



LICENSING ACT 2003 COMMITTEE

26 OCTOBER 2016

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| REPORT TITLE | The Findings of the Wirral Alcohol Inquiry 2015 / 2016 – A Citizens deliberation on our relationship with alcohol |
| REPORT OF | Director of Public Health |

REPORT SUMMARY

This purpose of this report is to present to Members the findings of the Wirral Alcohol Inquiry 2015-2016. Residents from Wirral who took part in the inquiry will attend the Committee Meeting to present their findings and address any questions from Members.

RECOMMENDATION/S

That Members note the findings and recommendations of the Wirral Alcohol Inquiry 2015-2016 in particular, *“Limit the number of licensed premises and make it easier for the public to object to licensing applications. Educate the public that you can have a say on local licensing. Explore how we can make it easier for the public to have their say on local licensing.”*

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

The Inquiry Members considered that it would be appropriate to present the findings of the Inquiry to the Licensing Act 2003 Committee due to the role of Members on this Committee.

2.0 OTHER OPTIONS CONSIDERED

There is no provision for other options to be considered.

3.0 BACKGROUND INFORMATION

The Wirral Alcohol Inquiry was commissioned by Wirral Council in September 2015 because evidence of high levels of alcohol-related health harm necessitated the creation of a new alcohol strategy for Wirral which would include the views of a good representation of the Wirral population. The Citizens Inquiry identified and engaged with a diverse group of 20 Wirral residents, with the purpose of empowering and enabling them to articulate an informed view of the actions that individuals, the community, the Council and other stakeholders should support and adopt to reduce alcohol-related harm in Wirral. Shared Future, a Community Interest Company, was awarded the tender and organised the inquiry. The group attempted to answer the question, "What can we all do to make it easier for people to have a healthier relationship with alcohol?" The project strived to not impose a view of the issue or the solutions but instead to facilitate discussion that established which aspects of the alcohol issue citizens wished to address further. The group had the opportunity to hear from and ask questions of the following; Margaret O'Donnell from Licensing, Andrew Taylor from Tobacco Free Futures, Jon Hardwick from Environmental Health, Heidi Jones from Trading Standards, Steve Morton from Public Health England, Mark Buchanan A&E consultant, David Barnicle from The Brink and Cllrs Christine Jones and Bernadette Mooney.

4.0 FINANCIAL IMPLICATIONS

There are no specific implications arising from this report.

5.0 LEGAL IMPLICATIONS

There are no specific implications arising from this report.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

There are no specific implications arising from this report.

7.0 RELEVANT RISKS

There are no specific implications arising from this report.

8.0 ENGAGEMENT/CONSULTATION

The recruitment of residents to participate in the inquiry aimed to ensure that a diverse group of residents from all four constituencies within Wirral could work together. The group included people with very different experiences of alcohol, and involve people who are usually excluded from participatory processes. The minimum age was 16. Shared Future received help from Constituency Managers and a Public Health Advisor to identify areas to target. 250 invite letters were sent to each targeted area within each of the four constituencies. Thirteen participants were found this way with the remaining seven being found via outreach work in local communities.

9.0 EQUALITY IMPLICATIONS

(b) No because there is no relevance to equality.

REPORT AUTHOR: *Gary Rickwood*
Senior Public Health Manager
telephone: (0151) 666 5182
email: garyrickwood@wirral.gov.uk

APPENDICES

APPENDIX A

See attached Report

APPENDIX B

Wirral Alcohol Inquiry: Final recommendations

| Rank | Votes | Theme | Recommendation |
|------------------|--------------|-------------------------------------|--|
| 1 st | 10 | Licensing | Limit the number of licensed premises and make it easier for the public to object to licensing applications. Educate the public that you can have a say on local licensing. Explore how we can make it easier for the public to have their say on local licensing. |
| 2 nd | 9 | Community facilities / activities | We need community projects for young people and adults which provide alternatives to drinking alcohol, keep people together and offer new ways to make friends, and gain life, social and work skills. Encourage brewers to fund these projects. |
| =3 rd | 8 | Licensing | We need a fifth licensing objective “to protect health and reduce anti-social behaviour and domestic violence”. |
| =3 rd | 8 | Education / Awareness | Publicise the wider cost of alcohol to the people of the Wirral (A&E, Policing, Fire Service, Social Services, Mental Health) and ask “what could we buy with this money otherwise?” |
| =3 rd | 8 | Advertising, sales and availability | Make the whole of Wirral a ‘no street drinking’ zone including beaches, parks. |
| =4 th | 7 | Education / Awareness | Use a bus as a fun educational way of actively engaging young people to meet agencies and find out about services. |
| =4 th | 7 | Education / Awareness | Create a social media campaign with shocking local images so that the community of Wirral ‘takes a step back and reflects on their own relationship with alcohol’. |
| 5 th | 6 | Education / Awareness | Run a young people’s inquiry about alcohol. |
| =6 th | 5 | Services | There needs to be more help for people with mental health problems who also have drinking problems e.g. quicker access to emergency care and fast follow-up support (this support should be geared to the person’s preference). |
| =6 th | 5 | Community facilities / activities | More alcohol free venues for everyone e.g. The Brink and Spider project. |
| =6 th | 5 | Services | We need more up-to-date training for midwives and health visitors to recognise the signs of alcohol harm during pregnancy and post-natal, and to offer confidential support, advice, comfort and trust. |
| =7 th | 4 | Advertising, sales and availability | Stop impulse-buying by having special areas for alcohol in supermarkets, separated from other goods. |
| =7 th | 4 | Services | More places for people coming out of detox, with more support and after care. |

| Rank | Votes | Theme | Recommendation |
|-------------------|--------------|-------------------------------------|--|
| =7 th | 4 | Services | We need more services to help domestic abuse victims and perpetrators tackle their relationship with alcohol. |
| =7 th | 4 | Education / Awareness | Publish our recommendations to create a public conversation across Wirral about how people can have a healthier relationship with alcohol e.g. social media, vintage radio etc |
| =8 th | 3 | Education / Awareness | More interactive education for young people. Education that allows young people to discover for themselves what's involved and to then make their own decisions e.g. young people's peer guidance. Don't lecture young people. |
| =8 th | 3 | Services | Explore possibility of charging prolific alcohol users for treatment (e.g. ambulance call outs). |
| =9 th | 2 | Advertising, sales and availability | Minimum Unit Price protects young people and heavy drinkers. Introduce a minimum unit price of alcohol across Wirral of 50p per unit. Increase the price of cheap, high strength alcohol. Stop 3 for 2 offers. |
| =10 th | 1 | Advertising, sales and availability | Ensure no alcohol advertising at bus-stops and on billboards, especially near schools. |
| =10 th | 1 | Advertising, sales and availability | One day a month alcohol-free days in pubs and bars. |
| =10 th | 1 | Advertising, sales and availability | Campaign for a watershed (e.g. 9pm) for advertising alcohol on TV. |
| | 0 | Education / Awareness | Create a public conversation on encouraging people to drink socially in regulated environments rather than in isolation (e.g. in pubs). |
| | 0 | Services | More places for homeless people in shelters / other facilities, with support from 'buddies'. |

REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

| Council Meeting | Date |
|------------------------|-------------|
| N/A | |