

Cumulative Impact Scrutiny Review – Recommendations Progress Update

DD/09/2017

Recommendation	Implementation Status - Complete - Partially complete - Not Started	Actions Taken / Progress	Impact of Recommendation
<p>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.</p>	<p>Partially complete</p>	<p>This recommendation is being lobbied for nationally, however a recently published Lords Licensing Act Select Committee report on the 2003 Licensing Act did not recommend this as an action.</p> <p>The report does however recommend “a radical comprehensive overhaul” of the 2003 Licensing Act, a response from Government is awaited.</p> <p>The full report can be accessed at: https://publications.parliament.uk/pa/ld201617/ldselect/ldlicact/146/146.pdf</p>	<p>The recommendation empowers Public Health officers, and other Council officers to continue to work with city region and Cheshire and Merseyside regional colleagues to make the case for a Public Health licencing objective.</p>
<p>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</p>	<p>Partially complete</p>	<p>The Liverpool City Region group progressing joint work on licencing are developing a reference guide for anyone writing a Statement of Licensing Policy. The agreed document is in final draft stage and will be shared with local areas by September 2017.</p> <p>The Council's Statement of Licensing Policy has been updated to include a Cumulative Impact Policy for a defined area in Birkenhead town centre. Further work is required to update the policy to include the Wirral Plan</p>	<p>The CIP is now in place and available to be used as tool to manage licence applications. The implementation of the CIP has also given out a strong message to existing licence holders, and to any potential licence applicants that there is a clear agenda to manage the licencing landscape robustly to</p>

<p>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.</p>		<p>priorities.</p> <p>The Cumulative Impact Policy is now in place, its impact on anti-social behaviour and alcohol related injuries will be evaluated.</p>	<p>support the achievement of a healthier local relationship with alcohol.</p>
<p>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.</p>	<p>Partially complete</p>	<p>Discussions have begun with the planning team. Evidence will be gathered from a Public Health perspective over the coming months and officers from the Planning team will be working on the revised Supplementary Planning Document. Discussions are taking place as to how Public health can input into this process.</p>	<p>The recommendation has given energy and imperative to progress this work.</p>

<p>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.</p>	<p>Partially complete</p>	<p>In July 2017, public health and planning officers met with a colleague from Sefton Council public health's team to discuss how health and wellbeing issues can be incorporated into the Wirral Core Plan, currently in draft form; this action links to recommendation 3.</p>	<p>This recommendation has highlighted the importance of these close working relationships and supported their continued growth and improvement. Joint work has progressed in a number of areas.</p>
<p>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</p>	<p>Partially complete</p>	<p>Due to excellent partnership working, the Reducing the Strength campaign has now signed up all off sales retailers in the vicinity of Birkenhead town centre. B&M Stores have also asked to include their Liscard/Wallasey store into the scheme.</p> <p>The focus for this work has been extended beyond this initial central area and at last report there are 65 businesses signed up to the scheme from across Wirral, representing 24% of a total of 265 licenced off-sales outlets, against a target for 2020 of 30%. However it is also worth noting that the figure of 265 includes a number of businesses, including outlets for the national supermarket chains, which do not stock or sell super strength products, so have not been a focus of attention for the RTS scheme.</p>	<p>This recommendation has supported the continued drive to engage new businesses with this project. The ongoing success of the project has reduced the potential for harm for the most problematic drinkers and young drinkers, reduced the likelihood of anti-social behaviour in town centre locations, and fostered the creation of a growing network of responsible businesses, supported by contact and training from the alcohol service, who are offering alcohol audit and brief advice to any customers about whom they have alcohol related concerns.</p> <p>The scheme has been shortlisted for 2 Chartered Institute for Environmental Health awards.</p>

<p>increased. The Council should also explore the possibility of approaching national supermarket chains to adopt this as a policy.</p>			
<p>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.</p>	<p>Partially Complete</p>	<p>Work is currently underway within the Council to produce an interactive on-line map so that residents can locate their nearest Eat Well Wirral take-a-way.</p>	<p>The Eat Well Wirral' and 'Takeaway For A Change' projects won the Environmental and Health Award at the Echo Awards ceremony in May 2017.</p>
<p>Recommendation 7: The Panel supports the creation of a cross-departmental working group and</p>	<p>Partially Complete</p>	<p>A group brought together by the licensing team is currently meeting as required. The links with the Health and Wellbeing board and the Healthier Lives Pledge Delivery group need to be clarified.</p>	

<p>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.</p>			
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