

Northampton Alcohol Harm Reduction Strategy Action Plan

Improve Education and Awareness						
Objective	Action	Owner	Resources	Risks	Timescale	Progress/ Comments
Increased Involvement of Schools in Raising Awareness of Alcohol	Inclusion in PHSE in Primary Schools for Y5/6 as well as a co-ordinated programme in secondary schools	Tessa Parkinson	Mainstream funding	Unwillingness of schools to engage. Lack of resources to deliver.	1 September 2010	Action Complete
	Engage with Governing Bodies/ Head Teachers to reinforce importance of broadening alcohol awareness in the curriculum.	Rose Kinley	Mainstream funding	Lack of resources in schools to deliver enhanced curriculum objectives/ lack of consistency of provision across spectrum of schools.	31 March 2011	Action outstanding and needs to be progressed through Headteacher's Forum arrangements in Autumn term 2011. Future action - To be pursued with the Schools/ Headteachers Forums by NBC and NCC officers.
	Engage with children and families about alcohol related issues through CAF and intervention programmes.	Richard Ward	Mainstream resources	Lack of engagement by partners to undertake CAF assessments. Lack of training across Children's Workforce to identify and respond to alcohol related issues.	31 December 2011	Action Complete Alcohol related harm issues included within CAF assessment and Team Around Family arrangements.

Increase alcohol treatment referrals and advice provided by GPs	Engage with GPs to ensure that alcohol related ill health/ accidents are identified and appropriate referrals made, eg trips, falls domestic violence etc.	PCT/ Nene Commissioning	Mainstream resources	Transfer of commissioning responsibilities from PCT to GPs may impact on delivery of objectives in the short term. Capacity of GPs to record and share information to demonstrate progress.	31 March 2012	Ongoing activity as part of discussions with GP consortia groups. Future action – Alcohol related injury is a feature in a number of partner priorities and will be incorporated into the development of Public Health and GP Commissioning arrangements.
More effective use of licensing powers to promote education, awareness and sensible consumption	Promote and support schemes like Best Bar None and Pubwatch	Mark Worthington	Mainstream resources with sponsorship support from JD Wetherspoons and Carlsberg	Sustainability of the scheme in future years.	November 2010	Action completed. Further promotion underway as part of ongoing intention to run annual awards scheme.
	Positive promotion of successful enforcement activities	Mark Worthington. Phil Bayliss/ Comms	Mainstream resources	Reductions in resources to carry out enforcement activity may impact on ability to carry out positive promotion.	Ongoing	Action complete

Managing the Supply and Pricing of Alcohol						
Objective	Action	Owner	Resources	Risks	Timescale	Progress/ Comments
Build on recent improvements in the town centre	Work with retailers to encourage initiatives to limit the supply of alcohol to customers, eg no double measures, 2 for 1 offers	Mark Worthington/ Pubwatch	Mainstream resources	Licensing legislation is unclear and subject to interpretation for irresponsible drinks promotions/ reliant on appropriate mitigations being put in place by licensed premises to mitigate.	Ongoing	Action complete Limits on supply encouraged locally through Pubwatch but no legislative backing available for enforcement activity.
	Work with town centre partners on initiatives to promote responsible use of the town centre including mixed and varied age range.	Derrick Simpson/ Town Centre partnership/ Business Improvement District (BID)	Existing and available resources	Reduced resources may impact of the provision of events and activities in the town centre to encourage wider use and participation.	Ongoing	Action complete Integrated into BID business planning activities and event plans.
	Influence national policy developments on licensing powers and minimum pricing, including extension of enforcement powers to local authorities.	LSP/ CSP/ All relevant partners	Mainstream resources	Localised pilot initiatives in other parts of the country may be subject to legal challenge. Legislation if passed would require appropriate capacity to enforce.	Ongoing	Action complete Fed into consultation process for Policing and Social Responsibility Bill and awaiting final decision and potential implementation 1 April 2012

	Work with licensed premises to implement new national legislation	NBC Licensing	Mainstream resources	Subject to introduction of new licensing legislation and powers	Ongoing and subject to new licensing legislation.	<p>Pending outcome of consultation of Policing and Social Responsibility Bill.</p> <p>Future action – NBC and Police licensing teams to action any changes resulting from the Policing and Social Responsibility Bill.</p>
Support discretionary industry schemes which promote positive culture towards sensible drinking	Encourage wider take up of Pubwatch and Best Bar None across the town including suburban premises outside the town centre.	Mark Worthington/ Pubwatch	Mainstream resources	Economic pressures may result in retailers resisting initiatives to reduce consumption.	Ongoing	<p>Action complete</p> <p>Take up campaign has resulted in increased membership from previous year and scheme has been expanded to Kettering and Corby with further scope to expand to Ease and South Northants</p>

Delivering Health and Treatment Services						
Objective	Action	Owner	Resources	Risks	Timescale	Progress/ Comments
Broaden the scope of health and non-specialist agencies in raising awareness of alcohol related health and harm issues	Work with employers to integrate alcohol awareness into relevant policies and procedures including induction, HR and health, safety and wellbeing.	LSP/ CSP/ All relevant partners	Mainstream resources	Partners will not prioritise within mainstream resources. Training and development of staff may be required to deliver effectively. Lack of ownership within each partner's organisation.	31 March 2011	Action outstanding Further work required with partners to assess extend to which actions have been integrated into HR and training policies. Future Action – Recommend to the Shadow Health and Wellbeing Board for action across all relevant partners in the county.

