



To: Scrutiny Co-ordination Committee

Date: Wednesday 10th July 2013

Subject: Coventry's Alcohol Strategy 2013 - 2016

1 Purpose of the Note

- 1.1** This briefing note is intended to provide the Scrutiny Coordination Committee with an overview of Coventry's Alcohol Strategy 2013 – 2016.

2 Recommendations

- 2.1** The Scrutiny Coordination Committee is recommended to:

- 1) Review the content of the alcohol strategy document.
- 2) Make comments or recommendations to Cabinet.

3 Information/Background

- 3.1** On 8th October 2012, the Wellness, Liveability and Public Health Scrutiny Board (1) endorsed the approach to tackle alcohol misuse in the city, along with the revision of an alcohol strategy for Coventry.
- 3.2** Alcohol related harms in Coventry are worse than the England and regional average, and worse than many comparable areas. An Alcohol Strategy for Coventry has been developed in partnership to reduce the harms caused by alcohol misuse in the city. This will in turn make Coventry a safer and healthier place, where less alcohol is consumed and where professionals are confident and well-equipped to challenge behaviour and support change.
- 3.3** An Alcohol Strategy Consultation workshop took place in March 2013 and was attended by Officers and Members from Coventry City Council, along individuals from a wide range of partner agencies. The strategy will also be tabled at the next Community Safety Partnership in July.
- 3.4** Building on the success of the previous 'Alcohol Harm Reduction Strategy' which was first published in 2007 and other national policy, the strategy document outlines areas of work under pinned by three key themes:
- Providing effective prevention and recovery focussed treatment.
 - Changing and challenging attitudes and behaviour.
 - Controlling the supply of alcohol and promoting safer drinking environments.

3.5 The delivery of the alcohol strategy will be the responsibility of the Alcohol Strategy Group which will be chaired by the Cabinet Member for Health and Adult Services and will be accountable to the Joint Health and Wellbeing Board. This group will work closely with Coventry Community Safety Partnership and the Children and Young People's Strategic Partnership.

3.6 The draft Alcohol Strategy 2013-16 can be found at Appendix 1

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