

DECISION-MAKER:	HEALTH AND WELLBEING BOARD		
SUBJECT:	DRAFT ALCOHOL STRATEGY		
DATE OF DECISION:	30 TH NOVEMBER 2016		
REPORT OF:	Interim Director of Public Health		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY

None

BRIEF SUMMARY

Alcohol plays an important role in the social lives of many of us, and in the economy and culture of the city. However, there are health risks associated with drinking too much, and strong links between alcohol, domestic abuse, crime and disorder. The draft Alcohol Strategy has been developed by representatives from member organisations of the Health and Wellbeing Board and the Safe City Partnership together with other agencies in the city with a role in reducing alcohol related harm.

It sets a vision for:

“A safe, healthy and vibrant city where people who choose to drink alcohol do so without harm.”

It has been proposed that the strategy is jointly owned by the Health and Wellbeing Board and Safe City Partnership. The Health and Wellbeing Board is asked to review the draft strategy and provide feedback on the proposed priorities and outcomes and provide a view on proposed joint ownership of the strategy with the Safe City Partnership.

The draft strategy is high level and sets direction for three priorities identified from data in the Alcohol Health Needs Assessment 2016 and the Joint Strategic Needs Assessment and Safe City Strategic Assessment:

The priorities are:

- Safe - reduce alcohol-related crime and disorder in the city.
- Healthy - raise awareness of and reduce the short and long-term harmful effects of alcohol on health.
- Vibrant - develop a vibrant city with a responsible culture towards alcohol and a diverse and welcoming night time economy.

Success will be measured through data included in the Southampton Safe City Strategic Assessment and Joint Strategic Needs Assessment as well as the Southampton City Survey. This will include analysis and use of data to understand how alcohol harms are distributed within our communities and benchmarks to other

areas.		
RECOMMENDATIONS:		
	(i)	Review the draft strategy and provide feedback on the proposed priorities and outcomes.
	(ii)	Provide a view on proposed joint ownership of the strategy between the Health and Wellbeing Board and the Safe City Partnership, and how implementation of health elements will be monitored by the Health and Wellbeing Board.
REASONS FOR REPORT RECOMMENDATIONS		
1.	Reducing alcohol related health harm has been identified as a priority in Southampton in the Alcohol Needs Assessment 2016 and the JSNA and is a NHS Five Year Forward View priority.	
2.	Southampton does not currently have a city wide alcohol strategy. Implementing a new strategy which is owned jointly by the Health and Wellbeing Board and Safe City Partnership presents significant opportunities for partnership working and maximising use of resources to reduce alcohol harm in the city.	
ALTERNATIVE OPTIONS CONSIDERED AND REJECTED		
	Having no Southampton Alcohol Strategy. There is no statutory requirement for the Health and Wellbeing Board to have an Alcohol Harm Reduction Strategy, but it is considered best practice.	
DETAIL (Including consultation carried out)		
1.	Southampton does not currently have a city wide strategy which addresses alcohol harm reduction. The Safe City Partnership identified this as a key gap in 2015 and recommended the development of a partnership strategy. Alcohol has also been identified as a key concern by the Health and Wellbeing Board and is included as a priority in the draft Health and Wellbeing Strategy.	
2.	Evidence about the impact of excessive alcohol consumption in the city is available through the Joint Strategic Needs Assessment and Community Safety Strategic Needs Assessment. They show that excessive alcohol consumption has significant impacts on the health of residents and is a key criminogenic factor in the city.	
3.	Alcohol is a risk factor for a number of shorter and longer term mental and physical health problems. An estimated 30,000 Southampton residents drink alcohol at levels that increase their risk of physical and mental harm, with a further 10,000 drinking at levels that place them at significantly higher risk of long term disease. Statistically Southampton is worse than the national average for hospital admissions and deaths involving alcohol. In 2015/16 alcohol related Emergency Department attendances in Southampton cost £243k and hospital admissions £2.37m	
4.	There are strong links between alcohol misuse use, domestic abuse and other types of violence and evidence of increased risks to children and young people where domestic abuse co-exists with adult mental health and/or alcohol misuse.	

