

Alcohol Consultation  
Drugs and Alcohol Unit  
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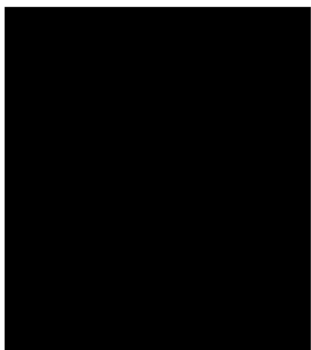
### **Home Office Alcohol Strategy Consultation**

Alcohol related harm has a major impact on communities and public services across Greater Manchester. Alcohol misuse contributes to violent crime, hospital admissions, accident and emergency attendance, has a major influence on health issues such as higher levels of mortality as well as contributing to other social problems.

Alcohol is a major driver of crime and anti-social behaviour problems and I therefore support the proposals for a minimum price unit price as one of a number of measures to prevent alcohol related harm and encourage responsible drinking. Key partners including the Police, Local Authorities, the National Health Service and other agencies need to work together to improve education, awareness, prevention and treatment of alcohol abuse.

I support a minimum unit price of at least 45p. This should be reviewed after a set period and careful consideration given to the regulation and enforcement of minimum unit pricing. I believe there should be a ban on multi-buy promotions involving alcohol in the off-trade together with a ban on promotions for discounts not linked to the purchase of multiple items.

The mandatory licensing conditions need to be simplified in order to target irresponsible promotions in pubs and clubs more effectively and improve enforcement. Other issues relating to the licensing objectives could be tackled through mandatory licensing conditions such as accredited training for sellers of alcohol and a ban on irresponsible off-trade promotions.



Licensing authorities should be able to take alcohol related health harms into consideration when making decisions about cumulative impact policies. I welcome the introduction of a health related objective for alcohol licensing specifically linked to cumulative impact. There should not be any reduced regulation in relation to the sale of alcohol and I would recommend stronger controls for supermarkets and off-licenses where one business owns multiple premises.

I do not agree that special provision should be made to reduce the burden on ancillary sellers of alcohol.

These changes can work to reduce alcohol related harm only if they are supported by a range of measures to address the wider problems associated with alcohol misuse. Such measures may include education, enforcement, treatment, more effective sharing of information and coordinated partnership activity. I would also call for a wider review of the licensing regime, particularly in relation to following up breaches and any failure to comply with licensing conditions.

