

<b>For Information</b>	
<b>Public/Non Public</b>	<b>Public</b>
<b>Report to:</b>	<b>Joint Audit and Scrutiny Panel</b>
<b>Date of Meeting:</b>	<b>12 December 2013</b>
<b>Report of:</b>	<b>Police and Crime Commissioner</b>
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<b>Agenda Item:</b>	<b>12</b>

## **Alcohol Strategy and Action Plan Update**

### **1. Purpose of the Report**

1.1 This report presents the Joint Audit and Scrutiny Panel with an overview on progress to date on the Alcohol Strategy and Action Plan, a specific piece of work which falls within the key work stream of the Police and Crime Plan to reduce the impact of alcohol of levels of crime and anti- social behaviour.

### **2. Recommendations**

2.1 The Panel is asked to endorse the Alcohol Strategy and Action Plan and provide any comments.

### **3. Reasons for Recommendations**

3.1 To ensure oversight of the Alcohol Strategy by the Joint Audit and Scrutiny Panel. The Alcohol Strategy is a key work stream which supports delivery of the Police and Crime Plan objectives and requires the support and engagement of partners to implement.

### **4. Summary of Key Points**

4.1 On 1<sup>st</sup> July 2013 the Commissioner and the Police and Crime Panel held their joint Inaugural Alcohol Conference for Nottinghamshire. Key speakers included John Carnochan from Glasgow's Violence Reduction Unit, Iain Armstrong from Public Health and local policy makers Dr Chris Kenny from Public Health Nottingham City and County and Christine Oliver from the Crime and Drugs Partnership. The purpose of this conference was to give the opportunity for representatives from across Nottingham and Nottinghamshire to come together to share good practice and inform the development of a new action plan to address alcohol related concerns.

4.2 In addition to the conference, the Commissioner has met with numerous agencies and individuals from the statutory sector, voluntary sector, private industry and local residents to hear views on what action should be taken to address alcohol related harm.

4.3 Throughout the summer an alcohol survey was conducted with local residents in person at numerous local events and also via the Commissioner's website.

4.4 This consultation process concluded at the end of August and the Alcohol Strategy and Action Plan has now been prepared. The Commissioner was particularly pleased to be supported in this process by Public Health, the Force and Gedling Borough Council. The plan is driven by the principle that every agency affected by alcohol misuse must also play a role in solving it and to this end within the plan the Commissioner has suggested agencies that he believes should lead on the key strategic themes. The key strategic themes and suggested leads are as follows:

Theme	Suggested Lead
Working Together and Sharing Intelligence	Nottingham Crime and Disorder Partnership (CDP) and Safer Nottinghamshire Board
Early Intervention and Education	Public Health
Recovery and Support	CDP and Public Health
Diversion and Prevention	Nottinghamshire Police
Enforcement	Nottinghamshire Police

4.5 The Commissioner launched his Plan at an event on 25<sup>th</sup> October. Key individuals suggested as theme leads within the plan as well agencies whose support will be needed for delivery were invited to offer their comments and ideas on implementation and governance. The plan was well received and commitment from key partners was pledged to drive the action points forward.

4.6 Since the launch the Commissioner has requested that all theme leads liaise with those agencies identified within the action points and respond formally to the plan. He intends to meet with theme leads before the Christmas break in order to formalise a delivery plan and governance arrangements.

4.7 The Commissioner would welcome endorsement of the strategic priorities and deliverables as set in the Strategy and Action Plan by Panel members. He would welcome comments on its content and ambition. Any comments on the Action Plan following today's meeting should be forwarded to [deborah.perkins11701@nottinghamshire.pnn.police.uk](mailto:deborah.perkins11701@nottinghamshire.pnn.police.uk) by 20<sup>th</sup> December 2013.

## **5. Financial Implications and Budget Provision**

5.1 As part of their formal response, partners are asked to provide detail on the budget implications of each action point.

## **6. Human Resources Implications**

6.1 None as direct result of this report

## **7. Equality Implications**

7.1 None as direct result of this report

## **8. Risk Management**

8.1 None as direct result of this report

## **9. Policy Implications and links to the Police and Crime Plan Priorities**

9.1 In March 2012 the Government launched its Alcohol Strategy which identified its main outcomes as creating:

- A change in behaviour so that people think it is not acceptable to drink in ways that could cause harm to themselves or others
- A reduction in the amount of alcohol fuelled violent crime
- A reduction in the amount of adults drinking above the NHS guidelines
- A reduction in the number of people “binge drinking”
- A reduction in the number of alcohol related deaths
- A sustained reduction in both the numbers of 11-15 year olds drinking alcohol and the amounts consumed.

9.2 As part of his Police and Crime Plan the Commissioner has committed to reducing the impact of alcohol on levels of crime and antisocial behaviour.

## **10. Changes in Legislation or other Legal Considerations**

10.1 None as direct result of this report

## **11. Details of outcome of consultation**

11.1 The Alcohol Strategy and Action Plan is a direct result of an extensive consultation process over the summer.

## **12. Appendices**

12.1 Alcohol Strategy and Action Plan



Nottinghamshire

**POLICE & CRIME COMMISSIONER**

# **Police and Crime Commissioner's Alcohol Strategy and Action Plan**



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## **Alcohol Strategy and Action Plan**

### **Foreword:**

Alcohol misuse is an issue that has never been far from the headlines in recent years. Many of us have direct experience of it through our families, friends and communities. Others will have seen portrayals in real-life police dramas and graphic, fly-on-the-wall documentaries. Such behaviour, whether personally observed or in the media, serves to undermine our sense of personal safety and heighten our fear of crime. It also swallows up huge public resources, diverting police and health professionals away from other emergencies.

This strategy focuses on Nottingham and Nottinghamshire and is built upon the principle that alcohol abuse affects everybody. It recommends a number of measures and interventions to build upon the work that is already happening. I've felt for a long time that we have focused on drug abuse and given a lower priority to alcohol misuse. My aim is to reduce the destruction alcohol can inflict on individuals, families and communities.

