

North Tyneside Council

Report to Cabinet

13 April 2015

ITEM 6(a)

Local Authority
Declaration on Alcohol

Portfolio(s): **Adult Social Care**

Cabinet Member(s): **Cllr L Spillard**

Report from Service Area: **Public Health**

Responsible Officer: **Wendy Burke, Acting Director of Public Health** (Tel: (0191) 643 2104)

Wards affected: **All**

PART 1

1.1 Purpose:

1. To provide Cabinet with an overview of the development and purpose of the Local Government Alcohol Declaration. The full declaration is set out in Appendix 1.
2. To seek Cabinet's approval to the signing of the Local Government Alcohol Declaration.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) Agree to sign the Local Government Alcohol Declaration

1.3 Forward Plan:

Twenty eight days notice of this report has been given and it first appeared on the Forward Plan that was published on 9th March 2015

1.4 Council Plan and Policy Framework

This report relates to the following priorities in the 2014/18 Our North Tyneside Plan:

'Our people will be supported to live healthier and longer lives'.

1.5 Information:

1.5.1 Background

- 1.5.2 While many people enjoy drinking alcohol safely and sensibly the harm caused by alcohol is extensive. Every year in North Tyneside, there are around one hundred alcohol specific deaths, two thousand alcohol related hospital admissions, around four hundred alcohol related violent crimes and thousands of work related absences linked to drinking alcohol. This is not a problem of a small minority it is a problem that cuts across the entire population and communities.
- 1.5.3 Alcohol impacts upon a range of frontline services, including the NHS, Northumbria Police, the North East Ambulance Service, local authority licensing teams and social care services. It impacts upon the workplace, through lost productivity and absenteeism and on education, through truancy and disruption.
- 1.5.4 The personal, social and economic cost of alcohol has been estimated to be over £83m for North Tyneside. Alcohol harm presents a significant financial burden across the North East economy as a whole. The total cost for the North East is estimated at £1.1 billion per year. In terms of North Tyneside the estimated costs are; NHS £22.72m; Crime £15.71m; Workplace £35.08m; Social Care £10.02m.
- 1.5.5 In addition to the financial impact around 50% of violent crimes and domestic violence incidents are committed under the influence of alcohol. 20% of all violent crime occurs in or near pubs and clubs and 45% of adults avoid town centres at night because of drunken behaviour.
- 1.5.6 The North East Local Government Declaration on Alcohol is in response to the ongoing damage that alcohol does to local communities. It is a pledge to take action and a statement about each local authority's commitment to protecting their local community from the harm caused by alcohol.
- 1.5.7 The declaration was initiated following a meeting of the North East Directors of Public Health Group following a conference hosted by BALANCE the North East Office for Alcohol in November 2013. BALANCE seeks to encourage people to reduce their alcohol consumption and reduce the impact that alcohol is having on the region and lobbies government on alcohol related issues. Whilst the Declaration is intended as a regional statement of intent it has been led by collaboration between Gateshead Council and the regional alcohol office of BALANCE.
- 1.5.8 The goal of the Declaration is both to demonstrate local authority leadership on tackling alcohol harm and to make a collective statement about the importance of this issue nationally. The commitments set out in the declaration will result in action across the system to address the harm that alcohol causes.
- 1.5.9 The declaration was considered at the regional Chief Executives' meeting on January 16th 2015. Feedback included the need to consider whether the declaration could be used more widely across the system to include NHS organisations and the Police Authority. Further to this a question was asked regarding what more could be done in the lead up to the election to influence party manifestos particularly through the work of the region's MPs.

1.6 Decision options:

The following decision options are available for consideration by Cabinet:

Option 1

To sign up to the Local Government Alcohol Declaration

Option 2

Not to sign up to the Local Government Alcohol Declaration

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

To demonstrate the Authority's leadership and commitment to tackling alcohol related harm in North Tyneside in order to secure the health, welfare, social, economic and environmental benefits that come from reducing excessive alcohol consumption.

