

## PLYMOUTH CITY COUNCIL

<b>Subject:</b>	Strategic Alcohol Plan for Plymouth (2013-2018)
<b>Committee:</b>	Cabinet
<b>Date:</b>	6 August 2013
<b>Cabinet Member:</b>	Councillor McDonald
<b>CMT Member:</b>	Carole Burgoyne (Director for People)
<b>Author:</b>	Dave Schwartz, Commissioning Officer
<b>Contact details</b>	Tel: 01752 307561 email: dave.schwartz@plymouth.gov.uk
<b>Ref:</b>	Strategic Alcohol Plan
<b>Key Decision:</b>	Yes
<b>Part:</b>	I

---

### **Purpose of the report:**

The Strategic Alcohol Plan sets out a strategic approach to tackling alcohol related harm whilst contributing toward Plymouth's ambition of being one of Europe's most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone.

This is a complex and long term challenge that will require robust oversight of the delivery plans and clear links across key city priorities, namely health and well-being, growth and culture. This cross cutting relationship will ensure that strategic coherence is achieved leading to a mutually supportive approach and shared benefit of outcomes. This will maximise the efficient use of investment. Decisions around investment and commissioning intentions will be considered within a partnership approach; they will be evidence based and represent value for money.

The Strategic Alcohol Plan will sit under the governance of the Health and Well-Being Board. The Health and Well-Being Board will be using the delivery of the Strategic Alcohol Plan as the focus for their development as system leaders over the next twelve months. Learning from this process can be made available to the Fairness Commission.

There will be an annual delivery plan outlining a partnership programme of actions to support defined outcomes. The Plan will be reviewed yearly to ensure that it remains current and is responsive to changing need, changes in national policy, legislation and evidence.

A Health and Adult Social Care Overview and Scrutiny Task and Finish Group reviewed the draft Strategic Plan between November 2012 and March 2013 as part of pre-decision scrutiny. The Group took evidence from a wide range of stakeholders covering children's services, health and social care, police, licensing, planning and economic development. The report produced sets out 16 recommendations the first of which states: 'The Task and Finish Group are in agreement with the aims, objectives and recommendations of the Strategic Alcohol Plan and recommends its adoption and implementation by the city council.'

The remaining recommendations from the report have either been incorporated into the final version of the Strategic Alcohol Plan or will be incorporated into the detail of delivery plans.

---

## **The Brilliant Co-operative Council Corporate Plan 2013/14 – 2016/17**

The Strategic Alcohol Plan for Plymouth will support Plymouth being a Brilliant Co-operative Council through addressing the four key corporate objectives:

- **Growing Plymouth**

The Strategic Alcohol Plan will lead to a safer, more vibrant Plymouth. This in turn should attract more visitors to the City and also support an increase in the numbers of citizens of Plymouth who will utilise the social, cultural and sporting offers available. Opportunities for increased levels of employment should follow.

- **Confident Plymouth**

The Strategic Alcohol Plan will lead to a safer, more vibrant Plymouth. This in turn should attract more visitors to the City and also support an increase in the numbers of citizens of Plymouth who will utilise the social, cultural and sporting offers available. Experiences of those attending showcase events in Plymouth should be improved, building pride for those that live here and further establishing the City as an attractive destination both nationally and internationally.

- **Caring Plymouth**

Through changing attitudes to alcohol, supporting parents, children and individuals in need, the Strategic Alcohol Plan will reduce inequality. Whilst alcohol misuse affects individuals from all sections of society, those from the most disadvantaged communities experience the highest burden of harm. By using local levers to manage the supply side of alcohol, changing attitudes to alcohol, identifying need earlier and having evidence based intervention available the Strategic Alcohol Plan will over time reduce inequality.

- **Pioneering Plymouth**

By taking a strategic approach to alcohol across the key City priorities, namely health and well-being, growth and culture; the City will be able to use resources efficiently, maximise mutual impact across these priorities and so deliver best value.

The Strategic Alcohol Plan is underpinned by the four key values described in the Co-operative Council Corporate Plan. Delivery of the Strategic Alcohol Plan will:

- be influenced by stakeholders and so be democratic
- require all to work toward a safer drinking culture – and so be responsible
- address inequality and so be fair
- require all stakeholders to work together and so work in partnership

---

### **Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land**

As a Partnership Strategy, commissioning intentions supporting delivery of the strategy and requiring investment will need to be approved by the Joint Commissioning Partnership. Partners on the Joint Commissioning Partnership will make investment decisions within their own budget constraints and plans. Similarly, Partners on the Growth and Culture Boards will do the same.

---



**Sign off:**

Fin	djn1314. 08	Leg	1779 8/DV S	Mon Off	177 98/ DV S	HR		Assets		IT		Strat Proc	
Originating SMT Member: Carole Burgoyne													
Has the Cabinet Member(s) agreed the contents of the report? Yes													