

## OFFICER DECISION RECORD

For staff restructures, please also complete an RA1 form to update the HR Portal. This is attached at Annex 2.

Decision Ref. No:  
2017/9/PH/ReducetheStrength

### Box 1

**DIRECTORATE: AHWB**

**DATE: 12/07/2017**

**Contact Name: Andy Collins**

**Tel. No: 01302 734579**

**Subject Matter: Reduce the Strength Campaign**

### Box 2

#### DECISION TAKEN:

To implement a Reduce the Strength initiative within the town centre and Cumulative Impact Zone.

### Box 3

#### REASON FOR THE DECISION:

As a response to street drinking, anti-social behaviour and alcohol related health in Doncaster, Public Health would like to initiate a Reduce the Strength campaign for off licences within Doncaster Town centre and the adjoining Cumulative Impact Zone. The initiative will work to adopt a voluntary scheme with shopkeepers to remove from sale low price high-strength alcohol products above 6.5 per cent alcohol by volume (abv).

In Doncaster there were an estimated 59,827 alcohol-related admissions and attendances costing an estimated £17.2m in 2012 (Department of Health 2013, Local Alcohol Profiles England 2014). Much of this can be linked to the availability of "super-strength" alcohol.

As of May 2017, the town centre Ward has 45 premises that sell alcohol for consumption off the premises. Lower Wheatley which makes up 28.4% of the Doncaster Town Centre Ward Profile fares significantly worse than the rest of Doncaster in alcohol specific admissions to DRI.

Since December 2016 Team Doncaster has had a strategic focus on people with complex dependencies including homelessness, drug and alcohol misuse, offending behaviour, mental ill health and poor physical health. This new way of working of a multi-agency outreach and engagement service for people with complex needs aims to reduce anti-social behaviour, begging and homelessness in Doncaster town centre.

In April 2017, Doncaster was chosen to take part in a Home Office Initiative focussing on reducing crime and disorder related to alcohol particularly within the town centre. The Local Alcohol Action Area initiative will run for two years with support from Home Office mentors who have successfully tackled the issues that they face and will come together to problem solve and share best practice. This Home Office backed initiative and the on-going complex lives work taking place in the town centre makes this an ideal time and opportunity to implement this campaign.

**Box 4**

**OPTIONS CONSIDERED & REASONS FOR RECOMMENDED OPTION:**

- 1) An alternative approach would be for identified street drinkers in and around the town centre be made known to local off-licences in the town centre Ward to ensure those individuals are not served. However this would require provision of community safety and policing support to help shopkeepers refuse sales.
- 2) Do nothing and accept the current levels of harm and demand on services.

**Box 5**

**LEGAL IMPLICATIONS:**

There are competition law considerations arising out of the implementation of this scheme. In particular, in recommending the scheme to retailers, the Council has a duty of care to ensure that it does not put retailers in a position where they breach the Competition Act 1998 or inadvertently do so.

To manage this risk, the Council must ensure that retailers are engaged with individually and that they are informed about the need to make independent decisions about whether to participate in the scheme, and the risks which may arise if the retailers engage in anti-competitive behaviour as a result of joining this scheme.

Advice should be sought from legal as to the wording of correspondence going out to retailers as part of the scheme's launch, to ensure the risks discussed above are highlighted, thereby protecting the Council's position.

Name: Stacy Cutler      Signature: by email      Date: 19/7/17

Signature of Assistant Director of Legal and Democratic Services (or representative)

**Box 6**

**FINANCIAL IMPLICATIONS:**

This initiative will be funded from the Public Health grant, within the approved budget for 2017/18 £20k has been allocated against substance misuse discretionary budgets.

This initiative is expected to cost approx. £1k for print and design costs. There is also a dedicated communications post funded from the Public Health budget and this role will actively deal with this proposal.

**Name: Nick Cameron Signature: \_\_ Date: 13.7.2017**  
**Signature of Assistant Director of Finance & Performance**  
**(or representative)**

**Box 7**  
**HUMAN RESOURCE IMPLICATIONS:**

There are no apparent HR implications within this particular ODR

The initiative will be lead by the current Public Health establishment with support from DMBC licensing, Trading Standards and South Yorkshire Police Licensing. No additional staff will need to be recruited.

**Name: Bill Thompson Senior HR & OD Officer Signature: Bill Thompson**  
**Date: 14/07/17**  
**Signature on behalf of Assistant Director of Human Resources, Communications & Executive Office(or representative)**

**Box 8**  
**PROCUREMENT IMPLICATIONS:**

Further clarification was received on whether external parties will be contracted to deliver this project. It was confirmed that no significant contracts will be required apart from a budgeted spend of £1000 for communications literature. Procurement would recommend that a local supplier is used for the communications literature, if appropriate. Subject to this there are no further procurement implications.

