

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:56
To: Leyland, Richard K.
Subject: FW: Concern over alcohol

-----Original Message-----

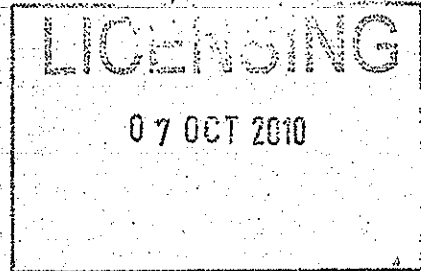
From: [REDACTED]
Sent: 16 September 2010 08:25
To: Licensing
Subject: Concern over alcohol

I fully appreciate all that was said in the report in this week's news about the problems of alcohol. I think the cost implication is only a part of the problem. If the price is raised I think hardened drinkers will still try and find the money. Those drinkers who are also parents will end up spending less on more important things like looking after their kids. I think as well we need to look at the access to alcohol and the number of licenses given out to shops and supermarkets. Then there is the important issue of education. People should be more aware of the problems at an early age and the matter should be treated more seriously at every consultation with doctors and hospitals. It is most important that a drink problem is identified as early as possible. A lot of problem drinking is found amongst the least well off, especially families who are on benefits. In a lot of cases this is where the family suffers. You can't look after your family properly if you spend all your dole money on alcohol.

[REDACTED]

Sent from my Nokia Phone

To:
Licensing Committee,
Town Hall,
Brighton Street,
Wallasey,
CH44 8ED



Dear Councillors,

Minimum Price for Alcohol

We are pleased that you have decided to consult your constituents on this issue. We raised the matter at a well-attended Church Meeting held on Monday Sept.27th. A resolution was passed unanimously asking me to write to you to confirm our view that a minimum price for alcohol such as is proposed should be laid down and enforced.

Yours sincerely,

A large area of the document has been completely blacked out with heavy marker, obscuring the signature and any text that might have been present. The blacked-out area consists of several thick, horizontal strokes.

[REDACTED]
Sent: 19 January 2011 10:57

To: Beresford, Robert W.

Subject: Minimum pricing of alcohol consultation

Dear Mr. Beresford,

I write regarding the current consultation on the minimum pricing of alcohol.

I have been studying for an MSc in Environmental Health and I am currently completing a student placement within the Environmental Health department here at Wirral.

As part of my MSc I completed a dissertation, which was entitled '*Binge Drinking: The social implications and potential solutions*'. As you are aware, alcohol misuse is a very difficult issue to tackle, however I came to the conclusion that a minimum price per unit of alcohol is one of the most effective ways of reducing the public health impact of alcohol across society.

Regarding this, I do not feel that the Government's current pricing proposals go far enough. I agree with many other researchers (and the charity Alcohol Concern) that the minimum price would be better set at at least 50p/unit.

If you would like to see a copy of my dissertation I would be happy to forward one to you.

Regards,
[REDACTED]

LICENSING
16 DEC 2010

Form completed

12.12.10

Minimum pricing of alcohol

Wirral Council and its partners – including public health agencies – are looking at ways to reduce the negative impacts of excess alcohol consumption on individuals, local communities and public services.

One option being considered is to introduce a minimum price for alcohol. The Council is asking local people, businesses, partner organisations and community & voluntary groups, what they think about a proposal to introduce a minimum price.

Any comments received will be reported to the Council's Licensing, Health & Safety and General Purposes Committee. The Committee will then consider whether or not to recommend to the Council's Cabinet that they should support the campaign for a minimum price per unit of alcohol.

Further information is available on the Council website at www.wirral.gov.uk/alcoholpricing
Your comments are important to us and are much appreciated.

This survey will close on 18th February 2011.

Printed copies of this survey should be returned before this date to:
Head of Regulation
Wirral Council
North Annexe
Town Hall
Wallasey, CH44 8ED

If you would like us to report back directly to you please provide your contact details below so we can get back in touch.

1. Contact details:

Name: [REDACTED]
E-mail address: [REDACTED]

2. If you don't have an e-mail address please provide your postal address:

Address 1: [REDACTED]
Address 2: [REDACTED]
Town: BROMBOROUGH
Postcode: [REDACTED]

3. Email updates

Please tick here if you would like to receive e-mail updates on Council services. Wirral Council will not disclose your information to any unauthorised third party. To unsubscribe please email unsubscribe@wirral.gov.uk

Minimum pricing of alcohol

4. Which of Wirral's neighbourhoods do you live in?

- Bebington or Clatterbridge
 - Bidston, St James or Claughton
 - Birkenhead, Tranmere or Rock Ferry
 - Bromborough or Eastham
 - Heswall, Pensby or Thingwall
 - Hoylake, Meols, West Kirby or Thurstaston
 - Leasowe, Moreton or Saughall Massie
 - Other (please specify)
- Liscard or Seacombe
 - New Brighton or Wallasey
 - Prenton or Oxton
 - Woodchurch, Greasby, Frankby, Irby or Upton
 - I am visiting Wirral
 - I work in Wirral but don't live here

