

Summary of the consultation response to the alcohol strategy

The draft alcohol strategy was open for consultation for a 6 week period until 6th July which was then further extended until 29th July to enable further responses to be submitted.

There were 26 responses to the online survey that included feedback submitted by individuals from a range of professional groups or organisations such as the Safer York Partnership; North Yorkshire Fire and Rescue Service; NHS Vale of York Clinical Commissioning Group; North Yorkshire Police; City of York Council. In addition, feedback was received from various individuals, boards and the community safety scrutiny committee.

On the whole, feedback was supportive, positive and in agreement with the stated vision and aims. However, some key themes that have been raised through the consultation process were:

- More clearly acknowledge the benefits that alcohol brings to our city and balance this against the harms that alcohol causes or contributes to
- Provide a clearer acknowledgment and focus on tackling alcohol related issues that are connected to crime and disorder
- More clearly identify governance arrangements for the delivery of the strategic aims.

The various comments and contributions to the consultation have been collated and are being used to revise the strategy prior to being published.

Amendments to the strategy made on the basis of the consultation feedback are to:

- Update the local data references where this was available
- Amend the stated priority areas in order to more clearly acknowledge crime and disorder harm; more clearly state how the focus on data collection and use can contribute to a reduction in alcohol related harms
- Governance arrangements

Results

In addition to the feedback from the survey, comments were received in a number of other ways and have included comments about:

- Data used to represent the picture around alcohol needing to be more locally specific
- A clearer link between alcohol and local deaths on the river
- A clear commitment that a specific number of people will not die from alcohol
- That the need to share and use data is, whilst important, perhaps not necessary as a specific outcome
- That the strategy is inward facing

Survey Results

The survey asked seven questions and the results are presented below

Number	Question	Responses
1	Our vision for alcohol is to reduce the harms from alcohol by encouraging responsible drinking, providing support and treatment. What do you think of this vision?	26/26
2	This document sets out four objectives. Are these the objectives that you would like to see?	24/26
3	Has the strategy set out the achievements you would like to see?	26/26
4	Has the strategy set out the outcomes you would like to see?	24/26
5	What resources should be used to help reduce alcohol harm?	23/26
6	Who should be involved in helping to reduce alcohol harms?	25/26
7	Would you like to be involved in helping to reduce alcohol related harm?	24/26

Respondents were offered the opportunity to comment on their answers to each of these questions. The key responses are summarised in the table below:

Number	Key themes
1	Improved understanding; joint commitment; achievability; specific alcohol problems; action plans required
2	Research; joint approach; enforcement; community engagement
3	Plain English; clear objectives; strategy needed; prevention and early intervention
4	Commitment from stakeholders; prevention and early intervention; understanding; interventions
5	Multi-agency approach; research; awareness; public involvement; education; responsibility
6	Multi-agency approach; Public Health; City of York Council; Range of stakeholder involvement
7	Not applicable

The majority of the feedback received has been supportive of the strategy and whilst there are some detailed actions to develop as part of a delivery plan, the responses have identified that the majority of respondents support the strategy.