It became clear during our consultation that the majority of those who live and work in Nottingham and Nottinghamshire feel as strongly as I do that we need to develop intelligent, workable solutions to tackle the underlying causes of alcohol misuse and to promote recovery. We have listened carefully to our communities on a range of issues from enforcement and marketing to pricing and opening hours. There is a common goal to bring an end to violent crime on our streets, discourage underage drinking and promote healthier lifestyles irrespective of whether we are directly affected by such issues. These views have strongly guided our proposals for action and what we now have is a strategy that has both energy and resonance with local people.

This work is really a continuation of a theme which has dominated my term in office thus far; partnership working. It is driven by the principle that every agency affected by alcohol misuse must also play a role in solving it. Through joint-working we have embraced all sides of the problem and have integrated the experiences of all those involved: from retailer and licensee to the health service, trading standards, the police and those providing support and treatment in order to tighten communication and promote coherent decision-making.

I am delighted that local councils, the voluntary sector and, in particular, colleagues in the health sector have supported the preparation of the plan. Not only does this give true meaning to partnership working, it ensures that the plan complements the aims of Clinical Commissioning Groups and Health and Well Being Boards. Now I am interested in your views and comments on how to make this plan a reality.

The outcome of our collective thinking is a series of proposed actions which focus on both prevention and cure. We aim to utilise innovative approaches which have found success elsewhere in the country and employ better ways of working to improve our response. To succeed, this action plan must be owned by our partners and the public as its strength will lie in their passion, determination and commitment. I have therefore suggested lead agencies for the strategic themes and actions and invite these agencies to join together in planning the implementation phase of the plan

The night-time economy is important for prosperity and partners are working together to ensure that it is safe. I believe that our unified efforts will deliver long-term change.

A handwritten signature in black ink, appearing to read 'Paddy Tipping'.

**Paddy Tipping**  
**Nottinghamshire Police and Crime Commissioner**

## Introduction

The Government's Alcohol Strategy published in March 2012 set out their intent to take a far more proactive approach to addressing the harms caused by excessive and irresponsible alcohol use. In the past 60 years, the average intake of alcohol per person in the UK has risen steadily, from 5 litres a year in the 1950s, to over 11 litres a year in 2007. Over 10 million adults in England now drink more than the recommended daily limit, with 2.6 million of them drinking more than twice that. The number of hospital admissions due to alcohol misuse was 1.1 million in 2009/10, a 100% increase since 2002/03. If the rise continues unchecked, by the end of the current Parliament it is estimated that 1.5 million people will be admitted to hospital every year as a result of drinking.

There are also worrying trends amongst young people. The amount that young people drink has doubled since 1990. The UK records high levels of binge drinking amongst 15-16 year olds and alcohol is the 3<sup>rd</sup> biggest lifestyle risk factor for disease and death after smoking and obesity.

The problem is not limited to health services. The damage that drinking can contribute to echoes throughout society, contributing to 1.2 million incidents of violent crime a year, 40% of domestic violence cases and 6% of all road casualties.

All these factors have triggered the Government into taking action to reverse these trends. In order to "Turn the Tide" against irresponsible drinking the strategy identifies the need for long term and sustained action by local agencies, industry, communities and the Government. The strategy identifies its main outcomes as creating:

- A change in behaviour so that people think it is not acceptable to drink in ways that could cause harm to themselves or others
- A reduction in the amount of alcohol fuelled crime and assaults
- A reduction in the amount of adults drinking above the NHS guidelines
- A reduction in the number of people "binge drinking"
- A reduction in the number of alcohol related deaths
- A sustained reduction in both the numbers of 11-15 year olds drinking alcohol and the amounts consumed.

Nottinghamshire's Police and Crime Commissioner, Paddy Tipping supports this call for action and as part of his Police and Crime plan, he has committed to reducing the impact of alcohol on levels of crime and anti social behaviour. To achieve this commitment he has agreed to:

- Better align partnership budgets
- Ensure alcohol is a strategic priority for partners
- Provide drug testing and support services within the Criminal Justice System
- Increase the use of civil enforcement
- Increase responsible and respectful behaviour on our streets
- Ensure robust enforcement of licensing conditions of pubs and clubs
- Consider and explore the benefits of family drug and alcohol courts

A recent ACPO campaign identified that nationally nearly 50% of violent crime in the UK is alcohol related.

Using this we can estimate that in Nottinghamshire, between 1st April 2013 and 19<sup>th</sup> September 2013 from a total of 8392 violent crimes, 4196 were alcohol related; this equates to 24 alcohol related violent crimes per day. In July 2013 in Nottinghamshire there were 1662 recorded violent crimes; using the ACPO estimation the number of victims in just one month could be reduced by as many as 831 – or 26 everyday- by successfully addressing alcohol triggers. To date, violence with injury is the top area in which crime has increased in Nottinghamshire.

Nottingham city centre has a large and highly concentrated night-time economy drawing in up to an estimated 50,000 visitors in one night from around the county and beyond. The 2011/12 Joint Strategic Needs Assessment identified Nottingham as having a higher than average density of on licensed premises comparable only to London. The same assessment identified that almost half of city residents viewed people being drunk or rowdy in the city centre as a problem.

Alcohol related night-time economy problems tend to occur in the county's larger towns and cities where there are more on-licensed premises in a concentrated area with longer opening hours. The public survey highlighted the view that neighbourhood pubs were a cause of less concern and are viewed more positively as part of the local community. However, other issues such as off licence sales can impact on neighbourhoods and cause local problems such as excess litter and concerns about young people. This reflects the wide ranging impact of alcohol use and it is recognised that different areas and localities may need to respond differently to individual problems in order to tackle the larger issue of alcohol related harm. The Commissioner supports the work of Nottingham City Council and their "Super Strength Free" campaign which invites city licensees to sign up to a voluntary code of practice and remove strong beers, lagers and ciders from their shelves.

The Commissioner has met with Northumbria Police to discuss their work in developing a strategy in Newcastle. In Newcastle there is a presumption against encouraging any new licences and the pricing of drinks is an integral part of the licensing permission.

