

THE BLACKPOOL ALCOHOL HARM REDUCTION LOCAL IMPLEMENTATION PLAN

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**Lancashire
Constabulary**
police and communities together



Blackpool Council
BUILDING A BETTER COMMUNITY FOR ALL

Blackpool **NHS**
Primary Care Trust

1 INTRODUCTION

- 1.1 In March 2004 the Prime Ministers Strategy Unit published the Alcohol Harm Reduction Strategy for England. This document established a 41 point Action Plan, which will be delivered by the Department of Health and the Home Office over the next three years. Action point 41 states that, *'we will not be seeking compulsory strategies from local authorities but expect to see measures for tackling alcohol misuse embedded within existing strategic frameworks'*. This local implementation plan has been written in partnership with Blackpool Primary Care Trust, Blackpool Council, Lancashire Constabulary [Western Division], Blackpool Community Safety and Drugs Partnership and Alcohol and Drug Services in Blackpool [ADS]. It outlines both nationally and locally the consequences of alcohol misuse using national and local statistics. It describes the lead role of the Community Safety and Drugs Partnership and concludes with a 40-point action plan to tackle the harm due to alcohol.

2. NATIONAL CONTEXT

- 2.1 Alcohol is a legal drug. Its use is deeply embedded in English cultural tradition. Going for a drink and meeting others for a drink is for many people a primary recreational activity. In his introduction to the Alcohol Harm Reduction Strategy the Prime Minister makes the point that many people, *'enjoy drinking alcohol with few if any, ill effects'*. Alcohol is, however, also the most widely misused drug, legal or illegal in England. Its use can have disastrous, direct and indirect, consequences on people's lives. These consequences are widely known. Alcohol is a major cause of both criminal and anti social behaviour. It is associated with violence against women, particularly domestic violence. The health costs of alcohol misuse are enormous both in its impact on services and for the individual. Alcohol misuse significantly contributes to cancer, vascular disease, mental illness, accidents at work and unplanned and teenage pregnancy. It is commonly associated with the physical, emotional and sexual abuse of children. It is also a significant factor in the loss of productivity in the economy caused by sickness.
- 2.2 The national statistics on the prevalence and consequences of alcohol use are compelling. For example:-
- Around six million people drink above recommended daily guidelines.
 - 50% of violent crime and 33% of incidents of domestic violence are linked to alcohol.
 - Between 780,000 and 1.3 million children are affected by parental alcohol problems.
 - 40% of 13 to 14 year olds were drunk when they first had sexual intercourse.
 - Up to 150,000 hospital admissions are associated with alcohol misuse each year.
 - Up to 17 million working days are lost due to alcohol misuse each year.
- 2.3 It is indisputably the case that alcohol misuse is both a major public health and a crime and disorder issue. The national strategy identifies three major areas where improvement is required if meaningful alcohol harm reduction is to be developed locally. These are: -
- Education and Communication
 - Identification and Treatment
 - Crime and Disorder

The local Action Plan follows this format.

- 2.4** In addition to the publication of the Alcohol Harm Reduction Strategy for England a number of important legislative changes are impacting on work to reduce alcohol related harms, particularly at a community level. Perhaps the most important of these is the Licensing Act 2003, which is introducing significant changes to the licensing system in England and Wales. The new licensing system will create greater opportunities for local agencies to ensure licensees provide drinking environments conducive to sensible drinking and safety.
- 2.5** Other important legislation that will impact on alcohol related problems in the nighttime economy include the Security Industry Act 2001, which creates a national registration and training scheme for door supervisors. Door supervisors have a key role to play in managing the nighttime economy with their conduct capable of either reducing or contributing to alcohol-related crime and disorder. The role of the door supervisors and other nightlife staff can also be developed through encouraging the use of community accreditation schemes introduced under the Police Reform Act 2002, which provides accredited individuals with limited police powers to address alcohol related disorder. Police themselves also have greater powers to address alcohol related disorder through a range of schemes such as Fixed Penalty Notices, ABC's and ASBO's.

