

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

**DATE:** 24 June 2014

**REPORTING OFFICER:** Director of Public Health

**PORTFOLIO:** Health and Wellbeing.

**SUBJECT:** LAAA Quarterly Progress Report  
(January – March 2014)

**WARD(S)** Borough-wide

## 1.0 **PURPOSE OF THE REPORT**

1.1 To provide the LAAA quarterly progress to the Safer Policy and Performance Board.

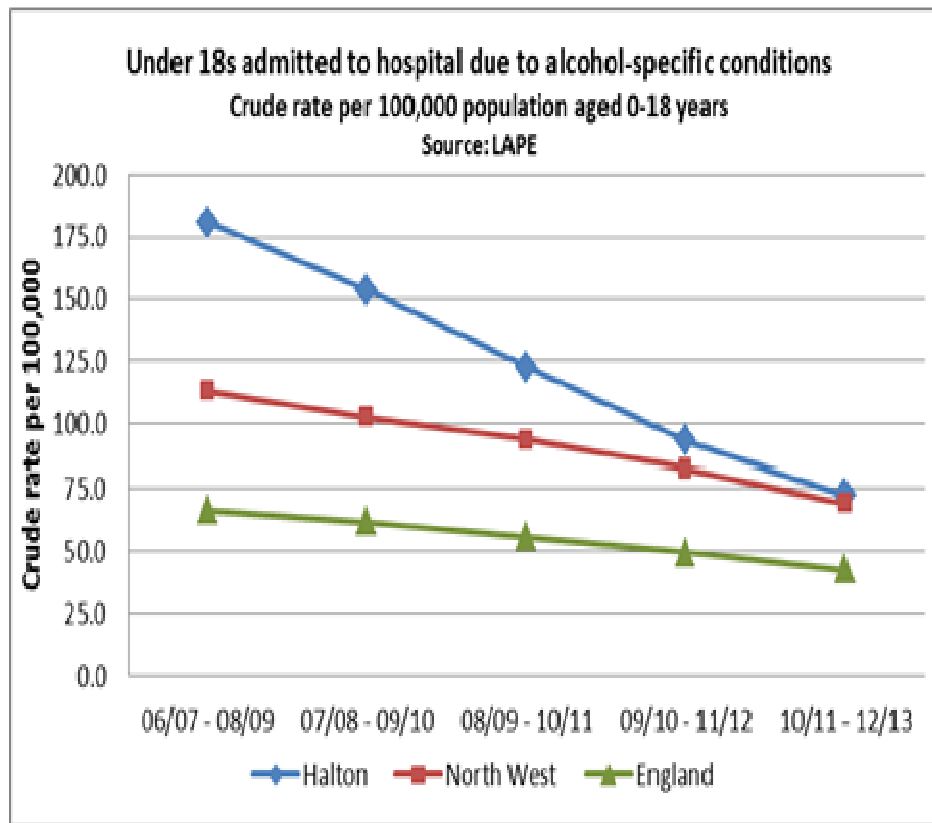
2.0 **RECOMMENDATION: That: The Board is asked to receive this report and note its contents.**

## 3.0 **SUPPORTING INFORMATION**

3.1 Halton has been named as one of only 20 Local Alcohol Action Areas (LAAA) as part of a project to tackle the harmful and expensive effects of excessive alcohol consumption. In a scheme established by the Home Office, Halton will be supported in a bid to reduce the damage caused by alcohol to people's health and to local neighbourhoods.

3.2 Halton has experienced high levels of alcohol related harm with significant impact on individuals, families and communities. In 2010/11, the cost to the Local Authority of alcohol related harm was estimated to be £450 per head of population. A significant proportion of the cases of domestic violence in Halton are alcohol related, whilst alcohol related crimes and alcohol related violent crimes are worse than both the North West and the England averages as a whole. Alcohol can also fuel crime, disorder and anti-social behaviour and the costs of alcohol consumption include both the direct costs of the provision of public services and the substantial impact of alcohol-related absenteeism on local businesses. In line with national and regional trends alcohol related harm to health has fluctuated during recent years but did decrease between 2011/12 and 2012/13.

