

# LICENSING COMMITTEE

8 APRIL 2014

## REPORT OF CORPORATE DIRECTOR- PUBLIC EXPERIENCE

### A.2 PROPOSAL TO INTRODUCE A 'REDUCING THE STRENGTH' INITIATIVE INTO CLACTON TOWN CENTRE AND ITS PERIPHERAL AREAS

(Report prepared by Simon Harvey)

#### PART 1 – KEY INFORMATION

##### **PURPOSE OF THE REPORT**

To enable the Committee to consider and give its support to a joint Tendring District Council Community Safety Partnership, Licensing, Essex Police and Health Agencies proposal to introducing a 'Reducing the Strength' style initiative into Clacton Town Centre and its periphery alcohol off sale outlets.

##### **EXECUTIVE SUMMARY**

- 'Reducing the Strength' is about Responsible Authorities, Health Agencies and enforcement agencies persuading and working in partnership with all responsible alcohol off sale retailers to remove high/super strength but low cost beers, ciders and lagers from their shelves that have an Alcohol by Volume (ABV) of 6.5% or more which for the purposes of this report will be described as Super Strength beers, ciders and lagers.
- It is these super strength very low cost beers, ciders and lagers that contribute greatly to the problems of street drinking and the alcohol related crime and anti-social behaviour perpetrated by street drinkers. These problems have been especially prevalent in Clacton Town Centre and its Seafronts in the summertime.
- A single 500ml can of 9% low cost super strength lager contains four and half units of alcohol, which exceeds the Government's daily recommended safe alcohol limit of between two to three units for women and three to four units for men.
- The initiative is not however targeted at premium or specialist and much higher price beers, ciders or lagers such as are produced by real ale or micro brewers and multinational brewing companies. These products tend to be much higher in price are often of a higher quality and sales are directed towards a more affluent customer base.
- The significant success of a 'Reducing the Strength' campaign in Ipswich by Ipswich Borough Council, Suffolk Police, NHS Suffolk, Suffolk County Council and the East of England Co-operative Society has seen a number of other Local Authorities including our own wishing to implement similar measures and a similar campaign in their area.
- The success of the initiative in Ipswich has been achieved not just by partnership, persuasion and enforcement, but also by personal interventions directly to the street drinkers themselves made by health outreach workers to help those persons who are willing to seek and accept professional medical help to reduce their alcohol consumption and dependence.
- This initiative is not simply a case of the Council and its partners expecting businesses to solely make a difference to the numbers of street drinkers on their own and the presence of alcohol outreach help and treatment services is also a significant step forward in helping to reduce this problem for everyone concerned. There will be ongoing enforcement by the Police and accredited Council officers in the Designated Place of Public Order (DPPO) areas to address anti -social behaviour.

## **RECOMMENDATION(S)**

**That the Licensing Committee:**

- a) **Notes the report and give its support to the implementation of a 'Reducing the Strength' initiative into Clacton town centre and its peripheral areas as detailed in the area plan shown as Appendix 1 of this report.**

## **PART 2 – IMPLICATIONS OF THE DECISION**

### **DELIVERING PRIORITIES**

The implementation of a 'Reducing the Strength' initiative for off sale retail outlets in and around the periphery of Clacton Town Centre will support the following priorities contained in the Council's Corporate Plan for 2010-2016

#### **Our Prosperity**

- **Build a thriving local tourism industry.**

#### **Our People**

- **Reduce health inequalities and disadvantage.**
- **Promote healthy and active lifestyles.**
- **Remain a low crime area and reduce the fear of crime.**

#### **Our Place**

**Regenerate the District and improve deprived areas.**

### **FINANCE, OTHER RESOURCES AND RISK**

#### **Finance and other resources**

It has not been possible based on experience elsewhere to fully quantify the staff time that will be required for all agencies in implementing a 'Reducing the Strength' campaign into Clacton Town Centre and its periphery and to keep the initiative going post launch. This is significant additional work to take on and there is no spare capacity in the licensing team to undertake this initiative without impacting on other areas of licensing activity such as planned premises licence inspections. Certainly for the duration of the initial campaign anyway.

Clacton town centre and its peripheral areas will be the biggest focus of work and each visit to the premises concerned to engage in initial dialogue is likely to take up to a half an hour of officer time per premises. Add this cost to ongoing partnership meetings and the administration of the scheme overall, the cost in officer time for the Council is likely to be in the region of several thousands of pounds. If the campaign is also extended to other areas within the District that may benefit from this approach, such as Harwich or Walton on the Naze for example, there will also be staff costs and time implications in implementing campaigns in these areas as well.