3. THE LOCAL CONTEXT

- 3.1** Blackpool is the largest tourist town in England attracting over 11 million visitors every year. The sale and consumption of alcohol is central to the local economy. It can be plausibly argued that the scale of the problem is magnified in Blackpool by the nature of the local economy.
- 3.2** In Blackpool there are over 4,000 licensed premises with a total of 80,000 vertical drinking spaces. One club can hold 4,000 people. On summer evenings and weekends throughout the year, at closing time, up to 30,000 people, overwhelmingly between the ages of 18 and 25 flood into town centre streets causing significant problems for the Police and local transport systems. The town is also a major stag and hen party destination. Alcohol misuse and associated displays of public drunkenness dominate the nighttime economy to the detriment of both public health and public order. The local implementation plan is the first step in addressing this destructive sub culture.
- 3.3** The Community Safety and Drugs Partnership audit in 2003/04 and statistics compiled by the Director of Public Health for Blackpool PCT and the Centre for Public Health in John Moores University graphically highlight the acute nature of the alcohol misuse problems that are experienced locally. These are;
- The highest rate of male deaths attributable to alcohol in the North West at 1.3 per 1,000 per year
 - The joint highest rate of female deaths attributable to alcohol in the North West at 0.8 per 1,000 per year
 - Between 70 and 90 avoidable deaths attributable to alcohol per year
 - The clustering of avoidable deaths in the most deprived wards.
 - Between April 2000 and March 2004 a total of 1,896 Blackpool residents were admitted to hospital with alcohol defined as the primary or secondary reason for admission; A rate of 168 admissions per 1,000 population - significantly above the average for England.

- An estimated 5,700 residents who are dependent drinkers with a further 26,000 who drink in excess of safe drinking guidelines. Or to put it another way 25% of the adult population in Blackpool.
- Increasing pressure on A&E caused by violent alcohol related incidents and alcohol poisoning.
- The fact that 44% of all persons detained by Lancashire Constabulary in Blackpool in the year to 31st March 2004 were under the influence of alcohol.
- The fact that 6% of all arrests by Police in Blackpool were for offences related to driving under the influence of drink and/or drugs [668 in a 12-month period].

3.4 The following data is extrapolated from national statistics.

- The number of children estimated to be affected by parental alcohol problems in Blackpool is between 2,000 and 4,000.
- The number of domestic violence incidents where alcohol misuse is present is around 1,000 per year
- Up to 50% of violent crime locally is alcohol fuelled.

4. LOCAL SERVICES

4.1 The development of local services has been based around the policing of the nighttime economy and practical measures instituted by the Community Safety and Drug Partnership to reduce anti social behaviour. Much of this work has been nationally applauded and this local implementation plan builds on the solid foundation already established.

4.2 Local services are, however, underdeveloped in other areas. The national strategy emphasises the need to produce and disseminate widely, information on the consequences of alcohol misuse to allow individuals to make informed decisions. Where this happens in Blackpool it is concerned with binge drinking, in the 18-25 year age group, in the town centre. There is very little information directed at the 26,000 residents who regularly exceed safe drinking levels many of whom have little contact with the nighttime economy in the town centre. The Action Plan attempts to address this by establishing a multi media public health information campaign that is available in a variety of formats, that is innovative and which targets both the general population and vulnerable groups such as the young and older problematical drinkers. The purpose of a public health campaign is to raise awareness and to stimulate discussion. As with any public health campaign it must be sustained to have any hope of being effective.

4.3 The national strategy identifies the workplace as being an important area for the development of alcohol harm reduction measures. Alcohol misuse is a major issue for local employers. It is responsible for avoidable accidents in the workplace and for a significant loss of productivity caused by sickness. It is clearly the case that the majority of the estimated 26,000 people who regularly exceed safe drinking guidelines work for local employers. The Action Plan identifies work with significant local employers to disseminate alcohol misuse information and to develop where they do not exist workplace alcohol policies and confidential Employee Assistance Programmes. [EAP's]

4.4 Treatment services in Blackpool have been delivered through a voluntary organisation Alcohol and Drug Services [ADS] for more than 15 years. ADS are funded by the PCT, Lancashire Care Trust and to a much lesser extent Social Services. Multi agency

strategic planning for, and commitment to, alcohol treatment services in Blackpool has been weak with a result that the provision of services has been limited. A recent process mapping exercise undertaken by Blackpool PCT and ADS staff identified a number of workflow problems within ADS and the solutions to them. These solutions are contained in the Action Plan.

