Cheshire East Council
Draft Alcohol Harm Position Statement
and Forward Plan
Consultation – Summary of results

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Introduction

Background and methodology

A consultation was conducted from 8th August to 3rd October 2016 to review the content of the Draft alcohol Harm Position Statement and Forward Plan. The results of which will be used to inform the final version and to prioritise activity to reduce alcohol related harm within Cheshire East in the future.

The consultation was in the form of an online survey which was advertised on the Cheshire East Website, sent to members of the Cheshire East Digital Influence Panel and e-mailed to relevant stakeholders. Respondents were asked to read through the content of the draft plan before answering the questions. A total of 223 valid responses were received.

Please note: Throughout the survey respondents were asked to provide comments on certain aspects of the draft plan. This report provides a summary of those open comments, the detailed comments have been sent to the key decision maker for detailed review.

Demographics

There was a good split of response by gender with 53% of males and 47% of females responding to the survey.

Over one half of respondents (58%) were aged 55 and over.

What age group do you belong to?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer not to say</td>
<td>2%</td>
</tr>
<tr>
<td>85 and over</td>
<td>29%</td>
</tr>
<tr>
<td>55-64</td>
<td>29%</td>
</tr>
<tr>
<td>45-54</td>
<td>19%</td>
</tr>
<tr>
<td>35-44</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>8%</td>
</tr>
<tr>
<td>16-24</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base for % 221
Analysis of Results

Key Themes

 Respondents were asked to what they agreed with the five key themes of prevention, protection, treatment, recovery and enforcement & control. As shown within figure 1, a high majority (88%) agreed with the five themes.

![Figure 1: Agreement with the five key themes](image)

Respondents were invited to provide any comments they had on the five key themes. 49 respondents chose to leave a comment. Key comments related to the possible priority order of the themes, focusing on the retail of alcohol, education and/or activities for young people. Below is a word cloud showing the most frequent words mentioned.
Alcohol Priority Outcomes

The forward plan listed five alcohol priority outcomes, respondents were asked how strongly they agreed or disagreed with each. There was a high level of agreement with all of the priority outcomes. The outcome receiving the highest overall agreement was ‘to reduce alcohol related crime, anti-social behaviour and domestic abuse’ with 98% agreement. The outcome receiving the lowest overall agreement was ‘To support a diverse, vibrant and safe night time economy’ with 75% agreement. Disagreement with this outcome was low (4% overall disagreement) with more respondents stating that they ‘neither agree nor disagree’ with this particular outcome (20%), see figure 2.

Figure 2: Agreement with the priority outcomes

<table>
<thead>
<tr>
<th>Priority Outcome</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>No opinion/unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>To reduce alcohol related crime, anti-social behaviour and domestic abuse</td>
<td>79%</td>
<td></td>
<td>19%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To reduce alcohol related hospital admissions</td>
<td>74%</td>
<td></td>
<td>23%</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To reduce alcohol related health harms</td>
<td>57%</td>
<td></td>
<td>39%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To improve our co-ordination/partnership work to ensure that all the other priorities are met in an efficient and affordable way</td>
<td>43%</td>
<td></td>
<td>40%</td>
<td>13%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>To support a diverse, vibrant and safe night time economy</td>
<td>41%</td>
<td></td>
<td>34%</td>
<td>20%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Base for % 223

Respondents were invited to provide any comments they had on the five priority outcomes. 45 respondents chose to leave a comment. Key comments were around the priority outcomes being difficult to disagree with, how each priority is going to be measured, focusing on the retail of alcohol. Overleaf is a word cloud showing the most frequent words mentioned.
Respondents were also asked if there were any other priority outcomes that they felt should be included within the plan. 76 respondents chose to leave a comment. Key comments were around focusing on the retail of alcohol, education and/or activities for young people. Below is a word cloud showing the most frequent words mentioned.
Ambition/ Goals for the future

Respondents were asked to provide any comments they may have had on the ambition and goals for the future within the draft plan. 107 chose to leave a comment. Key comments included those leaving a general positive comment, disagreement with Minimum Unit Pricing (M.U.P), focusing on the retail of alcohol, education and/ or activities for young people. Below is a word cloud showing the most frequent words mentioned.

Ambition/goals for the Future – Word cloud - most frequent words

Alcohol Prevention Priorities

Six alcohol prevention priorities were specified within the plan. Again there was no high level of disagreement with any of the priorities with the majority agreeing. However there was a high level of respondents stating ‘neither agree nor disagree’ (24%) and ‘no opinion/ unsure’ (12%) to the priority ‘Assets based community development’. After reviewing the open comments it seems that respondents were unsure as to what this term meant or what it entailed and therefore an explanation of this would be beneficial within the updated plan.
Respondents were invited to provide any comments they had on the six alcohol prevention priorities. 61 respondents chose to leave a comment. Key comments included those stating the priorities were difficult to disagree with, those stating that the plan is too difficult to understand and comments concerning young people, for example providing education on the effects of alcohol. Below is a word cloud showing the most frequent words mentioned.
Respondents were also asked if there were any other priority outcomes that they felt should be included within the plan. 62 respondents chose to leave a comment. Key comments were around focusing on the retail of alcohol and education and/or activities for young people. Below is a word cloud showing the most frequent words mentioned.

**Any Other Alcohol Prevention Priorities – Word cloud - most frequent words**

![Word Cloud for Other Alcohol Prevention Priorities](image)

### Other Comments

Respondents were asked whether they would like to provide any further comments on the plan. Key comments including those giving positive feedback on the plan, those stating that the plan is not clear or accessible, those reiterating the need to focus on the retail of alcohol, education and/or activities for young people. Below is a word cloud showing the most frequent words mentioned.

**Any Other Comments – Word cloud - most frequent words**

![Word Cloud for Other Comments](image)
Summary and conclusions

The majority of respondents seemed in agreement with the draft plan. However, a few seemed unsure of certain outcomes/priorities namely ‘to support a diverse, vibrant and safe night time economy’ (20% neither agreed nor disagreed) and ‘Assets Based Community Development’ (24% neither agreed nor disagreed and 12% were unsure/had no opinion). Respondents seemed unsure as what the term ‘Assets Based Community Development’ meant or entailed which may explain the response received.

There were a few recurring themes within the open comments concerning the retail of alcohol and education and activities for young people. These seem to be what respondents were most passionate about in the aim to help reduce the effects of alcohol abuse.

Next steps

The results including the detailed comments have been shared with the key decision maker and a meeting was held with key colleagues to discuss the results. Work will now take place to incorporate necessary amendments to the Plan and the updated plan will then progress through to the Health and Wellbeing Board for approval and adoption in early 2017.