

# Declaration on **Alcohol**

## We acknowledge that:

- Alcohol is one of the greatest causes of premature death and morbidity in our communities;
- Reducing alcohol harm in our communities significantly reduces costs to public services;
- Although lower income groups are not the heaviest drinkers, they suffer from the greatest alcohol harms;
- Evidence-based, government-led action to regulate the price, promotion and availability of alcohol is the most effective option for tackling alcohol harm;
- It might be appropriate to engage with elements of the alcohol industry around the management of the night-time economy, particularly at a local level, however the alcohol industry should only have a minimal role in the development of alcohol policy or strategy;
- The volume and content of alcohol advertising influences young people to drink earlier and to consume more.

## As leaders of our communities we welcome the:

- Opportunity for local government and key partners to lead local action to tackle alcohol harm and secure the health, welfare, social, economic and environmental benefits that come from reducing excessive alcohol consumption;
- Opportunity to further embed public health priorities within the local authority framework, particularly in relation to community safety, regulatory activity and economic regeneration;

## Signatories:

Leader of Council

Chief Executive

Director of Public Health

## Endorsed by:



## We commit our Council from this date:

### to act at a local level to reduce alcohol harm and health inequalities by:

- Influencing national government to take the most effective, evidence-based action to reduce alcohol harm, particularly via the introduction of greater regulations around the price, promotion and availability of alcohol;
- Influencing national government to rebalance the Licensing Act in favour of local authorities and communities, enabling local licensing authorities to control the number, density and availability of alcohol according to local requirements;
- Developing evidence-based strategies and commissioning plans with our local communities and partners including the local NHS Acute Trust, Clinical Commissioning Groups and the police;
- Ensuring that public health and community safety are accorded a high priority in all public policy-making about alcohol;
- Making best use of existing licensing powers to ensure effective management of the night-time economy;
- Raising awareness of the harm caused by alcohol to individuals and our communities, bringing it closer in public consciousness to other harmful products, such as tobacco.

