



**COUNCILLOR  
JANETTE WILLIAMSON  
CABINET MEMBER FOR  
PUBLIC HEALTH**

**CABINET**  
**7 November 2016**

**CUMULATIVE IMPACT ON PUBLIC  
HEALTH SCRUTINY REVIEW**

**Councillor Janette Williamson, Cabinet Member for Public Health, said:**

“Ensuring Wirral residents live healthier lives is one of our 20 Pledges, and remains extremely important to the Council. Making sure our policies and approach to services throughout the organisation support our ambitions is vital.

I think the work completed by Members through this Scrutiny Review is very helpful and will go a long way towards helping us achieve our pledge.”

**REPORT SUMMARY**

At its meeting on the 23th June 2015, the Policy and Performance Coordinating Committee agreed to undertake a scrutiny review into the potential for developing a Cumulative Impact Policy. This was due to concerns raised about negative public health and public order impacts in localities with high concentrations of off-licences and fast food outlets.

The scope of the work was widened during the review process to incorporate other powers and approaches at the Council’s disposal to mitigate the harmful impacts of over-concentration of these premises. Members were keen to establish what powers and tools are at the Council’s disposal and to what extent these are being fully realised.

On 8 September 2016, a report on the findings of the review was presented to the People Overview and Scrutiny Committee. The committee endorsed the report findings and recommendations referring these on to Cabinet for approval. The report of the Scrutiny Review Panel is included as Appendix 1 to this report.

This report outlines the actions being undertaken in response to the scrutiny review. These are included as Appendix 2 to this report.

This work links to the Wirral Plan Pledge to support Wirral residents to lead healthier lives and supports the actions that are being developed to deliver that pledge.

This matter affects all Wards within the Borough, it is not a key decision.

## **RECOMMENDATION/S**

- Cabinet approves the contents and recommendations of the Cumulative Impact on Public Health Scrutiny Review.
- Cabinet supports the Officer response to the recommendations outlined in the report.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

- 1.1 For Cabinet to endorse this work which supports delivery of the Wirral Plan Pledge – Wirral Residents Live Healthier Lives.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 The Scrutiny Report details the options considered by the panel.

### **3.0 BACKGROUND INFORMATION**

- 3.1 In June 2015 the Policy & Performance Coordinating Committee established a review panel to explore the issue of Cumulative Impact on Public Health. Cumulative impact refers to the principle that the increased presence of licenced premises and hot food takeaway's is responsible for negative impacts on the health of people living in that locality.
- 3.2 The review commenced in September 2015 with the following objectives:
- To understand Wirral's profile in terms of the prevalence and density of licenced premises and fast food outlets,
  - To understand Wirral's profile in terms of excessive alcohol consumption and poor diet,
  - To establish what powers, policies and initiatives are at the Council's disposal to mitigate against the harmful impact of high levels of alcohol consumption and poor diet,
  - To determine if the Council is fully realising these powers as opportunities to improve public health outcomes.
- 3.3 A cross-party Panel of 4 Members was established and over a number of months convened a series of sessions with Council officers from related service areas and representatives from Merseyside Police. The report setting out the findings of the review and the recommendations arising is attached as Appendix 1.
- 3.4 Concern about levels of alcohol consumption and poor diet on public health are national issues that resonate strongly at the local level. The link between excessive drinking and poor diet with poor health outcomes is well documented. In reviewing the data for Wirral, it was clear to the review Panel the borough performs poorly against the national averages in relation to a number of key public health indicators linked to diet and alcohol consumption.
- 3.5 The 'Wirral Resident's Live Healthier Lives' Pledge of the Wirral Plan sets out the Council's commitment to improving local public health outcomes. The need for coordinated action to tackle these issues is clear. This work cuts across a range of different disciplines and Council teams including Licensing, Public Health, Trading Standards, Environmental Health and Planning. Joint working between

these teams is improving but needs to be further integrated and coordinated in order to have the maximum impact.

- 3.6 In conducting this review, the Panel were impressed with a number of innovative schemes and initiatives that officers have collectively developed and implemented. However, the panel concluded that more could be done through formal mechanisms, specifically the Council's planning and licencing policies. The Panel believes that a bolder and more ambitious approach should be articulated through the Council's licencing and planning policies in line with steps that other authorities have already taken. This would contribute more explicitly towards improving public health outcomes in the borough. Based on the findings set out in section 5 of the report, the Panel developed seven recommendations, Appendix 2 details the activities delivered or being planned in response.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 There are no financial implications as no additional investment is being sought to implement these recommendations.

#### **5.0 LEGAL**

- 5.1 The implementation of recommendations in respect of Licensing and Planning policies, will lead to changes in the Council's policy framework and these will be reported separately to Council.

#### **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 6.1 Implementation of the recommendations from this scrutiny review will be met from within existing resources.

#### **7.0 RELEVANT RISKS**

- 7.1 If the recommendations outlined in the report are not implemented the achievement of the Wirral Plan pledge to support local people to lead healthier lives would be at risk.

#### **8.0 ENGAGEMENT / CONSULTATION**

- 8.1 The Review was undertaken through a process of discussion with council officers and partners involved in planning and delivering services to mitigate the risk of unhealthy lifestyle choice on health outcomes for local people.

#### **9.0 EQUALITY IMPLICATIONS**

- 9.1 This report sets out progress implementing the recommendations of the review. Equality Impact Assessments will need to be undertaken as part of any changes to Council policies which will be separately reported to Council.

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**APPENDICES**

Appendix 1: Cumulative Impact on Public Health Scrutiny Review

Appendix 2: Officer Response to the Cumulative Impact on Public Health Scrutiny Review

**REFERENCE MATERIAL**

**SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>