

**APPENDIX 2 - Cumulative Impact on Public Health Scrutiny Review
Recommendations – Next Steps**

	Recommendation	Responsible Officer	Commentary re current action and next steps to implement the recommendation	Timescale
1	The Council's Leadership is encouraged to lobby for a Public Health licensing objective in the Liverpool City Region and where possible at national level to ensure public health outcomes are given greater priority in licensing decisions.	Director of Health and Wellbeing (DPH)	<p>On behalf of Councils in Cheshire & Merseyside, the public health network has submitted a response to a call for evidence by the Select Committee on the Licensing Act 2003. This includes making the case for public health to be a licensing objective.</p> <p>A programme of action on licensing is now in place, which has been agreed by the city region health leadership and Cheshire Council Leaders.</p> <p>These work areas will provide training and information to people involved in the licensing process, people employed in alcohol retail and the residents and communities where licensed activities take place. They will range from enabling greater enforcement of the law around providing alcohol to people who are already drunk, to recruiting and training interested community champions in the effects of alcohol on their communities, signing local retailers up to voluntary agreements and producing guidance and training on the available evidence and its interpretation within the current licensing process.</p>	Ongoing
2	The Council's Statement of Licensing Policy is refreshed to accommodate the renewed priorities as set out in the Wirral Plan. It is also recommended that consideration be given to introducing a Cumulative Impact Policy in areas where there is strong evidence to suggest such a policy would address the negative impact of over-saturation of licenced or off-licenced premises.	Head of Licensing	Senior leads for Planning and Public Health have met to agree the approach to the work to introduce a Cumulative Impact Policy in areas where there is evidence that justifies this and detailed work is now progressing to agree the timetable for this work, the evidence required and support of partners. The Council will review the Licensing Policy to renew the priorities as set out in the Wirral Plan	Ongoing

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3	The panel recommends that a statutory Supplementary Planning Document is urgently developed and consulted upon (thus becoming a material consideration), in line with the approach taken in St Helens, as part of the preparation of the Council's Core Strategy Local Plan.	Head of Regeneration and Planning	<p>The Council is currently preparing four new supplementary planning documents to support the implementation of the Core Strategy Local Plan, including a revised Town Centre Uses SPD, which will include revised proposals for the control of hot food takeaways.</p> <p>The Council's existing adopted SPD can be viewed here: <u>SPD3 Hot Food Takeaways, Restaurants, Cafes and Drinking Establishments</u></p>	A revised draft SPD is expected to be published for statutory public consultation alongside the proposed submission draft Core Strategy Local Plan, to be published in Spring (Q2) 2017.
4	The panel encourages the planning and public health teams to work closely together to address the borough's public health issues in relation to poor diet and obesity, as outlined in the 2020 pledge to support Wirral residents to Live Healthier Lives.	Public Health Consultant	<p>Public health and planning teams are working closely together to develop the High Streets in Our Communities initiative which will provide an opportunity to test and roll out planning approaches which support health and wellbeing.</p> <p>Public Health is also supporting the planning team by submitting comments related to health and wellbeing in response to relevant planning applications.</p>	On going
5	The panel acknowledges the wide ranging benefits of the voluntary participation of businesses in the Reduce the Strength campaign in promoting responsible selling of alcohol. It is recommended that priority be given to encouraging the take up of this initiative so the number of outlets taking part is increased. The Council should also explore the possibility of approaching national supermarket chains to adopt this as a policy.	Environmental Health Strategic Manager & Interim Senior Manager Trading Standards	<p>To date forty nine businesses have signed up and thirty three have been classed by delivery officers as affiliate to the scheme because of their responsible business practices in not selling super strength cheap alcohol.</p> <p>With respect to approaching national supermarket chains the major supermarkets in general do not sell super strength products that the Reducing the Strength scheme targets (beer, lager and cider, 6.5% abv or above, in tin cans and plastic bottles). Some of these supermarkets are however counted into our figures as affiliates to the scheme.</p>	Ongoing

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6	It is recommended that the effective delivery and marketing of the 'Eat Well Wirral' and 'Takeaway for a Change' initiatives is prioritised and the schemes are properly evaluated to demonstrate their long term impact. The development of EWW takeaways and their locations should be a matter drawn to the attention of the planning committee at regular intervals.	Environmental Health Strategic Manager & Interim Senior Manager Trading Standards	<p>A draft marketing plan was received 26th September; due to the delays in receiving this, we have linked up with SOMO (a social innovation company) who have provided journalists for school events and have set up marketing to highlight EWW businesses. Our 100th business is soon to be signed up and this will be widely publicised. Food officers are also informing businesses of EWW during their routine visits to promote signing up.</p> <p>EWW and TFAC are evaluated on several levels; a dashboard of key indicators, school, parent and business owners' evaluations and questionnaires and 6 month follow ups. EWW takeaways are targeted due to their location in areas with high levels of obesity. The development of EWW takeaways and their locations, as required by Members, will be drawn to the attention of the planning committee by a representative from Environmental Health when they attend Planning Committee.</p>	On-going
7	The Panel supports the creation of a cross-departmental working group and action plan for selling alcohol responsibly. The Health and Wellbeing Board should oversee the activities of this group and ensure they are joined up with the Wirral Resident's Live Healthier Lives pledge delivery group so that further partnership opportunities and targeted initiatives are explored.	Head of Licensing	A Responsible Alcohol Retail Task Group has been formed within the Council to co-ordinate effectively all of the work in relation to selling alcohol responsibly. This group will provide progress reports to the Health and Well Being Board	Ongoing