

REPORT TO: Safer Policy and Performance Board
DATE: 10 November 2015
REPORTING OFFICER: Director of Public Health
PORTFOLIO: Health and Wellbeing
SUBJECT: Local Alcohol Action Area Final Report
WARD(S) 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**

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