



Leicester Alcohol Harm Reduction Strategy Implementation

For consideration by: Health and Wellbeing Scrutiny
Commission

Date: 17th January 2023

Lead director: Ivan Browne

Useful information

- Ward(s) All
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1. Purpose of report

This paper provides an update on the implementation of the Leicester City Alcohol Harm Reduction Strategy since its launch in September 2022. This includes the development of an Alcohol Strategy Implementation Group and its planned way of working.

2. Report Summary

2.1 Alcohol harm

In the UK, alcohol misuse is the biggest risk factor for death, ill-health and disability among 15–49-year-olds and the fifth biggest risk factor across all ages. Alcohol use has health and social consequences for individuals, their families, and the wider community¹.

Changes in drinking patterns in England were observed during the Covid-19 pandemic. There was an increase in the number of higher risk drinkers, and the heaviest drinkers increased their consumption by the greatest amount. These changes in alcohol consumption have continued beyond the national lockdowns in 2020/21.

A modelling study considered the impact of changes in alcohol consumption on future alcohol-related harm. The study concluded even if the changes seen to alcohol consumption were short-lived, this would still result in a significantly increased health and economic burden in England. If drinking patterns do not revert to pre-pandemic patterns, the disease burden will be far higher².

Regarding the local picture, a Health Needs Assessment is currently underway to look at substance misuse including alcohol within Leicester.

2.2 The Leicester City Alcohol Harm Reduction strategy

The aim of the strategy is 'To reduce alcohol harm in Leicester in all its forms'. We will do this through a partnership approach. It is recognised that reducing alcohol harm is not the responsibility of any single agency and cannot be achieved through siloed efforts. It can only be achieved through strong partnership working as alcohol harm has many facets and is influenced by various factors.

¹ Local Alcohol Profiles for England, Fingertips. Available from: <https://fingertips.phe.org.uk/profile/local-alcohol-profiles>

² The COVID hangover: Addressing long-term health impacts of changes in alcohol consumption during the pandemic, Institute of Alcohol Studies & Health Lumen

After reviewing the alcohol needs in Leicester six priority areas were developed to help achieve the overall aim of the strategy with action plans sitting under each of the following priority areas:

- Promoting a culture of responsible drinking
- Protection of children, young people, and families from harm
- Improved health and wellbeing through early identification and recovery focussed treatment
- Promoting responsible selling of alcohol
- Reducing alcohol related crime, disorder, and anti-social behaviour
- Emerging issues

2.3 The Launch Event

The Alcohol Harm Reduction Strategy Launch event was held on the morning of the 30th September at City Hall. 70 attendees were present at the launch.

The programme included a keynote address from Jonathan Ashworth MP as well as talks on a wide range of topics ranging from the need for the alcohol strategy to the outcomes of the fibro scan pilot. There were also 12 stalls at the event hosted by a range of stakeholders including the Last Order project, Drinkaware and Dear Albert.

Feedback forms were sent out following the launch event with 11 responses received.

The following feedback was obtained:

- Regarding the organisation of event – 100% of responses were satisfied or very satisfied.
- Regarding the venue for the launch event – 100% of responses were very satisfied
- Regarding the format of event – 100% of responses were satisfied or very satisfied.
- Regarding the presentation of information at the event – On a scale of 1 (Very informative) to 5 (Not informative), 64% of responses rated the event 1 or 2
- Regarding the exhibition stalls at the event – On a scale of 1 (Very informative) to 5 (Not informative), 55% of responses rated the event 1 or 2
- When asked about the most useful part of the event, networking was the most common answer. The stalls, consistent messaging and signposting to different areas of Leicester City Council were also mentioned.
- The feedback regarding areas for improvement included a desire to have time for questions at the event, opportunities to view the strategy prior to the event and opportunities to formally meet stakeholders in a workshop environment.

2.4 Strategy Implementation

A public health specialty registrar has taken on the role of leading the implementation of the alcohol strategy following the launch event. The registrar has begun work to re-establish and refine the multi-agency board which was involved in the development of the strategy. This work is overseen by a Consultant in Public Health.

2.5 Initial workshop

An initial workshop was organised to bring stakeholders together and to establish how to move into the implementation phase of this work. The workshop was held on the 17th November 2022 at City Hall. The workshop was attended by 24 individuals from a range of organisations including the Police, Treatment and Recovery services, Licencing and many others. The workshop attendees included those who were involved in the writing of the strategy, those who attended the launch and other relevant partners.

