



CUMBRIA AND LANCASHIRE
PUBLIC HEALTH
COLLABORATIVE

Availability and Pricing of Alcohol Programme Update Chorley 3-Tier Liaison Meeting

13 June 2014

1. Purpose

To provide an update to the Chorley 3-Tier Liaison Meeting on the Cumbria and Lancashire Public Health Collaborative¹ Alcohol Programme (as requested).

2. Background

An event on minimum unit pricing for alcohol was held on 20 November 2013 and discussions at this event concluded that further awareness and engagement work was needed to develop a common understanding on the minimum unit pricing policy. A project group was established to raise awareness on minimum unit pricing for alcohol by the Cumbria and Lancashire Public Health Collaborative, led by Dr Arif Rajpura, Director of Public Health at Blackpool Council. It was identified that the Lancashire 3-Tier Forums would be a key partner to engage with and a pilot engagement exercise was undertaken. A short briefing paper and local factsheets on minimum unit pricing for alcohol (produced by DrinkWise²) were sent to the Lancashire 3-Tier Forums in March and April 2014. The purpose of the pilot engagement exercise was to raise awareness of minimum unit pricing for alcohol and gain feedback from the members of the Forums on the programme to refine its scope.

3. Feedback from the Lancashire 3-Tier Forums

The feedback received from the Lancashire 3-Tier Forums was that further awareness was needed on minimum unit pricing, as well as on the wider work being undertaken on the alcohol agenda locally. There was a mixed response to minimum unit pricing, with some in agreement of the policy, whilst others felt that it should be taken forward nationally. The project group considered the feedback from the Forums and agreed to expand the programme to raise awareness on the issues around availability and pricing of alcohol, not just minimum unit pricing.

4. Next Steps

The project group is now rescopng the project plan to include:

- Awareness-raising training sessions for District, Unitary and County Councillors on local alcohol harm and methods for tackling it.
- An action-planning session to consider how Councils can optimise their approach to licensing processes to reduce alcohol harm e.g. voluntary agreements (including minimum unit pricing) restrictions of sale, and community engagement.

For further information about this programme, please contact:

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¹ The Collaborative is a partnership between the Directors of Public Health from Blackpool Council, Blackburn with Darwen Council, Cumbria County Council and Lancashire County Council as well as other senior public health leaders.

² DrinkWise is a member of the [Alcohol Health Alliance](#), the national umbrella organisation which includes alcohol harm reduction charities, campaigners and health professionals.