However these costs must be considered as part of a much wider and longer term picture by offsetting the implementation and running costs against the overall savings that can be made for the taxpayer and much wider community benefits; including:

- a) Reducing accident and emergency service time and costs and hospital admissions for street drinkers;
- b) Reducing Police, Court and probation services time and costs in dealing with often very petty alcohol related crime and anti-social behaviour;
- c) Reducing time and costs spent on street drinkers and associated problems by social services;
- d) Reducing time and costs for Council cleansing services and enforcement in respect of street drinking incidents including licensing enforcement;
- e) Reducing the time and costs spent by health and outreach alcohol and drug workers dealing with the problems of street drinkers;
- f) The significant image boost that a reduction in the street drinking problem the campaign can give to the town and the District as a whole in how it is seen by its residents, visitors and businesses through our agencies working in partnership to tackle and reduce the street drinking problem and the negative impacts that it has on everyone concerned. If this results in more visitors for the town and its seafronts and the town is viewed as even more family friendly by visitors this can only have a positive effect for local businesses and the for the local economy.

The voluntary commitment by off sale retail outlets to remove or not sell super strength low price beers, lagers and ciders from their shelves either remains just that, purely voluntary, or at the wish of the premises licence holder is attached as a condition to their premises licence by way of a Minor Variation of the licence. This ensures that that if the licence is transferred at any times in the future that commitment and condition remains on the premises licence.

There is a cost to the Minor Variation process of £89 per application. At Ipswich this cost was borne by Ipswich Borough Council as part of its commitment and resource to the project. In Clacton Town Centre and its periphery it is estimated that up to **24** off sale retail outlets may be applicable to apply for a Minor Variation of their premises licence which could be a total of **£2,136** as a contribution from the Community Safety Partnership fund.

The Ipswich 'Reducing the Strength' campaign also incentivised and rewarded alcohol off sale retail premises participating in the campaign by the presentation of a small plaque to be put up outside of the premises which acknowledged that they were part of the scheme and did not sell super strength beers, ciders and lagers there. These plaques were made from marble or similar material and engraved in-house by Ipswich BC which kept the cost reasonably low but was nevertheless a very positive acknowledgement of participation in the scheme. It is thought that each plaque costs around £35/£40 to produce and Ipswich BC have indicated they may be able to provide these for Tendring. If up to 24 premises voluntarily participated in the scheme this could cost in the region of £960 to fund which would need to be identified from an existing budget if it is decided to acknowledge participants in a similar way in the Tendring District pilot 'Reducing the Strength' scheme.

A cheaper option may be to explore sourcing and using Perspex plaques from a local sign making company and funds may be available from the Community Safety Partnership to supply these.

The alcohol and drugs outreach worker for Clacton street drinkers is being commissioned by the Essex Drug and Alcohol Partnership (EDAP). The costs involved are unknown to Tendring District Community Safety Partnership (CSP) because Essex County Council is funding the EDAP direct. The outreach worker is part time in Clacton initially for a year and should there be any plans to extend the Reducing the Strength initiative in other areas of

the District like Harwich for example the CSP would have to negotiate for a full time outreach worker.

## **Risk**

This campaign and the health initiatives that support it is primarily targeted at reducing the number of street drinkers in Clacton Town Centre and its beach front areas, particularly in the summer months and also reducing the number of alcohol related crime and disorder and anti-social behaviour incidents linked to street drinking. However the removal of super strength beers, ciders and lagers also has potential health benefits as well for all other residents and visitors to our area in helping to reduce the excessive consumption which can lead to liver disease, cancer and strokes as well as other health issues such as excessive weight gain and depression. A single 500ml can of low cost super strength lager contains four and a half units of alcohol, which exceeds the Governments daily recommended safe alcohol limit of between two to three units for women and three to four units for men.

There are, therefore, risks to Tendring's residents and its visitors by not implementing this campaign and the health initiatives that support it in terms of alcohol related crime and disorder and anti -social behaviour and also for health promotion in the District. Not implementing this initiative may also risk damage to the Council's reputation and its corporate priorities.

