Alcohol Strategy

2005 ~ 2008

Paving the way

Wigan & Leigh Community Safety Partnership
As safe as we all make it
Mission Statement

The Community Safety Partnership will plan, deliver and evaluate positive action that reduces alcohol misuse and offending behaviour, through multi-agency work alongside local residents - with the aim of creating safe, healthy and thriving communities.
Nine out of every ten people drink alcohol

£1.7 billion per year spent on treating related problems

Mental Health

It's a common sense must for all of us

Crime Disorders & Behaviour considered

Anti Social

List of Partner agencies

Welcome

Introduction

Linking up the alcohol strategy

The harms that alcohol causes

How much is too much?

What harm does alcohol do to our health?

How does alcohol affect our safety?

How can those who sell alcohol help?

What are our priorities?

Where are we now and where are we going?

Providing health information

Working with those people who are having problems

Making Wigan a safer place

Working with the drinks industry

Who is going to make it all happen?

Useful contacts

Safer drinking message

This document can be made available in Large Print, Braille, Audio Tape or Translation

If you require any of these services please ring 01942 827469
1. Partner Agencies

Addressing the issues of Alcohol misuse requires the active involvement of a wide range of partner organisations. These partners need to plan together and often deliver services side by side. The Wigan and Leigh Community Safety Partnership does this well. The partners are listed below:

<table>
<thead>
<tr>
<th>Partner Organisation</th>
<th>Address</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol &amp; Drug Services</td>
<td>24 Hallgate, Wigan WN1 1HP</td>
<td>01942 231777</td>
</tr>
<tr>
<td>Wigan Council</td>
<td>Town Hall, Library Street, Wigan WN1 1YN</td>
<td>01942 404142</td>
</tr>
<tr>
<td>Ashton Leigh Wigan</td>
<td>Bryan House, 61, Standishgate, Wigan WN1 1AH</td>
<td>01942 272711</td>
</tr>
<tr>
<td>5 Boroughs Partnership</td>
<td>Hollins Park House, Hollins Lane, Warrington WA2 6WA</td>
<td>01925 664000</td>
</tr>
<tr>
<td>Wigan and Leigh NHS Trust</td>
<td>Wrightington, Wigan Lane, Wigan WN1 2NH</td>
<td>01942 822159</td>
</tr>
<tr>
<td>Wave</td>
<td>Women Against Violence PO Box 3</td>
<td>Leigh WN1 3LS</td>
</tr>
<tr>
<td>Wigan Connexions Centre</td>
<td>London House, Standishgate, Wigan</td>
<td>01942 768765</td>
</tr>
<tr>
<td>Wigan and Leigh Council for Voluntary Service</td>
<td>93, Church Street, Leigh WN7 1AZ</td>
<td>01942 514234</td>
</tr>
<tr>
<td>Wigan Refuge</td>
<td>PO Box 367, Wigan WN1 2WX</td>
<td>01942 496094</td>
</tr>
<tr>
<td>Greater Manchester Police Authority</td>
<td>Salford Civic Centre, Chorley Road, Swinton, Salford M27 5DA</td>
<td>0161 793 3127</td>
</tr>
<tr>
<td>Greater Manchester Police Authority</td>
<td>Wigan Divisional HQ, Robin Park Road, Wigan</td>
<td>01942 705705</td>
</tr>
<tr>
<td>Greater Manchester Ambulance Service</td>
<td>GMP</td>
<td>01942 800000</td>
</tr>
<tr>
<td>Victim Support and Witness Service</td>
<td>Gerrard Winstanley House, Crawford Street, Wigan WN1 1NG</td>
<td>01942 322033</td>
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<td>GMP</td>
<td>24 Hallgate, Wigan WN1 1HP</td>
<td>01942 231777</td>
</tr>
<tr>
<td>D.I.A.S.</td>
<td>Suite 38, Rodney House, King Street, Wigan</td>
<td>01942 495230</td>
</tr>
<tr>
<td>Victim Support and Witness Service</td>
<td>Gerrard Winstanley House, Crawford Street, Wigan WN1 1NG</td>
<td>01942 322033</td>
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<tr>
<td>Wigan Community Safety Partnership</td>
<td>74-80 Hallgate, Wigan WN1 1HP</td>
<td>01942 821444</td>
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<tr>
<td>Wigan and Leigh Council for Voluntary Service</td>
<td>93, Church Street, Leigh WN7 1AZ</td>
<td>01942 514234</td>
</tr>
<tr>
<td>Wigan and Leigh Magistrates Court</td>
<td>Darlington Street, Wigan WN1 1DW</td>
<td>01942 405405</td>
</tr>
<tr>
<td>Wigan Connexions Centre</td>
<td>London House, Standishgate, Wigan</td>
<td>01942 768765</td>
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2. Welcome

On behalf of Wigan and Leigh Community Safety Partnership, I am pleased to introduce our second Alcohol Strategy.