The impact on the health of our residents is significant; Nottingham City has a significantly higher rate of alcohol related hospital admissions than the England average and this is increasing by approximately 11% each year. The Commissioner saw the impact of this for himself when he visited the Queens Medical Centre's Accident and Emergency (A&E) Department and spoke to frontline professional health staff. It was their view that on a Friday and Saturday night, 90% of people attending A&E were reporting alcohol related injuries or medical conditions.

There is also evidence that alcohol use is linked to domestic abuse and mental health problems. These are two other key areas that the Commissioner has promised to address in his Police and Crime plan for 2013-2018.

Joint Strategic Needs Assessments have been undertaken to assess local need and the Nottingham Crime and Drugs Partnership, Nottinghamshire Police, Nottinghamshire County Council and Bassetlaw all have alcohol strategies either in their own right or within their substance misuse plans.

The Commissioner has taken account of these strategies and his plan is designed to compliment this work and bring together partners to address common concerns and aims.

The Commissioner recognises that responsible licence holders play a pivotal role not only in the county's economy, but also within local neighbourhoods and villages, offering community cohesion and social engagement. Pubs are increasingly widening their scope to include other public services such as Post Offices. The message that came through clearly at the Commissioner's alcohol conference was that responsible licence holders are keen to tackle problems in the industry and be part of the solution.

There has already been a great deal of work to make the night time economy safe. Nottingham Business Improvement District (BID) has been an influential player and is keen to do more, they have helped to fund street pastors and taxi marshalls. All three Business Improvement Districts in Nottinghamshire have an important role to play in involving the private sector.

## **Your Voice**

In order to ensure that his plan is truly rooted within the communities he serves the Commissioner has undertaken a broad range of consultation and research. This has taken many forms and includes:

- Speaking to the public as part of his election campaign and subsequent election
- Stakeholder and partner views through an alcohol conference
- Alcohol survey of residents with over 1000 responses received
- Visits and discussions with medical staff, health care providers, voluntary sector workers, industry staff, treatment providers, street pastors and licensing officers
- Local alcohol needs assessments for the city and county

## **Nottinghamshire's Inaugural Alcohol Conference**

On 1<sup>st</sup> July 2013, the Commissioner and the Police and Crime Panel held Nottinghamshire's inaugural alcohol conference which brought together those with a vested interest in addressing the harm caused by alcohol in our communities.

Those who attended represented a cross section of key stakeholders, including treatment providers, the police and licensing representatives, 3<sup>rd</sup> sector workers, domestic violence champions, mental health workers, elected members and those who work within the licensed trade.

It has been pleasing to have received a positive response from so many individuals who attended the conference. The full write up of this conference can be accessed here: <http://www.nottinghamshire.pcc.police.uk/Document-Library/Get-Involved/Alcohol-Conference/Conference-Report-2013.pdf>.

## **Public Survey Results**

Between May and September 2013 the Commissioner carried out a public survey, asking for local views on problematic alcohol use and how to best manage this.

Of those surveyed 53% feel that alcohol use is a problem in their neighbourhood, town or city. These problems were relatively evenly distributed with 31% of respondents highlighting problems in their neighbourhood, 36% identifying problem within their town and 33% identifying problems in the city. Additional comments highlighted the point that there are differences in the type of concern depending on the locality; within neighbourhoods litter and groups of young people drinking were more of a concern whereas in towns and the city respondents were more likely to highlight concerns about binge drinking and alcohol related violence and crime.

The survey demonstrated overwhelming support for more controls over alcohol sales, marketing and promotion and drink driving. 84% of respondents want more controls over drink driving, 80% want more controls over under age drinking and 80% want to see more control over adults buying for young people. An additional 67% of respondents would like to see more controls over drinking in public.

There is also strong support for greater control over the hours of sale, 49% of respondents want more controls compared to 20% who believe there should be less control over hours of sale. Whilst there was more ambivalence over minimum unit pricing, this was still popular with 46% of respondents supporting this compared to 27% who want to see less control over pricing.

The survey asked respondents to highlight where they feel more work needs to be done in Nottingham and Nottinghamshire to reduce the impact of alcohol use. The most popular area was education of children and young people with 83% of respondents supporting this, followed by greater enforcement and prosecution with support from 61% of respondents and increased public awareness, with support from 57% of respondents. 50% of respondents want to see greater control and legislation and 43% favour investment in treatment. Comments gave greater insight into the detail of the concerns with respondents highlighting particular education programmes such as DARE and also particular targets for enforcement such as under age sales and adults who buy for young people.

When asked who should cover the cost of policing the night-time economy the survey showed the least popular measure is local people from Council Tax charges, this was supported by only 18% of respondents. The most popular was a local levy on retailers, pubs and clubs with 60% of respondents supporting this; central government funding through taxation and taxation on brewery trade and point of sale were slightly behind this with support from 56% of respondents and 52% of respondents respectively.

The findings regarding the current opening hours for the sale of alcohol found that 52% of respondents feel that nightclubs are open too long and a further 50% feel the opening hours of town and city centre pubs are too long. This compares to 61% of respondents feeling that the opening hours of local neighbourhood and village pubs is about right.

Views were split on the issue of supermarket and convenience stores opening hours with 46% of respondents thinking they were open too long but 42% feeling that the hours were about right. There was a similar split on petrol stations with 39% of people thinking they were open too long with just under this thinking that their opening hours were about right.

The survey highlights that more than half of those who replied think that alcohol is a problem indicating a solid base of support amongst local residents for the Commissioner to take action. The results also help to begin to unpick some of the more localised issues, such as the difference between neighbourhood concerns and town and city centre problems and also show how many of the seemingly different themes overlap. Wider general information sharing to raise public awareness on the consequences of alcohol consumption would be welcomed together with more emphasis on the use of existing alcohol legislation. The results of this survey demonstrate an appetite for action and helps show how the outcomes achieved through this action plan will impact on real people with real concerns.

A fuller review of the survey data is included at Appendix B.