5. What is your relationship to Wirral Council?

(Tick all that apply)

- Resident
- Member of staff
- Licensed premises
- Off-license premises
- Partner agency/organisation
- Voluntary/community organisation
- Other (please state)

6. If you are answering on behalf of a business or organisation please tell us its name

Minimum pricing of alcohol

7. To what extent do you agree with the following statement?

A minimum unit price should be introduced for alcohol sold in licensed premises in Merseyside and Halton.

- Agree strongly
 Agree
 No strong opinion
 Disagree
 Disagree strongly

8. To what extent do you agree with the following statement?

A minimum unit price should be introduced for alcohol sold in off license premises in Merseyside and Halton.

- Agree strongly
 Agree
 No strong opinion
 Disagree
 Disagree strongly

9. What do you think are the main issues arising from alcohol in your neighbourhood? (tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> No issues | <input type="checkbox"/> Violence |
| <input checked="" type="checkbox"/> Anti-social behaviour | <input checked="" type="checkbox"/> Noise disturbance |
| <input checked="" type="checkbox"/> Young people drinking outside | <input type="checkbox"/> Criminal damage |

Other (please specify)

Minimum pricing of alcohol

10. If you support minimum alcohol pricing how do you think it will benefit your community?

It is difficult to assess the impact; one hopes that it would make people think more carefully about the amount consumed. Moderate drinking, in a responsible way, is an individual choice, but mass marketing and peer pressure (at all ages) have a strong influence. It is disappointing to see shops etc place large displays of alcohol in prominent positions.

11. If you are opposed to minimum pricing, what alternatives would you like to see to tackle alcohol-related problems?

[Empty response box for question 11]

12. Do you have any other comments you would like to add?

cont. from 10, above.

It would be helpful if all drink of an alcoholic kind were to be behind a counter, and not in a help-yourself position.

It would not be beneficial to the local community to have a minimum alcohol price to discourage (if possible) the irresponsible drinking not only by young people (even very young, ⁱⁿ adults), but also by older people. Much drinking can take place in people's homes and can affect their health adversely.

The Government's proposal, (awaited) to limit premises' opening hours may be helpful, but a minimum price needs to be applied, too. People's health may be improved and young people less likely to overindulge, ^{in alcohol}

hope

The following questions help to ensure that we have gathered the views from as broad a range of people within Wirral as possible. All the information you give will be kept completely confidential.

Minimum pricing of alcohol

13. Are you?

- Male
- Female

14. What was your age on your last birthday?

- Under 16
- 16-24
- 25-44
- 45-64
- 65+
- Prefer not to say

15. Do you consider yourself to be a disabled person?

- Yes
- No
- Prefer not to say

16. Please tell us to which of the following ethnic groups you belong:

- | | |
|---|---|
| <input checked="" type="radio"/> White English | <input type="radio"/> Asian or Asian British (Bangladeshi) |
| <input type="radio"/> White Other British | <input type="radio"/> Asian or Asian British (Chinese) |
| <input type="radio"/> White Irish | <input type="radio"/> Any other Asian background (please state below) |
| <input type="radio"/> Any other White background (please state below) | <input type="radio"/> Black or Black British (Caribbean) |
| <input type="radio"/> Mixed White & Black Caribbean | <input type="radio"/> Black or Black British (African) |
| <input type="radio"/> Mixed White & Black African | <input type="radio"/> Any other Black background (please state below) |
| <input type="radio"/> Mixed White & Asian | <input type="radio"/> Arab |
| <input type="radio"/> Any other Mixed background (please state below) | <input type="radio"/> Gypsy/Romany/Irish Traveller |
| <input type="radio"/> Asian or Asian British (Indian) | <input type="radio"/> Any other Ethnic Group (please state below) |
| <input type="radio"/> Asian or Asian British (Pakistani) | <input type="radio"/> Prefer not to say |

Other (please specify)

[Empty box for specifying other ethnic groups]

Leyland, Richard K.

From: Williams, Chris D.
Sent: 27 September 2010 09:59
To: Leyland, Richard K.
Subject: FW: Minimum price for alcohol

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 25 September 2010 12:06
To: Licensing
Subject: Minimum price for alcohol

I support a minimum price per unit of alcohol = [REDACTED] CH44 [REDACTED]

[REDACTED]
[REDACTED]
Heswall
WIRRAL
[REDACTED]

LICENSING
27 SEP 2010
RL

Tel: [REDACTED]

22 September 2010

Dear "Licensing" etc etc Committee

I have seen the article in the "Wirral News" of 15 September regarding the proposal to introduce a minimum price per unit of alcohol. Councillors have asked for opinions from the public, so here is my opinion.

