

ACTIONS ARISING FROM OVERVIEW AND SCRUTINY REPORTS

Date: 27 January 2011

Committee: Community Wellbeing Select Committee

Report Title: Hidden Harm of Alcohol on Children, Young People and Families

Lead Overview and Scrutiny Member: Cllr Mrs S Williams

Executive Members Responsible: Cllr Mrs C Turner, Cllr J Reilly and Cllr J Coupe.

Ref	Recommendation	Agreed (Y/N)	Director's Response to Recommendations	Timescale for Completion	Planned Action in Response to Recommendations	Responsible Executive Member	Review Date
1	To develop a resource pack and training for staff in all schools to enable them to support a child or young person who is impacted on by alcohol abuse, either directly or indirectly by their parent, carer or relative.	Y	See planned action. This is a helpful proposal but depends on schools being willing to purchase any resource pack developed and this would need to be agreed in partnership with them.	July 2011	The Senior Commissioning Manager for Safer Trafford visited Heads of schools during November and December to work with them on a training programme and to determine with them any prospects of joint commissioning to offer support to young people and agree the most appropriate way forward to working with staff and parents. The first meeting was held with Altrincham schools on 4 th November	Cllr Mrs Turner	

					Initial discussions with schools indicated they were interested in a resource for year nine students and options for this will be progressed and presented to them.		
2	To create web-based information resources which are accessible to all young people, to educate and signpost them to find support in Trafford and elsewhere specifically about problem drinking by the young person, their parent, carer or relative, supported by a poster campaign to be distributed to Trafford schools.	Y	This is already being progressed. "Frank" is a national web site visited by young people alongside some of the sites promoted by Alcohol Awareness. We also have a site on the Manchester United web site with links to various treatment services within the borough	April 2011	The Senior Commissioning Manager from Safer Trafford and her team will consider additional options and plan to work with Facebook and Myspace for pop ups In addition, local support services are offered via school based work linked to the Healthy Schools initiative and a new pilot termed "Philosophy 4 Children" is about to be rolled out over the next two years in Trafford via the Safer Schools Partnership and Safer Trafford partnership which relates to high risk behaviours. This work will include the implications of	Cllr Mrs Turner	

					alcohol use and related risks. CYPS will explore options to add links to key websites offering support via the Children's Rights Service information for young people in care.		
3	That the Dramatically Healthy production, 'Mine's a Pint' be promoted to head teachers as an innovative method of educating young people about the detrimental effects of alcohol.	Y	Linked to the response to number one, the Senior Commissioning Officer fro Safer Trafford is discussing this option with schools.	April 2011	Schools would need to decide on an individual basis whether to pursue the use of this production.	Cllr Mrs Turner	
4	To publicise more widely and more innovatively the potential penalties of adults buying alcohol for those under the legal age limit.	Y	The action outlined indicates the work being planned and undertaken in this area.	Dec 2011	Trading Standards will, through joint working with Police, look to deliver two enforcement operations aimed at targeting those adults buying alcohol on behalf of under 18's (proxy sales). Findings will be publicised. Through working jointly with Licensing enforcement officers	Cllr John Reilly	

					Trading Standards will also encourage off licences to use specific posters and counter mats carrying warnings to members of the public regarding the penalty for committing a proxy sales offence (£5000).		
5	To develop new methods or strengthen existing means of tackling the under age sale of alcohol from smaller off licences in the Borough.	Y	The action outlined indicates work being planned and undertaken in this area.	April 2011	Trading Standards will work to ensure that as far as possible the covert test purchase operations they conduct are as realistic as can be, bearing in mind the legal constraints that apply. Young volunteers will, for the first time, and in appropriate circumstances, not disclose their true age when first asked, thus encouraging retailers to request proof of age. Another measure being planned is the introduction of improved covert recording equipment.	Cllr John Reilly	

6	That Trafford Council IT, Communications and the Licensing department work collaboratively to explore methods for assisting the public to contact the licensing section more efficiently; to explore the use of a hotline; and, to update the Licensing section's webpage to be more customer-focused.	Y	The action outlined indicates work being planned in this area.	April 2011	The Licensing Section will ensure that its initial web page includes guidance on contacting the Licensing Team and a text box to log complaints or information about licensed premises. The web page will also include a hotline number to enable the public to make immediate contact with the Licensing Section. This will be developed as part of the Licensing Section's on-going review of its existing web pages.	Cllr John Reilly	
7	That communication is made to all premises licensed for the 'on sale' of alcohol in the Borough to request them to promote the sale of alcohol free beer and wine.	N	This action was transferred to Cllr J Coupe. We have carefully considered this action and would advise councilors that this is not an action that can be progressed. Many retailers do not stock alcohol free drinks and the Council has no authority to request that		No action.	Cllr Coupe	