## **Devising a Local Action Plan**

It has always been the ambition to create a plan which is owned by partners and has commitment from all those involved. The responses from the conference, survey and other consultation undertaken by the Commissioner have informed the development of the strategic priorities and actions. The main strategic themes are:

- Working Together and Sharing Intelligence
- Early Intervention and Education
- Treatment and Support
- Diversion and Prevention
- Enforcement

Within these themes are specific action points which were identified through consultation and are outlined below.

## Working Together and Sharing Intelligence

### Suggested Strategic Lead: Nottingham Crime and Drug Partnership and Safer Nottinghamshire Board

#### Why this is important

The Government's strategy clearly acknowledges that tackling problems caused by alcohol requires agencies to work together and this was echoed through the Commissioner's consultation exercises. This is not a new message but the strength of feeling around it clearly indicates that there is more that can be done to bridge gaps between agencies. The Commissioner holds a unique position in being able to support improved working partnerships and facilitate improved communication and relationships across the city and county.

This section of the plan includes consideration of national initiatives that have been proven to be effective, such as the Cardiff Model; the Commissioner has already had contact with colleagues in Derbyshire who are keen to work together with Nottinghamshire on this theme. Also included are local recommendations that agencies believe would improve our current structures such as improving local service level agreements. Much of this work is building on what has already been achieved and improving current working practices.

Actions	Suggested Lead
• Improve information sharing arrangements between community safety partnerships and local A&E departments and EMAS in accordance with NHS guidance and national models of good practice	Public Health / Responsible Commissioners
• Increase the effectiveness of Pubwatch scheme through more pro active involvement by the police	Nottinghamshire Police
• Improve information sharing between alcohol treatment providers and domestic violence services through service level agreements	County/city Domestic Abuse Commissioning leads
• Ensure appropriate attendance and membership at local partnership, neighbourhood and area meetings to take forward joint working at a local level	Local Authorities
• Promote the use of 'Crime Stoppers' for gaining intelligence on underage sales to young people	Nottinghamshire Police
• Provide a co-ordinated social media campaign across Nottingham and Nottinghamshire	Nottinghamshire Police

## Early Intervention and Education

### Suggested Strategic Lead: Public Health

#### Why this is important

The clearest message to the Commissioner throughout his wide ranging consultation across the spring and summer was the need for education. This includes expanding our work with children and young people and ensuring that all front line services have training in alcohol related harm and in particular its links to domestic abuse and mental health problems. It is perhaps not surprising then that this area resulted in numerous suggestions of actions to improve upon and add to the work that is already done.

Activity to support healthy drinking practices amongst young people is vital to foster the long term cultural changes required to “turn the tide” against alcohol related harm and this is something that is recognised in the strategies in place across the city and county. The Commissioner supports this approach and he and members of the force have already met with local Community Alcohol Partnership representatives to look at how to develop this particular initiative which has been proven to have tangible results across the country. This together with the objectives suggested by partners will have a positive impact on the current and future drinking habits of children and help achieve long term changes in behaviour.

#### Actions:

#### Suggested Lead

- |  |  |
|--|--|
| • Pilot Community Alcohol Partnerships in priority local neighbourhoods where there is an identified need  | Nottinghamshire Police   |
| • Ensure that alcohol awareness training for those staff involved employed in alcohol misuse services (licensing, enforcement, support, trade, treatment and prevention) includes a domestic abuse and mental health focus | Public Health / CDP  |
| • Expand the “Making Every Contact Count” campaign across all appropriate services   | Public Health  |
| • Improve identification of alcohol misuse within families through routine screening for alcohol abuse by all treatment providers and early years professionals  | CYPS / Children and Families   |
| • Initiate a pilot “Diversion” programme in secondary schools  | Public Health  |
| • Ensure the alcohol awareness content of PSHE in schools includes domestic abuse and mental health information  | Children and Young People Services (CYPS) county/ Children and Families city |

## Recovery and Support

### Suggested Strategic Lead: CDP and Public Health

#### Why this is Important

Nottingham and Nottinghamshire have a long history of demonstrable commitment to providing top class substance misuse support and the passion of those delivering is evident. Supporting those who suffer from alcohol dependency and working with higher risk drinkers not only improves their personal and social capital but also reduces the risks they pose to communities through anti-social and criminal behaviour.

There are a huge number of workers and agencies committed to addressing the significant harm caused by domestic abuse across the city and county. Whilst not causal, there are clear links between alcohol use and domestic abuse. The use of alcohol by perpetrators can exacerbate the harm caused by their abuse and some survivors will use alcohol to help them cope, adding to the complexity of their needs. By acknowledging these links the plan supports the efforts of partners to reduce the harm suffered by domestic abuse survivors. The Commissioner's Police and Crime plan makes clear how he intends to protect those living with domestic abuse and he is confident that the energy of those working within the treatment and support fields will drive forward improved outcomes for our residents.

#### Actions

- Establish a clear transitional pathway from young persons to adult treatment services
- Provide an option of a gender specific worker within treatment and recovery services
- Strengthen provision of accommodation services to meet the needs of complex domestic abuse survivors.
- Fully implement ACPO guidance in cases of cross allegations in cases of domestic violence
- Establish and maintain a treatment and enforcement model to tackle street drinking across the city and county
- Support Black and Minority Ethnic (BME) communities by ensuring availability of culturally sensitive alcohol services

#### Suggested Lead

CYPS/ Children and Families

Public Health / CDP

CDP/County Council

Nottinghamshire Police

Local Authorities

CDP/ Public Health / Responsible Commissioner

## **Diversion and Prevention**

### **Suggested Strategic Lead: Nottinghamshire Police**

#### **Why this is important**

Nottingham and Nottinghamshire's towns have a lively night-time economy that offers much to visitors and residents alike. But there is consensus that more must be done to ensure that towns and the city are safe and an enjoyable destination for a night out for all visitors. A range of actions have been suggested under the remit of both Diversion and Prevention and Enforcement that will improve the safety and reputation of the county's nightspots, discourage binge drinking and reduce crime. It is particularly pleasing to see commitment from the trade to support action to ensure that those irresponsible operators are effectively challenged. Nottinghamshire's Police Force is already working with other areas to develop initiatives around vulnerability awareness and local pilots to address specific problems in particular areas. These activities form part of the Commissioner's vision for a safe and fun night out for everyone.