5.	The harm generated through excessive alcohol consumption impacts on both the health and wellbeing, and the safety of residents, and is an issue that crosses both the Health and Wellbeing Board and the Safe City Partnership's strategic priorities and terms of reference. The Alcohol Strategy will therefore need to report updates to both partnerships and it is proposed that it is jointly owned by them.
6.	The draft strategy has been developed through three workshops and follow-up meetings with representatives from member organisations of the Health and Wellbeing Board and the Safe City Partnership together with other agencies in the city with a role in reducing alcohol related harm.
7.	Priorities and outcomes included in the strategy have been informed by the Alcohol Needs Assessment published earlier in the year, a review of evidence for effective interventions to reduce alcohol related harm and local data about population need included in the Southampton Safe City Strategic Assessment and Joint Strategic Needs Assessment.
8.	Local people's views about alcohol and its impact have been considered using data from the Southampton City Survey and public engagement undertaken earlier in the year to inform the development of the draft Health and Wellbeing Strategy and health improvement and behaviour change service redesign.

RESOURCE IMPLICATIONS

Capital/Revenue

There are no resource or financial implications at this stage. A key aim of strategy development will be to map existing resources in place within the city and build a partnership of all those involved to maximise resource use.

Property/Other

None

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

There is no statutory requirement for the Health and Wellbeing Board to have an Alcohol Harm Reduction Strategy, but it is considered best practice. Alcohol has also been identified as a key concern by the Health and Wellbeing Board and is included as a priority in the draft Health and Wellbeing Strategy. The Safe City Partnership has also recommended the development of a partnership strategy.

Local authorities have a statutory duty to operate an alcohol licensing regime under the Licensing Act 2003. Since 1 April 2013 Local Authorities have been responsible for improving the health of their local population and for commissioning public health services including services aimed at reducing drug and alcohol misuse under the Health and Social Care Act 2012. Development of a local strategy presents an opportunity to bring delivery of these two duties closer together.

Other Legal Implications:

None

POLICY FRAMEWORK IMPLICATIONS	
	<p>The draft strategy includes high level actions to support all four Council priority outcomes</p> <ul style="list-style-type: none"> • Strong and sustainable economic growth • Children and young people get a good start in life • People in Southampton live safe, healthy and independent lives • Southampton is an attractive and modern city, where people are proud to live and work <p>The new strategy will be a Level 2 Strategy that supports all the four Council priorities and will reflect the importance of health and wellbeing as well as economic growth for the city.</p>
	<p>The NHS Five Year Forward View has called for a radical upgrade in prevention and public health to improve healthy life expectancy, reduce inequalities and ensure the sustainability of the NHS and the economic prosperity of the country. Actions proposed include those to reduce alcohol related harm and associated health care costs. The Hampshire and Isle of Wight Sustainability and Transformation Plan includes action to increase identification of those drinking too much and ensure appropriate signposting and support is available locally for those who do.</p>
	<p>Southampton does not currently have a city wide strategy which addresses alcohol harm reduction. The Safe City Partnership identified this as a key gap in 2015 and recommended the development of a partnership strategy. Alcohol has also been identified as a key concern by the Health and Wellbeing Board and is included as a priority in the draft Health and Wellbeing Strategy.</p>

KEY DECISION?	No
WARDS/COMMUNITIES AFFECTED:	All
<u>SUPPORTING DOCUMENTATION</u>	
Appendices	
1.	None
2.	
Documents In Members' Rooms	
1.	None
2.	
Equality Impact Assessment	
Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.	No

Privacy Impact Assessment		
Do the implications/subject of the report require a Privacy Impact Assessment (PIA) to be carried out.		No
Other Background Documents Equality Impact Assessment and Other Background documents available for inspection at: Southampton JSNA – Taking Responsibility for Health Southampton Safe City Strategic Assessment		
Title of Background Paper(s)		Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
1.		
2.		