

REPORT TO: Safer Halton Policy and Performance Board
DATE: 16th November 2010
REPORTING OFFICER: Strategic Director, Adults and Community
SUBJECT: Presentation – Our Life
WARDS: Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To receive a presentation from ‘Our Life’ about their work in the area to reduce alcohol consumption.

2.0 RECOMMENDATION: That

- (1) Members receive the presentation.
- (2) Members comment on the work of ‘Our Life’ and ask questions in relation to alcohol purchase/consumption in Halton.

3.0 SUPPORTING INFORMATION

3.1 At its meeting on 21st September 2010 the Safer Halton PPB received a presentation on alcohol misuse in Halton. At the meeting questions were asked about the cost of soft drinks and the lack of low alcohol alternatives in public houses.

3.2 ‘Our Life’ is a social enterprise established by NHS North West to give local people an opportunity to get involved in tackling health inequalities and to campaign for better wellbeing and health in the region. They have recently researched the ‘super-cheap Alcohol Sales in the North West’ and ‘The North West opinion on the Code of Practice for Alcohol Detailers’.

4.0 POLICY IMPLICATIONS

4.1 None identified.

5.0 OTHER IMPLICATIONS

5.1 None.

6.0 IMPLICATIONS FOR THE COUNCIL’S PRIORITIES

6.1 Children and Young People in Halton

Rates of drinking amongst 14-17 year olds in high in Halton. Cost and availability is a factor in this.

6.2 Employment, Learning and Skills in Halton

None identified.

6.3 A Healthy Halton

Halton has been identified as the eighth worst local authority area in England for alcohol related harm.

6.4 A Safer Halton

Alcohol misuse is strongly linked to crime and anti-social behaviour.

6.5 Halton's Urban Renewal

None identified.

7.0 RISK ANALYSIS

7.1 It is imperative that the Council and its partners address the issue of alcohol misuse to avoid major ill health and social problems.

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 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.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

None