

# **COMMUNITY AND SAFER CITY SCRUTINY COMMITTEE**

7<sup>th</sup> DECEMBER 2010

## **BALANCE- THE IMPACT OF ALCOHOL IN SUNDERLAND**

### **REPORT OF THE OFFICE OF THE CHIEF EXECUTIVE**

#### **STRATEGIC PRIORITIES: SP3 SAFE CITY**

**CORPORATE IMPROVEMENT OBJECTIVES: CI01: Delivering Customer Focussed Services, CI04: Improving partnership working to deliver 'One City'**

#### **1. Purpose of the Report**

- 1.1 To provide Members of the Community and Safer City Scrutiny Committee with evidence from Balance, the North East of England's Alcohol Office. This will contribute to the Committees policy review: Alcohol, Violence and the Night time Economy.

#### **2. Background**

- 2.1 Balance is the North East of England's Alcohol Office and the first of its kind in the UK.
- 2.2 Following commitments in the regional public health strategy. "Better Health, Fairer Health" Balance has been set up to inspire changes in the way the public think about and drink alcohol. The ultimate aim is to have happier, healthier people living in safer communities in the North East.
- 2.3 Balance brings together a wide range of organisations involved in people's alcohol use including health services, police, voluntary agencies and local authorities.

#### **3. Current position**

- 3.1 The presentation provides key facts regarding the impact of alcohol in Sunderland and highlights variables driving the change in alcohol consumption. Information is also provided regarding the impact of minimum pricing. The presentation is attached as Appendix A of this report.

#### **4. Recommendations**

- 4.1 Members are asked to note the report and provide any comments as appropriate.

#### **5 Background Papers**

No background papers

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