

## **Brighton & Hove - Alcohol Programme Board**

### **Strategy Domain Group 3 (SDG3) – Night Time Economy Action Plan**

#### **Group Aims:**

1. To significantly reduce the impact of alcohol harm arising out of the night time economy
2. To review the impact and effectiveness of existing measures in place to manage the night time economy, and ensure the continuation of those which already have a positive impact
3. Make recommendations for the joint commissioning of services when there is credible business case for a likely reduction in alcohol related harm.

#### **Group Objectives:**

- 1) **Create** a positive and sustainable Night Time Economy which reduces the focus on alcohol and encourages alternative less harmful alternatives.
- 2) **Promote** in partnership with the licensing trade a culture of business responsibility and support to local communities
- 3) **Influence** customers of all ages to question social norms, drinking habits and to seriously consider less harmful alternatives
- 4) **Recognise** co-dependencies arising from other SDG initiatives.

## Activity

Activity Area	Impact	Current and Proposed Activity	Timeframe	Cost Impact	Lead/s	Identified KPIs
<b>1. Economy</b>						
1.1 Work within the partnership to ensure that any late night levy is used to best effect in managing the reduction of alcohol-related harm within the NTE	Preservation of existing effective measures whilst providing a funding stream for other activities which encourage a healthy and sustainable community	Home Office consultation coming to an end and representations made to Advisers. Local consultation taking place. Awaits PCC. <b>Links to SDG2</b>	12 months	Indirect cost reduction in conjunction with other activities. Admin costs.	Nick Griffin Off-Sales Lead	<ul style="list-style-type: none"> <li>• A&amp;E Presentations</li> <li>• Number of public place assaults with injury</li> <li>• Police NTE spending</li> </ul>
1.2 Support a scheme developed by businesses selling alcohol for consumption on and away from the premises, which encourages the highest standards of practice and community responsibility	Opportunity for culture shifts and improved diversity within the NTE, attractive to all groups. An improved partnership with the industry which also rewards the capable and reduces the need for onerous conditions	Tensions arising as a result of the proposed CIZ/SSA expansion and the LNL. Home Office agree that BCRP should be a scheme suitable for discounts. Counter smuggling and fake goods risks have been mitigated <b>Links to SDG2</b>	6 months to launch an appropriate scheme, after which the benefits will grow	Indirect cost reduction in conjunction with other activities. Negligible administration costs	Nick Griffin Off-Sales Lead	<ul style="list-style-type: none"> <li>• Percentage of businesses reaching the agreed standard</li> <li>• Number of relevant business failures p.a.</li> <li>• Health KPIs</li> </ul>
1.3 Work with the local authority arts team to develop alternative events throughout the year which encourage responsible drinking and promote the city as a focus for cultural activity which is attractive to all groups.	Broader choice of social options and alternatives available to all age groups as an established norm. Sponsorship opportunities and cost reductions	Recent White Night achieved broad audience diversity and successful trials of new concepts e.g. Soundscape. Soundscape remains under development as an opportunity. No further success within council events.	12 months	Indirect cost reduction in conjunction with other activities.  Promotion costs if council-led events	Jean Cranford  Donna Close	<ul style="list-style-type: none"> <li>• Number of relevant events and schemes in place p.a.</li> <li>• Public perceptions of safety and drunkenness</li> </ul>

2. Crime and Anti-Social Behaviour	Impact	Current Activity	Timeframe	Cost Impact	Lead/s	Identified KPIs
2.1 Encourage alternative activities for children and young people through the effective oversight of collective services as directed by the youth service review	Improved choice and coordination for this key group. Joint commissioning opportunities to increase opportunities whilst minimising costs	Decisions due 20/01/12 and strategy will be based around a neighbourhood need model.  Budgets being agreed.  No updates received	Recommendations and changes in 2011  Health improvement over medium to long term.	Likely cost reduction, particularly in the medium/long term.	Steve Barton  Chris Parfitt	Chris Parfitt to provide now that the plans are in place.  No updates received
2.2 Support the existing Park and Marble operations with opportunities to divert, refer and manage persistent and high risk offenders e.g. curfews	Enhance the current work in line with the review above and expanding the intentions to include the promotion of healthy living	Op Park activity now shaped by ASB policy.  Alcohol Diversion Scheme now in place and being rolled out into city centre.	6-12 months	Likely cost reduction, particularly in the medium/long term.	Martin Edwards  Chris Parfitt	<ul style="list-style-type: none"> <li>• Number of brief interventions</li> <li>• Responses to specific campaigns</li> <li>• ADS referrals</li> </ul>
2.3 Control and influence behaviour in public areas through planning and development opportunities. Protect existing people-calming measures while exploring new opportunities to shape attitudes	In support of the measures put in place to prevent harm within premises, enhance the public spaces to positively influence behaviour	Environmental Improvement Team now dealing and working within the Safe in the City Delivery Unit	Initiated	Indirect cost reduction in conjunction with other activities. Otherwise, associated costs which would have to be off-set	Council Planning (TBC)  Donna Close	<ul style="list-style-type: none"> <li>• Public safety surveys</li> </ul>
2.4 Continue the development of the Cardiff Model with A&E staff to reduce the risk of assaults and injuries occurring within licensed premises	Identify environmental risks within licensed premises arising due to poor management and reduce the number of persons presenting themselves to A&E	Evaluation completed. Work continuing to explore possibilities for reducing domestic abuse.	Immediately	Net savings for A&E and policing process costs	Simon Nelson  Liz Tucker	<ul style="list-style-type: none"> <li>• Number of assaults occurring within licensed premises</li> <li>• Number of patients presenting themselves at A&amp;E with assault injuries</li> </ul>

3. Health	Impact	Current Activity	Timeframe	Cost Impact	Lead/s	Identified KPIs
3.1 Support a reduction in serious assaults within licensed premises by encouraging the development of viable serve alternatives	Reduction in the number of serious injuries caused by broken glass whilst protecting other business and consumer interests	<p>Government sponsored trials. Some use of expensive and unpopular alternatives</p> <p><b>Still awaiting government standard.</b></p>	12-18 months	Low number of victims but high costs for treatment and investigation	Simon Nelson  Nick Griffin	Number of serious injuries caused by glass
3.3 Protect existing measures and initiatives which already prevent harm (Ref. Appendix A - BCRP Action Plan). Ensure that effective interventions are in place and stakeholders recognise their role in reducing alcohol-related harm.	Safeguard existing health benefits emanating from schemes vulnerable to cost pressures	<p>Taxi Marshals secured for the rest of the year.</p> <p>Sustainable solutions required via an established joint-commissioning process.</p> <p>Exchange of bail/curfew information between Probation Service and BCRP has already improved.</p>	6-12 months	Cost savings already identified e.g. Safe Space, Taxi Marshals. Operating costs still to be met	John Patience  Nigel Liddell	Numbers diverted from A&E and police custody