There may be concerns raised by some businesses that they believe that this initiative may negatively impact on their businesses and their profits. However, this has not been the experience of businesses who have participated in the Ipswich Borough campaign and many of these have reported an increase in their overall trade from customers who previously may have been deterred from shopping at their premises because of the presence or reputation of street drinkers. They and their staff also suffered less verbal abuse and petty crime linked to street drinking as a result of the campaign and their participation in it.

## **LEGAL**

It must be stressed that the 'Reducing the Strength' campaign to remove super strength beers, ciders and lagers is a voluntary initiative only on behalf of licensed off sale retail outlets. The attachment of a condition to a business's off sale premises licence that it will not sell such products is also purely voluntary and cannot be imposed on a licence by any means other than by way of a premises licence review hearing held under the Licensing Act 2003 which could attach such a condition if it were appropriate, reasonable and proportionate to do so.

There are, therefore, no legal implications involved for the Council or its partners in this initiative as participation is on a voluntary basis only for off sale retail outlets. Care must be taken however that there is no impingement or perceived impingement on the competitive pricing of alcohol between off sale retail outlets and which could fall outside of the Office of Fair Trading requirements in this regard. It is also important that it is understood by all concerned that this is a voluntary initiative only on behalf of the retail off sale businesses in question and is targeted only at super strength low cost alcohol with an ABV of 6.5% or over, not high price, high quality premium or specialist beers, ciders and lagers such as premium Belgian beers for example.

## **OTHER IMPLICATIONS**

Consideration has been given to the implications of the proposed decision in respect of the

following and any significant issues are set out below.  
Crime and Disorder / Equality and Diversity / Consultation/Public Engagement.

## **CRIME AND DISORDER**

The introduction of a 'Reducing the Strength' campaign in Ipswich to voluntarily remove super strength beers, ciders and lagers from the shelves of participating off sale retail outlets has seen a reduction in alcohol related anti-social behaviour. In one particular area of Ipswich this fell by as much as 64% and the East of England Co-op who are one of the main partners in the scheme in Ipswich have also seen petty crime and disorder fall dramatically in many of their stores in Ipswich. So much so that in one store the Co-op were able to remove both security staff from the store because shop lifting and other petty crime had reduced to zero.

## **EQUALITY AND DIVERSITY**

All off sale retail outlet premises in the identified target area chosen will be hand delivered the same invitation letter and will be engaged in dialogue through personal visits by TDC licensing officers and Police officers.

There is also a significant opportunity to improve the physical and mental health of street drinkers by undertaking this initiative in partnership with enforcement and health agencies and which will assist some of the most disadvantaged members of our society to recover their lives.

## **AREA/WARDS AFFECTED**

Pier, St Pauls, St James, Alton Park, St Marys.

## **CONSULTATION**

Consultation will take place with each off sale retail outlet identified by way of joint personal visits from TDC licensing officers and Police Officers to hand deliver letters inviting the retailers to voluntarily participate in the campaign and these officers will proactively engage in dialogue with retailers to encourage them to sign up to the campaign. Officers will set out the benefits for everyone if they do sign up and the potential drawbacks if they do not participate.

Local Ward Members may also wish to participate in these visits and their local knowledge of the area and its businesses would be extremely helpful in supporting the campaign in their ward.

It is also intended that a high profile public launch of the campaign will take place following the joint visits to premises and signing up of premises to which there will be a general invite for all of those that have and haven't signed up as well as our partner agencies, Members, media and any other interested parties such as local town centre businesses.

## **PART 3 – SUPPORTING INFORMATION**

### **BACKGROUND**

Tendring District Council's Community Safety Partnership 'Action Plan for Alcohol Related Issues' prioritises a number of key action points that have been identified for the Council and its partner agencies such as Essex Police, Essex Probation and the Essex Drug & Alcohol Partnership to target in order to reduce alcohol related crime and disorder and

anti-social behaviour in our District. Copy of TDC Alcohol Action Plan attached to this report as **Appendix 2**

As part of the Alcohol Action Plan, three key action points were identified and put in place in August 2013. These are:

1. Letter to licenced premises regarding selling alcohol to street drinkers and persons that were already inebriated. Letters being hand delivered by TDC Licensing as a way of engaging with the Licensed Premises
2. Put together a business case for having a part time Alcohol Worker dedicated to Pier Ward
3. Make contact with Ipswich re: 'Reducing the Strength' Campaign to discuss what elements of the campaign could work in Tendring.

All three of these action points have been progressed and now need to move forward into the next implementation phases.

