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Date	22 <sup>nd</sup> December, 2020	E-mail	mike.newman@hants.gov.uk

Dear Gemma,

### Re: Fareham Licensing Policy Consultation

As a responsible authority, Hampshire Public Health would like to make the following comments on the proposed Statement of Licensing Policy 2021 to 2026 for the borough of Fareham.

- **Paragraph 1.6** Please add the following as paragraph 1.7:  
Whilst promotion of public health is not a specifically cited licensing objective as set out in the Act, we would seek to encourage and support where appropriate, any voluntary initiatives that premises may wish to adopt to help reduce alcohol harm within our communities.
- **Paragraph 2.7** we suggest you add the following information as a new paragraph (2.8):  
The impact of harmful drinking and alcohol dependence is much greater for those in the lowest income bracket and those experiencing the highest levels of deprivation. The reasons for this are not fully understood. People on a low income do not tend to consume more alcohol than people from higher socio-economic groups. The increased risk is likely to relate to the effects of other issues affecting people in lower socio-economic groups<sup>1</sup>.
- **Section 3: The Impact of Alcohol on Fareham.** Please replace paragraphs 3.1, and 3.2 with the following information.  
3.1 The health and wellbeing of communities can be adversely affected by drinking excess alcohol. Alcohol is a causal factor in more than 600 medical conditions, including: mouth, throat, stomach, liver and breast cancers; high blood pressure, liver cirrhosis; and depression<sup>2</sup>. Reviews have also demonstrated the negative impact alcohol has socially. It is an important factor in family and relationship problems,

<sup>1</sup> PHE (2016) Health Matters: harmful drinking and alcohol dependence. Available at <https://www.gov.uk/government/publications/health-matters-harmful-drinking-and-alcohol-dependence/health-matters-harmful-drinking-and-alcohol-dependence>

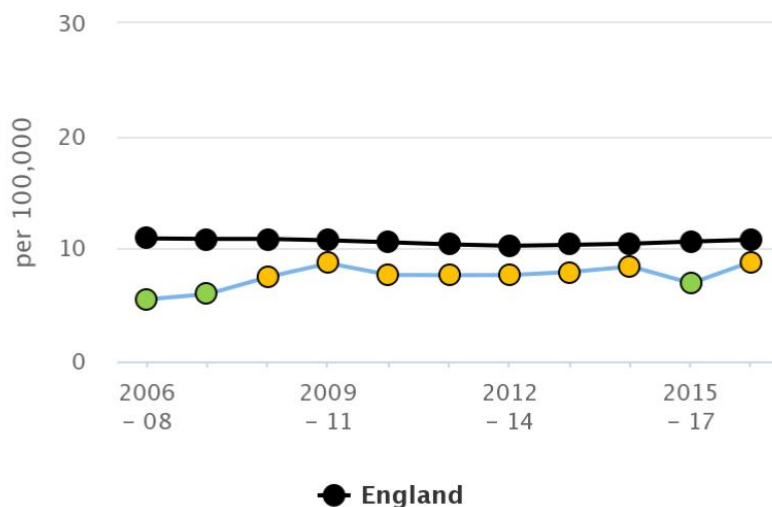
<sup>2</sup> PHE (2019), Alcohol: Applying all our health. Available at <https://www.gov.uk/government/publications/alcohol-applying-all-our-health/all-our-health/alcohol-applying-all-our-health>

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adverse childhood experiences, crime and disorder and reduced workplace productivity<sup>3</sup>.

- 3.2 Whilst Fareham compares well to national and regional rates on key indicators of alcohol-related health harms, admissions are on an upward trend. There were 2,303 admissions to hospital for where alcohol was a direct cause or a contributing factor in 2018/19, a 68% increase from 2008/09<sup>4</sup>. Alcohol-specific mortality is also increasing compared to the national trend (Figure 1).



**Figure 1: Admission-specific mortality (Persons) for Fareham**

- 3.3 Much of the harm from alcohol use can be attributed to the habits of non-dependent drinkers. An estimated 26.5% (or 1 in 5) of Hampshire adult residents drink above the safe recommended levels for alcohol (over 14 units) each week<sup>5</sup>. Applying the same rate to Fareham's estimated population, this represents approximately 24,900 people.
- 3.4 Fareham has a significantly higher rate of premises licensed to sell alcohol per square kilometre than national (3.0 premises per km<sup>2</sup>)<sup>6</sup>.

<sup>3</sup> PHE (2019) The range and magnitude of alcohol's harm to others. Available at [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/806935/Alcohols\\_harms\\_to\\_others-1.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/806935/Alcohols_harms_to_others-1.pdf)

<sup>4</sup> Public Health Outcomes Framework (2019), Local Alcohol Profiles: Admission episodes for alcohol conditions (Broad) (Persons). Available at <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/4/qid/1938132984/pat/6/par/E12000008/ati/201/are/E07000087/iid/91409/age/1/sex/4>

<sup>5</sup> Public Health Outcomes Framework (2017), Local Alcohol Profiles: Drinking over 14 units (Adults). Available at <http://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/3/qid/1938133118/pat/6/par/E12000008/ati/102/are/E10000014/iid/9277/age/168/sex/4>

<sup>6</sup> Public Health Outcomes Framework (2017) Number of premises licensed to sell alcohol per square kilometre. Available at <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/0/qid/1938133118/pat/102/par/E10000014/ati/101/are/E07000086/iid/92772/age/-1/sex/-1>


- **Section 4: subsection; Selling Alcohol (Off Licenses).** After paragraph 4.21 we suggest adding the following advice as new paragraphs 4.22 to 4.24:  
Avoiding the sale of beers, lagers and ciders over 6.5% ABV which are sold in plastic bottles or metallic cans, (Note: this does not include premium, craft or specialist products as these are not a target for problem drinkers);

Taking steps to consider the display of alcohol in such a manner that will not unduly encourage people to drink irresponsibly and equally limit the exposure children have to alcohol advertising;

Refraining from placing alcohol products amongst, near or next to confectionary that would usually be consumed by children or young people (which would include till point toys or stickers);

- **Section 5: subsection; Door Supervisors.** After paragraph 5.6 we suggest adding the following as paragraph 5.7:  
The use of breathalysers as a means of determining intoxication and supporting door staff decisions not to admit or serve customers who are already intoxicated.

Yours sincerely,



Michael Newman  
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