in other healthcare/non healthcare settings</li>   <li>• Improving provision for those with alcohol issues within maternity services</li> <li>• Improving other hospital-based alcohol services</li> <li>• Improving the range of other alcohol services (both)</li> <li>• Improving access to and/or quality of specialist treatment</li>   <li>• Education / awareness raising (across the life course)</li> <li>• Outreach work</li> <li>• Diversionary activities (across the life course)</li>   <li>• Community Engagement/ consultation</li> <li>• Social media campaigns</li> <li>• Other communication activity - development of coordinated alcohol communications plan.</li> </ul>

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	<ul style="list-style-type: none"><li>• Use of health data to inform policing and licensing activities</li><li>• Promoting responsible retailing</li><li>• Working with door staff</li></ul>
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## B) Objective Tables

Please complete a table for each of your objectives. The table should include a list of the activities, their impact and supporting evidence. The relevant theme(s) should also be given (see section A above). Please include any specific performance targets you set, and the degree to which you have met them. An example has been started below. Please keep information as succinct as possible – you will be able to give more detail in the case studies section.

<b>Objective 1: To transform the relationship the people of Halton have with alcohol</b>			
<p>➤ Theme(s): Community engagement, Alcohol awareness campaigns plus the Halton Alcohol Inquiry covered all other themes (Late night violence in the town/city centre, Domestic violence, Reducing underage drinking, Supporting vulnerable individuals within the night-time economy, Drinking during pregnancy, Lack of diversity in evening or night time economy, Alcohol licensing, Negative perception of the town centre/night time economy, Development of a strategic and partnership approach to tackling the harms caused by alcohol (strategy and action plan), Alcohol education, Alcohol treatment pathways, Alcohol availability and licensing, Responsible retailing).</p>			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward?</b>
<p><b>Activity 1:</b> Start a community conversation around alcohol – using an inquiry approach based on the citizen's jury model of community engagement.</p>	<p>Halton Alcohol Inquiry commissioned by Halton Borough Council Public Health Team and delivered by Our Life, cost = £28,000</p> <p>5 days of 2 x Council Officer</p>	<p>Increased knowledge of participants of alcohol related harm within local communities.</p> <p>Participants feel engaged and able to inform local decision making processes.</p> <p>The Halton Inquiry enabled local residents who may have not been involved in decision making processes in the past to become part of a local group that explored the issue of alcohol in their area. Our Life created a discussion around alcohol which enabled Inquiry participants to develop informed opinions and draw their own conclusions.</p>	<p>An action plan will be produced based on the Inquiry recommendations.</p> <p>Commitment of local partners to implement recommendations has been assured.</p> <p>Sustainable support mechanism for the continuation of the Inquiry group through the local voluntary and community action (VCA) organisation has been arranged.</p>

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	<p>time</p> <p>11 commentators presented to the group (this included the Halton Director of Public Health, and colleagues from Licensing enforcement, trading standards, Young Addaction, Cheshire Police, Drink Wise, Diageo, Beer and Pub Association, University of Manchester)</p>	<p>Recommendations for change formulated by the group and to be reported back to local partners on the 4<sup>th</sup> June 2015.</p> <p>Recommendations for change produced by the Inquiry group relate to:</p> <ul style="list-style-type: none"> <li>- Alcohol education in schools</li> <li>- Alcohol licensing</li> <li>- Targeted work with parents</li> <li>- Alcohol advertising</li> <li>- Diversionary activities for young people</li> <li>- Alcohol communications</li> <li>- Education around alcohol units</li> </ul> <p><i>See case study 2 for further information.</i></p>	
<p><b>Activity 2:</b> Development of a coordinated alcohol awareness campaign plan that covers all ages and supports the local promotion of national alcohol awareness campaigns.</p>	<p>Officer time</p> <p>£2,000 contribution to North West activity to support Dry January.</p> <p>Collaborative commissioning of</p>	<p>Coordinated alcohol awareness campaign plan being developed as part of Halton Alcohol Strategy with sign up from all local partners.</p> <p>Participation in North West region Drink Wise “Alcohol and Childhood don’t mix” campaign. See <a href="http://www.LookAgainAtAlcohol.org.uk">www.LookAgainAtAlcohol.org.uk</a> for more information.</p> <p>Borough wide promotion of Dry January by all local stakeholders (e.g. Halton Borough Council, Halton CCG, NHS Acute trusts and community service providers, adult and young people’s services,</p>	<p>Finalise and continue to review coordinated alcohol awareness campaign plan as part of Halton Alcohol Strategy Group.</p> <p>Utilisation of existing and new provider networks and partnership meetings (healthy schools partnership, safer schools partnership, mental health partnership board, youth opportunities and development board) to ensure consistent</p>