1.8 Appendices:

Appendix 1 Local Government Alcohol Declaration

1.9 Contact officers:

Wendy Burke, Acting Director of Public Health Tel. 0191 643 2104

Alison Campbell, Finance Business Manager Tel. 0191 6437038

1.10 Background information:

The following background papers/information have been used in the compilation of this report and are available at the office of the author:

(1) North Tyneside Draft Alcohol Strategy 2014-19

(2) Overview and Scrutiny and Policy Development Alcohol and Violent Crime Report
November 2014

http://www.northtyneside.gov.uk/pls/portal/NTC_PSCM.PSCM_Web.download?p_ID=556572

(3) North Tyneside Local Alcohol Profile

<http://www.lape.org.uk/LAProfile.aspx?req=X25003AE>

(4) North Tyneside Alcohol Dashboard 2014

http://www.balancenortheast.co.uk/library/documents/North_Tyneside_Alcohol_Dashboard_2014.pdf

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no direct financial implications in relation to this report. Any costs of delivering the commitment can be contained within existing budgets.

2.2 Legal

The Declaration is a non-statutory policy statement and therefore a matter which Cabinet may commit the Authority to if considered appropriate. The Authority's Licensing Policy which is applied when dealing with individual licensing applications is determined by the Council and this declaration will not form part of that Policy.

The promotion of public health is not a licensing objective for the purposes of the Licensing Act 2003 and the declaration will not be a relevant consideration when determining any type of application made under the 2003 Act. In accordance with the Local Government Act 2000 and the regulations made under that Act in relation to responsibility for functions and responsibilities, Cabinet is responsible for determining this matter.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

Elected Mayor, Cabinet Member for Adult Social Care, Chief Executive, Deputy Chief Executive, Heads of Service,

2.3.2 External Consultation/Engagement

Balance North East, North East Directors of Public Health, Balance Public Perceptions Survey 2013

2.4 Human rights

There are no human rights implications in relation to this report.

2.5 Equalities and diversity

Although alcohol misuse has an impact across all social groups, alcohol related violent crime in particular is more likely to occur within low income and more vulnerable families and communities. Women are more often the victims of alcohol related domestic violence than their male counterparts.

2.6 Risk management

There are no risk management implications in relation to this report

2.7 Crime and disorder

Alcohol misuse is strongly associated with violent crime and anti social behaviour.

2.8 Environment and sustainability

There are no environment and sustainability implications in relation to this report

PART 3 - SIGN OFF

- Deputy Chief Executive x
- Head(s) of Service x
- Mayor/Cabinet Member(s) x
- Chief Finance Officer x
- Monitoring Officer x
- Head of Corporate Strategy x

Appendix 1

Local Authority Declaration on Alcohol

We acknowledge that:

- Alcohol is one of the greatest causes of premature death and morbidity in our communities;
- Reducing alcohol harm in our communities significantly reduces costs to public services;
- Although lower income groups are not the heaviest drinkers, they suffer from the greatest alcohol harms;
- Evidence-based, government-led action to regulate the price, promotion and availability of alcohol is the most effective option for tackling alcohol harm;
- Although it might be appropriate to engage with elements of the alcohol industry around the management of the night-time economy, the alcohol industry should have no role in the development of alcohol policy or strategy;
- The volume and content of alcohol advertising influences young people to drink earlier and to consume more.

As leaders of our communities we welcome the:

- Opportunity for local government and key partners to lead local action to tackle alcohol harm and secure the health, welfare, social, economic and environmental benefits that come from reducing excessive alcohol consumption;
- Opportunity to further embed public health priorities within the local authority framework, particularly in relation to community safety, regulatory activity and economic regeneration;

We commit our Council from this date 13TH April 2015 to act at a local level to reduce alcohol harm and health inequalities by:

- Influencing national government to take the most effective, evidence-based action to reduce alcohol harm, particularly via the introduction of greater regulations around the price, promotion and availability of alcohol;
- Influencing national government to rebalance the Licensing Act in favour of local authorities and communities, enabling local licensing authorities to control the number, density and availability of alcohol according to local requirements;
- Developing evidence-based strategies and commissioning plans with our local communities and partners including the local NHS Acute Trust, Clinical Commissioning Groups and the police;
- Ensuring that public health and community safety are accorded a high priority in all public policy-making about alcohol;
- Making best use of existing licensing powers to ensure effective management of the night-time economy;
- Raising awareness of the harm caused by alcohol to individuals and our communities, bringing it closer in public consciousness to other harmful products, such as tobacco.