			they sell such drinks and no resources to dedicate to providing leaflets or posters for such a campaign. We will continue wit our work to promote safe drinking across the borough in line with the Alcohol Strategy 2008 - 2011				
8	That the Children and Young People's Service undertakes a review of access to counselling services for children and young people.	Y	The definition of counselling services is a potentially unclear area but a review formal counselling services has been undertaken.	February 2011	A previously agreed review of CAMHS counselling services was expanded to include any known formal counselling service in Trafford. A review of the findings has been drafted and will be shared with directors within CYPS for consideration and agreement about future action in the first instance.	Cllr Mrs Turner	
9	That consideration is given, when a new Alcohol Service is commissioned, to the importance of alcohol workers and their	Y	This is embedded into specifications. The requirement is for 4 training sessions per year for carers/relatives and	December 2011	This will be monitored through robust contract review. The current contract with In-vole is due for renewal	Cllr Coupe	

	<p>significance in supporting relatives of those with alcohol dependency.</p>		<p>loved ones. Further there is an expectation that such carers are invited into the treatment service with their dependent relative/loved one so they have an understanding of the treatment that is being delivered and when, and how to seek support and trust from that carer during those sessions.</p> <p>Finally there is a carers' support group operating from the Salvation Army every other Wednesday.</p>		<p>and the revised specification includes the support for parents and carers. A revised model is being proposed that offers specialist workers but also clear links to wider support frameworks for young people and their families. Parents and carers are already offered support around young people who use alcohol but this relationship will be strengthened in the development of the updated and strongly focused early intervention programme with CYPS</p> <p>There will be a strengthened campaign to raise awareness to carers of the existence of the Salvation Army group.</p>		
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10	That the new Alcohol Service links with Trafford's Parenting Strategy and takes account of the research into risk and protective factors for problem behaviours among young people, undertaken by the Joseph Rowntree Foundation.	Y/N	The new Alcohol Service will be linked to the Think Family approach to service delivery which includes the parenting strategy. However, there will be a reduction in available funding for provision overall which will require careful planning to maximize the use of resources.	December 2011 September 2011	The Senior Commissioning Manager for Safer Trafford will discuss these issues with schools, YOS and CYPS In addition, all early intervention services are being reviewed with the aim of maximizing their effectiveness and focusing on key areas for the future. This review includes the parenting strategy and will promote effective links to the new alcohol service,	Cllr Mrs Turner	
11	To ensure, at the earliest opportunity, that referral forms for children and young people to access Trafford Young Carers are available at the Talkshop (Sale Waterside) and in schools.	Y	The Talkshop offers support and services to a wide range of potentially vulnerable young people and young carers as a potentially vulnerable group use their services. Schools may be the first to identify a young person acting a caring role and therefore this proposal is perceived as helpful.	February 2011	The Talkshop has these forms and they are being sent to secondary schools. Awareness of the forms will be raised at the new safeguarding forum with schools in February.	Cllr Mrs Turner	

12	That training is offered to carers directly in order to equip them with the skills and information they need to support the people they care for.	Y	In place – see 9 although it must be remembered that not all service users want their family to know or be involved in their treatment.		No further action.	Cllr Coupe	
13	That formal communication is made to the appropriate Minister, by the most appropriate means, to make him/her aware of the disadvantages of ring fencing budgets for tackling drug misuse.	Y	This recommendation has been overtaken by the developments in budgets with the new government and the grant will no longer be ring-fenced from March 2012		The budgets for drug misuse will no longer be ring fenced from next year and will be absorbed into the wider allocation of monies for local authorities but the amount provided will be reduced and service provision will therefore need to be prioritised accordingly.	Cllr Coupe	
14	That safeguarding training is offered to all Members.	Y	The training required will be agreed with key members and delivered during 2011-12	June 2011		Cllr Mrs Turner	
15	That all Members are made aware of their role as an interested party and encouraged to take up training on their responsibilities under the	Y	The Licensing Section organises a Licensing training day each year to which all Councillors are invited. At the last three training courses Member	April 2011		Cllr John Reilly	

	Licensing Act 2003.		attendance has been lower than anticipated. To encourage Member participation, information as to a Councillor's role as an interested party will be sent to the Corporate Training Team for inclusion in the induction pack for all new Councillors. The Council's new Licensing Policy reflects Councillors' new role as interested parties and this will be emphasised when the Policy is presented to full Council in December. Future training days will be advertised widely to all Members.				
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