

Individual Decision

The attached report will be taken as an
Individual Portfolio Member Decision on:

6th July 2009

Ref:	Title	Portfolio Member(s)	Page No.
ID 1870	Berkshire West Alcohol Harm Reduction Strategy & West Berkshire Alcohol Action Plan	Councillor Graham Pask	3 – 14

Individual Executive Member Decision

Title of Report:	Berkshire West Alcohol Harm Reduction Strategy & West Berkshire Alcohol Action Plan
Report to be considered by:	Councillor Graham Pask
Date on which Decision is to be taken:	6 th July 2009
Forward Plan Ref:	ID1870

Purpose of Report: To provide background information on the development of the West Berkshire Alcohol Action Plan to enable it to be agreed and put in place.

Recommended Action: That the plan is agreed to enable it to be implemented and progress monitored by the Alcohol & Drugs Strategy Group

Reason for decision to be taken: At the request of NHS West Berkshire and to ensure that Members are aware of the resource implications for West Berkshire Council

Statutory: **Non-Statutory:**
Other:

Other options considered: It was not appropriate for any other options to be considered other than the development of a multi agency Alcohol Action Plan as it is not feasible for one single agency to respond to the issue of alcohol misuse as co-ordinated multi agency action is required

Key background documentation:

- Berkshire West Alcohol Harm Reduction Strategy
- West Berkshire Alcohol Action Plan

Portfolio Member Details	
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Implications

Policy:	There are no implications
Financial:	There are implications for some service areas but these are within their budgeted scope of work.
Personnel:	There are implications for some service areas but these are within their budgeted scope of work.
Legal:	There are no implications
Environmental:	There are no implications
Equalities:	There are equalities implications as alcohol services in particular need to be made available to all sections of the community.
Partnering:	The implementation of the action plan is dependent on successful partnership working
Property:	There are no implications
Risk Management:	There are no implications
Community Safety:	The successful implementation of the action plan will reduce crime, anti social behaviour and fear of crime and assist with meeting a number of LAA2 targets as set out in section 3.3 of the report.

Consultation Responses

Members:

Leader of Council:	Cllr Graham Jones
Overview and Scrutiny Commission Chairman:	Cllr Brian Bedwell
Policy Development Commission Chairman (where appropriate):	Cllr Jeff Brooks
Ward Members:	N/A
Opposition Spokesperson:	Cllr Roger Hunneman
Local Stakeholders:	Members of the DAAT Alcohol & Drugs Strategy Group & West Berkshire Partnership have already been consulted
Officers Consulted:	Susan Powell – Safer Communities Partnership Team Manager
Trade Union:	N/A

NOTE: The section below does not need to be completed if your report will not progress beyond Corporate or Management Board.

Is this item subject to call-in.	Yes: <input checked="" type="checkbox"/>	No: <input type="checkbox"/>
If not subject to call-in please put a cross in the appropriate box:		
The item is due to be referred to Council for final approval	<input type="checkbox"/>	
Delays in implementation could have serious financial implications for the Council	<input type="checkbox"/>	
Delays in implementation could compromise the Council's position	<input type="checkbox"/>	
Considered or reviewed by OSC or associated Task Groups within preceding 6 months	<input type="checkbox"/>	
Item is Urgent Key Decision	<input type="checkbox"/>	