1. A letter to all alcohol off sale retail outlets in Clacton Town Centre was jointly hand delivered by the Licensing team and Police on the 13 September 2013 and Premises Licence holders, Designated Premises Supervisors (DPS), shop managers and shop staff were engaged in dialogue with licensing officers and Police to elicit and encourage their support not to sell alcohol to street drinkers or other persons who are drunk and were advised of the potential enforcement consequences if they do. Copy of letter attached to this report as **Appendix 3**

Ongoing, follow up enforcement visits to these premises have been jointly undertaken by licensing enforcement officers and Police officers resulting in one DPS being issued with a Fixed Penalty Notice (FPN) for serving a person who was drunk. This FPN was not challenged through Court by the DPS in question.

2. A business case has been made for an alcohol outreach health worker to engage with street drinkers to help those persons who are willing to seek and accept professional medical help to reduce their alcohol consumption and dependence and it is hoped that this person will be able to commence this work in April. The alcohol outreach worker is being funded by an Essex County Council Public Health grant and will be directly employed from 9 Oxford Road Open Road/EYPDAS who are and alcohol treatment agency.
3. Contact has been made with Ipswich Borough Council Community Safety and Licensing teams, Suffolk Police and the East of England Co-op who are some of the partners in the Ipswich 'Reducing the Strength' campaign to learn more about how the initiative was implemented, how it was received by alcohol off sale retail outlets, how were outlets persuaded to participate in the scheme, what actions were needed to implement the initiative and how successful has it been one year into the initiative.

Tendring District Council's Portfolio Holder for Wellbeing and Partnerships Councillor McWilliams, Community Safety Partnership Manager and Licensing Manager participated in fact finding discussions with officers from Ipswich Borough Council Community Safety, Suffolk Police and the East of England Co-op who all very kindly gave up their time to meet with TDC representatives at the Co-op Headquarters at Wherstead Park last November.

It was clear from these discussions that one year on, the Ipswich 'Reducing the Strength' campaign has been a resounding success and has been an initiative welcomed by their businesses, residents and visitors alike as well as having health and wellbeing benefits for a number of the street drinkers in Ipswich themselves. The initiative covered the whole of the Ipswich Borough Council area, but priority areas within the Borough were identified and targeted more robustly where Anti-Social Behaviour and crime were highest.

For example, by the end of 2012 there was a 20% reduction in the number of individuals identified as street drinkers. This number had started at 25 core and 45 peripheral individuals totalling 70 in all in 2011. In one area of Ipswich anti social behaviour fell by 64% after super strength alcohol was removed from the local off licence. Local businesses surveyed in February 2013 revealed that there was a 20% reduction in the number of people who stated that they had witnessed a high level of street drinking and the numbers considering the street drinking witnessed to be low had increased by 10%. In addition, there was a 12% reduction in the number of people who reported to have witnessed street drinking at all in the area around their business and only 15% of those questioned stated that their business was significantly affected by street drinking.

Police statistics show that incidents in Ipswich where members of the public have called them to report a concern linked to street drinking have dropped from 341 during September 2011 to September 2012 to 261 from the launch of the Reducing the Strength campaign in September 2012 to September 2013. This is a reduction of 23.5% and incidents continue to decrease.

The voluntary commitment by off sale retail outlets to remove or not sell super strength beers, lagers and ciders from their shelves is attached by Ipswich Borough Council Licensing Authority as a condition to their premises licence by way of a Minor Variation of the licence if the premises wish to take their voluntary commitment one stage further. This ensures that that if the licence is transferred at any times in the future that commitment and condition remains on the premises licence.

There is a cost to the Minor Variation process however of £89 per application. At Ipswich this cost was picked up through contributions made from Ipswich Borough Council. In Clacton Town Centre and its periphery, it is estimated that up to **24** off sale retails outlets may apply for a Minor Variation of their premises which could be a total of **£2,136** as a contribution from the Community Safety Partnership fund.

The Ipswich 'Reducing the Strength' campaign also incentivised and rewarded alcohol off sale retail premises participating in the campaign by the presentation of a small plaque to be put up outside of the premises which acknowledged that they were part of the scheme and did not sell super strength beers, ciders and lagers there. These plaques were made from marble or similar material and were inscribed in-house by Ipswich BC and therefore the cost was reasonably low in the region of £35/£40 per plaque. Nevertheless, it was a very positive and public acknowledgement of a premises participation in the scheme.

