



Briefing on the Norwich Alcohol Board for the meeting of the Norwich City Licensing Committee on 4 December 2008.

The aims of this briefing paper are:

1. to enhance awareness of the work of the Norwich Alcohol Board; and
2. to ascertain the role that the Board can play, if any, in the administration and enforcement of alcohol licensing in Norwich.

Background

The Norwich Alcohol Board grew out of the Norwich Safer Drinking City Programme. The Norwich Safer Drinking City Programme was a Norwich Neighbourhood Renewal Fund (NRF) programme in 2007/08 intended to reduce alcohol related harm in Norwich.

Aim of the Board

The aim of the Norwich Alcohol Board is to provide a collective strategic framework for the coordinated response to alcohol related harm in Norwich. This entails overseeing the implementation of many aspects of the Norwich Safer Drinking City Programme.

Membership

The Norwich Alcohol Board has representation from a broad range of health, social care and Criminal Justice agencies that have an interest in reducing the harms associated with alcohol misuse in the City. The membership includes: Norwich City Council; Norfolk Constabulary; Norfolk and Norwich University Hospital; NHS Norfolk; Norfolk Drug and Alcohol Action Team; Licensed Trade; Children's Services; Norfolk Trading Standards; Norfolk Youth Offending Team; Norfolk Probation Area.

The Norwich Alcohol Board is chaired by Lucy Macleod, Public Health Consultant, NHS Norfolk.

Reporting

Nominally, the Norwich Alcohol Board reports to the City Of Norwich Partnership Board. At present, there is no direct reporting mechanism to the Norwich Crime and Disorder Reduction Partnership (CDRP). It is of note, however, that a number of the Board members are also members of the CDRP Responsible Authorities Partnership.

Strategic links

The work of the Norwich Alcohol Board is not undertaken in isolation but within a broader strategic context. It is aligned with:

- City of Norwich Partnership - Sustainable Community Strategy;

- Norwich Crime and Disorder Reduction Partnership – Partnership Plan;
- Norfolk Local Area Agreement;
- Norfolk Drug and Alcohol Partnership Alcohol Harm Reduction Strategy 2008-12.

The work of the Board is also placed within the context of a range of activities that have been undertaken to reduce alcohol related harms in Norwich and Norfolk:

- NHS Norfolk Alcohol pilots - £0.5million pa (2008/09);
- Operation Enterprise (2003-2007) and NightSafe 2008 onwards;
- Norwich NRF Alcohol Arrest Referral and Brief Interventions;
- Norwich NRF alcohol awareness training (2007/08).

Key issues for Norwich

Research in Norfolk undertaken by the Eastern Region Public Health Observatory in 2007 suggested that, in Norwich:

- 18.3% of adults binge drink (2 x sensible limits);
- 7,200 dependent drinkers (50 units + for men and 35 units + for women)
- £541 per year per person spent on alcohol;
- Average months life lost due to alcohol consumption is 11 months;
- Alcohol attributable death rates above national average;
- Strong link between deprivation and alcohol related harms;
- 41% of violent crime recorded with alcohol as a factor;
- 31% of surveyed residents concerned about public drinking.

Action Plan

The action plan that has been developed by the Norwich Alcohol Board is drawn from the suggested objectives that were outlined in the Norwich Safer Drinking City Programme. The key actions for the Norwich Alcohol Board in Year 1 are:

- establishing an identity;
- launching an awareness campaign – focussing on sensible and safer drinking;
- positive engagement with the trade, particularly the off trade;
- enhancing data exchange with the Norfolk and Norwich A&E department;
- exploring social marketing – children and young people.

The current version of the action plan is appended to this document.

The work of the Norwich Alcohol Board will be self-evaluated at the end of the first year, April 2009. Assuming that this evaluation is favourable, then further work will be undertaken. At this stage is likely to include:

- underage sales;
- treatment capacity – screening and Brief Interventions in primary care and Tier 1;
- domestic drinking;
- establishment of a social responsibility fund.

Funding

There is a small amount of dedicated funding available to support the delivery of aspects of this action plan in 2008/09. The total available is £22,500 (£19,315 Revenue and £3,185 Capital). No funding has been identified for 2009/10.

Further information.

Please feel free to contact me if you have any further queries about the work of the Norwich Alcohol Board. Whilst the Board is not a group managed by the Norfolk

Drug and Alcohol Action Team, as a member I can direct any questions that you may have to the most appropriate person.