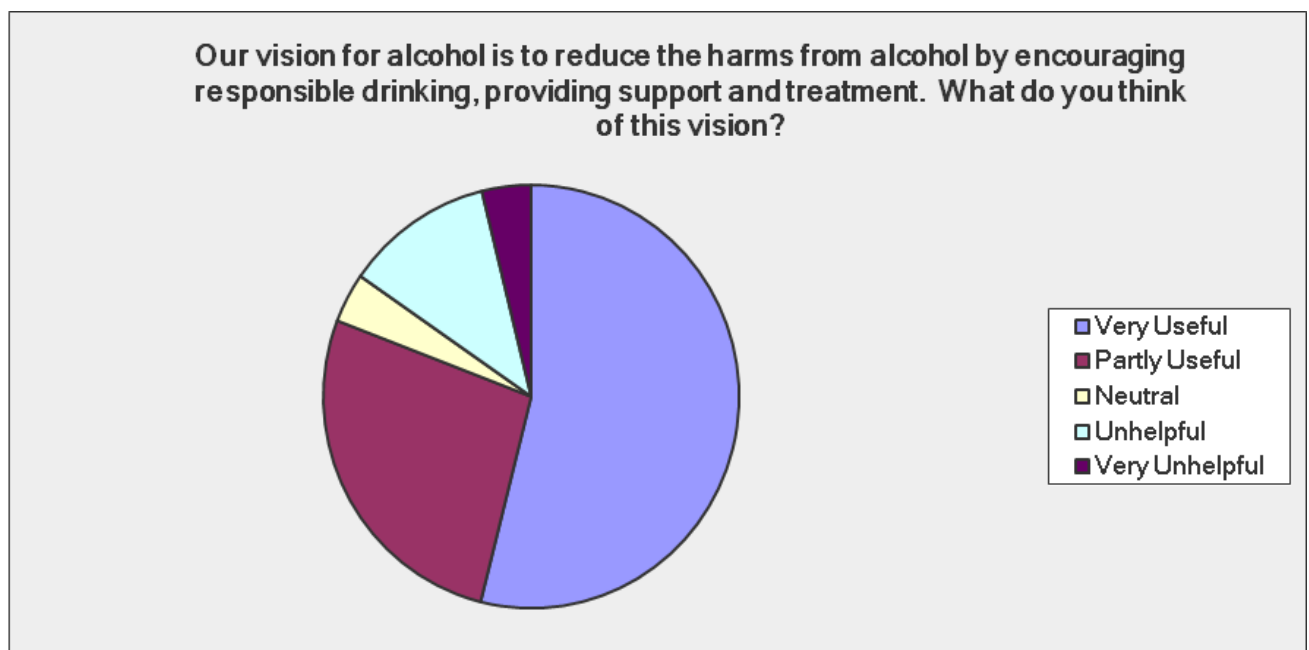
Question	What do you think of the vision for this strategy?			
Very useful	Partly useful	Neutral	Unhelpful	Very unhelpful
53.8%	26.9%	3.8%	11.5%	3.8%

Question	Yes	No
Are these the objectives that you would like to see?	70.8%	29.2%
Has the strategy set out the achievements you would like to see?	76.9%	23.1%
Has the strategy set out the outcomes you would like to see?	66.7%	33.3%

Question 1:

Our vision for alcohol is to reduce the harms from alcohol by encouraging responsible drinking, providing support and treatment. What do you think of this vision?

Answer Options	Response Percent	Response Count
Very Useful	53.8%	14
Partly Useful	26.9%	7
Neutral	3.8%	1
Unhelpful	11.5%	3
Very Unhelpful	3.8%	1
Please explain why you think this		25
answered question		26
skipped question		0



