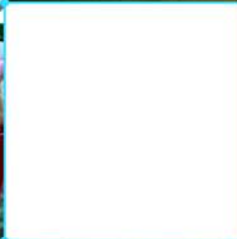




Safe, Sensible and Social in Newcastle upon Tyne



**A summary of Newcastle
Partnership's alcohol strategy
2008-2018**

More people in the North East of England drink at harmful levels than the rest of the country. Here in Newcastle we have more people who suffer form alcohol-related illness. We have fewer services for treating people with serious alcohol problems and longer waiting times. We also top the league of binge-drinkers in England.

Alcohol misuse affects individuals, families and communities. It is a major factor in anti-social behaviour and crime, the quality of home life, family finances, education, health, how safe we feel on public transport and the areas we live in. It affects us all and how we live our lives.

This is a serious problem for the city and one that the Newcastle Partnership will target with the city's first ever alcohol strategy. The strategy sets out how all the agencies, including the police, the Council, the Primary Care Trust and the private, voluntary and community sectors will deal with this issue.



The strategy has four main areas:

- stopping alcohol from being a problem in the first place;
- improving services for problem drinkers and their families;
- taking strong legal and enforcement action; and
- working together to co-ordinate services and plans to make sure Newcastle is healthier and safer for everyone.

Stopping alcohol from being a problem in the first place

Most people in the city drink safely and responsibly, but there are some people who cause harm to themselves, their communities and their families because of their drinking habits.

We want to stop alcohol from being a problem in the first place by:

- improving the quality and availability of information and education about alcohol in schools, the workplace and other settings so that everyone has the opportunity to develop safe and sensible drinking habits;
- identifying groups who are more at risk of developing alcohol-related problems, for example young people who regularly skip school, and develop preventative measures which target these groups;
- sending out clear messages about what binge-drinking is and the damage it causes; and
- make it easier for binge-drinkers to get treatment.

We want people in need to get the best possible advice, information and support. We also need to learn more about the kind of problems people have because of alcohol so we understand the scale and nature of these issues better.



Improving services for problem drinkers and their families

Alcohol abuse and alcoholism has a major impact on society, causing thousands of deaths each year. We want people to get help for their drinking before their health suffers and lives are damaged or lost.



We will do this by:

- reducing the rise in hospital admissions related to alcohol and set up a community alcohol team by January 2009;
- getting people into treatment and more workers to provide treatment services; and
- supporting the work of organisations such as Alcoholics Anonymous and the North East Regional Alcohol Forum.

Taking strong legal and enforcement action

We know that people who drink are more likely to offend and are at increased risk of being assaulted. We will use enforcement and take strong legal action to tackle alcohol-related problems.

We will do this by:

- targeting hot spot areas for alcohol-related violence so that our streets are safe;
- working closely with licensees through our **AlcoholWatch** scheme to stop under 18s buying alcohol or adults buying alcohol for young people;
- getting more bars, pubs and clubs to sign up to our **Best Bar None** scheme which works by ensuring licensees run a well-managed pub that looks after people's safety and offers sensible drink promotions; and
- working with planners to have a café style culture in Newcastle and a wide variety of drinking establishments.



Working together to co-ordinate services and plans to ensure Newcastle is healthier and safer for everyone

By working in partnership we can have a greater impact on what services are available and help more people cut-down on their levels of drinking and get the help they need.

We will do this by:

- working together with all the organisations across Newcastle to reduce alcohol related harm;
- listening to communities and people in treatment; and
- running local and regional alcohol advertising campaigns to send out messages about alcohol.



What you told us

Before writing our strategy we asked for your views and opinions on how you want us to tackle the problems with alcohol.

As part of a consultation exercise with Newcastle Partnership, over 400 people answered the survey in residents' magazine, Citylife, on what they want us to do to tackle alcohol.

You told us the key issues were:

- alcohol-related crimes or anti-social behaviour as a result of alcohol;
- shops selling alcohol to young people;
- young people thinking that drunken behaviour is cool.

Our responses to the issues, which are included in the strategy, are:

- tougher consequences for those committing alcohol related crimes or anti-social behaviour, for example, heavier fines, stricter laws for drink drivers;
- penalise shops who sell alcohol to young people, for example, fines, penalties for adults who buy drinks for youngsters;
- work with schools to educate young people about dangers, for example; getting messages across that drunken behaviour is not cool; and simplifying public education messages so that people understand units.

The Future

Our aim through the strategy is for our partners to continue to work together to reduce the harm caused by alcohol to individuals, children, families and communities so Newcastle is a healthy and safe place to live, work, study and visit.



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**A summary of Newcastle Partnership's
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