

Newcastle Alcohol Harm Reduction Strategy Action Plan

Protecting the public from alcohol related ill health and anti-social behaviour through law and policy enforcement

Status – A Achieved, B In hand, C Gap

Objective	To provide a safe environment in Newcastle where people can live, work and enjoy themselves free from the fear of experiencing alcohol related crime or anti social behaviour.			
Why is this important?	To improve the quality of life for residents and visitors in line with the Sustainable Communities Strategy.			
What's happening locally What needs to happen How will it happen (actions)	Who is responsible locally	status	funding	Timescale
Continue to monitor, in partnership with Northumbria Police, the 12 existing Designated Public Places Orders for effectiveness and introduce additional DPPOs as appropriate	Regulatory Committee (DRSPP)	B	Mainstream (£3k each)	Ongoing
Continue test purchasing regimes and programmes of education and develop initiatives around identified best practice models.	RSPP RSPP/Northumbria Police	B C	Mainstream	Ongoing March 2009
Undertake compliance monitoring visits to licensed premises in partnership with other relevant partner organisations, e.g. SIA	RSPP	B	Mainstream	Ongoing
Undertake review of individual premises licenses as and when requested by an 'Interested Party' or a Responsible Body	Licensing Authority	B	Mainstream	Ongoing
Produce a new Licensing Policy tri-annually by way of a review of the existing document	Licensing Authority	B	Mainstream	Next review 2010
Respond to outcomes of various public surveys undertaken by Safe Newcastle and partners relating to fear of crime linked to alcohol related anti social behaviour and violence	Safe Newcastle	B	TBC	Ongoing

Objective	To work closely with the licensing trade and retailers to provide safe high quality premises and street environment, encourage participation in best practice schemes and eliminate irresponsible promotions.			
Why is this important?	To reduce binge drinking and associated health impacts in line with national and regional guidance.			
What's happening locally What needs to happen How will it happen (actions)	Who is responsible locally	status	funding	Timescale
Implement model conditions within the Licensing Policy in line with government guidance	Licensing authority	B	Mainstream	Ongoing
Identify and respond to premises of concern through a process of research and intelligence	RSPP	B	mainstream	Ongoing
Develop effective and productive partnership with the Regional Alcohol Office and the British Institution of Innkeeping to agree a regional approach and influence government legislation e.g. guidance on irresponsible promotions and pricing structures	ADPB	C	TBC	From Autumn 2008
Continue to promote and develop existing effective arrangements to work with the licensing trade and operators e.g. through The Licensing Forums and Pub Watch	RSPP/ Northumbria Police	B	Mainstream	Ongoing
Continue to promote Best Bar None scheme	Safe Newcastle	B	Safe Newcastle/ Council / Northumbria Police	Annual scheme
Continue local Alcoholwatch scheme in targeted areas of the city	Safe Newcastle	B	Safe Newcastle/ Council/ Respect	Continuing scheme
Identify national best practice schemes e.g. 'Cardiff Model' and assess their appropriateness to implement in a local context	ADPB	C	TBC	By march 2009
Ensure a joined up approach to Highways, Planning and Licensing permissions to regulate and promote safe licensed premises and pavement cafes.	RSPP	B	Mainstream	Ongoing
Enforce conditions of licence regarding distribution of free promotional literature (including its nature and content) to ensure a litter - free environment	RSPP	B	mainstream	Ongoing

Objective	Promote the responsible sale of alcohol and prevent illegal sales to those underage or drunk.			
Why is this important?	Reduce consumption of alcohol amongst the underage, improve health, and reduce anti social behaviour.			
What's happening locally What needs to happen How will it happen (actions)	Who is responsible locally	status	funding	Timescale
Investigate the possibility of implementing a local alcohol arrest referral scheme	Northumbria Police	C	TBC	By march 2009
Investigate the possibility of more joint operations with Northumbria Police and other partners to address local concerns and promote public reassurance	Safe Newcastle / Safe Neighbourhoods Snaps groups	C	TBC	By march 2009
Ensure proactive use of DPPOs and other tools and powers of warranted officers to address alcohol related anti social behaviour in targeted hotspot areas	Safe Newcastle / Safe Neighbourhoods SNAPS Groups	B	Mainstream	Ongoing
Make effective use of conditions and operating schedules of issued licenses for individual applications	Licensing Authority/ Responsible Bodies	B	Mainstream	Ongoing
Respond to requests from Responsible Bodies to undertake a review of licenses in respect of illegal/proxy sales	RSPP	B	Mainstream	Ongoing
Objective	To encourage a variety of operating styles within licensed premises appealing to a broad range of customers.			
Why is this important?	The style of operation should reduce alcohol consumption and encourage a move away from the monoculture of vertical drinking.			
What's happening locally What needs to happen How will it happen (actions)	Who is responsible locally	status	funding	Timescale
Continue to review the cumulative impact areas policies in the Licensing policy in relation to City Centre, Jesmond, Gosforth and Ouseburn	RSPP	B	Mainstream	Ongoing