3.3 There has been dramatic progress in reducing the number of alcohol-specific hospital admissions amongst those under the age of 18 years and Halton is now at the North West average. Halton has seen the biggest decrease within Merseyside, and also a greater decrease compared to the England and North West average.



3.4 The Local Authority, and its partners, have identified reducing the harm from alcohol as a priority of its Health and Wellbeing Strategy with a particular emphasis on prevention, behaviour change and tackling the root causes of alcohol misuse. By working together we will be able to reduce repetition of effort and enable resources to be used more effectively to ensure the best possible outcomes for local people.

3.5 As part of a national scheme, coordinated by the Home Office and in partnership with Public Health England, Local Authorities were encouraged to apply to become a Local Alcohol Action Area. The Local Alcohol Action Area scheme has been designed to bring together local action in three key areas – reducing the impact of alcohol on people’s health, stimulating and supporting the night time economy and reducing the impact of alcohol on crime and anti-social behaviour. Each action area will receive support and expertise from the Home Office, the Department of Health and Public Health England and will be encouraged to learn from other areas and build upon the hard work of local people and organisations.

3.6 Halton was selected as one of 20 areas to become a Local Alcohol Action Area. Part of the rationale for this decision was Halton’s commitment to partnership working and its whole system approach to alcohol harm reduction which focused not just on the harm to health or the impact of alcohol on crime and antisocial behaviour, but rather how partners can work together to reduce all aspects of harm and also seek to stimulate and support the wider regeneration

of communities.

3.7 The purpose of the enclosed Quarterly return is to provide members and partners with an update on the progress of activity to develop a Local Alcohol Action Area in Halton. (Please see Appendix A – 1<sup>st</sup> Quarter LAAA Return).

#### 4.0 **POLICY IMPLICATIONS**

4.1 The Local Alcohol Action Area (LAAA) status enables the Local Authority to learn from best practice across the Country and will inform and influence the development of the new Halton Alcohol Strategy (2014) which is currently in development. The project is expected to directly contribute to a reduction in alcohol harm and child development, both of which are priorities within Halton's Health and Wellbeing Strategy.

#### 5.0 **OTHER/FINANCIAL IMPLICATIONS**

5.1 There are no additional financial implications of the LAAA at this moment. Additional resources in the form of advice, guidance and support have been made available in terms of Home Office and Public Health England support.

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

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

Halton's health and wellbeing priorities for children (through a targeted reduction in the both the harm to health and also the impact of alcohol on crime and antisocial behaviour) will be met in part through participation in the Local Alcohol Action Area programme.

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

The programme aims to encourage healthy behaviours amongst Halton residents which will lead to better health and wellbeing outcomes and contribute towards employability.

##### 6.3 **A Healthy Halton**

The project is expected to have a direct positive impact on the health and wellbeing of residents by focusing on the harm to health that alcohol causes.

##### 6.4 **A Safer Halton**

The project is expected to have a direct positive impact on the health and wellbeing of residents by focusing on a reduction in crime and antisocial behaviour that can arise from the misuse of alcohol.

##### 6.5 **Halton's Urban Renewal**

The project is expected to have a direct positive impact on the night-time economy in Halton with a focus on the diversification away from alcohol based activity.

#### 7.0 **RISK ANALYSIS**

- 7.1 Participation in the LAAA programme enables the Local Authority to utilise best practice from around the Country. Each individual element (where relevant) will be risk assessed to understand the impact on local services, resources and people.

There are a number of opportunities open to Halton as a result of the high profile that participation in this programme will bring, as well as the chance to make positive improvements to the lives of local people.

## **8.0 EQUALITY AND DIVERSITY ISSUES**

- 8.1 Any equality and diversity issues particularly around cultural issues will be explored with the programme prior to commencement of any activity.

## **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>
Appendix A – 1 <sup>st</sup> Qtr LAAA Return	Enclosed or via Halton Town Hall	Simon Bell <a href="mailto:Simon.bell@halton.gov.uk">Simon.bell@halton.gov.uk</a> 0151 511 6736