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	<p>Drink Wise across the Cheshire and Mersey Partnership. (c. £10,000)</p>	<p>Cheshire Police, etc.) – This led to increased awareness and participation in the scheme within Halton.</p> <p>Joint alcohol harm reduction messages developed and agreed by Halton Borough Council, Young Addaction, School nursing service, Community Safety Team, Cheshire Police (<i>Linked to Outcome 6 below</i>).</p> <p>Foetal alcohol spectrum disorder (FASD) social marketing campaign developed and launched (<i>see Outcome 2 below</i>).</p>	<p>messages and coordinated activity to reduce alcohol-related harm.</p>
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### Objective 2: Increase awareness of the effects of alcohol on the unborn child

Theme(s): Drinking during pregnancy, Alcohol awareness campaigns

Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward?
<p>Develop a social marketing campaign aimed at women of childbearing age to raise awareness of alcohol abstinence in pregnancy and foetal alcohol spectrum disorders (FASD).</p>	<p>£20k plus 1 officer</p>	<p>Social marketing campaign aimed at women of childbearing age to raise awareness of alcohol abstinence in pregnancy and foetal alcohol spectrum disorders (FASD) developed and launched.</p> <p>Learning from insight work and campaign development process shared with colleagues across the North West at Drink Wise Centre of Excellence Seminar.</p> <p>Positive feedback received from public and partners related to campaign.</p>	<p>As this campaign is in its infancy the full impact is yet to be established. We are following 20 women from checking in to birth to establish their attitudes and actions as a result of exposure to the FASD messages.</p> <p>We will also carry out on street research x 100 women to establish if the target audiences have seen the campaign, if their</p>

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		<p>Anecdotal evidence from local community alcohol service provider is that this campaign directly influenced a local mother’s decision to move from problematic drinking to abstinence during pregnancy.</p> <p><i>See case study 1 for further information.</i></p>	<p>attitudes have changed as a result of exposure.</p> <p>Data will be gathered from partners to establish their client’s responses, and any outcomes as a response.</p> <p>Post the evaluation we will develop the 2<sup>nd</sup> phase of a campaign once we understand what is working well.</p> <p>Potential for campaign materials to be shared with interested partners.</p>
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<p><b>Objective 3: Support young people within Halton to delay onset of drinking, and reduce binge drinking</b></p> <p>Theme(s): Alcohol education, Reducing underage drinking</p>			
<p><b>Activity description, including any targets</b></p>	<p><b>Resources used (financial and non-financial)</b></p>	<p><b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b></p>	<p><b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b></p>
<p>Development of a school based social norms campaign around alcohol.</p>	<p>RU Different Social norms campaign commissioned by Halton Borough Council Public Health Team and delivered by</p>	<p>All local secondary schools and pupil referral unit and local college participated in the programme.</p> <p>Initial survey indicated:</p> <ul style="list-style-type: none"> <li>- 62% of local year 9 pupils never drank alcohol,</li> <li>- 31% drank alcohol once a month or</li> </ul>	<p>Interventions to raise awareness of low levels of alcohol consumption among peers are now taking place across each school. This is school specific and includes posters (e.g. did you know that 9 out of 10 year 9 pupils drink alcohol less than once a month or less), interactive quizzes and pupil designed campaigns.</p>

