

Community Safety and Community Services Select Committee – 5th November 2009

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 Select Committee of the development of the new Dudley Borough Alcohol Strategy and to invite Select Committee Members to comment on the direction and priorities of the Strategy.

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. The new Alcohol Strategy is being developed by a multi-agency Alcohol Strategy Group, coordinated by the Drug and Alcohol Action Team Manager. 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.

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
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 has gone 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

Impact

9. 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.
10. The Alcohol Strategy Group has acknowledged the wide impact by taking a broad harm reduction approach to the development of the Alcohol Strategy.
11. 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

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

Law

13. 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

14. 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 existing means of consultation being used. The appropriate means of further consultation is being explored.

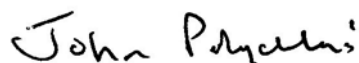
The new Alcohol Strategy will be Equality Impact Assessed before it is finalised and implemented.

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

15. It is recommended that: -

- the progress which has been made in respect of the development of the new Alcohol Strategy be noted
- the Select Committee comments on the Strategy, its direction and priorities
- the final Strategy is referred to the Safe & Sound Strategic Board in December 2009 and to the Cabinet in February 2010 for approval



.....
John Polychronakis
Chief Executive

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

List of Background Papers

Draft Alcohol Strategy – To be circulated separately