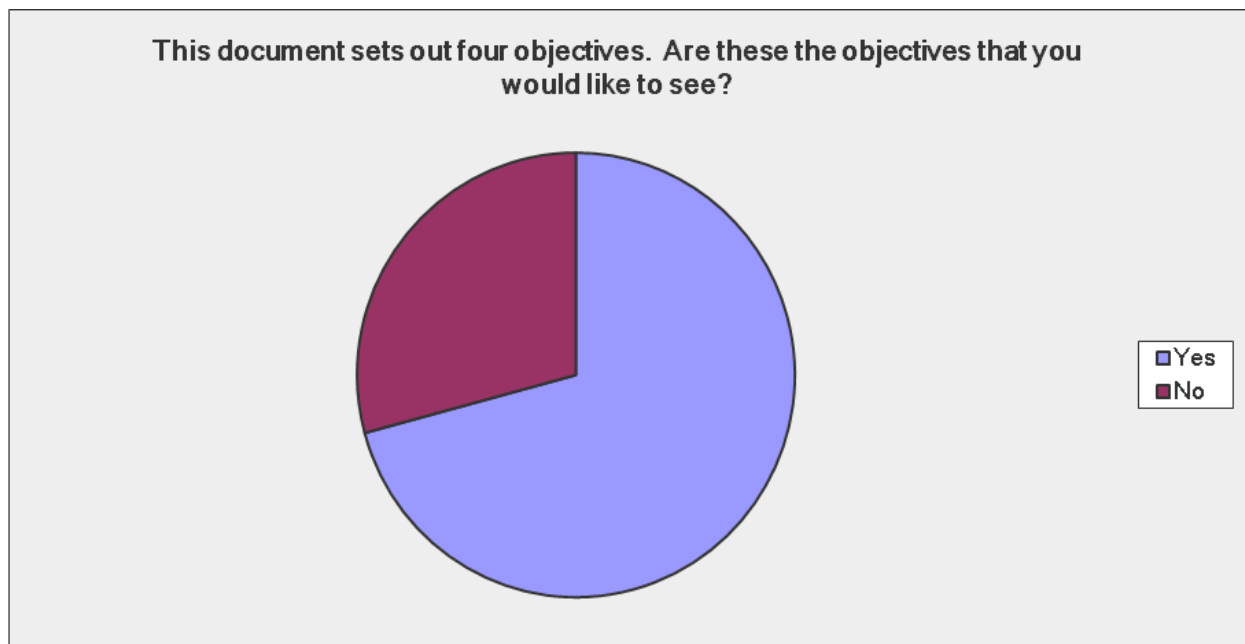
A range of reasons were supplied to support the answers to Question 1 and these included comments about:

- Acknowledging the wider harms from alcohol
- The need for services who support carers to be funded
- Needing to understand why people drink
- Alcohol is legal and there should be no judgement about how people choose to use it
- Nobody who is drunk should be allowed into A&E
- Some responses are set up but not enforced i.e. alcohol zones

- Accreditation scheme to promote responsible selling of alcohol
- There is a shared responsibility when it comes to alcohol
- The use of language in the strategy is poor
- A balance needs to be struck between the harms and benefits
- A joined approach would allow consistent messages
- Personal responsibility is only realistic alongside cuts to services
- City wide commitment is essential
- Alcohol related anti-social behaviour is a growing issue
- Public safety should be prioritised and access to treatment should be encouraged
- The strategy has gaps and does not consider: alcohol and mental health; alcohol and drugs; preventing alcohol harm; changing the culture around alcohol
- Street drinking and availability of cheap alcohol is a problem
- The action plans that need to sit under the strategy are key
- Good idea but is it realistic
- Public education is vital
- There is no detail about the health impact of alcohol in pregnancy
- Encouraging moderate and responsible drinking is a good approach
- People who don't drink are socially excluded because alcohol underpins social interactions
- In principle it is good but difficult to 'police'
- Positive approach, not sure how you achieve it

Question 2:

This document sets out four objectives. Are these the objectives that you would like to see?		
Answer Options	Response Percent	Response Count
Yes	70.8%	17
No	29.2%	7
If no, what else would you want to be included?		14
<i>answered question</i>		24
<i>skipped question</i>		2