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	<p>Social Sense, cost = £49,000 Officer time.</p>	<p>less</p> <ul style="list-style-type: none"> <li>- Therefore in total 93% drink alcohol once a month or less.</li> <li>- There was a large mismatch between self-reported behaviour and the perception of drinking amongst participants with 46% of pupils believing that their peers drank once a week or more.</li> <li>- 39% of those who replied that they did drink stated that their parents bought it on their behalf.</li> </ul> <p>An additional investment has also been generated via the Alcohol Education Trust who contributed money to raise awareness of alcohol-related harms among young people and reduce the number of parents who buy alcohol for their children. To date a newsletter / survey has been sent to over 500 parents/guardians of the young people who participated in the programme.</p>	<p>The survey will be repeated during the summer term and will hopefully demonstrate a shift in understanding of social norms around drinking of peer and self-reported behaviours.</p> <p>The programme will be repeated into 2015/16 school year.</p> <p>We will have the opportunity to follow up the current Year 9 cohort via the North West Trading Standards survey conducted in 2017/18 (when these young people will be aged 15/16) to see if we have observed a delay in drinking onset within this cohort.</p>
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<b>Objective 4: Develop alcohol treatment referral pathways</b>			
Theme(s): Alcohol treatment pathways			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
Development of alcohol treatment pathways (in line with NICE guidance)	Officer time across all relevant partners	<p>Alcohol treatment pathways are being developed in partnership. These pathways cover all life course stages (pregnancy, children and young people, adults and older adults) and cover early identification, treatment and dealing with repeat attenders.</p> <p>A community based recovery pathway has also been developed to ensure more effective joint working and smooth patient journeys between acute trusts, alcohol liaison nurses and the community alcohol treatment service. As part of this pathway data sharing protocols have also been developed.</p> <p>A draft Nalmefene pathway has been developed in partnership with Public Health, Halton CCG and CRI (local alcohol treatment provider) in line with NICE guidance.</p>	Alcohol treatment pathways and nalmefene pathways to be agreed by alcohol strategy implementation group and shared with all local partners.

<b>Objective 5: Ensure local licensing policy supports alcohol harm reduction agenda</b>			
Theme(s): Alcohol licensing, Lack of diversity in evening or night time economy, Negative perception of the town centre/night time economy, Late night violence in the town/city centre.			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
Review Halton Statement of Licensing Policy (SOLP)	Officer Time	<p>Raised awareness of the support Public Health can offer to the licensing decision making process and the need to ensure that local licensing policy supports the alcohol-harm reduction agenda.</p> <p>Public Health supported by colleagues from Halton Borough Council Community Safety team, Public Health England and Drink Wise briefed the local licensing committee on the levels of alcohol-related harm in Halton and examples of best practice in aligning licensing and alcohol-harm reduction agenda from other areas.</p> <p>Drink Wise Statement of Licencing Policy (SOLP) self-assessment tool completed in partnership with all Responsible Authorities.</p> <p>Halton SOLP has been reviewed and updated in line with best practice.</p>	<p>Halton SOLP final draft to go out for formal public consultation prior to Council approval and implementation.</p> <p>Continue to develop partnership working between local responsible authorities and Licensing Committee. For example through development of a local screening tool for new license application or application for a license variation against a series of measures to enable the identification of applications that could have a significant adverse impact within Halton.</p>

Objective 6: Reduction in underage drinking and associated anti-social behaviour			
Theme(s): Reducing underage drinking			
Activity description, including any targets	Resources used (financial and non-financial)	Evidence of impact/ how original performance targets have been met (Quantitative & qualitative)	How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)
<p><b>Activity 1:</b> Development of joint alcohol reduction messages aimed at young people.</p>	Officer time	<p>Joint alcohol-harm reduction messages developed and agreed by Halton Borough Council, Young Addaction, School Nursing service, Community Safety Team, Cheshire Police (<i>Linked to Outcome 1 above</i>).</p> <p>Effective partnership working has led to reductions in underage drinking. Since 2006 Halton has seen a sustained reduction in the number of alcohol specific hospital admissions for young people. Since 2006 under-18 alcohol specific admissions in Halton have fallen by 59% (compared to 34% in England and 38% across the North West).</p>	Coordinated alcohol awareness campaign plan to be delivered by Halton Alcohol Strategy Implementation Group.
<p><b>Activity 2:</b> Ensure the effective implementation of Operation Stay Safe</p>	Officer time	<p>Linked to reductions in underage drinking locally Operation Stay Safe has seen a reduction in the number of young people removed to a place of safety and the volume of alcohol confiscated.</p> <p>Commitment from partners to work in</p>	<p>Commitment from all partners to continue supporting Operation Stay Safe in Halton.</p> <p>Local partners committed to work in partnership to deliver diversionary activities for young people in Halton.</p>

