

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.



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

Tel: 01942 827469 Fax: 01942 828013
Email: comsafety@wiganmbc.gov.uk Web www.wiganmbc.gov.uk

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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;



Alcohol & Drug Services
24 Hallgate
Wigan
WN1 1HP
Tel: 01942 231777



Fighting crime, protecting people
GMP
Wigan Divisional HQ
Robin Park Road
Wigan
Tel: 0161 872 5050



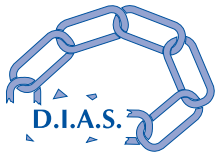
Wigan Council
Town Hall, Library Street
Wigan, WN1 1YN
Tel: 01942 404142



Victim Support & Witness Service
Gerrard Winstanley House
Crawford Street
Wigan, WN1 1NG
Tel: 01942 322033



Willow Project
PO Box 8
Leigh
WN7 1FB
Tel: 01942 679300



D.I.A.S.
Suite 38, Rodney House
King Street
Wigan
Tel: 01942 495230



Wigan and Chorley Groundwork
74-80 Hallgate
Wigan,
WN1 1HP
Tel: 01942 821444



Bryan House
61, Standishgate
Wigan
WN1 1AH
Tel: 01942 272711



Wigan Borough Partnership
The Investment Centre
Waterside Drive
Wigan, WN3 5BA
Tel: 01942 705705



Greater Manchester
Police Authority
Salford Civic Centre
Chorley Road
Swinton
Salford, M27 5DA
Tel: 0161 793 3127



Hollins Park House
Hollins Lane
Warrington
WA2 8WA
Tel: 01925 664000



Hyndelle Lodge
King Street
Hindley
WN2 3AW
Tel: 01942 777720



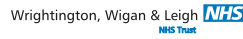
Wigan & Leigh Housing
Company Ltd
Unity House
Westwood Park Drive
Wigan
WN3 4HE
Tel: 01942 486500



Greater Manchester Ambulance Service
GMAS
Bury Old Road,
Whitefield, Manchester
M45 6AQ
Tel: 0161 7967222



Gibson Street
Bickershaw
Wigan
WN2 5TH
Tel: 01942 866255



Wrightington, Wigan and Leigh NHS Trust
The Elms Trust HQ
Wigan Lane, Wigan
WN1 2NN
Tel: 01942 822159



Wave

Women Against Violence
PO Box 1
Leigh
WN1 1LS
Tel: 01942 262270



Street Based Services
12 Bold Street, Leigh
WN5 9EL
Tel: 01942 829562
24hr Drug helpline
0800 389 4436



GM Chamber of Commerce
The Investment Centre
Waterside Drive
Wigan
WN3 5BA
Tel: 01942 705335



Wigan and Leigh Crime Prevention Panel
PO Box 999
Wigan
WN1 1WWW
Tel: 01942 731108



Wigan Connexions Centre
London House
Standishgate
Wigan
Tel: 01942 768765

Leigh
114 Bradshawgate, Leigh
Tel: 01942 705391



6th Floor Oakland House
Talbot Road
Manchester
M16 0PQ
Tel: 0161 872 4802



Wigan and Leigh Magistrates Court
Darlington Street
Wigan
WN1 1DW
Tel: 01942 405405



FREEPOST NWW592A
PO Box 178
Wigan
WN1 2Y2
Tel: 0161 856 7053



Wigan and Leigh Council for
Voluntary Service
93, Church Street
Leigh
WN7 1AZ
Tel: 01942 514234



Wigan Borough
Command H.O.
Wigan Fire Station
Robin Park Road
Wigan
WN5 0UU
Tel: 01942 650126



GMPT
9 Portland Street
Piccadilly Gardens
Manchester, M60 1HX
Tel: 0161 2426000



Job Centre Plus
62-64 Hallgate
Wigan
WN1 1AB
Tel: 01942 752200

Wigan Refuge

PO Box 367
Wigan
WN1 2WX
Tel: 01942 496094

2. Welcome

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

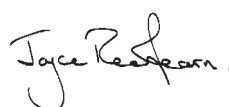
In 2004, the Government introduced the National Alcohol Harm Reduction Strategy that identified the key areas that the Government feels need to be addressed to reduce alcohol-related harm.

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.



Joyce Redfearn



Chief Supt. Lee Bruckshaw



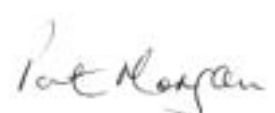
Cllr. Keith Cunliffe



Peter Rowe



Pat Morgan



3. Introduction

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.

4. Linking up the Alcohol Strategy

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.

5. The harms that alcohol causes...

continued

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.

5. The harms that alcohol causes...

continued

HOW DOES ALCOHOL AFFECT OUR SAFETY?