The idea of a minimum price per unit is typical of the directions that "authority" takes when confronted with a minority problem- i.e. it knee-jerks itself into the simplest possible answer, ignoring the problem of improving the behaviour of the offending minority and steam-rolling over the rights of the sensible majority. So, what would be the result of introducing this proposal? More crime by elements of the minority, and very little, if any, reduction in the consumption of alcohol by the remainder, who will find the extra money somehow. Will their families actually have to foot the extra bill for booze, regardless of the damage to the family?

At the "sensible drinker" end of the scale, resentment at being taxed yet again by a council desperate to grab new revenues- and who is going to vote for councillors who bring such a measure into local law? (Assuming it is legal to introduce it anyway?) There are more sensible drinkers than irresponsible ones.

If councillors want something more to do they should get strong with Iceland and get our money back, rather than taking courses of least bother regarding alcohol.

Yours despairingly

[REDACTED]
[REDACTED]

Licensing etc
Wirral Borough Council
Town Hall
Brighton Street
Wallasey
WIRRAL
CH44 8ED

Leyland, Richard K.

From: Williams, Chris D.
Sent: 21 September 2010 11:37
To: Leyland, Richard K.
Subject: FW: Minimum Alcohol Price

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 21 September 2010 10:24
To: Licensing
Subject: Minimum Alcohol Price

I fully support the imposition of a minimum price for alcohol. As a non-alcohol drinker myself, I regard its consumption as completely unnecessary. A minimum price may not only reduce its consumption by under-age drinkers, it may also help control anti-social behaviour and protect the loss of trade in public houses.

[REDACTED]

[Redacted]

LICENSING
20 SEP 2010
[Signature]

Thingwall
CA 61 [Redacted]

16-9-10

Licensing Committee
Wirral Council.

You are apparently seeking views on plans to introduce a minimum price of 50p. per unit of alcohol.

My view is that it is totally unfair to the vast majority of people who, like myself, are responsible drinkers.

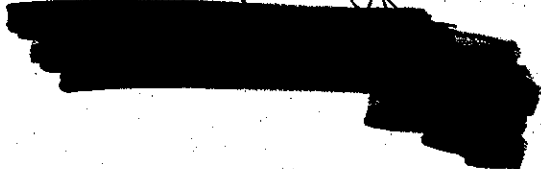
I am a 66 year old pensioner and I enjoy a few drinks each week. Why should I be penalised by having to pay more, which I can't afford, because of "problem drinkers"?

Cllr Sue Taylor says "We're not trying to penalise the average man in the street", but that is obviously exactly what this does do.

It is the job of the police to stop drunkenness in the streets and anti-social behaviour, and they should be doing it more effectively.

As for deaths in Winal from alcohol abuse, it is ridiculous to think that alcoholism can be cured or prevented by raising the price. The same applies to raising the price of cigarettes, which research has always shown does not stop people smoking.

You are seeking to penalise me, and the vast majority of the public, when you should be finding better ways to deal with the irresponsible minority who cause all the problems.

Yours faithfully,


Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 20 September 2010 17:49
To: Leyland, Richard K.; O'Donnell, Margaret
Subject: FW: Minimum price on alcohol

From: [REDACTED]
Sent: 20 September 2010 17:18
To: Licensing
Subject: Minimum price on alcohol

Dear sir

Having seen the article in this week's Wirral News, I am writing with my view on the matter.

I am very much against imposing a minimum price per unit of 50p or more. I am a responsible adult who likes a few drinks at the weekend.

Why should I be penalised for parents who cannot control their children's drinking? I haven't had a pay rise in nearly 3 years and, indeed, had to take a pay cut and work a shorter week because my employer was in difficulties, and it is likely this will happen again. Having a drink at the weekend is one of few pleasures I have, and if this is imposed it will cost us more money than we have. We are already worse off than we were. I would ask you not to do this, but to let the majority of people who are like myself and enjoy a few drinks without harming anyone else do so and not be out of pocket to pay for the other idiots.

The price of alcohol will be going up soon anyway with the VAT hike, and a recent national survey on the bbc website stated that the amount of alcohol consumed in 2009 was actually decreasing, and was the

lowest since 1948. This saw a decrease of some 13% and was now below the EU average.

The better solution would be to fine the parents of the teenagers who cause the anti social troubles, hitting them in the pocket would soon focus their minds on what their children are up to at night.

You could also look at increasing the policing of off licenses to stop the irresponsible ones from selling drinks to the under aged.

As to the older idiots who cause trouble at weekends and the like, fueled by drink, putting the price up is not going to deter these louts anyway.