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		partnership to deliver diversionary activities targeted at youths known to have engaged with or being at risk of alcohol-related anti-social behaviour e.g. bike project, football training and competitions.	
<b>Activity 3:</b> Explore the added value of Community Alcohol Partnerships (CAP)	Officer time	Trading Standards team was brought into the Council (previously an outsourced service) and as a result a great deal of activity has taken place to build relationships with the local off licence trade and other partners. <i>(See Activity 4 and Objective 7)</i> A Community Alcohol Partnership (CAP) was considered, but it was decided to delay any local implementation until greater local knowledge was developed and relationships built.	Further consideration of the development of a local CAP scheme to build upon existing partnership working between youth services, Council, NHS and local retailers.
<b>Activity 4:</b> Prevention of under-age sales	Print Challenge 25 promotional materials (no design costs as used Drink Aware resources). Shelf edge wobblers and badges for on and off licence staff outsourced: £126  Staff resource : Trading Standards	Advice to all licensed premises from adoption of Challenge 21 to Challenge 25 and provide updated materials.  Challenge 25 advice visits to on and off licence premises  Improved partnership working and sharing of intelligence e.g. between youth services and trading standards team has enabled an increase in the number of Test Purchasing operations being undertaken.  Test purchase operations using an	Advice to be given to all local premises that operate the “Challenge 25” scheme.  Intelligence and information received from licensed premises will be used to indicate possible issues with proxy purchasing which will be investigated further.  Local plans will be developed and implemented to address any areas of concern.

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	<p>Officer: 28 hours advice visits</p> <p>Trading Standards Officer: 3 hours</p> <p>3 test purchase operations: trading standards officer : 24 hours.</p> <p>Technical officer: 24 hours</p> <p>Partnership work with police, licensing and Young Addaction: Staff resource Trading Standards: 6 hours</p>	<p>underage volunteer conducted to 11 premises resulted in no sales.</p> <p>On licence advice regarding operation of under 18 events: draft policy for such events produced in partnership with trading standards, Cheshire Police, licensing and Young Addaction.</p>	
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<b>Objective 7: Work with licensed premises to adopt more responsible approaches to the sale of alcohol</b>			
Theme(s):			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
<b>Activity 1:</b> Further development and strengthening of local Pub Watch scheme	Council Officer and Police Licensing enforcement officer time	Widnes Pub Watch running effectively with good attendance.  Runcorn Pub watch established during the LAAA and going from strength to strength. Membership growing and attendance up. Five Pub Watch bans have been voted in by the members in the last two months and the members have asked for guest speakers to attend. Guest speakers have presented on topics such as legal highs and the protection of children from harm.	Continue to build on positive relationships and activities.
<b>Activity 2:</b> Further strengthening of Arc Angel Scheme (Cheshire Police scheme similar to Best Bar None)	Council Officer and Police Licensing enforcement officer time	Increase in number of licensed premises who have signed up to and met required standards Increase in local profile of this scheme.	Reviewing the possibility of moving to the nationally accepted award of Best Bar None to ensure sustainability and greater recognition of award.
<b>Activity 3:</b> Explore the possibility of voluntary agreements related to sales of high strength alcohol	Council Officer and Police Licensing enforcement officer time	Attended Drink Wise Centre of Excellence seminar on the Ipswich “Reduce the Strength campaign” and made visit to Wirral Council who have commenced a similar scheme.  Local implementation plan currently being	To develop a Halton Reduce the Strength campaign implementation plan and secure high level Council support for such a scheme.

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		<p>developed in partnership with Public Health and licensing team.</p> <p>Work continues around advocacy around Minimum unit price (MUP) and a consideration of how local areas can harness powers to enable them to tackle cheap alcohol. This is linked into the work of the North West Minimum Unit Price Byelaw Group. Attended an update and discussion event on this topic in early February.</p>	<p>To continue to link to work of North West Minimum Unit Price Byelaw Group.</p>
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<b>Objective 8: Prevention of alcohol related domestic violence</b>			
Theme(s): Domestic violence			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
Prevention of alcohol-related domestic violence.	Officer time	<p>Local analysis has revealed that each year in Halton around 50% of domestic abuse cases discussed by MARAC involved alcohol as a contributing factor.</p> <p>Alcohol IBA training delivered for staff who deal with victims and perpetrators of domestic abuse.</p> <p>Development of referral pathway between domestic abuse and alcohol treatment services has resulted in increased referrals into treatment via this referral route.</p>	<p>Continue to develop joint working between local alcohol treatment services and domestic abuse support services.</p> <p>To consider the co-location of services.</p>

