

**ADULT CARE AND HEALTH OVERVIEW & SCRUTINY COMMITTEE**  
**13<sup>th</sup> SEPTEMBER 2017**

<b>REPORT TITLE:</b>	<b>Cumulative Impact on Public Health Scrutiny Review - Update Report</b>
<b>REPORT OF:</b>	<b>Director for Health and Wellbeing</b>

**REPORT SUMMARY**

This report provides an update on the implementation of recommendations resulting from a scrutiny review set up to examine the issues arising from the Cumulative Impact of licenced premises and fast food takeaways on public health.

The review was commissioned by the former Policy and Performance Coordinating Committee and referred to Cabinet by the People Overview and Scrutiny Committee at its meeting on 8 September 2016. The findings and recommendations were approved by Cabinet on 3 October 2016.

The review Panel produced the following recommendations;

**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 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 are harnessed and targeted initiatives explored.*

## **RECOMMENDATION/S**

1. Members of the Adult Care & Health Committee note progress made regarding the implementation of the recommendations arising from this review, adding any other comments as necessary.
2. A future update is provided to this Committee by the Public Health team setting out further progress made in responding to this review and taking forward this work.

## **SUPPORTING INFORMATION**

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

- 1.1 To update Members of the Adult Care & Health Overview & Scrutiny Committee on progress made implementing the recommendations of the Cumulative Impact on Public Health Scrutiny Review.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 No other options have been considered.

### **3.0 BACKGROUND INFORMATION**

- 3.1 A Scrutiny Review on ‘Cumulative Impact on Public Health’ was completed in July 2016, The Review was commissioned by the former Policy and Performance Coordinating Committee. It was 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.
- 3.2 The aim of the review was for Members to gain a better understanding of the context around these issues in Wirral. The Review Panel was also keen to understand what powers the Council had at its disposal to address the negative

impacts associated with over-concentration of these premises and to what extent these are being realised.

- 3.3 The final report of the scrutiny panel is attached as **Appendix 1**. A report providing an update on the progress made implementing the recommendations from this review is also attached as **Appendix 2**.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 There are none arising from this report.

#### **5.0 LEGAL**

- 5.1 There are none arising from this report.

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

- 6.1 There are none arising from this report.

#### **7.0 RELEVANT RISKS**

- 7.1 There are none arising from this report.

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

- 8.1 Not applicable.

#### **9.0 EQUALITY IMPLICATIONS**

- 9.1 There are none arising from this report.

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#### **APPENDICES**

**Appendix 1 – Cumulative Impact on Public Health Scrutiny Review Final Report**

**Appendix 2 – Progress Update Report.**

#### **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Cabinet</b>	<b>3 October 2016</b>
<b>People Overview and Scrutiny Committee</b>	<b>8 September 2016</b>