

REPORT TO: Safer Policy & Performance Board

DATE: 13th September 2016

REPORTING OFFICER: Strategic Director
Enterprise, Community & Resources

PORTFOLIO: Community Safety

SUBJECT: Halton's Community Alcohol Partnership Update

WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To present to members an update of the work of the Halton Community Alcohol Partnership.

2.0 RECOMMENDATION: That

- i) Members of the Safer PPB receive the report; and**
- ii) The Board consider if any further actions or support are required for the continued work of the Halton Community Alcohol Partnership (HCAP)**

3.0 SUPPORTING INFORMATION

3.1 Community Alcohol Partnerships encourage the collaboration of local agencies, communities and businesses to reduce alcohol consumption in young people and alcohol related anti-social behaviour.

3.2 The Halton Community Alcohol Partnership is made up of representatives from : local off licensed premises (Spar, Co-op and Asda), the Alcohol Education Trust, local Councillors, Halton Council (Trading Standards, Public Health, Licensing, Community Safety, Health Improvement Team and Community Development), Cheshire Police, Liverpool Housing Trust and Young Addaction.

3.3 Good progress has been made in reducing underage drinking in Halton with admissions to hospital for those aged under 18 having fallen significantly over recent years. Young people in Halton are drinking less and are drinking less often in groups in outside spaces and retailers and their staff are less likely to sell alcohol to under 18's than they did 5 years ago. However, young people report that they are being provided with alcohol from over 18s, including parents and there appears to have been an increase in the numbers

obtaining alcohol by asking adults, outside shops, to buy for them – “proxy purchasing”. Young people are also reporting that they are drinking at home/ friends’ houses/parties, rather than in public places.

- 3.4 There has also been a rise in the use of certain non-psychoactive substances such as nitrous oxide. Therefore there is a need to recognise that new approaches will be necessary to further reduce young people’s alcohol consumption and their access to alcohol and other substances. The CAP is an opportunity to bring partners together to build upon the progress we have made and come up with new ideas and actions to further reduce alcohol consumption and related anti-social behaviour by young people in Halton.

3.5 **Halton Community Action Partnership**

- 3.5.1 As a result of intelligence received from the police, Halton Council and Young Addaction about alcohol consumption and antisocial behaviour, Murdishaw was selected as an area within Halton in which to pilot a Community Alcohol Partnership. Murdishaw is also currently undergoing a phase of regeneration which was viewed by the partners as an opportunity to build on, improve and develop the partnership working which is being done already.

- 3.5.2 The HCAP has 6 objectives and actions which have been agreed by the partners in order to achieve those objectives, initially over a 12 month period. A HCAP workshop took place in May where a group of partners came together to come up with ideas for actions that could be quickly implemented to achieve the HCAP objectives. These ideas have now been incorporated into the HCAP action plan.

- 3.8 Actions to date include the following:

- 3.8.1 **Reducing proxy purchasing** – designing and displaying signs so that people know where to report proxy purchasing to. The retailers have asked for leaflets or cards which they can hand out to adults they suspect are buying alcohol for young people. These are being produced and paid for by Community Action Partnership (CAP) nationally. Using the proxy purchase stencil provided by CAP pavement signs are being placed in areas where proxy purchasing has been identified as an issue (for example outside the Co-op at The Ridgeway).

- 3.8.2 **Raising awareness of alcohol related harms:** Providing advice and education to parents and adults around alcohol and young people. 38% of 14 year olds and 42% of 15 year olds surveyed who drank alcohol, reported that they were given alcohol by their parents or guardian. This is also an opportunity to engage with parents around their own drinking habits.

3.8.3 **Diversions activities** – using the feedback from young people in the area, we will set up activities in the Murdishaw area for young people. They have reported back so far activities such as music, dance and mountain/dirt biking. CAP (national) will provide funding towards the organisation of such activities.

3.9 **Success Measures** - Baseline surveys of young people, businesses and local residents were undertaken in May/June/July 2016. We will then evaluate the partnership by undertaking repeat surveys in June/July.

4.0 **POLICY IMPLICATIONS**

4.1 None identified.

5.0 **FINANCIAL IMPLICATIONS**

5.1 None identified.

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

6.1 **Children & Young People in Halton**

The Community Safety Service as a universal service impacts on the health, safety and wellbeing of young people.

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

None identified.

6.3 **A Healthy Halton**

None identified.

6.4 **A Safer Halton**

The Community Safety Service as a universal service impacts on the health, safety and wellbeing of the residents of Halton.

6.5 **Halton's Urban Renewal**

None identified.

7.0 **RISK ANALYSIS**

7.1 None identified.

8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 None identified.

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

There are no background papers under the meaning of the Act.