There are also costs associated with staff time to implement the scheme and the running of it when live. However these costs are very much looked at as part of the bigger picture by Ipswich and their partners.

Savings also occur for example in accident and emergency service time and hospital admissions for street drinkers, Police and Court time in dealing with often very petty alcohol related crime and anti-social behaviour, social services, as well as Council cleansing services and enforcement currently.

There is also a significant image boost that it has given to the town and how it is seen by its residents, visitors and businesses as well as by its agencies working in partnership to tackle and reduce the street drinking problem and the negative impacts that it had on everyone concerned.

## **CURRENT POSITION**

Clacton Town Centre and its seafronts have a problem with a relatively small number of street drinkers which often results in alcohol related anti- social behaviour or petty crime being perpetrated by them. The population of street drinkers rises in the summer months and commensurately so does the alcohol related anti-social behaviour that often accompanies groups of street drinkers.

Often it is the perception of drunken street drinkers in the town centre or occupying the seafront shelters that is more disturbing for residents and visitors and is more damaging to the town's image and reputation as a family holiday destination than the actual harm or disturbance that is caused by the street drinkers. Nevertheless anecdotally and through the local media it is clearly a problem that residents, visitors, businesses, Members and the Police all find common ground on that street drinking is anti-social, often leads to petty offences being committed and is a drain on Police time and also Council enforcement and cleansing resources.

There have been a number of joint operations over recent months between Council staff and the Police to move street drinkers on, particularly from the sea front and sea front shelter areas during the summertime. Police officers are also rigorously and constantly moving street drinkers on, challenging their behaviour or dealing with offences committed by street drinkers, particularly in the town centre area that is subject to a Designated Public Place Order (DPPO) where persons can be asked to surrender alcohol in sealed or unsealed containers by Police or accredited officers.

Inspector Danielle Booth of Essex Police will be attending the Licensing Committee meeting and will be able to give the Committee an overview of the kinds of alcohol related anti-social behaviour that her officers have to deal with in the DPPO area.

It is estimated that there may be approximately a hard core of a dozen or so regular street drinkers in Clacton Town Centre and its seafronts, but these and the numbers of additional street drinkers that gravitate to the town particularly during the summer months are a tremendous drain on hard pressed Police, Council and Health resources. It is often the prevalence of off sale retail outlets selling single cans of super strength low cost beers, ciders and lagers that attracts and keeps the street drinkers in place.

These relatively small numbers of persons have a considerable and disproportionate negative impact on residents, visitors and businesses in the town centre and its seafronts and the town's image as a family holiday destination by their alcohol fuelled anti-social behaviour and presence in the town.

There is therefore no one single agency that has the resources on its own to deal with this problem which is why a very different multi agency partnership approach to decreasing the numbers of street drinkers by the introduction of a 'Reducing the Strength' campaign along

with targeted alcohol and drugs health worker interventions with street drinkers is needed for Clacton town centre and its peripheral areas.

It is suggested that alcohol off sale retail outlets on the outskirts of town are also included in the campaign in order to deter street drinkers from simply going outside of the immediate town centre area to purchase super strength beers, ciders and lagers. It is unlikely that they will want to walk a long distance in order to buy super strength low cost alcohol. The aim is therefore to deter and to bring the street drinkers to a position where the intervention of an alcohol and drugs outreach worker is welcomed and more likely to succeed where the person approached is not in a drunk or unfit state to engage in such a dialogue.

A map of the proposed area for inclusion in the 'Reducing the Strength' campaign in Clacton town centre and its periphery is attached to this report as **Appendix 1**.

The success of the Ipswich Reducing the Strength campaign model and the mix of enforcement agencies and health agencies working in partnership to holistically address and intervene in the street drinking problem suggests that there is an alternative to simply chasing these street drinkers from place to place or dealing with the offences they commit while drunk.