	Encourage all organisations to develop a workplace health charter that includes alcohol awareness and treatment referral contact details.	LSP/ CSP/ All relevant partners	Mainstream resources	Partners will not prioritise within mainstream resources. Training and development of staff may be required to deliver effectively. Lack of ownership within each partner's organisation.	31 March 2012	<p>Action outstanding</p> <p>Further work required with partners to assess extend to which actions have been integrated into HR and training policies.</p> <p>Future Action – Recommend to the Shadow Health and Wellbeing Board for action across all relevant partners in the county.</p>
	Provide training and development to frontline staff to enable them to identify potential alcohol related issues and respond/ refer appropriately.	LSP/ CSP/ All relevant partners	Mainstream resources	Partners will not prioritise within mainstream resources. Training and development of staff may be required to deliver effectively. Lack of ownership within each partner's organisation.	31 March 2012	<p>Action complete for NBC officers</p> <p>Further work required with partners to assess extent of implementation.</p>

	Support national and local events which highlight alcohol use and harm eg National Alcohol Awareness Week and pre Christmas campaigns	Janette Ashton Dave Lawson	£5,000 TKAP funding for additional drug/ alcohol education programme for Y8 pupils. £20k TKAP funding to support operation Brush to increase high visibility policing in the leisure zone leading up to the Christmas period	Lack of funding to deliver the programme in future years.	31 January 2011 31 December 2010	Action complete Action complete – 44% decrease in recorded public order offences on previous year
Raise awareness of alcohol consumption and harm across the town	Ensure alcohol related harm is promoted within other targeted campaigns where it may be a relevant factor, eg Domestic Violence	LSP/ CSP/ All relevant partners	Mainstream resources	Lack of resources to carry out future promotional activity.	Ongoing	Alcohol highlighted as a key causal factor in domestic abuse campaign during the world cup. CSP alcohol awareness promotional activity for Christmas features Domestic violence as a key theme.

Reduce alcohol related crime and disorder						
Objective	Action	Owner	Resources	Risks	Timescale	Progress/ Comments
Build on and develop partnership approaches to addressing alcohol related crime and disorder	Ensure the support of partners for multi-agency projects and operations eg, Nightsafe, NADA, TKAP, Stay Safe	Community Safety partnership	£10k SSNP/ TKAP to enhance the existing Street Pastors scheme to cover Friday and Saturday nights	Lack of funding to support further development may impact on ongoing capacity to deliver within mainstream resources.	Ongoing	Action complete
			Incorporate alcohol related violence into Christmas campaigns for leisure zone and Domestic Abuse awareness.		31 December 2010	Action complete
			Second Stay Safe pilot focused on safeguarding young people.		31 October 2010	Action complete
	Work with the Probation Trust to expand the Integrated Offender management Programme to include more offenders who have committed violence offences.	Integrated Offender Management – Rachel Jackson (Acting Inspector)	Mainstream resources – broaden the PPO criteria to include serious violence offences.	Resource reductions and changes to custodial and non-custodial sentencing may impact on the capacity of the service to manage current or increase numbers of offenders.	30 September 2010	Action complete IOM offender cohort extended to include offenders convicted of violence offences.

	Deliver the TKAP action plan to reduce violence offences committed by young people.	Community Safety Partnership	£94k TKAP funding with match funding from NCSP/ NCC for specified activities within the action plan.	Inability to sustain additional activities within the plan post March 2011	31 March 2010	Action completed
	Work with A&E to develop recording mechanisms for alcohol related accidents and injuries to contribute to partnership profiling information	Dave Lawson/ Nick Alex (IT NGHT)	£2,500 TKAP funding to upgrade the A&E computer system to record data for violence and alcohol related injuries.	Lack of analytical capacity to support the project may impact on its effectiveness and viability as a result of the closure of the ComPaSS analytical resource for CSPs.	1 November 2010	Action completed
Reduce incidents of alcohol related crime and disorder within the night time economy	Work with licensees and retailers to implement and promote Challenge 21	Mark Worthington	Existing resources	Lack of commitment from retailers and licensees to fully implement the scheme.	1 July 2011	Action completed
	Extend enforcement and good practice schemes to off licensed premises	Mark Worthington	Existing resources	Lack of resource to develop and promote a scheme focused at off licensed trade.	31 December 2011	The legal requirement to have a challenge policy in place has been implemented. A good practice scheme would be impractical, labour intensive and costly to administer and therefore will not be progressed.

DRAFT