

LAAA Quarterly Progress Report

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LAAA:	Halton		
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Reporting period:	QTR 1 – Jan 2014 – Mar 2014		
Aims: (delete as needed)	Crime	Health	Diversification

Please list the agreed objectives for your project	
<ol style="list-style-type: none"> 1. To transform the relationship the people of Halton have with alcohol (Aim – Crime, Health, Diversification) 2. Increase awareness of the effects of alcohol on the unborn child (Aim – Health) 3. Support young people within Halton to delay onset of drinking, and reduce binge drinking (Aim – Health) 4. Development of clear referral pathways into alcohol treatment services (Aim – Health) 5. Ensure local licensing policy supports alcohol harm reduction agenda (Aim – Health) 6. Reduction in underage drinking and associated anti-social behaviour (Aim – Crime) 7. Work with licensed premises to adopt more responsible approaches to the sale of alcohol (Aim – Crime) 8. Prevention of alcohol related domestic violence (Aim – Crime) 9. Create a more diverse and vibrant night-time economy (Aim – diversification) 	
Please report progress made in meeting your objectives using the most appropriate information available: this could include local data or feedback from partners / consultation exercises. N.B. If providing data please include actual numbers rather than just percentages.	
Activities	Results
<ol style="list-style-type: none"> 1. Start a community conversation around alcohol 2. 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) 3. Development of a school based social norms campaign around alcohol 4. Develop patient pathways in line with NICE guidance with robust data sharing protocols for the sharing of data between acute trusts and community providers 5. Ensure local licensing policy supports alcohol harm reduction agenda 6. Reduction in underage drinking and associated anti-social behaviour 	<ol style="list-style-type: none"> 1. We have agreed to commission “Our Life” to run an alcohol inquiry based on the citizen's jury model of community engagement. Work is now underway to mobilise this activity. 2. Insight work undertaken with local residents, social marketing company engaged to develop campaign. 3. “RUDifferent?” commissioned to deliver a social norms campaign across all local secondary schools to raise awareness and promote local behaviour change. 4. New local Alcohol Strategy in development that includes review of existing pathways. Multiagency engagement in the process. Particular attention being devoted to relationship between acute/A&E and community treatment services. 5. Initial discussions underway for a local review of licensing policy in partnership with Drinkwise. 6. Development of local education and prevention activities through local “Healthitude” programme. Development of current systems with police and trading standards and initial discussions regarding a

7. Work with licensed premises to adopt more responsible approaches to the sale of alcohol	move towards a restorative justice approach in relation to the underage sale of alcohol.
8. Prevention of alcohol related domestic violence	7. Further development and strengthening of local Pub watch and consideration being given to the Best Bar None scheme. Local Archangel Scheme already in place (Cheshire based scheme similar to Best Bar None).
9. Create a more diverse and vibrant night-time	8. Review of current activity underway as part of Alcohol Strategy and wider local activity to identify and implement best practice 9. Benchmark against Purple Flag standards and explore possibility of developing night time events in Halton which are non-alcohol based (Night markets, pop-up cinema, events).

Please briefly highlight any challenges and how you are planning to overcome them.

- Maintaining engagement of all key partners – Regular communication and updates, LAAA activity being linked into local alcohol harm reduction strategy work.
- The utilisation of resources to ensure activities are affordable, high quality and make a significant impact. Many of the proposed activities have not attracted any additional resource and must be delivered through existing funding arrangements.

Please describe any changes to your plan, objectives or milestones and the reasons for them

- We believe that the plan and objectives will be informed and influenced by our partners as we progress and will be responsive to local need.
- School based social norms campaign needs to be run over school year (commence September term – evaluation in summer term) so will not get final results within LAAA timescales

What will be your priorities over the next quarter?

Over the next quarter, the priority will be to operationalise all of the key activities identified through this action plan and ensure that there is a coordinated approach to local engagement. We will also seek to utilise the build up to the summer months as a key time for active promotion and prevention activity, particularly with young people.

If your area is exploring ways to develop local data, evidence and processes to inform how alcohol health harms might be taken into account in future for local CIPs, please briefly describe your activities, any progress you have made or challenges you have encountered. N.B. Any activities must fall within the current parameters of the Licensing Act 2003.

Activities	Progress	Challenges
Review of local licensing policy to be conducted supported by Drinkwise.	Early discussions at this stage.	None to date

Any additional comments

The first quarter of activity has been particularly focused on raising the profile of the LAAA process, and securing stakeholder engagement into the programme and also ensuring that all work was done under the oversight and guidance of the development of the wider alcohol strategy and action plan for Halton. We have had excellent engagement with key stakeholders and the wider community and there is a clear commitment to tackle the harm that alcohol can cause to local people.