### **NEXT STEPS**

- We need to hold a multi-agency meeting with partners, e.g. Police, Health, Retailers (Co-op), Ward Members, Clacton Town Centre Partnership representatives (to engage local businesses) to determine who is doing what in the campaign, when it is going to be done by and how will we evaluate that it has been done/has been successful
- We need a communications strategy to ensure that the campaign is well supported by the local media and that the objectives of the campaign are clearly explained and understood by, and through, the media.
- Identify funds within the CSP to ensure that a budget is available to pay for the Minor Variations of premises licence and also ideally to fund some sort of plaque that can be placed by participating premises outside of their shops to clearly identify that they are part of the campaign and do not sell super strength low cost beers, ciders and lagers at their shop.
- Consultation will take place with each off sale retail outlet identified by way of joint personal visits from TDC licensing officers and Police Officers to hand deliver letters inviting the retailers to voluntarily participate in the campaign and these officers will proactively engage in dialogue with retailers to encourage them to sign up to the campaign. Officers will set out the benefits for everyone if they do sign up and the potential drawbacks if they do not participate.
- A high profile public launch of the campaign will take place following the joint visits to premises and signing up of premises to which there will be a general invite for all of those that have and haven't signed up as well as our partner agencies, Members. Media and any other interested parties such as local businesses through the Clacton Town Centre Partnership.
- Identify with alcohol and drugs outreach worker and Police the number of regular street drinkers and engage in dialogue with these persons. Ensure that the aims of the campaign are also explained clearly to the street drinkers and that alcohol off sale retail outlets who participate in the scheme will no longer be selling super strength beers, ciders and lagers from their shelves.
- Evaluate progress six months into campaign, what has worked, what hasn't and

what needs changing.

- Evaluate if alcohol off sale retail outlets that have not agreed to participate in the campaign and are still selling high super strength low cost beers, ciders and lagers are a focal point for alcohol related crime, disorder or anti-social behaviour and whether street drinkers committing offences or arrested for offences have purchased their alcohol from these non-participating premises. If they are, engagement will need to be made with these premises jointly by the Council Licensing Authority officers and Police to give guidance and warning that a review of their premises licence may be considered if their shop continues to be a focal point of alcohol related crime, disorder and anti-social behaviour.