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27 November 2008.

Norwich Safer Drinking City
Norwich Alcohol Board – Action Plan for 2008/09
(Version 5 – 25 November 2008)



Detailed below is version 5 of the Action Plan for the Norwich Alcohol Board in 2008/09. It has been updated and annotated to reflect the outcome of the meeting of the Norwich Alcohol Board that was held on 21 November 2008.

The funding available to the Norwich Alcohol Board in 2008/09 is £22,500 (£19,315 Revenue and £3,185 Capital). The total agreed expenditure to date is outlined below:

Establishing the identity of the Board, promoting sensible drinking, engaging in a public debate about alcohol use.

- £10,560 ex VAT to purchase 66,000 copies of the Drink Aware Trust Unit Calculator. (Revenue funding.)
- £132 ex VAT to distribute via the Norwich Citizen magazine in February 2009 to every household in Norwich. (Revenue funding.)
- £250 (est) ex VAT graphic design costs to add the Norwich Alcohol Board logo. (Revenue funding.)

Developing a logo for the Norwich Alcohol Board and the Norwich Safer Drinking City Programme.

- £600 (est) ex VAT. (Revenue funding.)

Peer led research.

- £5,000 ex VAT. (Revenue funding.)

The total planned spend for Q3 = £16,542 ex VAT (Revenue funding).

The remaining funding to be spent in Q3 and Q4 is:

- £3,185 Capital.
- £2,773 Revenue.

Establishing an identity.					
Intervention	Aim	Lead	Actions	Cost and commentary	Completion date
Distribution of the Drink Aware Trust Unit Calculator Wheel to all households in Norwich City Council area.	Promote the Norwich Safer Drinking City Brand.	Daniel Harry (DH), DAAT.	DH to contact the Drink Aware Trust to see whether a large batch could be produced, on our behalf at a cost basis, through the Drink Aware Trust. If no progress, then DH to pursue alternatives.	Purchase of 66,000 units at £0.16 per unit = £10,560 ex VAT. Distribution via the Norwich Citizen at £2.00 per 1,000 = £132 ex VAT TOTAL = £10,692 ex VAT.	DH to purchase by end of November 2009.
	Enhance understanding of sensible drinking guidelines and the units system – particularly for people drinking in a domestic setting.	Paul Wade (PW), NCC.	DH to explore links with the SOS Bus (Colin Lang).	DH to explore potential to extract data on alcohol related incidences.	Distribution in February 2009 edition.
		Julian Bryant (JB), Matthew Project.	JB to explore links with Norwich City Football Club and the possibility of an endorsement for a launch.	Norwich City FC unable to commit any support at this time.	Ongoing.
Develop a series of alcohol themed programmes in conjunction with Radio Norfolk - Breakfast Show.	Promote the Norwich Safer Drinking City Brand.	Daniel Harry (DH), DAAT.	All members to consider: <ul style="list-style-type: none"> are they able to engage in this process; what are the key messages. Reply to DH – daniel.harry@norfolk.gov.uk. DH then to develop a	No direct cost. There is an indirect cost in terms of officer time. The following have committed to support, subject to a detailed proposal by	Aim for February 2009 to coincide with the

			proposal, with NCC and NHS communications teams, for Radio Norfolk to consider.	DH: Daniel Harry – DAAT; Gavin Tempest – Norfolk Constabulary; Sophie Leney – Norfolk Trading Standards; Dr Martin Phillips – NNUH; Sefan Gurney - City Centre Partnership Manager; and Graeme Stewart – Matthew Project.	distribution of the unit calculators.
Production and distribution of beer mats with the sensible drinking guidelines and key safer drinking messages. Distribute to all on licensed premises in Norwich	Promote the Norwich Safer Drinking City Brand. Enhance understanding of sensible and safer drinking at the point of sale/consumption.	Daniel Harry (DH), DAAT.	DH to contact Nick De'ath/CI Gavin Tempest to discuss the practicalities of using beer mats as a publicity tool. DH to seek design input – esp. re logo and branding (Jacqui Barnes – jac_barnes@hotmail.com) – green and yellow colours. DH to ascertain possible links with the CAMRA Norwich Beer Festival (27 October 2008 to 1 November 2008).	No further action – discussed with ND and GT and felt not to be an effective means of disseminating key messages. Completed – approx. £600 (£400 Jacqui Barnes and £200 SG sourced graphic design team). DH to explore further links: Radio Norfolk media work; units at point of sale; adoption of 1/3	No further action. Completed. Plan for 2009.