A far better solution would be to focus your efforts on educating the younger generation on alcohol and drug awareness perhaps by introducing classes in school as part of the

curriculum.

[REDACTED]

[REDACTED]

Merseyside CH61 [REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 20 September 2010 17:10
To: Leyland, Richard K.; O'Donnell, Margaret
Subject: FW: minimum price for alcohol

From: [REDACTED]
Sent: 20 September 2010 16:06
To: Licensing
Subject: minimum price for alcohol

Dear Councillor Davies,

I feel very strongly that there should be an increase in the minimum price per unit of alcohol. Whenever regional or national statistics are published concerning alcohol related injuries/diseases, Wirral compares really badly to other parts of the country. Extending licensing hours has not had the desired effect on the drinking culture that was hoped for. The policing that is required in our town centres every Friday and Saturday night is a waste of resources, not to mention the similar cost to the NHS in staffing A and E departments, where the majority of outpatients on these evenings have alcohol related injuries/illness. The argument against raising prices is that it penalises the sensible drinker. That may be so but we cannot any longer ignore the danger to young people's health and it is important to send out the right message. It would be good to see Wirral taking a lead on this as Manchester are proposing to do.

Yours,
[REDACTED]

PS. This email is specifically for you and I do not wish it to be passed over to the Wirral News who are proposing a vote on the topic. Thankyou.

Leyland, Richard K.

From: Williams, Chris D.
Sent: 17 September 2010 15:18
To: Leyland, Richard K.
Subject: FW: Drinks Increase

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 17 September 2010 12:35
To: Licensing
Cc: [REDACTED]
Subject: Drinks Increase

Dear Editor

Any introduction of increase in tax on alcohol is not going to reduce the number of alcoholics, the only people who will be affected are the occasional drinker, and this action is to punish the majority because of the minority.

As I can see the only people who will benefit from the proposed increases are the Stores and Shops, who are I believe are leading the way for increases, their action is one motivated by profits and nothing else.

The other people affected by any increase will be the families and possibly member of the public.

People with alcohol abuse problems are not going to stop drinking or reduce their drinking they are going to find the funds to pay for the drink, this they will do in several ways, if they are married with children they will take the money from the family budget leaving less money for food and clothing for the children, if that is not available they will resort to breaking the law to get the funds.

The worsted action that will happen is drinking unsuitable drinks, this will lead to more Alcoholics being admitted to Hospital for longer stays or could lead to an increase in Deaths from drinking dangerous liquids, to replace Alcohol.

Increase have been introduced on many occasions and all that as happened is the problem gets worse, so the proposal will not make a bit of difference, but could make things a lot worse.

Maybe a different approach to the problem is what is needed and not the same old methods of out price them.

Yours Sincerely
[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 20 September 2010 11:11
To: Leyland, Richard K.; O'Donnell, Margaret
Subject: FW: Minimum price for alcoholic drinks

-----Original Message-----

From: [REDACTED]
Sent: 18 September 2010 16:30
To: Licensing
Subject: Minimum price for alcoholic drinks

My opinion is that the current price of alcohol in supermarkets can be too low and we need a minimum price as the social cost of over consumption of alcohol is excessive. I have no suggestion as to what this should be other than that it should be high enough to deter without imposing a burden on social drinkers.

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 20 September 2010 11:10
To: Leyland, Richard K.; O'Donnell, Margaret
Subject: FW: Minimum price

-----Original Message-----

From: [REDACTED]
Sent: 19 September 2010 11:46
To: Licensing
Subject: Minimum price

Hi,
I have just read the article in the wirral news - I think its a good idea! Especially if it keeps our pubs thriving. But some consideration should be given to the growth in 'home brewing' because of the price rise.. I have seen it in places like sweden, finland and norway and some of this stuff is dangerous! I have never seen people so destroyed in 1 evening than I have in these countries.
Who knows if that could become an issue here, but its worth thinking about.
Regards

[REDACTED]
Sent from my BlackBerry® wireless device

Leyland, Richard K.

From: Williams, Chris D.
Sent: 17 September 2010 10:04
To: Leyland, Richard K.
Subject: FW: Minimum price for alcohol

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary -----Original Message-----
From: [REDACTED]
Sent: 17 September 2010 09:11
To: Licensing
Subject: Minimum price for alcohol

I have seen that you are seeking views on the minimum price for alcohol. I have followed this subject closely in the press/radio broadcasts in the last couple of years and do not agree with a minimum pricing policy. This is not out of vested interest - I don't consume much alcohol, and I could afford the increase in price (and I am not in the industry). I accept that there is an alcohol problem in society and a large part of that problem that touches on ordinary people's lives is younger people drinking too much. I believe that the control procedures that we already have (of a much more severe nature than has been applied before) be properly applied and worked at for this group of people. I think that a much, much greater effort of targeting drunken troublemakers and some clubs/pubs, and using the law and sentencing to its limit will have great effect. It has not been used anywhere near to its full effect. (you only have to hear the news this week, that out of all of the burglars sentenced, not a single one served a maximum sentence).