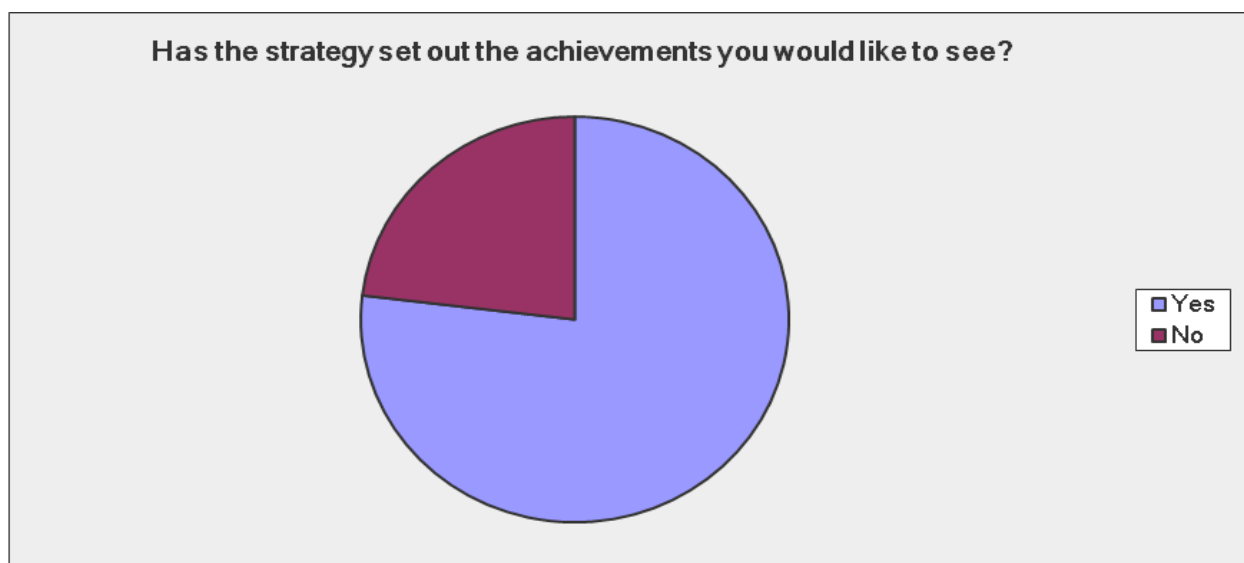


A range of reasons were supplied to support the answers to Question 2 and these included comments about:

- No, money should not be spent influencing behaviour around a legal product
- More policing needed to enforce laws
- Review licensing strategy and provide alternative social offers not focussed on alcohol
- Building community capacity is the key element
- This is not a simple yes or no response and requires expert research
- Professional principles should be considered in line with the strategy
- Joined up use of public money, commitment to services and capacity for services to work with people who have dual diagnosis
- Improve early intervention and community support
- More research needed about why people drink
- Should be aiming to influence national policy

Question 3:

Has the strategy set out the achievements you would like to see?		
Answer Options	Response Percent	Response Count
Yes	76.9%	20
No	23.1%	6
If no, what else do you think is needed?		13
answered question		26
skipped question		0



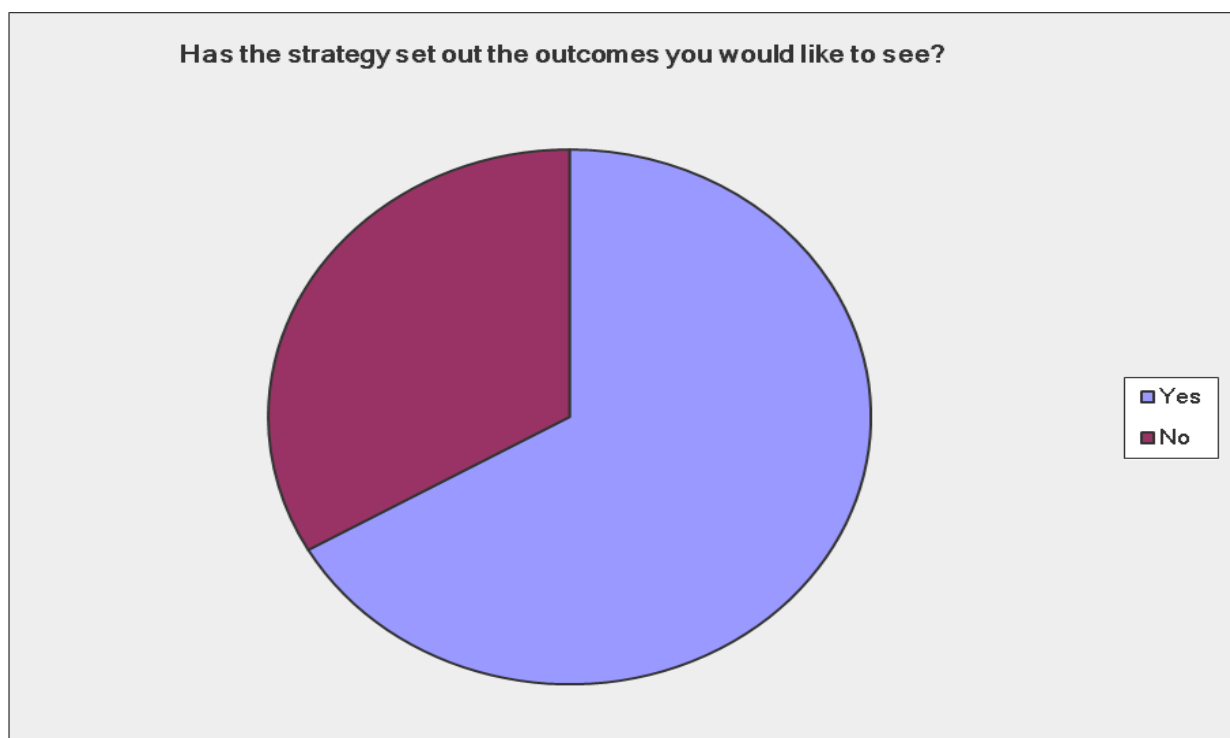
A range of reasons were supplied to support the answers to Question 3 and these included comments about:

- A reduction in alcohol harms is too vague and needs to have a figure attached to it
- Where is the help for families who are affected
- Need simple honest concepts in plain English
- All of anti-social behaviour isn't reported or recorded
- The action plan to implement this is key
- How will the aims be achieved
- No, this is an example of meaningless 'council speak'
- Better access to prevention is needed and to be able to quantify how many people are seen in primary care
- Dealing with the gangs of daytime drinkers should be a priority
- A strategy is needed to prevent York from being seen as somewhere to visit that is one long pub crawl

- Not sure if this is achievable

Question 4:

Has the strategy set out the outcomes you would like to see?		
Answer Options	Response Percent	Response Count
Yes	66.7%	16
No	33.3%	8
If no, what else do you think is needed?		13
answered question		24
skipped question		2



A range of reasons were supplied to support the answers to Question 4 and these included comments about:

- The strategy should include a way to seek commitment from local businesses (pubs / clubs) to support its objectives
- Need to see evidence for the support of these objectives
- More empathy to understand the reasons people drink
- The council should have no interest in trying to influence how much of a legal product that people consume

- Outcomes should be more responsible drinking and better behaviour and consider street drinking and hidden drinking
- This can only be achieved by understanding the need and having front-line staff
- Read what I have suggested and change your ways
- In addition to personal responsibility there must also be commerce, education and economical responsibility
- Better access to early intervention and improved step-down care
- More interventions to prevent drunk people entering bars

Question 5:

What resources should be used to help reduce alcohol harm?	
Answer Options	Response Count
	23
<i>answered question</i>	23
<i>skipped question</i>	3

A range of reasons were supplied to support the answers to Question 5 and these included comments about:

- General Practice active involvement.
- School Education.
- Responsible drinking advocacy in the Universities.
- Business Rate Tariffs for businesses selling alcohol.
- Licensing Policy to reflect the Alcohol Strategy.
- Zero Toleration of Binge drinking associated impact on the local community (behaviours, littering, violence, vomiting in public places, etc, etc)
- Funding to support the Strategy.
- Promoting awareness in the Public.
- Funding for York carers
- Better alternatives to ensure people do not need to anaesthetise themselves to forget their problems
- None. If people are harmed as a result of their level of alcohol consumption that is due to their own poor life choices. The state should not step in.
- Stop the sale of cheap high volume % beer, cider etc - only sold to make you drunk quickly e.g. super tenants, special brew, frost jack
- Ideally a broad range of agencies should be involved