Given the large number of stakeholders involved, the model of working was discussed at the workshop. It was agreed there would be 3 task and finish groups feeding into an overarching strategy implementation group (See appendix 1). The task and finish groups are aligned with the strategy priority areas and they will each work towards the actions which sit underneath these priority areas within the strategy.

At the workshop membership of the task and finish and oversight groups was also discussed and time was allocated for the groups to have initial conversations around the next steps for the groups including selecting a chair of the group, initial priorities, additional members and arranging the first meeting.

2.6 Task and finish groups

1. Responsible drinking, selling and reducing disorder task and finish group

Priority areas:

- Promoting a culture of responsible drinking
- Promoting responsible selling of alcohol
- Reducing alcohol related crime, disorder, and anti-social behaviour
- Emerging issues

This group is to be chaired by the City Centre Director. This group has diverse membership including Licencing, the Police, and Communications team colleagues. The group had their first meeting on the 28th November 2022. The initial meeting was predominantly discussion based and centred on the existing work of group members and initial priorities which include the Best Bar None and Purple Flag accreditation initiatives. The next steps for this group include mapping the work of the group against the actions in the strategy.

2. Children and families harm reduction task and finish group

Priority areas:

- Protection of children, young people, and families from harm
- Emerging issues

At the initial workshop there was limited attendance from members of this group and a chair has yet to be determined. Therefore, further conversations are required with relevant stakeholders to establish the group. An initial meeting will take place in the new year to establish the initial priorities for the group. Learning from the other task and finish groups will be utilised in the formation of this group.

3. Improved health and wellbeing task and finish group

Priority areas:

- Improved health and wellbeing through early identification and recovery focussed treatment
- Emerging issues

This group is to be chaired by the Substance Misuse Lead Commissioner. The group membership includes Treatment and Recovery services, Integrated Care and Mental Health colleagues. The initial meeting will take place on the 15th December 2022.

2.7 Alcohol Strategy Implementation Group

The initial meeting of the Alcohol Strategy Implementation group took place on the 8th December 2022. At the meeting updates from the task and finish groups were presented and discussed with shared learning occurring between groups. Communications team colleagues presented their initial ideas for Dry January which group members were able to input into. Going forwards this group will act as a coordinating group and will review task and finish group progress and priorities. The next meeting is planned for mid-January 2023.

2.8 Governance arrangements

The Task and finish groups will meet monthly initially whilst they become established. The chairs of the task and finish groups will report into the Strategy Implementation group (SIG) which meets every 6 weeks. The chair of the SIG will report the to the Health and Wellbeing board on an annual basis.

2.9 Next steps

- The findings of the Substance Misuse HNA will be presented at the next Alcohol Strategy Implementation Group in January with the information then shared with the task and finish groups.
- To continue to develop the two task and finish groups which have currently been created. This will include members selecting priority actions and feeding back on progress on these.
- Further conversations will be required with stakeholders to establish a Children and families harm reduction task and finish group. An initial meeting will be held once sufficient group members have been identified.

3. Recommendations

- 3.1 Scrutiny members are asked to receive the update regarding the implementation of the Leicester City Alcohol Harm Reduction strategy and to support its continued progress.

4. Financial, Legal and other implications

Financial implications

There are no direct financial implications resulting from the report, as its just an update on the implementation of the Alcohol Harm Reduction strategy.

Yogesh Patel – Accountant (ext 4011)

Legal implications

The report is an update and therefore there are no direct implications arising.

Mannah Begum, Principal Solicitor (Commercial and Contracts Legal) Ext: 1423

Climate Change and Carbon Reduction implications

There are no significant climate emergency implications directly associated with this report.

Aidan Davis, Sustainability Officer, Ext 37 2284

Equalities implications

The report is an update and therefore there are no direct equality implications arising from it. However, going forward need to ensure that equality considerations are

taken into account and equality impact assessments carried out as appropriate as the Leicester Alcohol Harm Reduction Strategy is implemented.

Sukhi Biring, Equalities Officer, 454 4175

5. Supporting information / appendices



Proposed model of
working November 2:

5.1 Appendix 1: Model of working

6. Is this a private report (If so, please indicated the reasons and state why it is not in the public interest to be dealt with publicly)?

No

7. Is this a “key decision”?

No
