

Meeting of the Cabinet – 10th February 2010

Report of the Chief Executive

Development of Dudley's New Alcohol Strategy

Purpose of Report

1. The purpose of this report is to inform the Cabinet of the development of the new Dudley Borough Alcohol Strategy and to seek the Cabinet's approval of the Strategy; a full copy of the Strategy is available in the Members' room and electronically on the Council's committee management information system (CMIS).

Background

Current Strategy

2. Safe & Sound Strategic Board approved the current Alcohol Strategy in July 2006. An Action Plan was drawn up to ensure that work in respect of the Alcohol Strategy was taken forward and also to address some of the gaps in the Strategy namely Children and Young People and Crime and Disorder. The Substance Misuse Implementation Group - Advisory and Commissioning Meetings have reviewed this on a regular basis.

Development of the New Alcohol Strategy

3. Addressing the harm caused by alcohol misuse to individuals, families and communities in Dudley is a priority for partners. An Alcohol Strategy Group was set up in February 2008 to begin to address the issue of alcohol misuse and develop the Alcohol Strategy.

The Alcohol Strategy Group is a multi-agency group coordinated by the Drug and Alcohol Action Team Manager in collaboration with the Senior Public Health Manager from the Primary Care Trust. The Group has primarily reported to the Substance Misuse Implementation Group, but updating other groups as well.

Key pieces of work that have informed the development of the Strategy include: -

- Mapping Exercise in respect of existing provision and identifying gaps
- Stakeholder Event in July 2008
- Contributions from partners and providers
- PCT Needs Assessment
- Safe & Sound Dudley Borough Strategic Assessment

4. The Alcohol Strategy has been developed in line with Safe.Sensible.Social – The Next Steps in the National Alcohol Strategy and the Youth Alcohol Action Plan.

Aim of the Alcohol Strategy

5. The key aim of the Alcohol Strategy is to reduce the impact of alcohol misuse on individuals, families and communities enabling them to live healthy, prosperous and safe lives. This will be achieved by a co-ordinated response.

Consultation and Reporting to Date

6. Reports in respect of the development of the Alcohol Strategy have been received by the Select committee on Health and Adult Social Care in March and November 2008 and Community Safety and Services Select Committee November 2009.
7. Updates for safe & sound Strategic Board have been included in the SMIG Chair's Reports to Board
8. A briefing note and a copy of the draft Strategy were sent to the following groups inviting comments and further contributions: -
 - SMIG Advisory and Commissioning Groups
 - Crime Reduction Implementation Group
 - Young Persons Substance Misuse Group
 - Drug Intervention Programme /Priority and Prolific Offender Steering Group
 - Alcohol Strategy Group
 - safe & sound Strategic Board
 - Service User feedback was invited and received

A copy of the Strategy and briefing note was also placed on the safe and sound website

9. Support to Date

- Community Safety and Services Select Committee – 05 November 2009
- safe and sound Strategic Board – 07 December 2009

Impact

10. Alcohol Misuse has an impact on the health and well being of individuals, families and communities. There are further impacts of alcohol misuse, which include economic, and crime and disorder including domestic abuse.
11. The Alcohol Strategy Group has acknowledged the wide impact by taking a broad harm reduction approach to the development of the Alcohol Strategy.
12. The development and implementation of the new Alcohol Strategy will contribute towards the delivery of the Council Plan - Safety Matters as well as the Health Inequalities agenda.

Finance

13. There are no immediate financial considerations in respect of this report. Actions within the Action Plan will be met within existing resources

Law

14. The Council has a range of powers that may be applicable to this report such as the national Assistance Act 1948 and the Crime and Disorder Act 1998. However, under section 2 of the Local Government Act 2000 the Council may do anything which it considers is likely to achieve the promotion or improvement of the economic, social and environmental well being of its area.

Equality Impact

15. In order to ensure that the new Alcohol Strategy is relevant to the communities of Dudley a stakeholder Event has been held as well as other means of consultation being used.

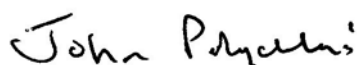
Young People were part of the Stakeholder Event and have had further opportunities to comment on the development of the Strategy through representation on safe and sound Strategic Board.

The new Alcohol Strategy will be Equality Impact Assessed before it is implemented.

Any new provision or redesign of existing provision will take into account the Commissioning Principles of the Dudley Health and Social Care Commissioning Framework and Strategy

Recommendation

16. It is recommended that: -
 - the progress which has been made in respect of the development of the new Alcohol Strategy be noted
 - the Cabinet approve the Strategy for implementation in April 2010
 - the Cabinet approve the review process that is proposed following the implementation of the Strategy



.....
John Polychronakis
Chief Executive

Contact Officer: Sue Haywood
Telephone: 01384 818115
Email: sue.haywood@dudley.gov.uk

List of Background Papers

Alcohol Strategy