The misuse of alcohol has been linked to 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.

5. The harms that alcohol causes...

continued

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.

6. What are our priorities?

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.



7. Where are we now and where do we want to get to?

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 work place 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.

7. Where are we now and where do we want to get to?... continued

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.

7. Where are we now and where do we want to get to?... continued

WORKING WITH THE DRINKS INDUSTRY

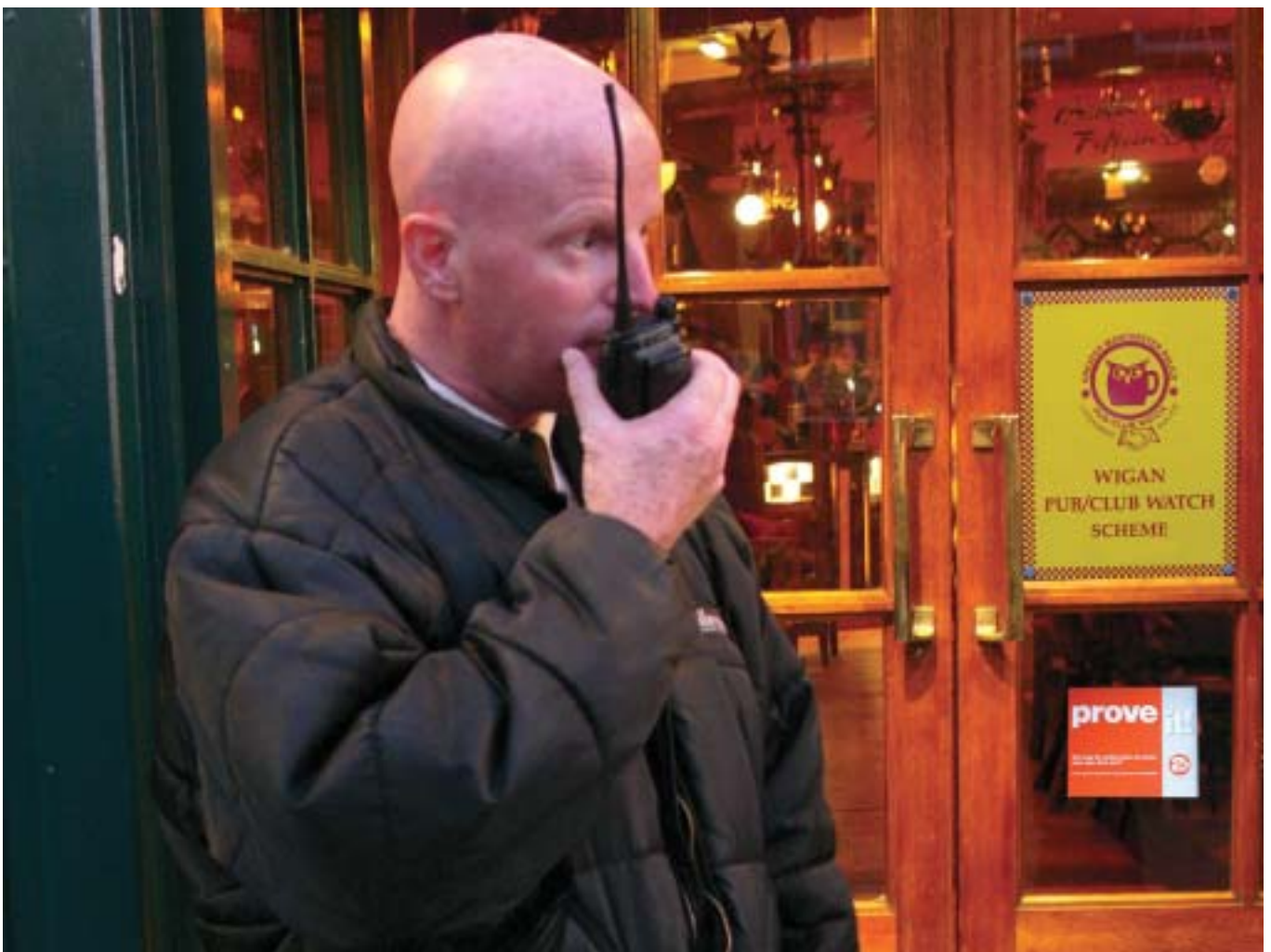
The national strategy is clear that the drinks industry should advertise and sell alcohol responsibly and that work will be done with the industry to make sure that this happens. We will take onboard any messages and actions that are developed nationally and use them locally.

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.



8. Who is going to make all this happen

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.

9. Useful Contacts

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%*) = 1.5units

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

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.



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

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Alcohol

As safe as **you** make it.

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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