Leyland, Richard K.

From: Williams, Chris D.
Sent: 17 September 2010 10:04
To: Leyland, Richard K.
Subject: FW: MINIMUM PRICE FOR ALCOHOL

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 16 September 2010 19:05
To: Licensing
Subject: MINIMUM PRICE FOR ALCOHOL

I wish to express my complete disagreement with the proposed minimum fixed price per unit of alcohol. I firmly believe that such a move would have negligible effect on this regions problems, it is more a cultural issue that requires education and a stop to glamorous advertising, these measures would have a significant impact. I speak from experience having suffered with my Fathers chronic alcoholism.

[REDACTED]

Leyland, Richard K.

From: Williams, Chris D.
Sent: 17 September 2010 10:04
To: Leyland, Richard K.
Subject: FW: Thoughts on minimum pricing

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 17 September 2010 01:38
To: Licensing
Subject: Thoughts on minimum pricing

I have quite strong reservations regarding the proposals to apply a minimum price to alcoholic drinks. Firstly, the statistics used within the recent news article are somewhat misleading. It is claimed that in 2007, 141 deaths were attributable to alcohol in Wirral. It then goes on to state that an estimated 39 of these could have been prevented by a minimum price. How exactly was this estimated? Was a psychic consulted to find out from the deceased if they would still be drinking had there not been a 3 for 2 offer at the local off license?

Alcoholism is an addiction as any other and a minimum price, no matter how high, will not prevent an addict from finding their next fix. If anything, it will only encourage more illegal activities to maintain the supply whether that be from black market trading or increased crime to fund the addiction.

[REDACTED]

Leyland, Richard K.

From: Williams, Chris D.
Sent: 17 September 2010 10:04
To: Leyland, Richard K.
Subject: FW: minimum, booze price

Regards

Chris Williams
Licensing Assistant
Wirral Council
0151 691 8019
email: chriswilliams@wirral.gov.uk
fax: 0151 691 8215
Visit our website: www.wirral.gov.uk

Please save paper and print only what is necessary

From: [REDACTED]
Sent: 16 September 2010 18:41
To: Licensing
Subject: minimum, booze price

I most definately disagree with this recommedation. My husband and I are old age pensioners and both worked all our lives and paid our taxes. We are now living on a very small pension and would feel that once again we are being victimised. We have few pleasures we can afford and object to others taking our small choices away from us.

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 17:32
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: minimum alcohol price

From: [REDACTED]
Sent: 16 September 2010 17:01
To: Licensing
Subject: minimum alcohol price

Councilor Davies, why should the majority suffer for the minority, i am dumfounded that nobody has hit on the "cure all" answer which works well in America and Australia which is you have to be 21 and LOOK IT to drink alcohol. If you are under 21 there you are arrested if you have drunk anything. I am definitely NOT in favor of a minimum price but would support a minimum AGE.

[REDACTED]
[REDACTED]
Oxton
Birkenhead
Wirral
[REDACTED]
[REDACTED]
[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 15:52
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Minimum price for alcohol

From: [REDACTED]
Sent: 16 September 2010 15:28
To: Licensing
Subject: Minimum price for alcohol

Dear sir / madam,

I would very much object to the proposal to introduce a minimum price for alcohol. One effect this would have would be to encourage people who could not afford the extra cost to commit robbery in order to pay for their drinking.

Cllr Sue Taylor says, "We're not trying to penalise the average man in the street who likes a pint or a glass of wine." Unfortunately this is exactly what will happen.

A much fairer and more effective way of stopping underage drinking would be to strongly enforce the existing laws and to come down hard on retailers who supply them.

Yours sincerely,

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 15:28
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: views

From: [REDACTED]
Sent: 16 September 2010 15:18
To: Licensing
Subject: views

i do not think a minimum of 50p per unit of alcohol stop underage drinkers it will only penalise moderate drinkers there must be other ways to penalise them
[REDACTED] by email

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 14:00
To: Leyland, Richard K.; O'Donnell, Margaret
Subject: FW: View on minimum pricing for alcohol

From: [REDACTED]
Sent: 16 September 2010 13:13
To: Licensing
Subject: View on minimum pricing for alcohol

Dear Sirs,

The article in Wirral News about proposals to set minimum prices for alcohol invited views. I provide my view below:

I support this concept very strongly. It is clear to me that the problems of both antisocial behaviour and health dangers arising from excessive consumption of alcohol have reached epidemic proportions. I believe that it is essential that measures are taken to arrest the trend. I am aware that opposition to the proposal arise around the issue of the impact on affordability to those members of our community who do not contribute to the antisocial problem, and I will admit to having a little sympathy with these folk. However, I would counter this with the following points:

- We need to weigh the issues and ask what is the greater problem, and I would say that nobody is truly going to come to harm as a result of abstinence or reduction in their levels of consumption of alcohol, whereas the harm being caused by alcohol abuse is a massive burden in many ways, both to the safety and harmony of our communities and to the health of the population as a whole.
- Even for these people, the health risks arising from excessive consumption are still considerable, and no amount of good intent on their part, other than moderation, will reduce these risks. The minimum price will, if anything, tend to encourage such moderation.
- Anybody keeping to the health guidelines for sensible use of alcohol will not incur heavy expenditure if the suggested level for the minimum price of 50p per alcohol unit is implemented.

I would add, though, that I don't think that minimum price is the only issue. I believe that local laws restricting the location in which alcohol can be consumed need to be both increased and more rigorously enforced. I also think that the type of drink is of particular importance when it comes to alcohol abuse by young folk. I believe that all of those drinks that go out of their way to be "pseudo-soft drinks" (the so called alcho-pops and similar, which includes certain types of Cider) should be either banned, or at least heavily controlled. I think it is appalling that drinks that are so obviously targeted on being easier to drink for those who are not used to alcohol, and am astonished that legislation has not prevented this trend many years ago. I understand that this may not be a matter for local licensing, but you will hopefully have a mechanism for passing these views through to central government or other avenues that may ultimately lead to action.

Finally, I feel that, as with so many things, action needs to be accompanied by education. I am aware that a great deal already takes place in the way of conveying sensible drinking approaches, but, learning from the previous lessons of action against smoking, there needs to be a concerted publicity campaign targeted at making excessive drinking appear unattractive – "uncool" if you like. If a similar stigma against excessive drinking could be developed over time, without creeping into being sanctimonious – focusing on, for instance, the unpleasant smell of stale alcohol, and of people's breath after heavy drinking, the difficulty in understanding slurred speech, the vomiting, etc., it would add to the effectiveness of the other measures. This approach worked very well with smoking, though it took many years.

I hope the above has been helpful for you.

Yours Faithfully

[REDACTED]

[REDACTED] West Kirby, CH48 [REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 13:04
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Minimum price on alcohol

-----Original Message-----

From: [REDACTED]
Sent: 16 September 2010 12:32
To: Licensing
Subject: Minimum price on alcohol

Having seen the article in this week's Wirral News, I am writing with my view on the matter.

I am very much against imposing a minimum price per unit of 50p or more. I am a responsible adult who likes a few drinks at the weekend. Why should I be penalised for parents who cannot control their children's drinking? I had an accident and injured my shoulder last year and was unable to work for 10 months, I have since returned to work part time with a cut in pay. My husband hasn't had a pay rise in nearly 3 years and, indeed, had to take a pay cut and work a shorter week because his employer was in difficulties, and it is likely this will happen again. Having a drink at the weekend is one of few pleasures we have, and if this is imposed it will cost us more money than we have. We are already worse off than we were. I would ask you not to do this, but to let the majority of people who are like myself and enjoy a few drinks without harming anyone else do so and not be out of pocket to pay for the other idiots.

[REDACTED]
[REDACTED]
Heswall
Wirral
Merseyside [REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:56
To: Leyland, Richard K.
Subject: FW: Booze Price!!!

-----Original Message-----

From: [REDACTED]
Sent: 15 September 2010 21:19
To: Licensing
Subject: Booze Price!!!

I am writing in response to the article in Wirral News 15/09/10 in regards to views on minimum alcohol prices.

Even though it seems a good idea, no matter how much the price is increased youths always seem to get the money to buy alcohol, and no matter what adults are the same, by implying this increase will not deter anyone with an alcohol problem it will just drive them towards getting the money elsewhere to support their problem!!! The problem lies with local shops who do not I.D youths or wait until the shop is empty to sell them alcohol and cigarettes!!! If traders where more responsible then a major part of this problem would be solved without the larger majority of responsible drinkers having to pay for others problems and mistakes!!!!

[REDACTED] Oxton, Wirral
Sent from my BlackBerry smartphone from Virgin Media

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:56
To: Leyland, Richard K.
Subject: FW: minimum booze price

From: [REDACTED]
Sent: 15 September 2010 20:07
To: Licensing
Subject: minimum booze price

I strongly object to being penalised on pricing due to a minority of people who binge drink. Let us be fair if this policy was introduced most people would buy their alcohol outside the brough and therefore the retailers would be penalised through no fault of their own. It would be better to restrict the pubs that cause the problem and if drinkers have to be taken to A & E why not charge them for treatment after all it is self inflicted.