Supporting Information

1. 1. Background
 - 1.1 **At the January 2007 meeting of the West Berkshire Partnership a presentation was given on the proposal to develop a Strategic Action Plan for Alcohol. The Partnership agreed to support the proposal and requested that a report be brought to a subsequent meeting outlining the process to enable its development. This occurred and as a result the Partnership endorsed the development of the plan.**
 - 1.2 Following this, the Public Health Departments of both Berkshire West and Berkshire East Primary Care Trusts agreed to collaborate in developing Alcohol Strategies, with the individual unitary area Alcohol Action Plans sitting underneath and a joint Alcohol Conference was held in September 2007. The outcomes were used to inform the development of a Berkshire West Alcohol Harm Reduction Strategy co-ordinated by the Public Health Director for Berkshire West PCT. This has now been completed and ratified by the Government Office of the South East (GOSE) and a copy is included at Appendix 1.
 - 1.3 The Berkshire West Alcohol Harm Reduction Strategy has one overarching aim: 'to improve the health and social well-being of the people who live in, work in and visit Berkshire West by reducing the harms associated with alcohol misuse' and the objectives are:
 - to provide alcohol treatment services for hazardous, harmful and dependent drinkers in an appropriate and timely fashion
 - to reduce long term alcohol related health issues through increasing awareness of the dangers of excess alcohol consumption and how to drink responsibly
 - to decrease drunken behaviour and the associated alcohol-fuelled anti-social behaviour and violent crime
 - to decrease the sale of alcohol to under 18's by licensed and non-licensed retailers
 - 1.4 In June 2007 the Government published '**Safe.Sensible.Social - The next steps in the National Alcohol Strategy**', which built on the strategy for England published in 2004. 'Safe.Sensible.Social.' restated the Government's long term goal, to minimise the health harm, violence, crime and anti-social behaviour associated with alcohol, while ensuring that people are able to enjoy alcohol safely and responsibly.

1.5 The National Strategy has three overarching goals:

- to reduce the levels of alcohol-related violent crime, disorder and anti-social behaviour;
- to reduce the percentage of the public who perceive drunk and rowdy behaviour to be a problem in their area; and
- to reduce chronic and acute ill health caused by alcohol, resulting in fewer alcohol-related accidents and hospital admissions.

2. West Berkshire Safer Communities Partnership Alcohol Action Plan 2009

2.1 As a result, each of the unitary authorities within Berkshire West agreed to develop their own Strategic Action Plan for Alcohol to sit underneath the Berkshire West Alcohol Harm Reduction Strategy.

2.2 In West Berkshire a range of stakeholders and partners were invited to a meeting held in September 2008 to agree a mechanism for developing the West Berkshire Alcohol Action Plan along with David Sheehan, the GOSE Alcohol lead. The meeting included the scoping of existing and planned activity in respect of alcohol, the identification of gaps in activity and the development of actions in respect of these gaps.

2.3 A copy of the West Berkshire Alcohol Action Plan 2009 is included at Appendix 2 and progress with implementation of the plan will be monitored by the Drug & Alcohol Action Team (DAAT) Alcohol & Drug Strategy Group. The group meets quarterly and reports to the Safer Communities Partnership Performance Management Group. It fulfils the following purposes, to:

- Implement the new national Drugs Strategy locally
- Implement the Berkshire West Alcohol Harm Minimisation Strategy locally
- Provide a strategic overview and make recommendations to the Safer Communities Partnership
- Contribute to the annual Partnership Strategic Assessment and the development and delivery of the Partnership Plan
- Co-ordination and alignment of local responses to need in respect of alcohol and drugs

3. Local Area Agreement 2

3.1 The Partnership Strategic Assessments conducted in 2007 and 2008 identified alcohol as a Strategic Priority for the Safer Communities Partnership and in particular Alcohol Related Violent Crime. In addition anti-social behaviour was also identified as a Strategic Priority and the link between alcohol consumption and anti-social behaviour was also explored.

3.2 The Community Safety Partnership Plan is the Action Plan for the Partnership Strategic Assessment and in respect of Alcohol the Outcome is to 'Reduce alcohol-related crime and disorder'. This and the other Strategic Priorities identified by the Partnership Strategic Assessment informed the negotiations in respect of the national Indicators included within the Local Area Agreement 2008 – 2011.

