#### PLYMOUTH CITY COUNCIL

**Subject:** Strategic Alcohol Plan for Plymouth (2013-2018)

**Committee:** Cabinet

Date: 6 August 2013

Cabinet Member: Councillor McDonald

CMT Member: Carole Burgoyne (Director for People)

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**Ref:** Strategic Alcohol Plan

**Key Decision:** Yes

Part:

# 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 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.

# Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

This plan will contribute towards the priority to reduce child poverty and will also contribute toward improving community safety

## **Equality and Diversity**

An Equality Impact Assessment has been undertaken

#### Recommendations and Reasons for recommended action:

It is recommended that Cabinet approve the Strategic Alcohol Plan (2013-2018) as implementation of the Plan will:

Reduce alcohol related harm in Plymouth

Specifically the Strategic Alcohol Plan will achieve this by (delivering these aims):

- Changing attitudes towards alcohol
- Providing support for children, young people and parents in need
- Supporting individual need
- Creating a safer more vibrant Plymouth

Resulting in (delivering these objectives):

- Reduction in the rate of alcohol attributable hospital admissions
- Reduction in levels of harmful drinking by adults and young people
- Reduction in alcohol related violence
- Reduction in alcohol related anti-social behaviour
- Reduction in the number of children affected by parental alcohol misuse

### Alternative options considered and rejected:

The alternative would be to have no Strategy for the City to tackle alcohol related harm. This was not considered.

### Published work / information:

Alcohol Joint Strategic Needs Assessment 2011(Plymouth)

(http://www.plymouth.gov.uk/jsnaalcoholneedsassessment.pdf)

A report of the Health and Adult Social Care Overview and Scrutiny Panel Task and Finish Group following a review of the Strategic Alcohol Plan

(http://www.plymouth.gov.uk/mgInternet/documents/s46170/Final%20Report%20Alcohol.pdf)

# **Background papers:**

Title	Part I	Part II		Exemption Paragraph Number					
			ı	2	3	4	5	6	7
EIA for Strategic Alcohol Plan	х								

Sign off:

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Origin	Originating SMT Member: Carole Burgoyne										
Has the Cabinet Member(s) agreed the contents of the report? Yes											