

<p>UK council looking to make contact with other European councils and organisations working in the area of public health and alcohol misuse.</p>	
<p>Partner</p>	<p>Suffolk County Council is a municipality in the UK with a population of 730,000 and an area covering 3,800km².</p> <p>Suffolk CC is responsible for improving the health of the population. It has a Director of Public Health, and its Health and Wellbeing Board promotes integrated working between health, social care, police and other public services in order to improve health outcomes for the people of Suffolk. http://www.healthysuffolk.org.uk/</p> <p>Suffolk CC would like to make contact with other regions, cities, and organisations looking at tackling the impact of alcohol on public health.</p> <p>In Suffolk:</p> <ul style="list-style-type: none"> • Almost a quarter of people aged 16+ in Suffolk were estimated to be drinking at increasing or higher levels in 2008/09 • An estimated 94,395 adults “binge” drink in Suffolk. • 852 Suffolk resident adults attended treatment for alcohol misuse in 2012/13 • There were 16,515 hospital stays for alcohol related harm in Suffolk in 2011/12 <p>Suffolk CC has experience of a highly successful pilot initiative.</p>
<p>Pilot initiative</p>	<p>The pilot initiative – ‘Reducing the Strength’</p> <p>The multi-agency campaign was launched in September 2012 and aims to stop the sale of super strength alcohol* from off-licensed premises in Ipswich. (An off-licensed premises is a shop licensed to sell alcoholic beverages only for consumption <i>off</i> the premises)</p> <p>The campaign is part of a range of initiatives launched in the area to help</p>

individuals and communities being negatively affected by the consumption of these drinks.

'Reducing the Strength' is voluntary and involves retailers agreeing to remove these products from their stores, and ideally, changing their premises licence to prevent the store them from ever selling these items.

Results

- ★ There are 147 off licence premises in Ipswich. 100 have signed up to the scheme so far.
- ★ The East of England Co-operative Society has supported the campaign from the outset, with all of its shops in Suffolk signed up from the launch.
- ★ The number of **reports of street drinking** made to police in the 12 months since the campaign began has **dropped by 30%** when compared to the same period the year before.
- ★ Analysis of an area in Ipswich that had suffered from **anti-social behaviour linked to street drinking has seen a 73% reduction** in reports of street drinking made to police and **a 31% reduction in crime**.

Local shop-owners have been asked their opinion on the campaign and given some extremely positive feedback.

- ★ Comments from shops included: "Street drinkers no longer come into, and cause problems within stores since signing up to the campaign", "there is less trouble during the day on the streets of Ipswich, particularly in the town centre", and "there are less people drinking and not as many drunk people during the day on the streets of Ipswich."

The campaign has received significant **national interest**, with enquiries continuing to come in from police forces and councils across the UK who are interested in setting up similar initiatives.

- ★ Campaigns have been launched in areas such as Hastings, Portsmouth and Nottingham, with many others looking to emulate the effects seen in Ipswich. There are now **over 80 areas of the country using the scheme** to tackle this difficult social and health problem.

How we did it

- ★ Worked with off license stores to remove all 6.5% abv and above beers and ciders from off sales & to agree a strong set of criteria regarding the selling of alcohol.
- ★ Appointed Outreach workers working with the 'street drinking' group and helped access to drug and alcohol treatment. We proactively reduced anti-social behaviour and crime within this group.
- ★ Used current legislation to restrict drinking in public by the 'street drinker' group.
- ★ Working closely in partnership with industry to encourage voluntary sign up onto the scheme for all traders in the Borough of Ipswich. Including

	<p>supermarkets.</p> <p>★ Working with licensing authorities to ensure that all new licenses have the variation prohibiting the sale of 6.5% beers and ciders on the licence.</p> <p><i>*Super strength alcohol is all beer, lager and cider with an alcohol volume of 6.5% or more that is sold very cheaply.</i></p>
<p>Project</p>	<p>Project idea</p> <p>We would like to share and develop our successful model (now used in 80 areas of the UK) with other European cities and municipalities experiencing the same issues.</p> <p>Aim: To remove cheap strong alcohol from general sale in the community. Lagers, beers and Ciders of 6.5% ABV and above are voluntarily removed by off licences.</p> <ul style="list-style-type: none"> • Enforcement agencies to tackle the issues of anti-social behaviour, crime and begging - using local and national legislation. • Health agencies working in partnership with other support agencies to bring “street drinkers” into treatment and to improve health outcomes. • Public Health and other authorities working together to ensure licensing regulations and policies are robustly enforced. • Developing community involvement to help improve the town centre, public spaces and the retail environment. • Promoting greater public involvement in tackling complex social and health issues with strong community development. <p>Looking for:</p> <ul style="list-style-type: none"> • Public health, government, community and enforcement agencies. • Other organisations involved in promoting health initiatives and/ or tackling health inequalities, homelessness, street drinking, begging, anti-social behaviour and crime.
<p>Who to contact for</p>	<ul style="list-style-type: none"> • If you are interested in finding out more about our successful model, and exploring the opportunities for collaboration in the

further information	<p>future, or</p> <ul style="list-style-type: none">• If you are currently planning a project and think our expertise and model is relevant for your consortium: <p>Please contact:</p> <p>Simon Aalders Public Health Manager, Suffolk Public Health, Endeavour House, Russell Road, Ipswich, Suffolk. UK. IP1 2BX +44 1473 265165 Simon.aalders@suffolk.gov.uk</p> <p>and</p> <p>Emily Manser External Funding, Suffolk County Council +44 1473 260184 emily.manser@suffolk.gov.uk</p>
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