



GOVERNMENT OFFICE
FOR LONDON

Working to put Home Office alcohol policies into practice in London

Eric Stark, Regional Alcohol Lead, Government Office for London

Government's Strategic Vision

Public Service Agreement 25 aims to reduce harms caused by alcohol:

- To the community as a result of associated crime, disorder, and anti-social behaviour
- To the health and well-being of those who drink harmfully
- To the development, achievement and well-being of young people and families
- *That is policies that cross-cut across HO, DCMS, DCSF and DH agendas in particular*

Government Office for London's (GOL) role

GOL was designed to join-up national policy delivery in the capital

- Fosters effective regional/local partnership working based on goodwill
- Provides key interface between central, regional and local government
- Identifies and shares good practice – top down and bottom-up
- Helps focus activity and make best use of scarce resources
- Has considerable 'place-based' knowledge and expertise.

Examples of current GOL activity on alcohol agenda

- Accident and emergency data-sharing with police and other partners
- Bespoke pan-Home Office/DCSF/Health approach in an outer London borough to provide a holistic approach to reducing alcohol harm
- Overseeing the Home Office's alcohol partnership support programme in nine targeted London boroughs
- Embedding the importance of alcohol issues at multi-agency strategic borough-based Crime and Disorder Reduction Partnerships
- Working strategically pan-London with Boris's regional GLA and other partners via an alcohol Joint Action Group

Importance of Place – the marked contrasts of London

- One size does not fit all – need for bespoke approach based on local evidence
- Westminster/Camden have ‘international’ status as entertainment hubs
- Big difference between inner and outer London boroughs
- Bexley – Rob Knox murder impact on confidence in police; perceptions of young people hanging around

Strategies and tools and powers

- Each borough has its own alcohol strategy, must reflect local issues/trends

PIER – Prevention, Intelligence, Enforcement and Re-assurance

BUT – Importance of cultural issues

- Government spending on alcohol safety messages v Drinks Industry spending
- Recent 'Reclaiming town centres' drive; Purple flag scheme

- Plethora of tools and powers – need to focus on most effective (Pareto rule);
- Value of multi-agency team approach

- Money has been focused on Class A drugs rather than alcohol, BUT nationally
 - 7.7m hazardous and harmful drinkers;
 - 1.1m people dependent on alcohol
 - 63% of sentenced male prisoners admitted to hazardous drinking prior to imprisonment

Key message

Especially in a time of scarce resources:

Success stems from joined-up, focused,
bespoke, partnership approaches