<b>Objective 9: Create a more diverse and vibrant night-time economy</b>			
Theme(s): Lack of diversity in evening or night time economy			
<b>Activity description, including any targets</b>	<b>Resources used (financial and non-financial)</b>	<b>Evidence of impact/ how original performance targets have been met (Quantitative &amp; qualitative)</b>	<b>How will you sustain the activity going forward? (please include details of how financial/ non-financial support was gained)</b>
<p><b>Activity 1:</b> Create a more diverse and vibrant night time economy.</p>	<p>Officer time Support of LAAA Diversity manager</p>	<p>Local action plan developed with support of LAAA diversity advisor.  Overnight self-assessment planned to assess current state of play in local area and priority areas for action. Local Councillors will be involved in this visit.</p>	<p>Implement diversification action plan. To work towards attainment of Purple flag standard in the future.</p>
<p><b>Activity 2:</b> Explore possibility of developing night time events/ venues in Halton which are non-alcohol based.</p>	<p>Officer Time c. £15,000 PHE capital grant</p>	<p>Local community group (formed of members of carers for those affected by alcohol and substance misuse) have been supported by Public Health, Community Development Officers and CRI with plans to open a Dry Café in Halton called Halton Brew. The group were supported and successful in applying for a £15k grant via the Public Health England Drug and Alcohol Capital Grant 2014-15.</p>	<p>Continued support towards the development of the “Halton Brew”.</p> <p>Local safe in town scheme for individuals with additional needs to be rolled out across the night time economy.</p>

## C) Partners

Please include details of the partner organisations involved in the project and their roles.

<b>Partner organisation</b>	<b>Description of role</b>
Halton Borough Council – Public Health Team	Overall coordination Lead on reduction in harm to health activity
Halton Borough Council – Community Safety team	Joint coordination of reduction crime and disorder activity and diversification aims
Cheshire Police	Joint coordination of reduction crime and disorder activity
Halton CCG	Support in delivering reduction in harm to health activity
Halton Borough Council - Trading Standards	Support for reduction of underage sales and licensing activities
Halton Borough Council – Licensing and Enforcement team	Night time economy, SOLP
Halton Borough Council – Children and Enterprise directorate	Coordination of youth service and education based activity
Halton Borough Council – Health Improvement Team	Support in delivering reduction in harm to health activity
Halton Borough Council – Adults and Communities directorate	Support in delivering reduction in harm to health activity
Halton Borough Council – elected members	Support across all LAAA objectives
St Helens and Knowsley Teaching Hospitals NHS Trust	Support in delivering reduction in harm to health activity
Warrington and Halton Hospitals NHS Foundation Trust	Support in delivering reduction in harm to health activity
Bridgewater Community Healthcare NHS Foundation Trust	Support for delivering reduction in harm to health activity (midwifery, health visitors, school nurses)
5 Borough Partnership NHS Foundation Trust	Support in delivering reduction in harm to health activity
Our Life	Support in delivering reduction in harm to health activity
Drink Wise North West	Support in delivering reduction in harm to health activity and alcohol licensing
Halton and St Helens Voluntary Community Action and its members	Support in delivering reduction in harm to health activity
Young Addaction	Support in delivering reduction in harm to health activity, reducing underage drinking and anti-social behaviour.

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CRI	Support in delivering reduction in harm to health activity
Social Sense	Support in delivering reduction in harm to health activity
North West Ambulance Service	Support in delivering reduction in harm to health activity
Local schools and colleges	Support in delivering reduction in harm to health activity
Local businesses	Support for the delivery of local outcomes across all LAAA activity areas.

### D) Key Facts

In bullet point format, please **outline up to five key points in relation to the criteria in the tables below**. These should be short reflective assessments of your work, backed up by qualitative and/ or quantitative evidence where possible. An example has been provided below in the Successes section.

➤ **Successes – *what has worked well and why? What difference has the project made?***

- The LAAA has built upon and given momentum to delivering the Halton all-age Alcohol Harm Reduction Strategy (developed in partnership with, and supported and endorsed by local people)
- The FASD campaign has been successful in raising the awareness of the harms of drinking alcohol during pregnancy
- The Halton Alcohol Inquiry has enabled local residents, who may have not been involved in decision making processes in the past, to become part of a local group that explored the issue of alcohol in Halton and has made recommendations for action.
- The LAAA has helped foster a shared understanding and commitment to tackling the entirety of alcohol-related harm among local partners e.g. health partners committed to reducing alcohol-related crime and anti-social behaviour and crime and community safety colleagues committed to reducing alcohol-related health harms.