- 4.5** The contribution made to treatment services in Blackpool by Social Services also needs to be reviewed. Currently Social Services are liable for costs of £18,000 per year. This is based on a contract signed in April 1998 and which expired in March 2004. The role of Social Services with particular reference to the development of aftercare services, currently provided by ADS, needs to be determined and in due course a new contract signed. This action is noted in the Action Plan.
- 4.6** It is also the case that in Blackpool a 'models of care' approach has not been systematically developed. Specialist services have as a consequence been overwhelmed. A negative cycle then establishes itself whereby referrals are not made because referral pathways are blocked. The solutions identified in **4.5 above** have to be matched by actions that establish a tiered approach to alcohol harm reduction. This approach needs to be supported by a training plan which will include Tier 1 training in Opportunistic Brief Intervention. These actions are noted in the Action Plan.
- 4.7** At a local as well as a national level the link between alcohol misuse and domestic violence is well established. In approximately one in three domestic violence incidents nationally, the perpetrator is perceived by the victim to be under the influence of alcohol. In Blackpool each year there are at least 1,000 domestic violence incidents where the perpetrator is said by the victim to be under the influence of alcohol. The attached Action Plan seeks to address this by the development of an assertive outreach system that targets perpetrators of domestic violence where alcohol is a factor and prioritises them for treatment. If this is linked to the Police pro arrest policy, Probation work with perpetrators and where appropriate child protection planning it could have a major impact on the prevalence of domestic violence in Blackpool.

5. MANAGEMENT AND RESOURCES - THE ROLE OF THE COMMUNITY SAFETY AND DRUG PARTNERSHIP

- 5.1** The role of the Community Safety and Drug Partnership is central to improving services for individuals and families affected by alcohol misuse. The national strategy is clear in stating that it expects Crime and Disorder Reduction Partnerships, 'to assume greater responsibility for commissioning and delivering treatment services *though their capacity to do so will have to be carefully considered*'. It is very clearly the case that the actions noted in this implementation plan will require funding. The national strategy however carries with it no additional monies and implies that local partnerships will fund improvements in service within existing budgets.
- 5.2** In Blackpool the Community Safety and Drug Partnership do not have the staffing and financial infrastructure that is necessary to deliver this Implementation Plan. Blackpool Council, the PCT and Lancashire Constabulary [Western Division] have now agreed to jointly fund an Alcohol Harm Reduction Co-ordinator/Commissioning Manager post. The post will be based in the Public Health Directorate of the Primary Care Trust. The purpose of the post will be to drive forward this Implementation Plan by prioritising actions against desired outcomes and by agreeing funding with key agencies and by identifying other funding streams.
- 5.3** The lead role of the Community Safety and Drug Partnership and the Directorate of Public Health can be described as follows.

AIMS	VALUES	OBJECTIVES
<ul style="list-style-type: none"> To reduce the level of alcohol related ill health and death. To reduce the level of alcohol related crime. To reduce the economic cost in the workplace due to alcohol misuse Establish a budget that is sufficient to service the attached Action Plan 	<ul style="list-style-type: none"> To ensure that those with problem or dependent drinking problems will have access to the Health and Social services they need to control their drinking. 	<ul style="list-style-type: none"> To adopt a strategic multi agency approach in tackling problems related to alcohol consumption To raise awareness of the social and personal cost of alcohol misuse through a sustained public health information campaign
<ul style="list-style-type: none"> Adopt a strategic approach in tackling problems related to alcohol consumption and co-ordinate a number of local agencies with a stake in alcohol policy. 	<ul style="list-style-type: none"> Ensure that there is choice for problem and dependent drinkers in the care options available. 	<ul style="list-style-type: none"> To co-ordinate preventative activities through robust education and communication in order to change the alcohol-focused culture of Blackpool.
<ul style="list-style-type: none"> Provide a multi disciplinary alcohol service which is fully integrated into substance misuse services and is efficient and of high quality. 	<ul style="list-style-type: none"> Ensure that services will be developed by agencies working in partnership, to facilitate access and continuity of care. 	<ul style="list-style-type: none"> To ensure that alcohol misuse services are impact assessed in line with Equalities and Diversity legislation making them effective, equitable, accessible and appropriate.
<ul style="list-style-type: none"> Ensure that alcohol services are appropriate and accessible across Blackpool 	<ul style="list-style-type: none"> That the development of alcohol services will aim to meet the needs of both the individual and the specific needs of groups within the community, regardless of age, sex disability and race. 	<ul style="list-style-type: none"> That partner agencies provide a range of evidence based treatment interventions for problem and dependent drinkers in Blackpool

6. ACTION PLAN

- 6.1** The attached Action plan is arranged under three headings, Education and Communication, Identification and treatment and Community Safety.