#### **Actions**

#### **Suggested Lead**

- |   |                               |
|---|-------------------------------|
| • Expand the number of quality mark schemes (such as Best Bar None, Purple Flag etc) within Nottinghamshire's Night Time Economy  | Community Safety Partnerships |
| • Consider the evidence for the introducing cumulative impact policies across the city, towns and neighbourhoods  | Local Authorities             |
| • Expand alcohol diversion schemes to include minor offences such as drunk and disorderly and extend to younger age groups and implement consistently across the county | Nottinghamshire Police        |
| • Investigate and consider a range of prevention initiatives including Smartphone Apps, cocaine torches and providing vulnerability training                            | Nottinghamshire Police        |
| • Expand the level of proactive licensing visits in crime hot spots in the city and county to ensure compliance with licensing conditions                               | Local Authorities             |
| • Explore local support for extending the "Super Strength Free" campaign to the county  | Local Authorities             |

## Enforcement

### Suggested Strategic Lead: Nottinghamshire Police

#### Why is this important

There is strong opinion on the way enforcement is managed when it comes to alcohol use with sometimes quite opposing views dependent on individual interests and experiences. However, the public alcohol survey shows that there is wide reaching support for doing more to better manage and monitor the way in which alcohol is sold across the county, especially when it comes to sales to young people, either directly or through proxy sales. The Commissioner wrote to the Prime Minister advocating Minimum Unit Pricing and although the Government chose not to actively pursue this policy there remain a significant number of licensing tools at the disposal of enforcement agencies that should be employed consistently and effectively. There is a clear message from the licensed industry that they want to be part of the solution and work jointly with enforcement agencies in contributing towards these improvements.

#### Actions

- Increase the number of licensing officers employed by Nottinghamshire Police in the county
- Intervene earlier to prevent those already under the influence of alcohol continuing to drink to excess within the our towns and City such as “Direction to Leave” s27 Violent Crime Reduction Act 2006
- Increase the use of tactical options to support robust enforcement, including Early Morning Restriction Orders and the Late Night Levy
- Target enforcement activity at the production and supply of illicit alcohol such as counterfeit vodka
- Increase the number of test purchases and other enforcement tactics on premises that supply alcohol to underage young people
- Consider and explore the viability of specific Family Drug and Alcohol Courts
- Increase the use of treatment as a condition of bail and conditional cautioning

#### Suggested Leads

Nottinghamshire Police

Nottinghamshire Police

Local Authorities

Local Authorities / HM Revenues and Customs

Local Authorities

Nottinghamshire Police

Nottinghamshire Police

## **Next Steps**

This Strategy and Action Plan is rooted firmly in the aspirations of Nottingham and Nottinghamshire's local people, stakeholders and partners. It now requires local providers, commissioners, statutory and third sector agencies, trade and all those who have committed to making a difference to work together to take these actions forward.

The Commissioner has outlined his proposed actions and suggested a lead agency for each theme. At this stage the Commissioner has not determined the delivery and governance arrangements. He is aware of existing partnership structures in the city and county that have a remit for alcohol. He welcomes your views on how the delivery of this plan should be taken forward.

The Commissioner has invited partners to collectively discuss his plans and their implementation at the launch event on 25<sup>th</sup> October 2013 in Nottingham.

## Appendix A

### Action Plan Summary

<b>Working Together and Sharing Intelligence</b> Suggested Strategic Lead: Nottingham Crime and Drug Partnership and Safer Nottinghamshire Board	<b>Suggested Action Lead</b>
Improve information sharing arrangements between community safety partnerships and local A&E departments and EMAS in accordance with NHS guidance and national models of good practice	Public Health / CDP/ Responsible Commissioners
Increase the effectiveness of Pubwatch scheme through more pro active involvement by the police	Nottinghamshire Police
Improve information sharing between alcohol treatment providers and domestic violence services through service level agreements	City/County domestic abuse leads
Ensure appropriate attendance and membership at local partnership, neighbourhood and area meetings to take forward joint working at a local level	Local Authorities
Promote the use of 'Crime Stoppers' for gaining intelligence underage sales to young people	Nottinghamshire Police
Provide a co-ordinated social media campaign across Nottingham and Nottinghamshire	Nottinghamshire Police

<b>Early Intervention and Education</b> Suggested Strategic Lead: Public Health	<b>Suggested Action Lead</b>
Pilot Community Alcohol Partnerships in priority local neighbourhoods in areas where there is an identified need	Nottinghamshire Police
Ensure that alcohol awareness training for those staff involved employed in alcohol misuse services (licensing, enforcement, support, trade, treatment and prevention) includes a domestic abuse and mental health focus	Public Health /CDP
Expand the "Making Every Contact Count" campaign across all appropriate services	Public Health
Improve identification of alcohol misuse within families via routine screening for alcohol abuse by all treatment providers and early years professionals	CFCS/ Children and Families
Initiate a pilot "Diversion" programme in secondary schools	Public Health
Ensure the alcohol awareness content of PSHE in schools includes domestic abuse and mental health information	Children Families and Cultural Services (CFCS)/ Children and Families

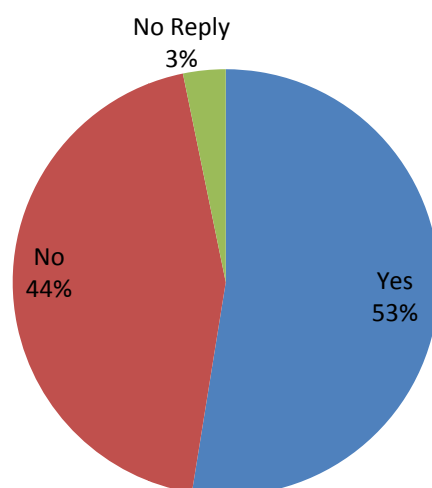
<b>Recovery and Support</b>	<b>Suggested Action Lead</b>
Suggested Strategic Lead: CDP/ Public Health	
Establish a clear transitional pathway from young persons to adult treatment services	CFCS / Children and Families
Provide an option of a gender specific worker within treatment and recovery services	Public Health / CDP
Strengthen provision of accommodation services to meet the needs of complex domestic abuse survivors.	City / county Domestic Abuse Leads
Fully implement ACPO guidance in cases of cross allegations in cases of domestic violence	Nottinghamshire Police
Establish and maintain a treatment and enforcement model to tackle street drinking across the city and county	Local Authorities
Support Black and Minority Ethnic (BME) communities by ensuring availability of culturally sensitive services	CDP/Public Health/ Responsible Commissioners