➤ **Setbacks – *what challenges did you face and how did you deal with them?***

- National schemes being considered inappropriate for local delivery due to requirement of additional resources e.g. Purple Flag Scheme
- Financial restrictions of local partners to enable larger system changes required
- Change of personnel during life course of LAAA meant momentum of activity needed to be regained.
- The diversification of the night time economy agenda has been limited by the recent recession, with many local businesses closing or struggling to stay open. This has meant that in some areas the retailers and licensed trade have been reluctant to take risks or change their model of delivery.

➤ **Partnership working – *Are you working together better or differently as a result of this project? How has this contributed to your success? If you have faced any issues, how have you tried to overcome them?***

- The principle success of the LAAA has been to enable local organisations to come together with a common understanding and shared objectives. It has provided a ‘golden thread’ which has enabled us to achieve a combined and unified vision of how we can reduce the harm caused by alcohol in Halton.
- It has particularly strengthened the relationship between crime and community safety colleagues and health, ensuring that there is a shared understanding and commitment to reducing all aspects of alcohol-related harm across the Borough.
- As the LAAA status did not generate any additional financial resource, the local partnership has had to look for innovative solutions to delivering projects and the utilisation of existing resources in new and collaborative ways.

➤ **Engagement with local businesses – Did you engage with local businesses as part of this project? If so, what worked well?**

- Trading Standards and licensing enforcement officers have promoted and trained licensed premises on Challenge 25
- Support and strengthening of local Pub Watch schemes, with the establishment of the Runcorn Pub Watch
- Promotion of Arc Angel best practice standards for on licensed premises (Cheshire Police version of Best Bar None Scheme).
- Local licensees have been invited to the Halton Alcohol Inquiry Launch event to hear and discuss the recommendations for action.

➤ **Engagement with the local community – *Did you engage with the local community? If so, what have you achieved and what have you learnt?***

- We have commissioned Our Life to run the Halton Alcohol Inquiry as part of the LAAA process which was about informing and empowering local people to propose solutions as to how we can reduce the harm caused by alcohol.
- The development of the local alcohol strategy was informed by additional local engagement activity and has been through a process of local consultation which has informed the development of its content and also local delivery and action plans.
- Throughout the life of the LAAA, there has been a range of local media, press releases and social media activity by all partners.

➤ **Governance – *how have your governance structures worked? Is there anything you would do differently in future?***

- The LAAA Steering Group was developed to oversee activity and ensure the action plan was adhered to.
- The Steering Group reported to the Safer Halton Partnership and the Health and Well Being Board as well as having scrutiny from the Council's Safer Policy and Performance Board.
- Quarterly meetings with PHE and the Home Office to review progress against action plan.

➤ **Sustainability – *Have you made plans to sustain local activities following the end of the LAAA programme? Please give details, including any barriers you have faced/ overcome.***

- We have ensured that the LAAA built upon and supported the implementation and delivery of the Halton Alcohol Strategy
- The LAAA Steering Group will now merge with the Alcohol Strategy implementation Group and continue to build upon actions and report as above.
- The LAAA has enabled closer links between crime and community safety, the Council and health colleagues to be developed which will now be maintained and developed upon.

## E) Case Studies

Please provide one or two case studies (**of no more than 1000 words**) focusing on particular problems you have tackled. These should include a description of the problem, what you did to tackle it, any barriers you overcame, impact of the project activity (using quantitative and qualitative data e.g. crime data) and how the work is being sustained.

### **Case study 1: Reducing alcohol consumption during pregnancy social marketing campaign**

Halton Public health and the Halton Health Improvement Team have developed and launched an integrated multi-channel social marketing campaign to reduce alcohol consumption during pregnancy.

#### **Insight based public health approach**

A baseline piece of research was undertaken to establish women's knowledge of Foetal alcohol spectrum disorder (FASD) and their attitudes towards drinking in pregnancy. A set of questions were developed from previous research data delivered in USA and Canada. These were delivered via face to face interviews on street and in children's centres plus an online questionnaire.