Education and Communication

Objectives

- To enable individuals to make an informed choice about alcohol use.
- To raise awareness within the local community about the health and social consequences of alcohol misuse.
- To assist members of staff within the Local Public Service Board to recognise and respond to issues of alcohol harm

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
1	Development of an ongoing campaign of public information on the issue of alcohol harm reduction. Targeted information for vulnerable young people.	Young peoples media group; Linking to Blackpool Life campaign	Alcohol Harm Reduction Policy Officer	Production of specification for ads and other materials. Connexions Local Management Committee and Youth Service.	ongoing	Through Citizen Panel and other surveys to demonstrate increased understanding of the issues.	Staff time/ advertising expertise, printing costs
2	Recognise diversity as an issue by establishing dialogue with the LGBT and Equalities Forum on the needs of diverse communities	Equality and Diversity Forum	L Devlin	Undertake a needs assessment	Mar 06	Recommendations for service improvement are acted on	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
3	Develop peer led alcohol harm reduction provision within the eight secondary schools and their localities in Blackpool.	Children and YPs Dept.	Claire Blackburn (LEA Drug Education)	Drugline Written report that makes recommendations for improvement	Dec 05	The review is completed within the timescale	Staff time
4	Work with significant local employers to disseminate alcohol misuse information and to develop, where they do not exist, workplace alcohol policies referral mechanisms. Major lead organisations to develop in-house workplace alcohol policies e.g. Council, Police, Fire, PCT, College.	Blackpool PCT	Alcohol Harm Reduction Policy Officer	Environmental Services and Health and Safety Executive Through the establishment of a health promotion partnership with local employers.	Mar 06	Alcohol misuse information is readily available in the workplace and staff through random sampling show an increased knowledge of the issue.	Staff time
5	Provide awareness sessions to local employers regarding the importance of comprehensive workplace policies and a toolkit to guide them in the creation of appropriate policies.	Blackpool PCT	Alcohol Harm Reduction Policy Officer	Environmental Services and Health and Safety Executive. Through the development of a best practice tool-kit	Mar 06	An increased number of local employers have a comprehensive workplace policy	Toolkit costs/staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
6	Establish a baseline and work with local employers to encourage the development of confidential employee assistance programmes [EAP's].	Blackpool PCT	Alcohol Harm Reduction Policy Officer	Survey of major local employers/Contact with Employers groups in Blackpool	Mar 06	The number of local employers with EAP's increases	Staff time /OH time
7	Training in awareness and understanding of Alcohol misuse is given to key drug workers.	Community Safety and Drug partnership	Paolo Pertica		Mar 06	Awareness and understanding of alcohol misuse increases in drug workers.	Staff time/ possible training costs
8	Establish measurable targets for actions within the Alcohol Harm Reduction – Local Implementation Plan.	Blackpool PCT	Alcohol Harm Reduction Policy Officer		Oct 05	Measurable targets that allow robust data collection.	Staff time

Identification and Treatment

Objectives

- To continue to develop effective provision based on the model of care approach which enhances the capacity and competency of service providers to recognise developing problems early and to intervene effectively
- To develop integrated referral pathways
- To continue to build specialist capacity

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
9	Develop a tiered intervention and referral protocol using the 'models of care approach' Adapt draft young peoples system to adults.	ADS	Bill Patterson	By creating a 4 tier intervention protocol that clearly identifies intervention and referral pathways	Mar 06	The action is completed within the timescale	Staff time
Tier 1							