In 2004, the Government introduced the National Alcohol Harm Reduction Strategy that identified the key areas that the Government feels need to be addressed to reduce alcohol-related harm.

Within Wigan, we have long been aware of the impact that alcohol can have on people’s health, safety and quality of life. Some of the responses to these issues have been put into practice over the last 3 years within the previous alcohol strategy. However, we welcome that these issues have now been recognised on a national level. We have therefore identified the main areas for development locally and linked them with the national priorities to produce this strategy.

One of the strengths within the Borough of Wigan is the commitment of various agencies and organisations to work in partnership to achieve shared goals. This is reflected in this Alcohol Strategy which brings together everyone within the Community Safety Partnership to work alongside local communities to reduce the harm caused by excessive alcohol.
Most people who drink alcohol do so without harming themselves or others. Drinking at social occasions is normal for many of us and it has been suggested that alcohol can have some health benefits. However, concern is growing about the problems alcohol can cause to individuals, their families, and their communities.

The Alcohol Harm Reduction Strategy for England (2004) lays out the government’s plans for tackling the problems that alcohol can cause. We have used the national strategy as a guide for developing this strategy for Wigan Borough.

The main aim of the Wigan Alcohol Strategy (2005 – 2008) is to reduce the harm caused by alcohol to individuals, their families, and communities. The work will be delivered under five main areas.

- Providing health information to individuals and communities most at risk of having problems with alcohol;
- Helping those having problems with their drinking;
- Reducing alcohol related crime, disorder and anti social behaviour;
- Working with alcohol retailers;
- Monitoring and developing the strategy through a key group of people.

This strategy goes on to outline the problems caused by alcohol locally and the actions that we are taking to reduce these problems. These actions have been put together with the help of a range of Partner Agencies who are listed on page 4. These agencies will be working together over the next three years to combat alcohol related problems in the Borough.

To guide the work of the Partner Agencies an action plan has been written. This plan lays out in detail how we will be tackling specific issues, who will be undertaking the work and when it will happen. Details of how to get a copy of the Alcohol Action Plan for Wigan (2005- 2008) can be found at the end of this document.
Tackling the problems caused by alcohol will not just depend on delivering this strategy but will also need to involve the successful delivery of a whole host of other plans, projects and initiatives that in different ways come together to tackle the problems caused by alcohol.

Some of these plans are national (e.g. the National Alcohol Harm Reduction Strategy) some are regional (e.g. the Greater Manchester Policing Plan) and some are local (e.g. Township Action Plan) what they all have in common is actions to address the problems caused by alcohol.

We have set up a group to monitor the strategy and make sure that it is linked with the other plans. The diagram below lists a sample of a range of plans that will have an impact on the problems caused by alcohol.
5. The harms that alcohol causes

Outlined below are the different issues we need to tackle to reduce the harm caused by alcohol.

**HOW MUCH IS TOO MUCH?**
While we all make choices about how much and how often we drink, our friends and family, advertising and the world around us can influence these decisions. The national alcohol strategy recognises these influences and steps are being taken at a national level to better inform us all about the harms of drinking too much. The recommended drinking limits can be found on the back cover.

Many people have a poor understanding of how alcohol can damage their health and only one in ten of people actually check how much they drink.

- Nine out of ten people in England drink alcohol.
- In the last few years the amount people drink has increased.
- Within the Borough of Wigan, adults drink alcohol less often than drinkers in England and the North West. However, when they do drink it is more common for drinkers in Wigan to drink over the recommended amount.
- Approximately 17 million working days are lost each year due to alcohol related absence.

A Health and Lifestyles Survey was undertaken in 2004 with school pupils in the Borough. It found that:

- More than one in five of primary school children had an alcoholic drink in the last week and that this rose to two in five of secondary school children.
- Two in five of this older group said that they were drunk at least once last week.
- One in ten thought that their drinking was harmful to their health.
- Half of those aged over 16 drank, with most saying that people their age drank to get drunk.
WHAT HARM DOES ALCOHOL DO TO OUR HEALTH?