- 3.3 The following National Indicators with links to alcohol have been included in the final set:
- NI 39 - Alcohol related hospital admission rates
 - NI 20 – Assault with injury crime rate
 - NI 21 – dealing with local concerns about anti-social behaviour and crime by the local council and police

4. Funding for Alcohol

- 4.1 The Drug and Alcohol Action Team (DAAT) receives government funding (Pooled Treatment Budget and Drug Intervention Programme Grant) to commission treatment services for problematic drug misusers. The DAAT commissions T2 (Turning Point) and West of Berkshire Substance Misuse Service to provide drug treatment services.
- 4.2 The DAAT does not receive any government funding to commission alcohol treatment and Berkshire West NHS commissions West of Berkshire Substance Misuse Service to provide alcohol treatment.
- 4.3 The level of alcohol treatment services across the NHS Berkshire West PCT area and in West Berkshire has been assessed by local commissioners and practitioners to be inadequate. The funding for alcohol treatment is within a block contract between NHS Berkshire West PCT and Berkshire Healthcare Trust and has historically been problematic to quantify. However the situation has changed considerably over the last 6-12 months and during 2009/10 the PCT is providing £60,000 to Turning Point to fund Arrest Referral, outreach work and drop in work in relation to alcohol. In addition, the PCT has received £38,630 from a bid to the Greenham Common Trust for funding to continue the work of a Clinical Nurse Specialist for another 12 month period to work in primary care with clients who misuse alcohol. The PCT is also providing funding for 2 alcohol posts within A&E at the Royal Berkshire Hospital, but these are not yet in place.
- 4.4 The West Berkshire Alcohol Action Plan reflects the above and other investment now being put into alcohol treatment by NHS Berkshire West PCT. It also includes activity from other partners such as Thames Valley Police, West Berkshire Council, The Edge and the Community Mental Health Team and has been divided into the following sections:-
- Alcohol and young people
 - Support for adult alcohol misuse
 - Combating alcohol misuse through engagement

5. Recommendations

- 5.1 That the Portfolio Member notes the contents of this report and gives commitment to the implementation of the West Berkshire Alcohol Action Plan 2009.
- 5.2 That the Portfolio Member receives regular updates on progress with implementation of the plan.

Appendices

- Appendix 1 Berkshire West Alcohol Harm Reduction Strategy (available in Members' Suite)
- Appendix 2 West Berkshire Safer Communities Partnership Alcohol Action Plan 2009 (attached)

West Berkshire Safer Communities Partnership Alcohol Action Plan April 2009						
REF	Objective	Activities and Outcomes	Lead partner / owner	Resources	Deliverable date	Progress check
1. Alcohol and Young People						
1.1	To reduce alcohol misuse among young people to reduce associated crime and health issues through School engagement.	Drink Safe campaign. 1. School Drama competition among all secondary schools.	Romy Freiburghaus Caroline Stevenson Andy Philpot	TVP Trading Standards	Nov 2008	Completed with comprehensive media strategy and prize giving at the Corn Exchange
1.2	As above	Drink Safe campaign. 2. School DVD film creation and production programme as funded by GOSE 3. In school engagement by Natalie OFKANTS, West Berks.	Romy Freiburghaus Caroline Stevenson Andy Philpot Natalie Ofkants	TVP Trading Standards Education	Oct 2009	Funding secured, awaiting roll out plan
1.3	To reduce availability of alcohol to young people so as to reduce crime and health related issues by engagement with the licensing trade.	Test purchasing of the licensing trade. This initiative will test whether or not restaurants, pubs, clubs, off licences and supermarkets are complying with legislation to protect young people from alcohol. Target to get failure rate down to less than 10%. Baseline from 07/08 is 19.35%	Sean Murphy Pete Oliphant	Trading Standards TVP	Oct 2009	Continuing rolling programme of joint testing as directed by the AAG and PIMMS.
1.4	As above	Joint enforcement agency and licensing trade training days as funded by GOSE to ensure that all front line licensing trade workers understand their responsibilities in relation to young people.	Sean Murphy Pete Oliphant Brian Leahy	Trading Standards Licensing TVP	Oct 2009	One day of training has taken place on 18/11/08 with the bars based at the race course. Further days with town centre pubs/clubs is in progress.