- Health needs assessment, Measurement tools, Audit, Targeted interventions by front line staff
- Get some professionals to analyse the problems and research the best ways of tackling them
- As many as possible, need linking up and use volunteer sector too
- Greater involvement of our health colleagues and commissioners (CCG) to lead on the health initiatives
- What resources and models of service have provided evidence based responses to the effectiveness of the integrated working and workforce
- As many as possible across the city.....including licensing
- More police on the streets
- Public input, Charities, Health Needs Assessment, Local schools / colleges, Local Hospital, Mental Health service, Primary Care / GP Practices
- A coordinated approach across all parties to define objectives
- I feel that all parties need to work together, including the police, council, pub staff (through the Pubwatch scheme)
- The involvement of all relevant stakeholders to ensure a multi-agency approach will be essential in defining and achieving action plan objectives to delivery the strategy
- recovery unit, counselling / talking treatments and support, interagency working with MH services in particular n- possible co-located, alternatives to drinking - social activities, social enterprise etc
- Reliable method of data collection. Review of systems that work nationally/ internationally. Public health message campaign. better access to services at all stages of care
- The multi-agency approach seems the right way to go about tackling the issue, the data and insights from the hospital admissions and police teams seem especially important. This should involve pubs, taxis, universities and railway companies
- A multi agency approach involving commissioners for Public Health England, NHS (including mental health), Alcohol and Substance Misuse agencies and the local Well Being initiatives
- More research is needed
- More focus on prevention and education
- relevant agencies such as the council, police, hospital and public health should work together.
- Input from the licensed trade
- I think that the resources can only be defined when priorities and actions are set out and clear focus for action is given

Question 6:

Who should be involved in helping to reduce alcohol harms?	
Answer Options	Response Count
	25
<i>answered question</i>	25
<i>skipped question</i>	1

A range of reasons were supplied to support the answers to Question 5 and these included comments about:

- Local Authority. Police. Health Teams - General Practice, Mental Health Service Providers. Local Media. Schools. Universities (note York University is rated the highest in the country for Universities Social Enjoyment Time)
- Support for carers and addicts
- Put a lot more money into Healthwatch ,York which is the one organisation that might be able to solve some of the indepth problems we are facing
- Anyone but the government
- Private clinics
- Police
- Substance Abuse charities
- Public Health facilitating a partnership via the health and well being board
- children; young people; families; health and wellbeing board; midwives; health visitors; school nurses; education (schools); substance abuse services; GPs; public health teams; CCGs
- I assume that by asking "Who" rather than you think there is a suitable individual Coucillor of Council Officer capable of doing this.I doubt it!
- Public Health; City of York Council
- The relevant people; Crime – police; Health – CCG; Night time economy - Safer partnership; General population health - Public health; etc
- Life line with support from public health
- Joint lead by agencies involved
- All parties concerned: Local businesses Police Local Authority Public Health Mental Health organisations Addiction charities Clinical Commissioning Group

- I feel that the Council should be the lead partner but that all parties involvement is needed
- NYFRS agrees that the Health and Wellbeing Board is responsible for the achievements of the objectives and that the Alcohol and Illicit Drugs Strategic Forum group will be responsible for and report progress on the York Alcohol Strategic objectives
- Public Health via H&W Board presuming TEWV actually turn up and work with you
- One with the greatest knowledge and ability to lead on the transform the current landscape...
- Public Health
- City of York Council
- This is about partnership working between all agencies, including utilising the third sector/voluntary organisations who have a significant role to play, especially in dealing with the after effects of drink related violence/mental health etc
- public health should take the lead
- I think the leading groups are clearly articulated, however, I do have a concern that until the actions underpinning the strategies are outlined then it is difficult to identify others who should be involved

Question 7:

Would you like to be involved in helping to reduce alcohol related harm?		
Answer Options	Response Percent	Response Count
Yes	54.2%	13
No	45.8%	11
If yes, please send your contact details to: nick.sinclair@york.gov.uk		8
answered question		24
skipped question		2

Individuals who answered yes and supplied contact details have not yet been contacted but will be offered some inclusion in the development of the action plans that are proposed to underpin the strategy.