The findings revealed that the term FASD did not resonate with the general population and that there was a general disengagement with the subject. Women did not identify themselves as a 'heavy drinker', although they were unclear as to what 1 unit of alcohol was, and FASD in their mind was an 'alcoholics' issue.

Most women were shocked that drinking alcohol during conception could be detrimental to the developing foetus, so this was clearly an indication that work needed to be done around the pregnancy planning preventative messaging.

#### **The campaign**

A FASD awareness campaign will launch in Halton on 20th February 2015 that aims to raise awareness around the issue of drinking alcohol in pregnancy and thus help to reduce harm caused to the unborn foetus. The campaign will run until around the 20th July 2015.

Responding to the insight, the campaign aims to:

- Improve women's understanding of the risks by drinking alcohol in pregnancy to make informed choices
- Dispel the myths around drinking alcohol in pregnancy "Guinness is good for you as its full of iron"
- Increase understanding of the detrimental effects of drinking alcohol in the first three weeks of pregnancy (preconception and

- conception in planned pregnancies)
- De-normalise' drinking alcohol during the pregnancy and it's acceptance in certain social groups.

The target audience for this campaign is defined as follows:

- Pregnant women aged 20 – 35
- New mums aged 20-35
- Young women/girls aged 15 years +
- Advocates or “torchbearers,” will be critical components of the campaign.
- Professionals including doctors, midwives, health visitors, mental health providers, social workers, psychologists and teachers will play a crucial role in preventing FASD.

### **What will the campaign look like?**

Concept testing was undertaken with the primary target audience to examine how the campaign creative, headline and copy would be perceived. Based on testing results, alternative routes were devised and developed to produce final creative.

In summary, two creative elements will combine to form this campaign:

1. The main campaign headline will be – Please stop drinking mummy! (with the visual support of a 3d scan image of a foetus)
2. The secondary campaign headline will be - If you're trying for a baby or are pregnant, we're 100% positive you shouldn't be drinking alcohol (with the visual support of a positive pregnancy test stick)

### **How will the campaign be communicated?**

The campaign will be an integrated, multi-channel campaign that enables all people across Halton to be informed and encourage key audiences to change their perceptions and behaviours. Utilising a mix of tactics, the campaign consists of advertising (billboards on key arterial routes, supermarket entrance posters, Pillar Posters and bus advertising); social media; posters - distributed across all GP surgeries, hospitals, scan waiting rooms and other public locations such as libraries and children's centres; Face to Face – via midwives and other local health professionals a leaflet has been developed to support discussions on the topic and deliver key facts about alcohol damage in pregnancy; media (print, online and broadcast) across Cheshire and Merseyside; local partner websites e.g.

<http://www.haltonhealthimprovement.co.uk/project/alcohol-pregnancy/>

### **How will the campaign's success be measured?**

The campaign will be monitored and evaluated using a number of analytical tools including, web analytics, social media analytics, media coverage and engagement contacts:

- Quantitative - 20/30 pregnant women to be identified at booking in sessions to complete a survey about alcohol in pregnancy. Attitudes and opinions to be established throughout the pregnancy via a quantitative questionnaire approach.
- Website “click-throughs” from Facebook adverts
- Hashtag #boozefreebump usage across social media accounts
- HIT website FASD page visits

A follow up independent post-campaign survey will take place at the end of July, repeating and building on the pre-campaign survey carried out in July 2014. This will include 100 on street face to face interviews.

Initial feedback on the campaign from local partners and the public has been very positive. Anecdotal evidence shared by the local community alcohol service provider at a recent alcohol strategy implementation group meeting is that this campaign and the campaign leaflet directly influenced a local mother’s decision to move from problematic drinking to abstinence during pregnancy. Evaluation is ongoing at this stage.

### **Case study 2: Halton Alcohol Inquiry**

In 2015 Halton Council commissioned Our Life to deliver “Talking drink: Taking Action- The Halton Alcohol Inquiry”. The Inquiry was commissioned to understand how alcohol impacts upon local people and to better understand what the public would like us to do to reduce alcohol-related harm in Halton. Community perceptions tend to concur that alcohol related harm is a problem but there is little or no opportunity for community members to come together to agree what an appropriate response should be.

