

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO LICENSING COMMITTEE

Agenda Item No. 11

meeting date: TUESDAY, 16 MARCH 2010
 title: ALCOHOL HARM REDUCTION INITIATIVES
 submitted by: JOHN HEAP – DIRECTOR OF COMMUNITY SERVICES
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1 PURPOSE

1.1 To inform Members about the various initiatives currently being undertaken by the Ribble Valley Community Safety Partnership (RVCSP).

1.2 To seek this Committee's support for such initiatives.

1.3 Relevance to the Council's ambitions and priorities:

- Council Ambitions - }
 - Community Objectives - }
 - Corporate Priorities - }
 - Other Considerations - }
- All these initiatives will help Ribble Valley to become a safer and healthier place to live.

2 BACKGROUND

2.1 Ribble Valley Community Safety Partnership brings together the operations of a number of statutory partner agencies:

- Police;
- Ribble Valley Borough Council;
- Lancashire County Council;
- NHS East Lancashire;
- Lancashire Fire and Rescue Service; and
- Probation Service.

2.2 Alcohol has long been one of the main concerns for the partnership as it has a disproportionate effect on crime statistics.

2.3 It can be argued that alcohol has a causal effect on anti-social behaviour, criminal damage, violent crime and domestic violence.

2.4 All of the above are key concern for RVCSP.

2.5 Whilst statistically Ribble Valley remains the lowest in Lancashire for alcohol related crime, nevertheless the partnership still needs to deal with the problems it encounters.

3 RIBBLE VALLEY ALCOHOL ACTION PLAN

3.1 A Ribble Valley Alcohol Action Plan has been developed in conjunction with NHS East Lancashire (formally the East Lancashire Primary Care Trust). This lists a number of ongoing initiatives, some of which are highlighted for Members' attention.

3.1.1 Pubwatch

There are currently two Pubwatch Schemes in operation in the Ribble Valley; one for Clitheroe and Whalley and one for Longridge.

Pubwatch is a joint initiative between the Police and Licensees and has the full support of the Ribble Valley Community Safety Partnership. The scheme effectively polices behaviour in all the pubs in the scheme and gives out penalties to people who have committed an offence. The key element of Pubwatch is that once a person is banned from a particular pub he is banned from all pubs within the scheme. This is a very sobering penalty. Offences range from assaults within the pub, criminal damage and drug taking and dealing. The bans can last from between 1 month and a lifetime. Currently there are 35 individuals on bans in Clitheroe and 15 in the Longridge area. There are 42 pubs on Clitheroe and Whalley Pubwatch and 32 pubs in the Longridge scheme, which also extends into Goosnargh and Grimsargh.

3.1.2 Diversionary Tactics for Young People

Ribble Valley Community Safety Partnership combined the works of a number of different agencies to produce a variety of initiatives for young people including:

- Ribble Valley Sports Club, which operates every Friday – one week in Clitheroe, one week in Longridge – providing a variety of sports for vulnerable young people such as Ultimate Frizby, Kabadi etc.
- Friday football league, which operates on a five-week basis in Clitheroe, five weeks in Longridge. This is sponsored by Young People's Service and Ribble Valley Homes. Attendance has been encouraging and the league has been well received by young people and parents.
- Sports Unlimited – operate after school on Wednesdays or Thursdays, offering a wide range of sports to a younger age group and is seen as very much a preventative measure.
- Young People's Service Snooker Initiative – funded by the Paul Hunter Foundation and Young People's Service has enjoyed five weeks in Whalley and five weeks in Longridge recently with more block bookings planned over the summer.
- Mobile Skate Park operated by The Grand. This facility can be taken out to areas which do not have a skate park and with the help of local schools this facility has a ready-made location and a captive audience.

3.1.3 Alcohol Awareness Initiatives

RVCSP has worked closely with NHS East Lancashire in providing the following, examples of which will be available at the meeting:

- Polycarbonate glasses – unbreakable/shatterproof, these have been offered to all pubs in Clitheroe and Longridge Pubwatch prior to Christmas and a further supply is on order for the forthcoming World Cup. These have been well received by Licensees and have a proven track record of eliminating glassings in pubs and bars.
- Alcohol test strips – these detect whether the can of pop being drunk by the young person is really coca cola or lemonade or if there is

alcohol mixed in with it. The strip changes colour if alcohol is present. Community Support Officers use these regularly and pour away any suspect mixtures.

- Anti-spiking caps – two designs – one aimed to stop pills being added to bottles if the drinker has left/her drink for any reason. These are given to Licensees and can be handed out on request on any night out.
- Alcohol Unit Wheels – these tell customers just how many units are in drinks and also the number of calories being consumed.

3.1.4 Other ideas if funding permits:

- Further training for door staff at busy licensed premises, training involves risk assessment, first aid, anger management etc.
- Possibility of providing advertising of alcohol harm reduction on the side of Ribble Valley refuse collection vehicles.
- Extra alcohol signage in the No Drinking zones in Clitheroe, Longridge and Whalley to remind drinkers about the law on public drinking.
- Bluetooth messages to be sent to all Bluetooth phones giving a safer drinking message in town centres.
- Show domestic violence the red card – funding is being sought to remind drinkers about dangers of over indulgence and the possible knock-on effects this can have on families. The campaign if funding is obtained, would involve all Pubwatch pubs during the forthcoming World Cup.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – Use of resources from other agencies such as Primary Care Trust and Lancashire Drug and Alcohol Action Team will help fund future alcohol harm related initiatives.
- Technical, Environmental and Legal – None.
- Political – None.
- Reputation – The reputation of Ribble Valley Borough Council as one of the safest places to live in the country is dependent on some of the initiatives already identified.

5 CONCLUSIONS

5.1 RVCSP is involved in a wide range of initiatives aimed at raising awareness about excessive alcohol consumption and alcohol diversionary tactics for young people.

5.2 Although funding is always limited, the Community Safety Partnership have been successful in obtaining funding from both NHS East Lancashire and the Lancashire Drugs and Alcohol Action Team (LDAAT).

- 5.3 That funding is being put to best use across a wide variety of measures and initiatives targeting both vulnerable youngster and hardened drinkers and pubs and clubs.
- 5.4 It is hoped that continued joint working will identify further funding pots and opportunities to solve the problems of binge drinking, risky drinking “not enough to do round here” and violent crime, both on the streets in homes affecting families.

DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS

- 1 Ribble Valley Alcohol Action Plan.
- 2 Ribble Valley Community Safety Partnership Strategic Assessment.

For further information please ask for Bill Alker, extension 4412.

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