#### **BACKGROUND PAPERS FOR THE DECISION**

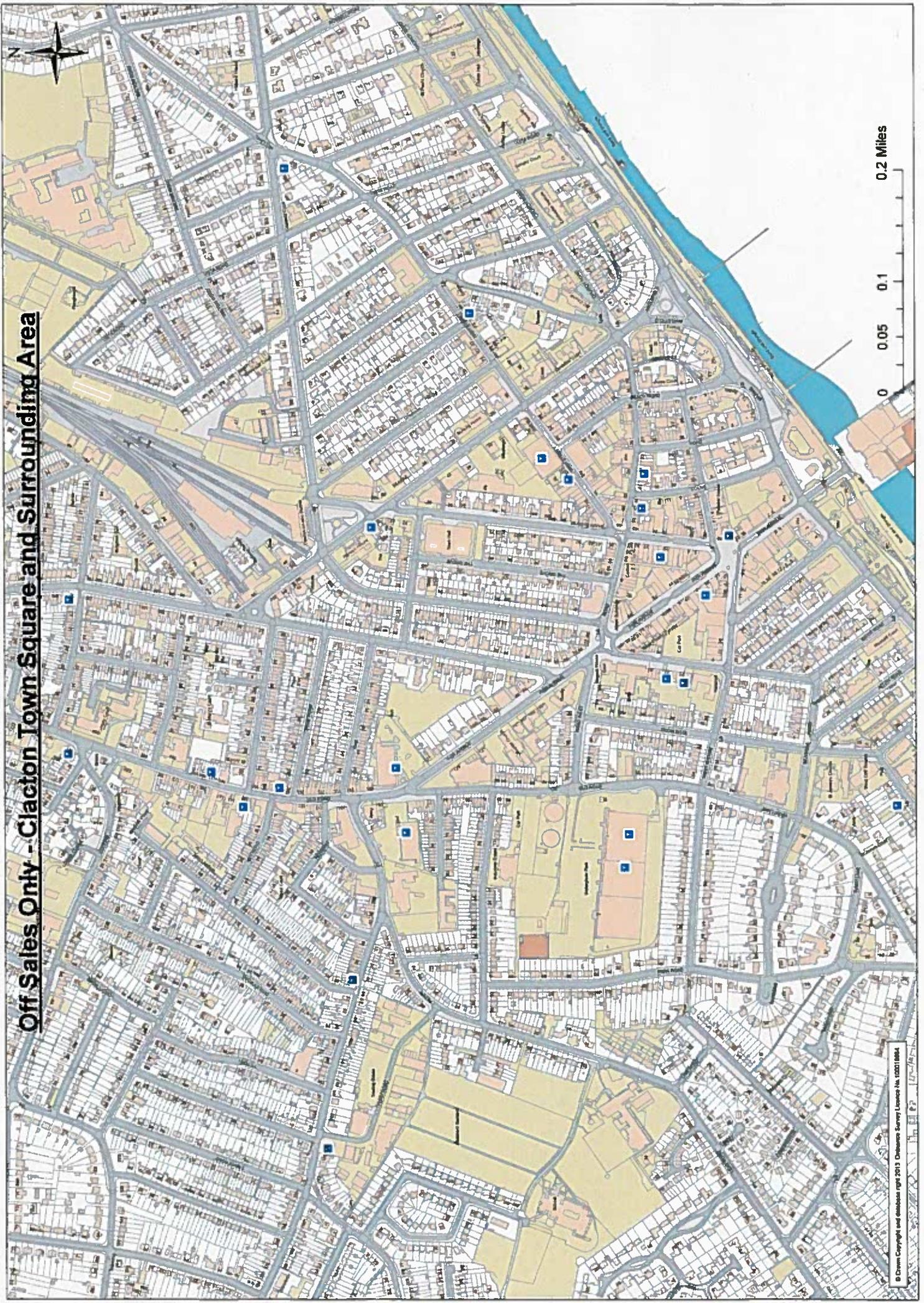
Ipswich Reducing the Strength Document

#### **APPENDICES**

**Appendix 1 – Map of proposed ‘Reducing the Strength’ area**

**Appendix 2 – TDC Alcohol Action Plan**

**Appendix 3 – Joint TDC/Essex Police letter to retail outlets September 2013**



**Off Sales Only - Clacton Town Square and Surrounding Area**

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## **Action Plan for Alcohol Related Issues Tendring**

The delivery of the interventions set out under this priority is managed by Tendring District Council's Community Safety Manager in partnership with all other agencies, statutory and voluntary.

## Tackle Alcohol Related ASB issues

<b>Details of Intervention / Activity / Project to address priority</b>	<b>Agency or Organisation  (ie: Partner such as TDC, Essex Police, Essex Probation or CVST etc)</b>	<b>Action taken or to be taken</b>
Utilise powers like the DPPO and the Town Centre Dispersal Order to gather intelligence for joint patrols	Essex Police and CSAS staff	Enforcement around Street Drinkers / DPPO  Proactive approach – visible patrols and targeted enforcement action if necessary  Action – Ongoing
Joint patrols with Essex Police, Special Constabulary and TDC CSAS Accredited Staff.	Essex Police, Special Constabulary and TDC CSAS Accredited Staff	First patrol – nothing was noted. Any people that were inebriated that saw the officers moved on of their own accord.  Further patrols week commencing 16.09.13  First joint patrol 14.08.13 Second joint patrol 28.08.13 Third joint patrol 17.09.13 Fourth joint patrol 18.09.13  Action - Ongoing

<p>Letter to licenced premises regarding selling alcohol to people that were already inebriated. Letters being hand delivered by TDC Licensing as a way of engaging with the Licensed Premises</p>	<p>TDC Licensing Dept / Essex Police Liscensing</p>	<p>Letter to be distributed w/c 16.09.13 – TDC and Essex Police Joint visits to Licensed Premises</p> <p>Visits made and letters and engagement with Licensees 13<sup>th</sup> September 2013 with follow up visits to be made:</p> <p>17.09.13 – 10:00hrs 19.09.13 – 14:00hrs 18.09.13 – 18:00hrs</p> <p>Action - Ongoing</p>
<p>Recruitment drive for Special Constabulary – Tendring District Council and Essex County Council</p>	<p>Cat Barrie and SC Supt Jane Gardner</p>	<p>C/I Barrie continues with recruitment drive for Tendring Special Constabulary</p>
<p>Put together a business case for having a part time Alcohol Worker dedicated to Pier Ward</p>	<p>Leanne Thornton</p> <p>Establish costs etc and find funding for p/t worker</p>	<p>Discuss the options with service providers in relation to having a part time Alcohol Out reach worker for Pier Ward.</p> <p>Business case complete – Funding to be sourced.</p> <p>Leanne to speak to Ben Hughes at EDAAT.</p> <p>Action – Complete – EDAAT are looking to commission an Alcohol Outreach worker for Clacton Town Centre in the near future, as confirmed by Ben Hughes at EDAAT.</p>

