

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
HEALTH AND WELLBEING POLICY DEVELOPMENT COMMITTEE
TUESDAY 16 DECEMBER, 2014 AT 4.00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Councillors

Stretton, Mrs. P.Z. (Chairman)
Gamble, B. (Vice-Chairman)

Davis, Mrs. M.A.
Grocott, M.R.

Todd, R.
Whitehouse, Miss. S.

25. Apologies

Apologies for absence were received from Councillors Mrs. A. Allt, J. Toth and Mrs. A.F. Bernard.

26. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

<u>Member</u>	<u>Nature of Interest</u>	<u>Type</u>
Grocott, M.R.	Item 4. District Alcohol Strategy Wife teaches at Hagley Park Academy, Rugeley	Personal

There were no other declarations of interests in addition to those already confirmed by Members in the Register of Members Interests.

27. Minutes

RESOLVED:

That the Minutes of the meeting held on 11 November, 2014 be approved as correct record.

28. District Alcohol Strategy

Members received a presentation from Natalie Barrow, District Public Health Officer on the District Alcohol Strategy.

The District Public Health Officer explained the purpose of the Strategy and why there was an alcohol strategy in place. There were some notable changes

around the 2013 health reforms and it was reported that the public health grant had been ring fenced.

She provided slides which showed the sensible drinking guidelines and the consumption across the District. She explained that the majority of people drank safely, however the Strategy was in place to safeguard high risk drinkers. It was also explained that prevention played a major role and she highlighted the partnership with the Police who had helped tackle anti-social behaviour in the town centres.

Information was provided concerning the mental and physical health problems and the social problems as a consequence of being a high risk drinker. People who suffered from alcohol misuse had the potential to also cause house fires, drink drive and could be associated to anti-social behaviour. It also cost the public service approximately £4million per year as a result of alcohol related harm in Staffordshire.

Slides were shown which provided figures around hazardous or harmful drinking, and people's health which showed life expectancy for males and females and the deaths annually in Staffordshire as a result of alcohol.

The District Public Health Officer referred to a slide which showed that around 240 under 16's had drunk the past week and figures showed that young people had obtained alcohol through parties, family gatherings and friends houses.

It was reported that crime and anti-social behaviour could be related to alcohol related violent crime. Although figures showed that in 2012/13 alcohol related violence had fallen to 327 incidents, the rate of offences was above the County average. Information was then supplied to Members for Cannock Chase through the Local Alcohol Profiles for England.

There were a number of needs and gaps in tackling alcohol related problems which would include trying to reduce the number of hospital admissions in the under 18s, improve life expectancy and increase the level of awareness about responsible drinking.

Slides were then shown which provided information on interventions and the 3 key strategic areas for action which were health, children and young people and crime and community safety.

It was explained that a 2015/16 commissioning prospectus had just been released which followed on from the last one in 2013/14. It was designed to achieve strategic outcomes through locality based delivery.

The District Public Health Officer reported on the Staffordshire schools alcohol harm reduction project which focused on reducing alcohol related harm in 11-16 year olds. Entrust have secured funding for the next 3 years, which gives the Council further opportunity and more scope to work with them on projects and issues around alcohol harm reduction.

A Member referred to the data which had been shown to Members and raised concern that some people with alcohol related problems would not be forthcoming in admitting they had a problem.

The District Public Health Officer talked about involving the Council's Licensing unit in order to try and work closely with Off Licences to see if people could be targeted who were purchasing large quantities of alcohol. This could be a way of getting the message across to those who may be high risk drinkers.

She reported on the work being undertaken with the Chase Community Partnership with regard to the 'Respect Alcohol' campaign. The campaign was aimed at trying to raise awareness of the risks associated with alcohol consumption amongst young people.

Other campaigns had also been launched which included 'Its Never OK'. The campaign had helped to reduce alcohol related domestic violence and was back for the fourth year running. It was launched 8 December and would run until 4 January, 2015. An ad van would be out and promotional packs would be distributed to local pubs with useful information.

A slide was shown which provided information on Asset Based Community Development which was being overseen by Angela Schulp, the District Commissioning Lead for Health and Social Care.

Slides were shown which provided information on One Recovery and T3 a new drug and alcohol treatment service which went live on 1 July, 2014, the Responsible Bodies Group, information on Staffordshire Public Health and a slide which contained details on organisations that could be reached by people at risk.

A Member was keen to know if there would be any involvement in the Troubled Families Project. She also highlighted the project at High Green and the proposal for the possible conversion of the old Progressive Working Men's Club to a substance misuse service. She also raised concern that there may be cuts in policing which could impact on the work being undertaken by the Council and other organisations.

The District Public Health Officer confirmed that there would be involvement in the Project and in Strengthening Families and others. With regard to policing, she was not aware of any issue although she would raise this as a concern at the RB Group.

A Member was keen to see figures for those people that were taking drugs and also consuming large amounts of alcohol together. He also asked for the rates of domestic violence against men.

A Member referred to the campaigns being undertaken and suggested that the 'Respect Alcohol' campaign was promoted at the Rugeley Charter Fair held in June, 2015.

Members also discussed anti social behaviour in the town centres and it was felt by many people that the town was unsafe in the evenings, although a lot of effort was put into dealing with problems in the towns by the Council and Police many years ago.

At this point Councillor B. Gamble left the meeting (5.15 p.m.).

29. Quarter 2 Performance – Health and Wellbeing – 2014/15

Consideration was given to the Quarter 2 Performance – Health and Wellbeing – 2014/15 (Item 3.1 – 3.2).

RESOLVED:

That the Quarter 2 Performance – Health and Wellbeing – 2014/15, be noted.

30. Work Programme Update

The Head of Environmental Health advised Members that there had been no changes since the work programme was circulated at the last meeting.

He reported that Justine Palin, Programme Director for the MacMillan End of Life Care Project had been invited to attend a joint meeting of the Health and Wellbeing Policy Development Committee and the Health Scrutiny Committee on 24 February, 2015 to update Members.

However, following discussions with Members of the Committee, he would first check to see if there were any new updates.

CHAIRMAN

(The meeting concluded at 5.20 p.m.).