Alcohol can affect people’s health in many ways, both in the short and long term. Excessive drinking contributes to a wide range of illnesses including coronary heart disease, strokes, cancers, pancreatitis, stomach inflammation, impotency, and cirrhosis of the liver.

Treating alcohol related problems costs the National Health Service more than £1.7 billion each year.

Over one in three people going to Accident and Emergency have an alcohol related injury or problem, this rises to seven out of ten between midnight and 5am.

Between 2,000 and 3,000 people in Wigan Borough were admitted into hospital between 2001 and 2002 for a problem linked to alcohol.

Patients with alcohol problems visit their GP more often than other patients.

Over the last twenty years the number of deaths linked to alcohol nationally have more than doubled for men and have shown a rise for women. Most of these deaths were due to chronic liver disease and cirrhosis.

In Wigan about nine in every thousand deaths are due to chronic liver disease and cirrhosis.

More than three in ten people who misuse alcohol have a mental health problem.

Alcohol is involved in more than three in five of all suicide attempts and a high proportion of suicides each year.

Alcohol has been found to play a major part in unprotected, unplanned, regretted or abusive sexual activity.

One in five men and one in six women have admitted to having unprotected sex while under the influence of alcohol.

Two in five sexually active 13 and 14 year olds reported that they were drunk or ‘stoned’ during their first experience of intercourse.

Unprotected sex increases the risk of catching a sexually transmitted infection and unplanned pregnancies. Over the last decade the number of people with the sexually transmitted infection Chlamydia has grown three fold across the North West and nationally we have one of the highest levels of teenage pregnancy in Europe. Drinking when pregnant, especially in the early stages, increases the chance of spontaneous abortion and birth abnormalities.

Studies have also shown a link between alcohol use and illegal drug use among young people. A report found that young people were more likely to use illegal drugs when drunk. Those who drank heavily were more likely to have recently used illegal drugs than those who drank more lightly.
HOW DOES ALCOHOL AFFECT OUR SAFETY?
The misuse of alcohol has been linked to a wide range of crimes, disorders and behaviours that might be considered anti social.

Alcohol related violence happens most often around pubs and clubs and during weekend evenings.

One in five violent crimes occur in or around pubs and clubs with most assaults in nightlife areas linked to alcohol.

You are more likely to be a victim of alcohol related violence if you are male, single and aged 16 to 29.

Approximately one in three acts of partner violence have been committed when the person responsible has been drunk.

Sexual assault often occurs when the person responsible and also the victim have been drinking. In Wigan, two in five of these recorded sexual assault offences are against victims under the age of 16.

Currently, it is difficult to link data on violent crime and alcohol use, but this is being addressed. We do know the following about the Borough of Wigan.

Violent crime is falling; Wigan has the lowest levels of violent crime in Greater Manchester. Wigan and Leigh Town Centres have been identified as hotspots for violent crime and that these offences occur most often between Friday and Sunday, between the hours of 6pm and 3am.

It has been recorded that alcohol use featured in one in five domestic violence offences.

One in three of all those consulted in 2004 as part of a survey of a representative sample of Wigan residents stated that they, or a person in their household, had experienced anti social behaviour and that for one in ten of these it was people being drunk and rowdy in a public place.
HOW CAN THOSE WHO SELL ALCOHOL HELP?

The alcohol drinks industry in this country has been estimated to be worth £30bn per annum. Working with the industry is at the heart of the national strategy; it outlines a commitment to promote good practice in product development, branding, advertising and sales.

In June 2005 there were over 900 establishments licensed to sell alcohol in the borough.

Over 500 of these were pubs, bars and nightclubs. Approximately, 300 were ‘off’ sales with the rest being members’ clubs.

A survey undertaken in 2005 on behalf of Trading Standards with school aged children mainly aged 15 and 16 revealed the following.

Two out of three said that they drank in the house with their parents or while their parents were in. Half stated that they also drank on the street and in the house when their parents were not in.

Two out of three said that their parents bought alcohol for them with two out of five reporting that they bought it themselves, usually from an off-licence.

Most were aware that purchasing alcohol underage is illegal and that it is also an offence to get someone else to buy it on your behalf if you are under 18.

