

Chief Executives' Group – North Yorkshire and York

6 November 2014

North Yorkshire Alcohol Strategy

1 Purpose of the Report

- 1.1 To request commitment to work in partnership with other agencies to implement the North Yorkshire Alcohol Strategy.

2 Background

- 2.1 Alcohol plays a part in many peoples' lives. It is cheap, readily available and an intrinsic part of the fabric of social life in England. Local Authorities have a dual responsibility for creating thriving community, but one which also prevents and deals with the consequences of alcohol misuse.
- 2.2 Overall too many people are drinking too much, too often and we are all paying for it, from alcohol related crime and anti-social behaviour, to treatment services for people with alcohol problems, to the cost to businesses of lost productivity and supporting children who have suffered as a result of being with a parent who misuses alcohol.
- 2.3 The UK is one of the few European countries where alcohol consumption has increased over the past 50 years. There is a danger that the culture may now to be one where it has become acceptable by some to be excessively drunk in public and cause nuisance and harm to themselves and others.
- 2.4 In North Yorkshire, although around 1 in 7 adults abstain from alcohol, around a quarter of all people who drink are estimated to be drinking at harmful or hazardous levels. Recent research has shown that almost 30% of young people who had drunk alcohol in the previous 7 days obtained it from parents or friends whereas only 6% obtained it by buying it themselves.
- 2.5 Some local statistics that show the extent of the problem are as follows:-
- Modelled binge drinking rates are between 23.2% and 28.1% - higher than the England rate;
 - The proportion of men who drink hazardously is approximately 1.5 times higher than women although the gap is less pronounced in the younger age bands;
 - The alcohol specific death rates for men in North Yorkshire are just under twice the rate of those for women;
 - 18-29% of police recorded anti-social behaviour is linked to alcohol and has a significant impact on people's sense of wellbeing across North Yorkshire;
 - Custody data shows that across North Yorkshire Police, between 30-40% of all arrestees are drunk or have consumed alcohol;
 - Alcohol is a factor in an average of 9% of fatal road collisions, 8% of serious road collisions and 10% of killed or seriously injured young persons road collisions;

- In 2012 8% of children in year 6 and 32% of children in year 8 and 10 in North Yorkshire said they had an alcoholic drink in the last 7 days.

3 The Way Forward

- 3.1 The Public Health function was established in North Yorkshire County Council in April 2013. Part of their duty is to commission alcohol prevention and treatment services. They produced an Alcohol Needs Assessment in January 2014 and on that basis, and through consultation, produced a North Yorkshire Alcohol Strategy which was adopted in June 2014.
- 3.2 This Strategy includes the following Vision Statement:-
 “Working together to reduce the harms caused by alcohol to individuals, families, communities and businesses in North Yorkshire while ensuring that people are able to enjoy alcohol responsibly”.
- 3.3 The underpinning values of the Strategy are:-
- Working in partnership
 - Reducing inequalities and protecting the vulnerable
 - Ensuring effectiveness and value for money whilst encouraging innovation.
- 3.4 Alcohol affects many District Council departments and functions including:-
- Supported housing, housing management, homelessness;
 - Community safety, anti-social behaviour, licensing;
 - Human resources, procurement, finance, freedom of information, public relations;
 - Parking, recycling, environmental health, rubbish and waste management.
- 3.5 By demonstrating commitment to the aims and outcomes of the Strategy and its associated Action Plan, District Councils will be able to provide essential local support and emphasis. They will also be able to contribute to the delivery of Public Health Outcomes, of which alcohol plays a role in almost a third. The County Council cannot deliver all the outcomes itself – many rely on co-ordinated and collaborative working between the many agencies involved.

<h3>4 Recommendations</h3>

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| <p>4.1 That the Chief Executives of District Councils within North Yorkshire commit their Authorities to support the North Yorkshire Alcohol Strategy and its associated implementation plan.</p> |
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5 Appendices

- 5.1 Appendix 1 – North Yorkshire Alcohol Strategy

Philip Mepham, Environmental Health Manager, Richmondshire District Council as representative of North Yorkshire Chief Environmental Health Officers Gro

13 October 2014