1.5	As above	Alcohol Action Group put in place supportive action plans for DPS in relation to underage sales and if appropriate requires DPS to appear before the Group and if necessary seek a 'Review/Revocation' of licence.	Pete Oliphant Sean Murphy Rachel Craggs	TVP Trading Standards Public Protection SCPT	Oct 2009	8 x DPSs have appeared before the AAG for under sales. AAG have instigated the revocation of 2 premises licences for under age sales. 1 has gone on appeal to court and 1 is awaiting a hearing.
1.6	To reduce alcohol misuse among young people to reduce associated crime and health issues through direct involvement with young people in public places	Encourage the youth service to use the young people's screening tool and make appropriate referrals to the Edge. Bottle marking scheme so that alcohol that is confiscated from young people may be traced to source- i.e. which licensed premises- Trading Standards	Mark Vernon Caroline Stevenson	Youth Services	Oct 2009	As available and as directed by PIMMS and historic movement patterns. Issue as to whether there is sufficient capacity.
1.7	As above	Police school holiday ASB operations aimed at engaging with groups of young people in public places. Enforcement activity to confiscate alcohol and identify individuals so that further interventions can be put in place.	Pete Oliphant	TVP	Oct 2009	Each and every school holiday period has been marked by increasing police resources to assist neighbourhood officers to carry out these operations.
1.8	As above	Early interventions with young people and their parents to turn them away from alcohol misuse. Police referrals go to the ASB unit who send out letters to parents whose children have been found in the company of others with alcohol. Repeat cases result in early interventions by way of direct visits by ASB staff and if appropriate ABCs.	Mel Pawsey Rita Billingham	TVP	Oct 2009	Numbers of letters and interventions to be measured. Capacity issues at present.
1.9	As above	Monitor and improve the effectiveness of alcohol interventions by the Edge and the	Davy Pearson Didge Oku	YOT & Edge	March 2010	It will take a while for the training to be

		YOT. All Edge staff to be trained to undertake brief interventions for alcohol with young people and training YOT staff to be investigated. The YOT is investigating the feasibility of setting up group work for their clients in relation to the use of alcohol.				undertaken due to capacity issues
1.10	As Above	Set up pilot alcohol workshops for parents and young people.	Natalie Ofkants	WBC Trading Standards	March 2010	Funding may be an issue
1.11	To increase awareness that alcohol is used by young people as a coping strategy/self medication and may also be an early indicator of mental health problems	To educate teachers, parents and children of signs and symptoms of mental health problem and to teach alternative coping strategies	Community Mental Health Team	Greenham House Parenting Groups, Schools, CAMHS	March 2010	
2. Support for Adult Alcohol Misuse						
2.1	To provide support for adults suffering from alcohol misuse so as to reduce alcohol fuelled crime and health risks.	Tier 2 alcohol treatment worker currently works at Turning Point to support GP referrals, self referrals and arrest referrals. This service currently has 60 clients. NHS is currently considering expanding this local Tier 2 service.	Emma Turner Linda Dines	Treatment worker NHS Berkshire West		Current local funding for tier 2 worker ends May 2009. While NHS funding to be secured may include £60,000 to each authority. Capacity issues exist and incomplete arrest referral system in place.
2.2	As above	Free Alcohol Awareness training for all NHS staff and stakeholders. To enable NHS staff and stakeholders to carry out screening and brief interventions (SBI) to patients/clients who they come into contact with.	Linda Dines	NHS Berkshire West	Commence in November 08 – one per month for 12 months	£20,000 secured. Monitor attendance – ideally 20 candidates per course. Bi-monthly meeting of ASDG
2.3	As above	Free advanced training for Practice Nurses (PN).	Linda Dines	NHS Berkshire	As above. EBI training	Monitor attendance – approx 12 staff on

