

REPORT TO: Safer Halton Policy & Performance Board
DATE: 15 June 2010
REPORTING OFFICER: Strategic Director, Adults & Community
SUBJECT: Alcohol Projects
WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To brief the Safer Halton Policy & Performance Board on the progress of Working Neighbourhood Funds (WNF) Alcohol Projects.

2.0 RECOMMENDATION:

i) That the Board notes the update regarding WNF projects.

3.0 SUPPORTING INFORMATION

3.1 For the period 2008/09 to 2010/11 £1,130,000 of WNF was agreed to support a range of projects and interventions to address alcohol related harm. These nine projects are:

1. Delivering a social marketing campaign that seeks to reduce alcohol consumption in key 'risk' groups that have been identified through previous research and improving the response of front line public sector staff to alcohol issues.
2. Children and Young People (CYP) outreach service, delivered in 'hotspot' areas.
3. Improving the Partnership's understanding and response to alcohol use in combination with cannabis, cocaine and ecstasy in the 17 to 28 year old age group.
4. A Community Alcohol Project in key wards and neighbourhood management areas aimed at working with residents to identify local solutions to alcohol issues.
5. Reducing under age and illegal sales through licensing and enforcement.
6. Providing a brief intervention and onward referral service for those individuals that are arrested as a consequence of their alcohol use.
7. Improving the response to victims of domestic abuse - adult services
8. Improving the response to victims of domestic abuse - children and young people's services.
9. Supporting the commissioning of substance misuse services across the Partnership.

4.0 **PROGRESS TO DATE**

4.1 **Insight & Social Marketing**

4.1.1 **Alcohol project**

Final research findings were presented to the stakeholder group on 7 April 2010. Three creative routes have been developed and tested across Halton and St Helens. Next steps are being considered in context with other service developments.

4.1.2 **Alcohol, cannabis and cocaine project**

A detailed research update report was shared with stakeholders on 3 March 2010 along with request for contacts within services, to enable user interviews and engagement to be undertaken. An ambassador workbook was circulated for feedback on 25 March 2010. The final stage of the research project is to be carried out for a full presentation to group in June 2010.

4.2 **Young Peoples Outreach Service**

The Mobile Bus service has continued to maintain its high visibility within the community, including a presence at schools and colleges within the Borough.

- A second launch for the bus was held to inform front line workers about the bus.
- Work has taken place alongside Health Trainer Specialists to promote alcohol harm reduction.
- Partnership working has included covering sexual health and working with Connexions to reduce pregnancy in young people.
- The Terence Higgins Trust has been available to provide Chlamydia Screening.
- Action for children (youth service) has supported the bus by doing outreach in the area of the bus to promote the services on offer.
- An Easter timetable was set and time spent preparing to work with Arena housing, Cheshire Fire and Rescue to provide activities in a problem area of Runcorn.

4.3 **The Community Alcohol Project**

During Quarter 4, the Community Alcohol Project has carried out the

following:

- Provided Alcohol Awareness/ Brief Intervention Training to a wide range of health professionals, community organisations and residents.
- Provided alcohol related resources to 120 organisations to assist in awareness raising.
- Engaged with local network, NMA partnership, local community forum and community groups.
- Involved the community in the delivery of services at a local level.
- Responded to and supported local initiatives.
- Identified community assets to address alcohol related harm.
- Supported the delivery of national and local health promotion campaigns.

4.4 Licensing & Enforcement

The dedicated Alcohol Enforcement Officer has now been appointed and is due to take up post in May 2010. The post holder will help to implement the Responsible Retailers Scheme and co-ordinate activity which targets underage sales within the Borough. Activity will be reported at the end of Quarter 1 for 2010/11.

4.5 Alcohol Arrest Referral

Authority to extend the contract of Addaction to provide an Alcohol Arrest Referral scheme has been given by the Executive Sub Committee of the Council. A meeting between the provider and commissioners has been held to progress implementation. A clinical pathway is currently being developed for approval by the Clinical Executive Committee of the PCT.