By late 2005, all establishments selling alcohol need to apply for new licences. Anyone wanting to apply for a new licence must show that they are able to run a business that is safe for people to use and does not harm or cause distress to the local community. Once a licence has been given, these assurances must be maintained as the licence may be suspended or taken away.
Looking at the problems caused by alcohol across the Borough has helped us to identify our priorities for this strategy. They are listed below.

Making sure that the right health messages about alcohol are getting through to the people that would benefit the most;

Having workers who are skilled and confident about working with young people around alcohol issues;

Identifying young people and adults who are having problems as early as possible;

Providing treatment and support to young people and adults who need it;

Reducing alcohol related crime and disorder;

Develop better information about the impact alcohol is having on health and crime in the borough.

We have already started working towards these priorities and over the next three years we will be doing even more. The following sections give more details.
PROVIDING HEALTH INFORMATION
Public messages about alcohol are being reviewed as part of the national alcohol strategy. The new messages will be used in the work that we are doing both with the general public and those people we have identified as being at risk of having problems with their drinking. We will also link this to the good work already being done in schools to educate young people about alcohol.

We are also developing training for professionals about the following:
- Providing information about safer drinking.
- How to work with people who drink too much.
- Where to signpost people for help who are having problems with their drinking.

A workplace alcohol policy has been developed and will be promoted to local businesses to help them deal with alcohol issues in their workplace.

WORKING WITH THOSE PEOPLE WHO ARE HAVING PROBLEMS
We are looking at the needs of young people who have problems with alcohol and working to identify those with problems as early as possible. For these young people we are working to develop a range of schemes that include youth work and leisure activities. Treatment services are also available for people that need them. Some of the developments include the following.

Services working together to make sure that young people get the care, attention and support that they need. Particular attention is being paid to those who may be especially vulnerable including young people whose parents may be having problems with alcohol.

Developing training and support for those working with young people so that they are confident to talk about and deal with young people and any alcohol issues they have.

A new service system is being developed for adults experiencing problems with alcohol to make it easier and quicker to get the right treatment. Some of the things we are taking forward are listed below.

Increasing the number of staff in our treatment services and looking at how we can work with other services to meet the needs of adults who require help. This includes people who have mental health problems.

Developing training and support for a range of workers so that they are able to better identify and signpost people to the right service.

Developing support groups and activities for people who have reduced or stopped their drinking, to help prevent them returning to problem drinking.

Providing day care activities that support people to develop living and work skills.
MAKING WIGAN A SAFER PLACE

The information we have about the link between alcohol and crime is getting better all the time. This information makes it easier to target trouble hotspots and helps the Police and Community Support Officers to deal with any incidents. Officers are able to issue cautions and fixed penalty notices and are able to enforce a ban on the drinking of alcohol in several alcohol ban areas across the Borough. Work is being done to develop information about other alcohol related crimes such as domestic assault so that we may better plan responses. Improvements to increase the safety of people visiting the town centres are outlined here.

Continuing to support the Pub and Club Watch scheme across the Borough. This involves licensed premises working together to co-ordinate safety and security in pubs and clubs.

Close Circuit TV has been improved in the town centres of Wigan and Leigh and is highly visible.

Upgrading of existing street lighting and new lighting schemes added.

Closing roads to create pedestrianised areas in the evenings that are free from traffic, well lit and have good Close Circuit TV coverage.

The continuation of a ‘night bus’ service running until the early hours of the morning over the weekend period means that people are able to get home easily and are not waiting around in the town centres where problems may occur.

In some instances alcohol plays a part in fuelling ‘trouble with youths’ and there is a range of work currently underway to address this.

Work by Trading Standards and the Police to help businesses avoid illegal sales and to prosecute those license holders and employees who continue to sell alcohol to under 18s.

Continuing to promote the Proof of Age card scheme available to people over 18. Many local establishments now support the Under 21’s policy, which requires people who look under 21 to prove their age before purchasing alcohol.

The Anti Social Behaviour Unit has written many firm but polite warning letters to those who have caused alarm or distress by their behaviour. This approach has been strongly welcomed by the public and is beginning to have an impact.

Continuation of youth work and leisure activities for young people at risk of becoming involved in anti social behaviour and crime.

Development of training and support for those working with young people so that they are confident to talk about and deal with young people and any alcohol issues they have.
WORKING WITH THE DRINKS INDUSTRY
The national strategy is clear that the drinks industry should advertise and sell alcohol responsibility and that work will be done with the industry to make sure that this happens. We will take onboard any messages and actions that are developed nationally and use them locally.