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
10	Pilot the use of Opportunistic Brief Intervention.[OBI] in Surestart, Grange Park and with Health Visitors/ Midwives in central Blackpool including Bloomfield	Blackpool PCT / ADS	C Sharples	J Mills G Williams By targeting Opportunistic Brief Intervention training in the first instance on key Surestart and Health staff in central Blackpool. Connexions Local Manager Committee.	Mar 06	The capacity and competency of targeted staff and service to individuals with alcohol harm problems improves To be determined by an impact review March 07	Staff time/ Evaluation costs.
11	Produce information and develop self help tools to support OBI	ADS	Bill Patterson	Review of best practice.	ongoing		Staff time review costs
Tier 2							
12	Review potential provision of outreach counselling/ therapy services commissioned by the PCT and Blackpool council in the light of prevalence data and ensure services are developed to target those in greatest need.	Blackpool PCT / Blackpool Council Social Services	Alcohol Harm Reduction Policy Officer	D Clear H Lammond Undertake a review	Sept 05	The link between need and density of service provision is established and is statistically supported	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
13	Review counselling and therapy services commissioned by the PCT and Blackpool Council to consider best use of resources due to high DNA rates. Implement change following a review.	Blackpool PCT / ADS	Alcohol Harm Reduction Policy Officer	D Clear H Lammond Gail Williams Bill Patterson Undertake a review	Sept 05	The review reduces the number of 'did not attends'	Staff time.
14	Establish links including sessional work in A&E, in primary care and in the criminal justice system to develop referral mechanisms to alcohol services	ADS	Gail Williams	Written report which identifies service gaps and makes recommendations on how the action is to be met	Oct 05	Specialist screening and assessment services are established in key locations that act as a gateway to more specialist services.	Financial cost of sessional workers
Tier 3							
15	Review therapeutic intervention including ameliorative prescribing support. Review criteria for community detoxification and evaluate current levels of activity and outcomes.	Lancashire Care Trust	Nicola Armitage	Mark Howarth Internal working group established.	Dec 05	Criteria in place and audited.	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
16	Undertake a process mapping pathway analysis of access to Tier 3 services.	Blackpool PCT/ Lancashire Care Trust / ADS / Wyre PCT	Judith Mills	Alcohol Harm Reduction Policy Officer Greg Lee Bill Patterson Nicola Armitage A process mapping meeting is held involving staff and managers	Oct 05	Referral pathways are simplified and waiting lists are reduced.	Staff time
17	Review referral and waiting list systems between ADS/ Lancashire Care Trust and residential detoxification and rehabilitation providers to ensure that that Blackpool receives appropriate service for existing costs	Blackpool PCT / ADS	Helen Lammond / Gail Williams	Mark Howarth Greg Lee Morecambe Bay Primary Care Trust Helen Lammond	Jul 05 (Achieved)	If waiting lists are reduced and service users are encouraged to remain in treatment.	Staff time
18	Consider further investment/reinvestment in detoxification and rehabilitation services. If demand continues to exceed supply	Blackpool Council / Blackpool PCT	David Clear / Alcohol Harm Reduction Policy Officer	Through a written report	Mar 06	If waiting lists are significantly reduced.	Staff time/potentially increased financial costs
Other Actions							

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resource required
19	Consider the development of an assertive outreach system that targets perpetrators of domestic violence [in cases where alcohol misuse is a factor] and prioritises them in terms of treatment.	Domestic Violence Forum	T Hibbard	B Patterson By a written report that outlines how this action can be met within existing resources or that costs additional requirements	Sept 05	If the numbers of instances of Domestic Violence where alcohol misuse is a factor is reduced.	Potentially significant.
20	Consider as part of the Homeless strategy the need to develop a Wet Centre /Night Café for homeless street drinkers	Blackpool Council	V Bower	J Mills S Walsh Establish need. Establish criteria. Feasibility study that identifies costs and funding streams	Sept 05	A harm reduction centre that allows controlled drinking is established that allows services to be targeted at this vulnerable group. The benefits to the community are a reduction in the fear of crime.	Potentially significant
21	Establish a Planning group for treatment and rehabilitation.	Blackpool PCT	Alcohol Harm Reduction Policy Officer	Lancashire Care Trust, ADS and Social Services	Jun 05 (Achieved)	Effective delivery of treatment and rehabilitation services.	Staff time
22	Link potential commissioners of alcohol services for young people to existing substance misuse group.	Blackpool PCT	Alcohol Harm Reduction Policy Officer	Connexions Local Manager Committee. DAT	Mar 06	Commissioning is seamless.	Not Known.

Community Safety

Objectives

- To reduce crime and the fear of crime caused problematical and dependent drinkers.
- To forge strong preventative partnerships.