				pint glasses; funding proposals.	
Posters and leaflets with the sensible drinking guidelines for off licensed premises.	Promote the Norwich Safer Drinking City Brand. Enhance understanding of sensible and safer drinking at the point of purchase. Targeted at domestic drinking.	Daniel Harry (DH), DAAT. Gavin Tempest (GT), Police.	DH to contact Licensing in Norwich City Council (Ian Streeter) and request attendance at November Board meeting. GT to provide detail about the role of SNTs in licensing enforcement in the city centre for the November Board meeting.	Unable to attend – SG to chase for next meeting. DH to refer concerns of the group re: licensing enforcement to GT.	February 2009. February 2008.
Distribution of a Drink Diary through local print media – Eastern Daily Press, the Evening News, the Norfolk Advertiser and the Norwich Citizen.	Enable people to review their patterns of drinking and what factors affect their use of alcohol. Aim for a January launch – tie into healthier lifestyles.	Daniel Harry (DH), DAAT. Julian Bryant (JB), Matthew Project. Stefan Gurney (SG), City Centre Partnership Manager.	DH to source a drink's diary from the Department of Health website and add appropriate branding. JB to explore links with the University of East Anglia. SG to liaise with the editor of the Norwich Evening News	This will be managed with the editor of the EEN - no direct cost. Good links via the Dean of Student's Office – need a clear steer of what the Board want to achieve. SG and DH met with the editor at 9 October 2008. DH has linked with NHS Norfolk Media – Jayne Ashworth.	EEN story due in New Year 2009. February 2009. EEN story due in New Year 2009.

Information sharing between Norfolk and Norwich University Hospital NHS Foundation Trust Accident and Emergency Department.					
Intervention	Aim	Lead	Actions	Cost and commentary	Completion date
Anonymised information exchange between NNUH A&E and Police about alcohol related violence.	Enable more informed licensing and NTE enforcement.	Daniel Harry (DH), DAAT. Barry Sharpe (BS), A&E, NNUH. Gavin Tempest (GT), Norfolk Constabulary.	BS to keep DH informed of progress at NNUH. DH to liaise with GT over key police contact – public order/licensing/DV in Norwich.	Data flow re-commenced as of 1 November 2008. GT the Police SPOC.	Completed 1 November 2008.

Peer research with young people.					
Intervention	Aim	Lead	Actions	Cost and commentary	Completion date
Peer led research into alcohol use by young people.	To gain a better understanding of: <ul style="list-style-type: none"> • motivations to drink alcohol; • how alcohol use is funded; • where the alcohol is purchased or obtained from; • positive and negative experiences of alcohol use; • what harm reduction 	Chris Reilly (CR), Children's Services. Julian Bryant (JB), Matthew Project. Daniel Harry (DH), DAAT.	CR to laise with DH over the formation of a sub-group to develop this proposal. JB/Matthew Project rep. to be included in the sub-group. DH to raise with the DAAT Young People Implementation Group at their meeting of 11 September 2008.	£5,000 spending agreed. Further capital spending to be considered. Outstanding – DH to speak with N-DAP Young People's Joint Commissioning	Initial development in the 2008/09 financial year for implementation in 2009/10. Completed.

	messages would be effective.			Officer.	
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Promotion of excellence – on-licensed trade.					
Intervention	Aim	Lead	Actions	Cost and commentary	Completion date
Development of an award scheme for the best pubs, bars and clubs in Norwich, as voted for by the consumer.	Promote the Norwich Safer Drinking City Brand. Encourage the licensed trade to pursue good conduct and excellence in the development and management of their business.	Daniel Harry (DH), DAAT. Paul Wade (PW), NCC. Stefan Gurney (SG), City Centre Partnership Manager.	PW – to ascertain if this could be attached to the Safer Norwich Partnership website. PW – to float the idea at the next Norwich Licensees Forum. DH – to check with CAMRA criteria for assessing pubs for awards.	No further action at this time. No further action at this time. DH to explore potential for joint working with CAMRA.	No further action. No further action at this time.

Daniel Harry
Norfolk Drug and Alcohol Action Team
25 November 2008.