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:56
To: Leyland, Richard K.
Subject: FW: Re Licensing

From: [REDACTED]
Sent: 15 September 2010 20:10
To: Licensing
Subject: Re Licensing

Your recommendations for minimum prices for alcohol in theory seem sound, as most of the encouragement for excess drinking comes from the cheaply available booze from supermarkets, this in turn also puts pressure on Public House trade and often results in closures and loss of jobs.

However I do not believe you have the legal authority to enforce this minimum price and unless you have then it merely becomes an agreed practise with the supermarkets, not enforcable in law??

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:55
To: Leyland, Richard K.
Subject: FW: minimum price

From: [REDACTED]
Sent: 15 September 2010 16:44
To: Licensing
Subject: minimum price

Please please, rethink this issue

More creative solutions are required rather than an easy option of blanket increase in per unit cost of alcohol.

The more likely object of the proposed increase is a saving to the overburdened National health service, A reduction in the requirement to have police on the streets to target antisocial/young drinkers, admittedly these are bona fide issues, that need financial solutions, but please don't patronise the public at large by dressing this "initiative" up as some kind of Health and welfare "we are only thinking of you" obligation.

- **This increase will be seen by thousands as a stealth tax that is mandated on all, by the back door, under the guise of the health and welfare of the general public.**

This is Nanny state at its very worst, next will be a minimum weight for a burger, on the pretence of fat content (also a major killer and cost to the national health service). Or how about a minimum size of cereal bowl to keep the amount of sugar per portion down (another killer and significant cost to the national health service). Could you imagine, telling McDonalds to increase their burger prices, or Kellogg's to increase their per portion prices, I do not think so

- **Tell the public how the extra revenue would be used (there is no comment on this in the article in the Wirral News) and if every penny of an increase in per unit cost went to health care or more police on the beat, maybe just maybe it could be acceptable/justified (but I sincerely doubt that that would be the case) Over the whole country there would be millions in extra revenue as every single person (drinker) will suffer the unit cost increase to pay for the minority indiscretions of people, who are making conscious decisions to buy alcohol. If they happen to be underage, that is already illegal and a matter of enforcement.**

An analogy :- The facts and figures about "drug" abuse are also relevant and cannot be ignored, In as much that, changing the classification of a drug or how expensive a given drug is, just moves the "user" on to next substance, which in many cases increases the burden on Welfare services

- **I am disappointed with the Wirral News article also, that to pick out speculative figures such 39 cases in the quoted research could have been saved in Wirral by an increase of the price per unit to 50p, this can in no way be substantiated and would be more of a presumption or to put it another way psychologically "a means to justify the ends" scare tactic, based solely around an extrapolation of an already subjective total!**

Regards

[REDACTED]
Bromborough
Wirral

[REDACTED] (this is a private e-mail address, [REDACTED] The author of this e-mail is in no way affiliated to [REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 16 September 2010 08:56
To: Leyland, Richard K.
Subject: FW: Minimum price of alcohol

From: [REDACTED]
Sent: 15 September 2010 22:06
To: Licensing
Subject: Minimum price of alcohol

to whom it may concern

I write this as a low paid worker who enjoys a few drinks at the weekend, why should the sensible drinkers be punished, i dont smoke, dont do drugs. Its bad enough that the price of petrol goes up as an when the government needs a few extra pounds, but the price of gas, electric, water, council tax and the weekly shop have all increased, i dont know how much Cllr Bill Davies earns but i bet he doesn't have to worry about the everyday costs. Its not right that the average man in the street then bears the brunt everytime the bureaucrats in local government come up with a new idea. If it wasn't for Asda and Tesco most working class people probably couldn't afford the luxury of a bottle of wine or a couple of cans at the end of the working week.

[Redacted]
[Redacted]
[Redacted] Wallasey
Merseyside CH45 [Redacted]
Tel: [Redacted]
e-mail: [Redacted]

10.09.10
Councillor Sue Taylor
Chairman Licensing Committee
Town Hall
Wallasey CH45 8ED

Dear Sue Taylor,

Re: "Bargain Booze"

As a non-drinker myself I do not know whether or not raising the price of alcohol would make a difference to the amount of alcohol bought and consumed. However, I feel strongly that "Happy Hours" should be banned and that Bargain Booze shops, which are an eyesore anyway, should change their name and not be allowed to display their bargains on the pavement. As it is Bargain Booze shops are a direct invitation to buy alcohol.

I hope my comments will be taken into account at the meeting of the Licensing, Health and Safety Committee on 13 September.

Yours sincerely

[Redacted Signature]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 03 September 2010 13:23
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Comment on 50 per unit.