The Halton Alcohol Inquiry was developed to initiate and encourage discussion and debate about alcohol and the problems it causes as a way of deepening people’s understanding and appreciation of the issues and to reach informed conclusions about how these might be tackled at different levels (personally, community-wide, nationally). This process has been found to culminate in communities being engaged, motivated and up-skilled to take actions themselves and to address policy makers and advocate for their views about how to tackle alcohol harms. It therefore forms part of the democratisation of public services and can with sufficient support help develop a model of co-production. The results of this Inquiry will give us strong evidence as to the causes of the problem and a clear public mandate to take the action needed to fix it.

### **The model**

Talking Drink: Taking Action – The Halton Alcohol Inquiry was loosely based on the model of the Citizens’ Jury. At Our Life we believe that citizens have a right to be involved in the way that services are run. These decisions should not be left only to those who have lots of power and influence. Through Inquiries and Citizens’ Juries like Talking Drink: Taking Action, we want to make sure that the general public are able to have their voices heard, especially those who have had very little opportunity to be listened to in the past. We believe that the approach of the Citizens’ Jury is a very good way of achieving this. Citizens themselves decide what things they want to talk about and after hearing from a range of outsiders, decide what they think should be the priorities for change.

### **Recruitment**

A general invitation was distributed, via email, to a number of voluntary sector, community and faith groups, with a request for them to distribute to their local contacts. In addition, the local Healthwatch advertised the opportunity, and 2000 local residents, who are part of a local authority ‘consumer panel’, were also encouraged to apply to participate. In addition, local media was utilised, through both paid adverts and editorial to inform local people and encourage them to apply to take part. Applicants were encouraged to complete an electronic application form, and telephone support was provided to anyone who felt unwilling or unable to complete an application online.

In total, 28 people applied to be a part of the Inquiry. One participant described himself as a 19 year old living in the area attending college. He explained why he felt motivated to get involved in the Inquiry:

*“I was concerned with the amount of advertising I have seen in my local area, and the level of underage drinking. I wanted to have an impact on improving this”*

### **The Process**

The Inquiry ran for nine weeks from January to March 2015. After an introduction and overview of the Halton Alcohol Inquiry process, the group were encouraged to explore the subject of alcohol. They tried to answer the question ‘What are the things that make it difficult for people to have a healthier relationship with alcohol?’ Sessions two to eight were structured around commentators joining the group to talk about the barriers identified in session one. Sessions eight and nine were for writing recommendations.

The structure of a typical session with a commentator was as follows; the commentator presented on the issue they had been asked to speak about. We encouraged commentators to try to make their talk as stimulating as possible. We discouraged lengthy PowerPoint presentations with lots of text. The participants were all given a red card and they were encouraged to hold this up if they had difficulty understanding what

was being said (for example if the commentator was using too much complex language or jargon).

After the commentator finished their presentation we asked them to leave the room to allow participants the space to talk with each other about their learning. We asked the participants to think of any questions they would like to ask the commentator. Facilitators removed any duplicate questions and commentators were then invited back into the room and the questions identified during the previous activity were asked.

In addition to commentator sessions there were a number of activities designed to encourage participants to share their own experiences and opinions with each other and to reflect on learning so far.

11 commentators presented to the group this included the Halton Director of Public Health, and colleagues from Licensing enforcement, trading standards, Young Addaction, Cheshire Police, Drink Wise, Diageo, Beer and Pub Association, University of Manchester.

### **Findings and recommendations**

Recommendations for change produced by the Inquiry group relate to:

- Alcohol education in schools
- Alcohol licensing
- Targeted work with parents
- Alcohol advertising
- Diversionary activities for young people
- Alcohol communications
- Education around alcohol units

The recommendations will be fed back to local stakeholders at a launch event on the 4<sup>th</sup> June. Local partners have committed to implementing the recommendations.

Initial feedback received from participants reflects a feeling of increased engagement and trust:

*"I have more faith in the local council, I now feel that they do care about issues in the community and are trying to do something about them".*

*"I feel much more involved and connected in my community."*

## **F) Further information**

If there is any further information that you wish to provide, please do so in the box below.

## **G) Images**

If there are any photographs or other images you would like to submit to supplement your report, please contact a member of the LAAA team, who can advise on how you can send these in.

- 1) FASD Campaign Materials – 2 x Posters and 1 x Leaflet**
- 2) Image of Halton Alcohol Inquiry Group**