		To enable PN to carry out an Extended Brief Intervention (EBI) with patients who require 1-1 help and advice on cutting down		West	will be for NHS staff only	two day course. Bi-monthly meeting of ASDG
2.4	As above	Locally Enhanced Service – LES – will be offered to 15 GP practices across NHS BW to offer SBI to patients. GPs to carry out SBI with patients and if necessary refer patient for an EBI with Practice Nurse – 2 EBIs will be offered. Referral to external services for Tier 2/3 interventions if necessary	Linda Dines	NHS Berkshire West	after training above approx December 08	£54,000 allocated GPs for EBIs with PN. Bi-monthly meeting of ASDG Monitoring of referrals.
2.5	As above	Tendering process for Acute Trust to employ 2 Alcohol Nurse Specialists (ANS) Set up SBI and EBIs in A&E, Wards etc for patients whose hospital stay is alcohol specific or alcohol related. Referral to external services for Tier 2/3 interventions if necessary.	Linda Dines	NHS Berkshire West	January 2009 (new procurement rules in place from 1/10/08)	£100,000 allocated Bi-monthly meeting of ASDG
2.6	Night time economy interventions to reduce likelihood of persons suffering from alcohol misuse causing crime.	Operation Drink Safe. Use of specialist ambulance staff and specially equipped vehicles to patrol the Town centre at night to intervene with people embarking on a night of drinking and by engaging with the licensing trade. Public messaging strategy with funding from SCP for posters on all Newbury buses with health warning messages.	Romy Freiburghaus	TVP Southern Ambulance Service	Drink Safe to end Oct 2009	Difficulties in securing these resources. Bus poster Campaign completed December 2008.
2.7	Support for 'Prolific Priority Offenders' (PPO) so as to reduce likelihood of re-offending.	TVP have in place a PPO officer who regularly engages with PPOs to ensure all possible support is put in place to minimise the likelihood of re-offending and any alcohol issues can be fast tracked to provide appropriate treatment. The Officer works closely with the Probation Tracker Worker.	Nick Evans	TVP LPA PPO Officer Probation Tracker Worker	Ongoing	PPO Officer recently appointed.

2.8	Provide an Enhanced Arrest Referral service for Prolific Priority Offenders (PPOs)	TVP will commence this initiative on 1/4/09 to provide intensive 1:1 support to non-engaging PPOs	Shona Morrison	SMART workers	May 2009	Funding for this initiative is time limited
3. Combating Alcohol Misuse through Engagement						
3.1	Through a combination of enforcement and engagement reduce the likelihood of people causing crime through alcohol misuse	Night time economy joint operations to reduce violent crime, ASB and all alcohol fuelled crime. Operations such as Outcry and Operation Folk which target areas and venues where offences have been committed.	Pete Oliphant	TVP	Oct 2009	On going rolling programme of operations.
3.2	As above	Appropriate use of legal sanctions. EG ASBOs / ABCs, Alcohol Banning Orders, Dispersal Orders/ designation Orders.	Mel Pawsey Rita Billingham	TVP	Oct 2009	Capacity issues
3.3	As above	Effective Town centre CCTV schemes to allow for early intervention and follow up prosecution	Steve Woollard	CCTV	Oct 2009	Relocation issues
3.4	Responsibility by Licensing Trade to ensure legal and appropriate consumption.	An effective 'Pub watch' system to work within town centres.	Pete Oliphant	TVP	Oct 2009	Assessment needs to be undertaken of our current position
3.5	Regulation of Licensing Trade by enforcement agencies to reduce the incidents of alcohol misuse	The effective engagement and enforcement by the Alcohol Action Group.	Pete Oliphant	TVP	Oct 2009	On going rolling programme of enforcement activities to be made available.
3.6	Engagement with the Licensing Trade to reduce the incidents of alcohol misuse	'Responsible Retailer Scheme' to encourage the right approach to the selling of alcohol	Sean Murphy	Trading Standards	Oct 2009	Already well progressed
3.7	As above	'Best Bar None' scheme to formulise and document effective training and running of licensed premises.	Brian Leahy	Licensing	Oct 2009	Pilot scheme for 18 or so Town Centre venues to start in 2009. Capacity issues.
3.8	To combat drink driving in reducing victims though fewer road injuries.	TVP Roads Policing Department at Chieveley carries out both enforcement and educational activity to achieve this objective.	PC Julian Weal	TVP Roads Policing Chieveley	Oct 2009	

Local Area Agreement Targets	Target
LAA2 NI 16 Reduce serious acquisitive crime	9% reduction by March 2011
LAA2 NI 20 Reduce assault with injury	5.6% reduction by March 2010
LAA2 NI 30 Reduce Re-offending rate of Prolific & Other Priority Offenders	19% reduction by March 2010
LAA2 NI 32 Reduce repeat incidents of domestic abuse	No more than 28% repeats to the MARAC by March 2010