<p>Make contact with Ipswich re: Reducing the Strength Campaign to discuss what elements of the campaign could work in Tendring.</p>	<p>Leanne Thornton</p>	<p>Establish the pro's &amp; cons in relation to the Suffolk project.</p> <p>Action – Leanne still trying to ascertain the benefits and outcomes from the Ipswich project.</p> <p>Once research complete – Licensing Committee to lead on the work.</p> <p>Joint presentation to Licensing Committee by TDC and Essex Police</p>
<p>Use CSP Partnership webpage, Facebook and Twitter pages to provide a commentary on the weeks work and incidents in conjunction with Essex Police # Alcoholharm</p>	<p>All partners particularly Essex Police and TDC Media Depts</p>	<p>Take a proactive approach to media coverage – for example if an fpn is given</p> <p>Action – Retrospective FPN to be issued based on evidence obtained in Week of Action and Licensed Premises Visits.</p> <p>Action – Peter and Cat to attend a joint meeting with Editor of Clacton Gazette.</p> <p>(Not week commencing 28<sup>th</sup> October 2013).</p>
<p>Obtain details of work carried out in relation to street drinkers in Grays, Harlow and Chelmsford</p>	<p>EDAAT – Mike Webb to forward examples of good practice</p>	<p>Examples of good practice received and forwarded to Alcohol T &amp; F Group contacts</p> <p>Action - Complete</p>
<p>Link the issues around street drinking and alcohol misuse in general to our existing HMO Task and Finish Group</p>	<p>Leanne Thornton</p>	<p>Set up T &amp; F meeting to cover both agendas. – Invite key people.</p> <p>Action – Both agendas moved on – no merit in joining the two groups.</p>

<p>Tendring Rurals</p> <p>Test purchasing, educational visits, license premises checks and use of twitter for updates.</p>	<p>Sgt Danielle Bailey – Rural Sgt</p>	<p>Test purchasing, educational visits, license premises checks and use of twitter for updates</p> <p>Action – Complete</p> <p>There have been reports of street drinking in Harwich and Dovercourt areas and a meeting has been set up between Leanne Thornton and Sgt Danielle Booth to look at the issues being reported.</p>
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**Tendring**  
District Council



**Re: Street Drinkers in Clacton Town Centre**

You may be aware that there has been a problem with street drinkers in Clacton Town Centre and also in regard to the shelters along the promenades. We are writing to all off sales premises within the town centre locality such as yours about how we can all work together to tackle this problem.

Tendring District Council along with its partners such as the Police and local businesses for example are determined to do what we can to tackle the problems caused by the kind of irresponsible street drinking that often leads to alcohol fuelled and alcohol related anti social behaviour which can be extremely distressing for our residents, visitors and local businesses alike and which can give the town a bad name and reputation that it absolutely does not deserve.

**It is an offence under Section 141(1) of the Licensing Act 2003 to knowingly sell, attempt to sell, or allow the sale or supply, attempt to supply or allow the supply of alcohol to a person who is drunk.**

**It is also an offence under Section 142(1) to knowingly obtain alcohol for consumption by a person who is drunk.**

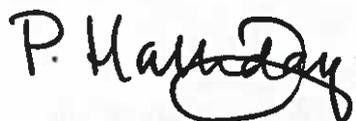
**The penalty for doing so for both offences is a level 3 fine (£1,000) or an £80 Penalty Notice for Disorder.**

The Council and Essex Police would therefore welcome the opportunity to work in partnership with your business to prevent persons who are known to you or your staff as street drinkers from being served off sales alcohol if they appear to be drunk, or not sell to persons who are knowingly purchasing alcohol for consumption of a person who is drunk.

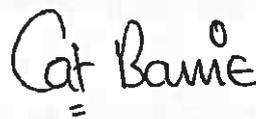
Your co-operation and assistance in helping the Council, the Police and our partners in upholding and respecting the law in this regard is really very much appreciated and should you wish a member of the Council's licensing team to call into your business to discuss this issue further with you then please do not hesitate to contact the Council's licensing manager Simon Harvey accordingly on 01255 686588 or by e-mail [sharvey@tendringdc.gov.uk](mailto:sharvey@tendringdc.gov.uk)

We are sure that everyone concerned, the Council, Essex Police, licence holders and businesses will all want to work together to positively promote a good image of our town as a welcoming and vibrant place to live, work and visit.

Yours sincerely



Councillor P. Halliday  
Leader of the Council



Chief Inspector Cat Barrie  
District Commander