**Name: Holly Wilson, Senior Category Manager Signature: Date: 13/7/17**  
**Signature of Assistant Director of Finance & Performance**  
**(or representative)**

**Box 9**  
**ICT IMPLICATIONS:**

There are no ICT implications associated with this decision.

**Name:** Peter Ward (ICT Strategy Programme Manager)

**Signature:** 

**Date:** 13/07/17

**Signature of Assistant Director of Customers, Digital & ICT (or representative)**

**Box 10**

**ASSET IMPLICATIONS:**

**Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signature of Assistant Director of Trading Services and Assets  
(or representative)**

**Box 11**

**RISK IMPLICATIONS:**

Doncaster has seen an increase in homelessness, begging and street-drinking over recent years particularly within the town centre. As a response to this increase, Team Doncaster has had a strategic focus on people with complex dependencies including homelessness, drug and alcohol misuse, offending behaviour, mental ill health and poor physical health. This new way of working of a multi-agency outreach and engagement service for people with complex needs aims to reduce anti-social behaviour, begging and homelessness in Doncaster town centre.

This complex lives work coupled with Doncaster being chosen by the Home Office as a Local Alcohol Action Area, which focusses on reducing crime and disorder related to alcohol particularly within the town centre makes this an ideal opportunity to implement a Reduce the Strength scheme.

There is a small cohort of people with complex needs and vulnerabilities who are either homeless or living in hostels within the footprint of the town centre ward. Although this group of people are small in comparison to the wider Doncaster population they place a high level of demand on public services.

Other areas of England are adopting Reduce the Strength initiatives with retailers saying they participated to deter disruptive customers, reduce neighbourhood disruptions and to maintain a good relationship with the local authority. A similar scheme in Portsmouth where over 112 shops have signed up to the initiative has shown a 39% drop in street drinkers and a 43% drop in associated incidents.

Schemes such as the one recommended can enhance a vibrant, diverse town centre where people want to come and shop and feel safe.

**Box 12**

**EQUALITY IMPLICATIONS:**

The vast majority of people who enjoy alcohol do so responsibly and without causing immediate harm to either themselves or others. A number of high-strength products are targeted at the luxury end of the market and are rarely associated with street drinking and/or alcohol related violence. Any scheme will need to make provision to exclude premium and craft products that are not associated with street drinking or other anti-social behaviour being targeted by schemes.

The Reduce the Strength initiative will target the town centre and adjoining cumulative impact zone area (a total of 44 premises). Given the ethnic diversity of the shopkeepers it is imperative that they all understand the reasons behind the scheme and language barriers are sympathetically overcome.

**Name: Andy Collins Signature: \_\_\_\_\_ Date: 20/07/17**  
**(Report author)**

**Box 13**

**CONSULTATION**

**Officers**

**(In addition to Finance, Legal and Human Resource implications and Procurement implications where necessary, please list below any other teams consulted on this decision, together with their comments)**

**Members**

**Under the Scheme of delegation, officers are responsible for day to day operational matters as well as implementing decisions that have been taken by Council, Cabinet, Committee or individual Cabinet members. Further consultation with Members is not ordinarily required. However, where an ODR relates to a matter which has significant policy, service or operational implications or is known to be politically sensitive, the officer shall first consult with the appropriate Cabinet Member before exercising the delegated powers. In appropriate cases, officers will also need to consult with the Chair of Council, Committee Chairs or the Chair of an Overview and Scrutiny Panel as required. Officers shall also ensure that local Members are kept informed of matters affecting their Wards.**

**Please list any comments from Members below:**

A report was presented to DMBC licensing committee on the 22<sup>nd</sup> of June. It has also

been sent to and received comments back from Councillor Nigel Ball who backed the initiative and called for a wider approach rather than just the town centre.

**Box 14**

**INFORMATION NOT FOR PUBLICATION:**

None identified

**Name: Claire Hewitt Signature: \_\_\_\_\_ Date: 27<sup>th</sup> July 2017**  
**Signature of FOI Lead Officer for service area where ODR originates**

**Box 15**

**Signed: \_\_\_\_\_ Rupert Suckling\_\_\_\_\_ Date: 27<sup>th</sup> July 2017**  
**Director/Assistant Director**

**Signed: \_\_\_\_\_ Date: \_\_\_\_\_**  
**Additional Signature of Chief Financial Officer or nominated representative for Capital decisions (if required)**

**Signed: \_\_\_\_\_ Date: \_\_\_\_\_**  
**Signature of Mayor or relevant Cabinet Member consulted on the above decision (if required).**

- This decision can be implemented immediately unless it relates to a Capital Scheme that requires the approval of Cabinet. All Cabinet decisions are subject to call in.
- A record of this decision should be kept by the relevant Director's PA for accountability and published on the Council's website.
- A copy of this decision should be sent to the originating Directorate's FOI Lead Officer to consider 'information not for publication' prior to being published on the Council's website.

- **A PDF copy of the signed decision record should be e-mailed to the LA Democratic Services mailbox**