

MINUTE EXTRACT

PEOPLE OVERVIEW AND SCRUTINY COMMITTEE 8 SEPTEMBER 2016

18 CUMULATIVE IMPACT ON PUBLIC HEALTH SCRUTINY REVIEW

The Chair of the People Overview and Scrutiny Committee introduced her report that set out the findings and recommendations arising from a Scrutiny Review completed in July 2016. The report informed that the Review had been commissioned by the former Policy and Performance Coordinating Committee and had been set up to explore the issue of cumulative impact in relation to the prevalence of off licences and fast food takeaways, and their impact on public health.

The Chair expressed her thanks to Mike Callon, Team Leader Performance and Scrutiny and Patrick Torpey, Scrutiny Officer for their assistance in progressing the review and the preparation of the summary report. She further expressed the Committee's wishes to Patrick Torpey for a speedy recovery from a recent bout of ill health. The Chair additionally thanked Councillors Gilchrist, Hayes and Williamson for their involvement in the review, evidence gathering and preparation of the summary report.

At the invitation of the Chair, Janette Williamson, Cabinet Member Public Health addressed the Committee who also expressed thanks to those involved in the report, stating the importance of taking Public Health into account in all Council decisions, and the need to lobby Government in respect of licencing and planning matters identified in the report.

Members made reference to the targeting of town centre outlets, suggested supplementary planning guidance and update of existing planning and licencing policies, and requested (fully endorsed by the Chair) that a follow up report be timetabled to provide the Committee with an update on actions arising from the report recommendations.

The Committee noted the content and endorsed the recommendations within the Cumulative Impact on Public Health Scrutiny Review, namely that:

Recommendation 1: The Council's Leadership is encouraged to lobby for a Public Health licencing objective in the Liverpool City Region and where possible at national level to ensure public health outcomes are given greater priority in licencing decisions.

Recommendation 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.

Recommendation 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.

Recommendation 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.

Recommendation 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.

Recommendation 6: It is recommended 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.

Recommendation 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.

Resolved - RECOMMENDATION TO CABINET - That the "Cumulative Impact on Public Health" Scrutiny Review and recommendations contained within be endorsed.