From: Jennifer [REDACTED]
Sent: 03 September 2010 12:44
To: Licensing
Subject: Comment on 50 per unit.

Dear Sir,

It would be wonderful if charging 50p per unit would work but as someone said on TV the other day when she drank she would have paid anything for her alcohol. Upping the price isn't going to help but it would be better if the supermarket stopped selling under cost.

So no I don't think charging a minimum of 50p a unit very helpful. It would get some people out of the pubs. Probably the ones that cannot afford much but find the odd drink out of the home and a bit of company a nice change from four walls in an empty home.

What needs to be sorted out is the way and where alcohol is bought and drank. Cut down the hours of public houses and stop shops selling it all hours (especially supermarkets). Also make drinking outside pubs (except in designated areas) illegal and fine the public houses that allow it.

Yours faithfully

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 03 September 2010 08:09
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Minimum pricing of alcohol

From: [REDACTED]
Sent: 02 September 2010 17:02
To: Licensing
Subject: Minimum pricing of alcohol

Dear Sir/Madam

I recently read an article in the Wirral Globe about the Council asking the views of local people and Community Groups about setting a minimum price for a unit of alcohol. I would like to say what a fantastic idea this would be.

http://www.wirralglobe.co.uk/news/8367722.Council_needs_your_support_for_introduction_of_minimum_price

I live in a deprived area of Wallasey (Egremont) where myself and a few of the neighbours run a very small Community group to try and improve the area that we live in. Over the last 3-5 years or so we have witnessed a real increase in the level of alcohol abuse and the antisocial behaviour that goes with this. The area around Rice Lane/Charlotte Road/Lea Road/Trafalgar Road has become blighted by problems brought on by people abusing alcohol. We see people walking up and down the local streets drinking cans of beer at 9-30am and have a life of misery during the summer months when we can not leave our windows open during the night because we know that we will be woken up several times in the night to the noise of people shouting screaming, breaking windows, smashing down doors and half killing each other in their drunken rages.

If setting a minimum price per unit of alcohol were to implemented in our area it would make a massive difference to the quality of life of the people who live here, instead of being woken up every night we might just get woken up on Saturdays only!... A vast improvement on the trouble we get now.

[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 03 September 2010 08:08
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Price of Alcohol

-----Original Message-----

From: [REDACTED]
Sent: 02 September 2010 17:59
To: Licensing
Subject: Price of Alcohol

[REDACTED]
New Brighton
Wallasey
Ch [REDACTED]
Tel: [REDACTED]
Mobile [REDACTED]

Thursday, 02 September 2010

I [REDACTED] of [REDACTED] CH45 [REDACTED]
I support a rise in the minimum price of Alcohol.
I have recently been admitted to hospital on a number of occasions and seen for myself the pressure put on medical services by over indulgence to say nothing of the lives being destroyed. I consider our politicians too corrupt to deal with this national tragedy. How much is the trade giving to political parties?

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 03 September 2010 08:08
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Unit pricing

From: [REDACTED]
Sent: 02 September 2010 18:12
To: Licensing
Subject: Unit pricing

Hello,

Take the bold step of thinking for yourselves once in a while. No need to follow other Councils! The average drinker behaves sensibly. The bad people are mainly the younger one's and believe me they don't care what price they pay. As stated by so many before, you are just going to punish those of us who do drink sensibly and may I add usually at home which does not cause any trouble to the community.

Those who are the main culprits when it comes to alcohol will in all probability look for a cheaper and not necessarily legal alternative. This could lead to a massive drain on the health service and we all know that suffers enough from alcohol induced problems without adding blindness and poisoning to it.

One does not have to be Einstein to tell that no matter what is done in the way of overpricing, there are still those who will get drunk and abuse it. Just walk around the towns in the Borough and see the lowest of the low drinking very expensive strong lagers. Not cheap stuff but very expensive extra strong stuff.

Thank you

[REDACTED]
[REDACTED]
Wallasey
[REDACTED]

Leyland, Richard K.

From: Calvert, Margaret on behalf of Licensing
Sent: 02 September 2010 14:22
To: O'Donnell, Margaret; Leyland, Richard K.
Subject: FW: Miniumum pricing opinion

From: [REDACTED]
Sent: 02 September 2010 13:16
To: Licensing
Subject: Miniumum pricing opinion

Re Your article in the Wirral Globe.

My opinion on minimum pricing is that It makes no difference what price it is, alcoholics will drink no matter what it costs, kids will still drink in the park and alcohol fuelled crime pales into insignificance compared to drug fuelled crime.

All minimum pricing does is hit the poorest in the pocket, makes responsible drinkers pay more and increases the already inflated profit margin of the supermarket.

Regards

[REDACTED]

Tel: [REDACTED]
Fax: [REDACTED]

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