Trading Standards and the Police will continue their efforts to reduce the illegal sale of alcohol to under 18s. The local Licensing Policy enables action to be taken to close premises that continue to present a serious problem to the local community or a risk to the safety of people using those premises.

Support will also continue for licence holders voluntarily engaging in schemes such as the Pub and Club Watch scheme and the activities that it promotes. This includes extending the use of safety drinking glasses and supporting awareness campaigns about spiked drinks.
WHO IS GOING TO MAKE ALL THIS HAPPEN?

A range of agencies will be coming together to help deliver this strategy through their everyday work. This work will be co-ordinated and monitored by the Alcohol Strategy Group who will also be planning ongoing work to meet various challenges that will arise. An Alcohol Co-ordinator has been appointed and it will be their job to set up and help run this group.

It is the job of the Alcohol Strategy Group to listen to the views of people about various alcohol issues and let the public know what is happening with the strategy and the action plan. Updates will be put on the Community Safety Partnership’s website (see useful contacts) and the group will also use the local press to raise awareness of work being developed. The Alcohol Strategy Group will produce regular updates outlining the progress of the strategy.
USEFUL ADDRESSES AND WEBSITES

Wigan Council
www.wiganmbc.gov.uk
Tel: 01942 244991 (Main Switchboard)
For information about Council services. A copy of the Wigan Alcohol Strategy is available to download from the website.

Ashton Wigan and Leigh Primary Care Trust
www.alwpct.nhs.uk
A copy of the Wigan Alcohol Strategy is available to download from this website.

www.strategy.gov.uk
A link to the Prime Ministers Strategy Unit with access to national strategies including the Alcohol Harm Reduction Strategy for England

www.alcoholconcern.org.uk
Tel: 020 7928 7377
Alcohol Concern is the national agency on alcohol misuse. They work to reduce the incidence and costs of alcohol-related harm and to increase the range and quality of services available to people with alcohol-related problems.

www.dh.gov.uk
Department of Health website

www.downyourdrink.org.uk
An online 6 week programme for people worried about their drinking.

www.howsyourdrink.org.uk
Provides sensible drinking advice and advice for cutting down on your drinking.

www.portman-group.org.uk
The Portman Group is a principal provider of sensible drinking advice in the UK and supports the government, media, industry and consumers with research, educational materials and campaigns.

www.homeoffice.gov.uk
Home Office website outlining the work of the government to build a safe, just and tolerant society.

www.drinkaware.co.uk
For more information about alcohol units and responsible drinking.

DRINKLINE
A national helpline offering confidential, accurate and consistent information and advice on sensible drinking to anyone concerned about their own or someone else’s alcohol misuse.
Telephone 0800 917 8282
10. Safer Drinking Message

WHAT IS A UNIT OF ALCOHOL?

Different types of alcoholic drinks contain different quantities of alcohol and the alcohol unit is a way of measuring how much alcohol is in each measure. The drinks listed below are a guide only.

One 175ml i.e small glass of wine (12%*) = 2 units

One pint of normal strength (3 to 3.5%*) lager = 2 units

One 275ml bottle of alcopop (5.5%*) = 1.5 units

A single (25ml) measure of spirits (40%* ) = 1 unit

*Alcohol by volume (ABV)

RECOMMENDED MAXIMUM DAILY LIMITS ARE:

3 units for women;
4 units for men.

It is not safe to drink this much every day and it is a good idea to have at least two alcohol free days each week.

BINGE DRINKING

6 units for women
8 units for men

Binge drinking is defined as drinking the above number of units in one session.

Whilst pregnant it is recommended to keep alcohol consumption to a minimum and drink no more than:

2 units in one session
4 units in one week
The Community Safety Partnership will plan, deliver and evaluate positive action that reduces alcohol misuse and offending behaviour, through multi-agency work alongside local residents - with the aim of creating safe, healthy and thriving communities.
Alcohol
As safe as you make it.

Wigan & Leigh Community Safety Partnership
c/o Community Safety Team, Community Protection Department, Wigan Council
Unity House, Westwood Park Drive, Wigan WN3 4HE

Partnership Support Tel: 01942 828111
Drugs Action Tel: 01942 827469
Anti Social Behaviour Tel: 01942 404021
Research and Information Tel: 01942 827389

Email: comsafety@wiganmbc.gov.uk  Web www.wiganmbc.gov.uk