<b>Diversion and Prevention</b>	<b>Suggested Action Lead</b>
Suggested Strategic Lead: Nottinghamshire Police	
Expand the number of quality mark Schemes (such as Best Bar None, Purple Flag etc) within Nottinghamshire's Night Time Economy	Community Safety Partnerships
Consider the evidence for the introducing cumulative impact policies across city, towns and neighbourhoods	Local Authorities
Expand alcohol diversion schemes to include minor offences such as drunk and disorderly and extend to younger age groups and implement consistently across the county	Nottinghamshire Police
Investigate and consider a range of prevention initiatives including Smartphone Apps, cocaine torches and providing vulnerability training	Nottinghamshire Police
Expand the level of proactive licensing visits in crime hot spots in city and county to ensure compliance with licensing conditions and objectives	Local Authorities
Explore local support for extending the "Super Strength Free" campaign to the county	Local Authorities

<b>Enforcement</b>	<b>Suggested Action Lead</b>
<b>Suggested Strategic Lead: Nottinghamshire Police</b>	
Increase the number of licensing officers employed by Nottinghamshire Police in the county	Nottinghamshire Police
Intervene earlier to prevent those already under the influence of alcohol continuing to drink to excess within the our towns and City such as "Direction to Leave" s27 Violent Crime Reduction Act 2006	Nottinghamshire Police
Increase the use of tactical options to increase robust enforcement, including Early Morning Restriction Orders and the Late Night Levy	Local Authorities
Target enforcement activity on the production and supply of illicit alcohol such as counterfeit vodka	Local Authorities / HM Revenue and Customs
Increase the number of test purchases and other enforcement tactics on premises that supply alcohol to underage young people	Local Authorities
Consider and explore the viability of specific Family Drug and Alcohol Courts	Nottinghamshire Police
Increase the use of treatment as a condition of bail and conditional cautioning	Nottinghamshire Police

## Alcohol Survey Results

Do you feel that alcohol use is a problem in your neighbourhood, town, city?



If yes, please describe where below (tick any that apply)



### Additional comments:

#### Neighbourhoods

Problems mentioned included litter associated with alcohol consumption such as “bottles and cans thrown in my garden at weekends”, “empty bottles and cans being left around” and “bottles, cans left on kid’s park”. Further replies were received which made reference to young people and these included “young people out in the village”, “...drinking in parks, groups of young people – inappropriate” and “young people buying it (alcohol) themselves locally and drinking it together on street corners”.

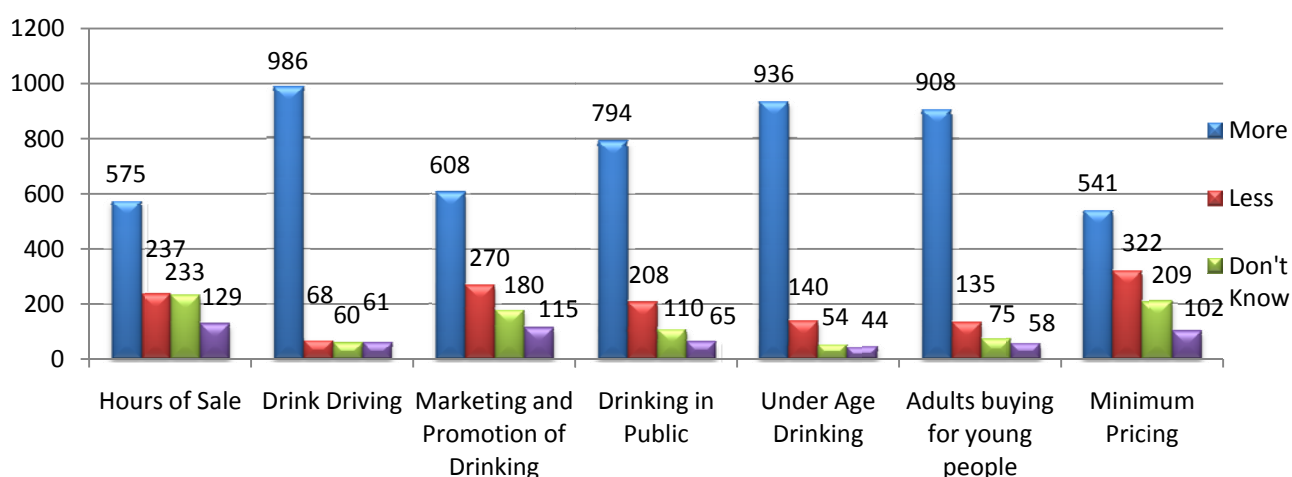
## Towns

There was concern regarding the amount of alcohol consumed by individuals in towns such as “weekend binge drinking”, and “...drunk young people on Thursday nights”. Further comments received referred to behaviour believed to be associated to individuals under the influence of alcohol. These included “lots of trouble at the weekend”, “arguments”, “...problems with alcohol related violence in the NTE (night time economy)”, “...rage and anger attacks” and “...vomit in streets”.

## City

Fewer comments were received regarding litter, however, respondents again provided comments which suggest the consumption alcohol can negatively affect the behaviour of individuals such as “...people bingeing and disturbing your evening out...”, “boozy fools in city centre”, “violence late at night” and “too many people over indulging and cannot take control of themselves”.