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
23	Extend Nightsafe to private Hotels and B&Bs that target 18-25 year old binge drinking groups	Lancashire Constabulary	PS R Hurt	J Curran T Coglan Target hotels aiming at single sex groups and taxi firms.	Sept 05	An increased number of private hotels that target binge drinkers sign up to Nightsafe.	Staff time
24	Use further/ develop FPN's to address town centre anti social behaviour	Lancashire Constabulary	Ch Insp J Gomery	Patrol Officers to deliver and work with HO to include more offences	Ongoing in line with Home Office guidance	Anti social behaviour in the town centre is reduced.	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
25	Explore the development of a town centre sobering up/minor injury facility	Ambulance Service / St Johns Ambulance.	M Jenkinson	D Madden PS R Hurt Through a written report that identifies feasibility and cost. Research with Norwich and Oldham re existing programmes.	Sept 05	If pressure on Police and A&E is reduced	Potentially significant and may also include St Johns Ambulance Service.
26	Explore the potential for linking Conditional Cautions, in appropriate cases, to alcohol harm seminars.	Lancashire Constabulary	Ch Insp J Gomery	G Williams Though a written report that identifies feasibility and cost	Sept 05	A programme is developed that links arrest to alcohol harm reduction education.	Potentially significant
27	Consider the need to extend controlled drinking areas under the terms of the Criminal Justice and Police Act 2001	Blackpool Council (Licensing Dept)	S Davies	-Kevin Garritty -Community Safety Partnership Through a review of effectiveness of current provision	Sept 05	Dependent drinkers are less visible.	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
28	Mainstream existing taxi ranking pilot and consider accreditation scheme for taxi rank stewards.	Blackpool Council	L Conroy	J Curran A written report that identifies feasibility and financial resources.	Sept 05	Reduced anti social behaviour	Staff time
29	Review further develop transport solutions in relation to the night-time economy.	Blackpool Council	L Conroy	J Curran Improved publicity of pick up points and routes. More up beat information to be available for users.	Ongoing	Increase users of L8 night bus.	Staff time
30	Commission a training pack for bar staff that gives guidance/instruction on issues of under age drinking, conflict resolution, duty not to serve intoxicated customers with further alcohol.	Blackpool Council (Trading Standards)	T Coglán	Utilising good practice.	2005	A training pack is developed and there is an undertaking from local retailers to use it to train staff in key issues.	Potentially significant cost.

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
31	Develop a dialogue with local Magistrates on the social and financial cost of alcohol misuse in Blackpool to allow them to impose the correct and where appropriate the maximum penalty on retailers who breach licensing regulations.	Lancashire Constabulary	Ch Insp J Gomery	A Howe T Coglán By ensuring that alcohol harm issues are placed on the agenda in appropriate forums.	ongoing	If the Magistrates Courts in Blackpool impose the maximum financial penalty on retailers who sell to underage young people	Staff time
32	Develop further systems for identifying breach of licensing regulation by the ongoing use of test purchasing, use of CCTV and police intelligence to identify hotspots	Lancashire Constabulary	Ch Insp J Gomery	PS R Hurt T Coglán D Williams By the targeting of 'hotspots' and will include B&B establishments . Work with trade to identify what is level of drunkenness. Identify hotspots for ambulance call out.	ongoing	If an increasing number of test purchases are refused by retailers and drunk persons refused by retailers	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
33	Work with the Licensing Forum to develop a dispersal policy. Staggered closing, lights gradually turned up and music turned down prior to closing	Licensing Dept (BC)	Sharon Davies	Lancashire Constabulary Through the establishment of protocols	Mar 06	Dispersal of clubbers from the town centre improved and hotspots eliminated.	Staff time
34	Work with the Licensing Forum to improve the on licence environment, free water, shatterproof glass, seats, free taxi phone.	Licensing forum	J Curran/ Alcohol Harm Reduction Policy Officer	Free water is currently a condition of licence. Aim at using plastic bottles and both pint and shorts glasses. Conduct a feasibility study.	Ongoing	Reduction in anti social and criminal activity.	Staff time
35	Provide toilet facilities to prevent urination in the street.	Blackpool Council	P Taylor		Ongoing	Reduction in anti social activity.	Financial planning and development
36	Encourage street crime wardens, traffic wardens and door staff to wear high visibility clothing.	Town Centre Manager / Licensees Forum	N Hanson / J Curran	P Pertica Purchase of high visibility clothing by council and licensed premises.	Ongoing	Public confidence in high visibility presence.	Staff time

	Action	Lead Agency	Key Individual	Who are the Additional Partners and how are the Actions to be delivered.	By when	The action is successful if	Resources required
37	Target off licences involved in discount sales.	Blackpool Council	T Coglan	Through Nightsafe	Ongoing	Reduction in positive test purchases/ youth nuisance	Staff time
38	Target take away late night refreshment houses.	Lancashire Constabulary	PS R Hurt	Through Nightsafe	Ongoing	Reduction in premises operating without a licence.	Staff Time
39	Optimise private landlord involvement.	Blackpool Council	L Ferguson	Positive education and information provided to landlords as part of accreditation scheme.	Ongoing	Guidance and advice implemented by a significant proportion of landlords	Staff time
40	Establish a regional Pubwatch.	Town Centre Manager	N Hanson	Community Safety Partnership	Mar 06	Networks established.	