4.6 Domestic Abuse & Alcohol

4.6.1 Young People

There has been significant work put into raising the profile of the alcohol domestic abuse service. This includes sending flyers/referrals forms to 42 primary schools, 8 high schools and 3 colleges. Agencies contacted include; Youth service, Women's centre, SHAP, Women's aid, Young Addaction, FIP, HITS, Connexions, YOT, Children's centres, community alcohol team, community drug team and TTP.

The DA worker has also represented the family service at the Domestic violence operational group, the locality support forum, the CYP outreach bus and the Domestic abuse showcase conference; this event had an attendance of 75+. All delegates received an

information pack with details and referrals forms for the service.

4.6.2 **Adults**

Interviews have now taken place and the adult worker is due to take up her position on the 19th April. The managers of the Drug, Alcohol & Domestic Abuse services are currently agreeing criteria for the service and a referral pathway between services. A joint training event on the domestic abuse risk assessment tool has also been agreed. The DAT has agreed to fund some publicity for this new service.

4.7 **Partnership Commissioning**

Continued multi-agency and partnership working to develop substance misuse services throughout the borough and support for carers.

5.0 **POLICY IMPLICATIONS**

5.1 These are contained within the report.

6.0 **FINANCIAL IMPLICATIONS**

6.1 A financial summary of the amount of funding spent in the financial year 2010/11 is attached at Appendix 1.

7.0 **IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

7.1 **Children & Young People in Halton**

These are identified within the report.

7.2 **Employment, Learning & Skills in Halton**

None identified.

7.3 **A Healthy Halton**

These are identified within the report.

7.4 **A Safer Halton**

These are identified within the report.

7.5 **Halton's Urban Renewal**

These are identified within the report.

6.0 **RISK ANALYSIS**

6.1 It is imperative that the Council and its partners address these areas to avoid major ill health problems.

7.0 **EQUALITY AND DIVERSITY ISSUES**

7.1 Alcohol abuse can lead to significant health and family problems and it is imperative that adequate support and advice is available to all members of the community.

APPENDIX 1

CARRIED FORWARD 2008/9 FUNDING

	Allocated	Actual Spend (Per Qtr - not cumulative)					Actual Under spend	Carried Over
	Total K	Q1	Q2	Q3	Q4	Total		
Social marketing initiative/training for front-line staff.	80,000	0	0	30,000	0	30000	50,000	50,000
Total	80,000	0	0	30,000	0	30000	50,000	50,000

ALLOCATED 2009/10 FUNDING

	Allocated	Actual Spend (Per Qtr - not cumulative)					Actual Under spend	Request to be carried Over
	Total K	Q1	Q2	Q3	Q4	Total		
Children and Young People (CYP) outreach work	100,000.00	18,000.00	29,592.00	27,314.00	25,095.00	100,001.00	-1.00	Not Applicable
ACCE project/ social marketing campaign	50,000.00	0.00	30,000.00	0.00	0.00	30,000.00	20,000.00	20,000.00
NMT Community Alcohol programme	100,000.00	3,666.24	29,114.00	£31,496.00	35,723.26	99,999.50	0.50	Not Applicable
Licensing and enforcement work	50,000.00	0.00	0.00	0.00	0.00	0.00	50,000.00	Over Programming
Alcohol Arrest referral scheme	50,000.00	0.00	0.00	0.00	0.00	0.00	50,000.00	Over Programming
Domestic violence and alcohol project (Children) - £50k split between SE/LC	25,000.00	6,047.00	6,250.00	6,250.00	6,250.00	24,797.00	203.00	Not Applicable
Domestic violence and alcohol project (Adults) - £50k split between SE/LC	25,000.00	0.00	0.00	2,000.00	0.00	2,000.00	23,000.00	8,000.00 (15,000 Over Programming)
Partnership Commissioning SE	65,000.00	16,250.00	16,250.00	16,250.00	16,250.00	65,000.00	0.00	Not Applicable
Total	465,000.00	43,963.24	111,206.00	83,310.00	83,318.26	321,797.50	143,202.50	28,000.00