Do you feel there should be more or less controls over:

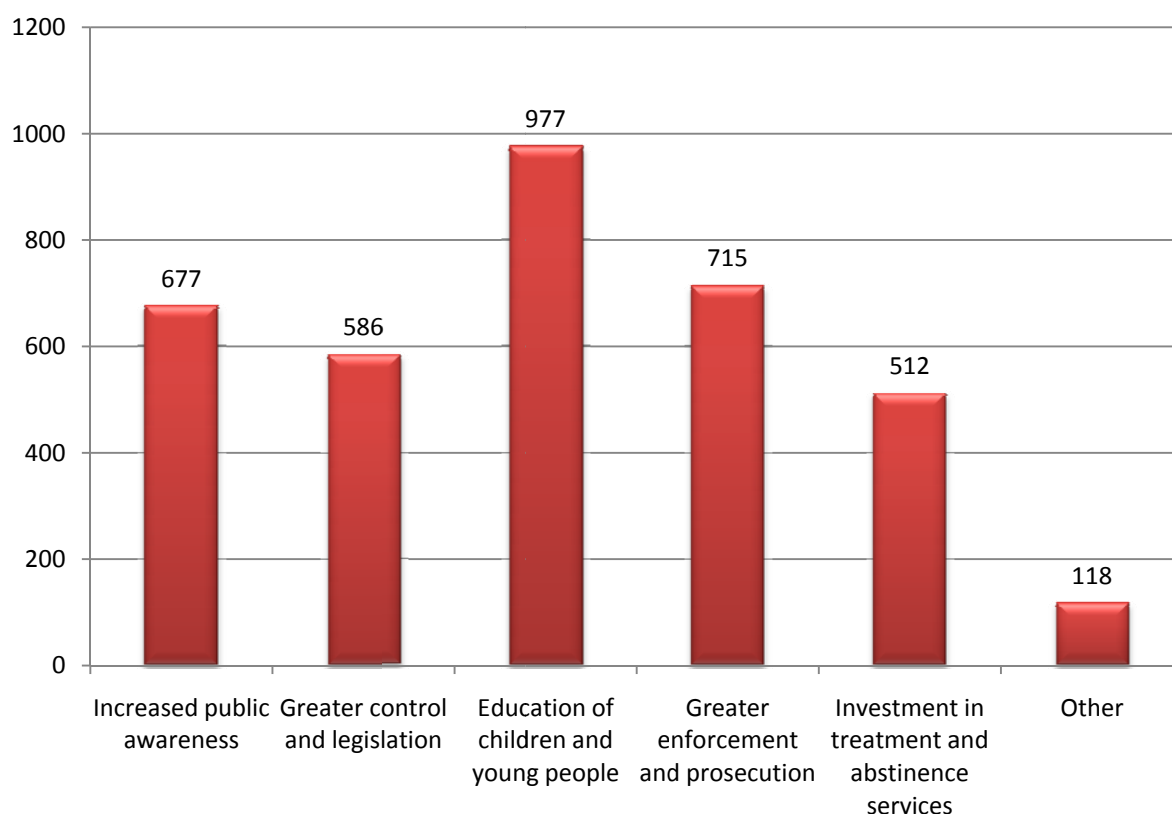


## Additional Comments:

Respondents were asked for their views on whether they support more or less controls on a number of issues which included hours of sale of alcohol and minimum pricing. It was found that there is overall support for more controls over ‘drink driving (83.91% or 986). Similar support was also expressed for more controls over ‘under age drinking’ (79.72% or 936) and ‘adults buying for young people’ (77.21% or 908). An additional 67.45% (794) respondents want to see greater controls over ‘drinking in public’.

With regard to ‘hours of sale’ 48.97% (575) would like to see greater control compared to 20.18% (237) who believe there should be less control over the ‘hours of sale’ of alcohol. Slightly more respondents were in favour of increased controls over ‘marketing and promotion’ (51.83% or 608) but less support was received for greater controls over ‘minimum pricing’ (46.08% or 541).

What do you believe should be done in Nottinghamshire to reduce the impact of alcohol?



#### Additional Comments:

In order to reduce the impact of alcohol in Nottingham and Nottinghamshire 82.93% (977) of respondents favour 'education of children and young people' and a further 60.96% (715) consider 'greater enforcement and prosecution' an option to address this issue. An additional 57.47% (677) replies were received which support an 'increase in public awareness'. This compared to fewer respondents who wish to see 'greater control and legislation' (49.74% or 586) and a further 43.46% (512) who favour 'investment in treatment'.

A number of 'other' replies were received and suggestions included:

For school age children "DARE school programme is excellent" and "school awareness of alcohol".

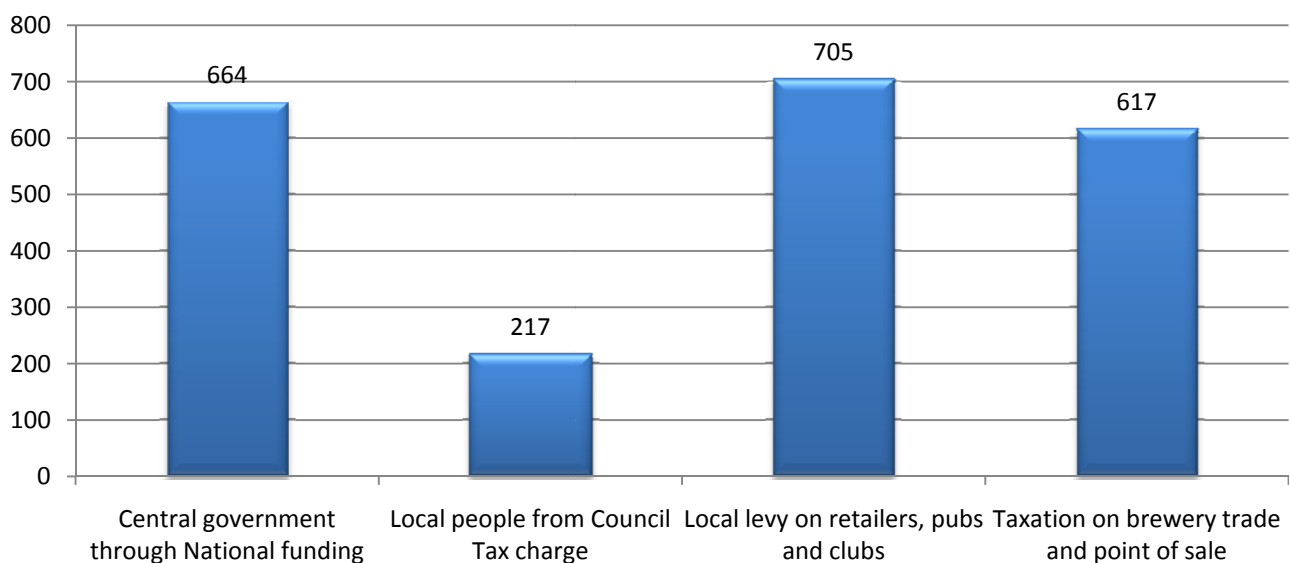
Generic comments regarding education included "open lessons on how alcohol affects yourself and others" and "education would seem to be the way to go – why is getting smashed such a popular way of fun?"

Respondents also felt that enforcement was a factor which may address this issue and included suggestions such as "stricter penalties, NHS costs to be paid by offenders", "fine the parents of children under 16 years" and "no tolerance of street drunks" together with "more checks please on small shops re under age sales. Prosecute adults who buy for children".

There was also support for raising revenue from visitors to accident and emergency departments who are under the influence of alcohol such as “if people cause the emergency services to attend an alcohol related problem they should be made to cover the cost” and “charge people for turning up drunk at A&E”.

Additional comments were received advocating reduced accessibility and availability of alcohol such as “less opportunity to purchase – fewer off licences” and “fewer alcoholic premises licences”. Alternatively, comments were provided suggesting licensees of existing establishments may be able to address this issue for example “More people being told no when they have already had too much” and “pubs/clubs shutting earlier”.

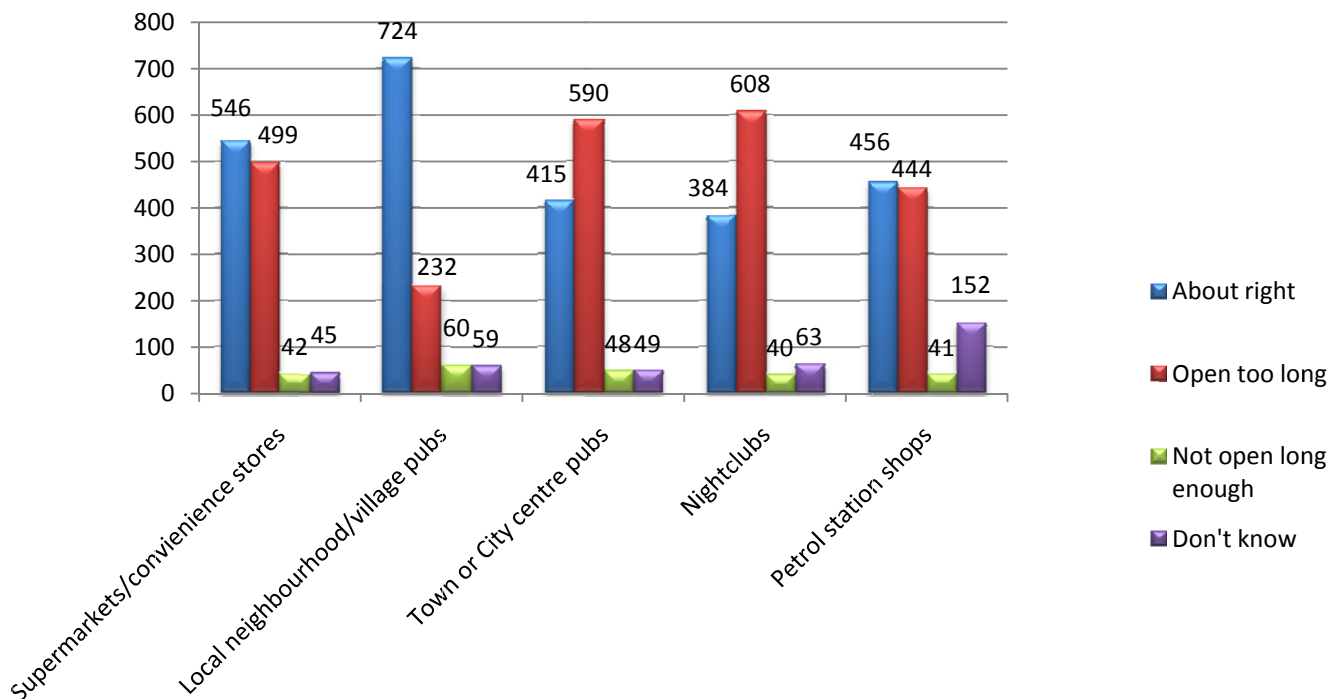
Who do you think should cover the cost of policing the night-time economy?



#### Additional Comments

Views regarding covering the cost of policing the night time economy (NTE) revealed that there was support from 59.89% (705) respondents for a 'local levy on retailers , pubs and clubs'. A further 56.41% (664) favour the cost of policing the NTE being provided by 'central government through national funding'. 'Taxation on brewery trade and point of sale' was also recommended by 52.42% (617) as an option for covering the cost of this issue. Overall, less support was received in favour of covering the cost of the policing NTE by 'local people from council tax charge' (18.43% or 217).

## What are your views on the current opening hours for selling alcohol?



### Additional Comments:

The findings regarding the current opening hours for the sale of alcohol found that 51.61% (608) of respondents feel 'nightclubs' are 'open too long' and a further 50.08% (590) feel the opening hours of 'town or city centre pubs' are too long. This compares to 61.46% (724) replies received which indicated that the opening hours of 'local neighbourhood/village pubs' are 'about right'.

With regard to the opening hours of 'supermarkets and convenience stores' it was found that 46.34% (546) felt their opening hours were 'about right' in comparison to 42.35% (499) who consider them to be 'open too long'. Similarly, findings regarding the opening hours of 'petrol station shops' revealed that 38.71% (456) consider these to be 'about right' with slightly less replies received indicating they are 'open too long'.