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<i>Date</i>	1st November 2021	<i>E-mail</i> [REDACTED]

Dear Christa,

Re: New Forest Licensing Policy Consultation

As a responsible authority, Hampshire Public Health would like to make the following comments on the proposed Statement of Licensing Policy 2022 to 2026 for New Forest District.

Section 2 Introduction and Background

We would request that the information contained in Appendix One of this letter be included in Section 2, under the subsection "The impact of alcohol on New Forest District"

Section 3 Licensing Objectives

We would suggest that the following paragraph be deleted:

"However, there are currently only these four licensing objectives which do not specifically refer to health. The licensing authority does recognise these issues and will take them into account within the remit of the Act."

and replaced with the following:

"Whilst promotion of public health is not a specifically cited licensing objective as set out in the Act, we would seek to encourage and support where appropriate, any voluntary initiatives that premises may wish to adopt to help reduce alcohol harm within our communities. Such initiatives may include:

- Avoiding the sale of beers, lagers and ciders over 6.5% ABV which are sold in plastic bottles or metallic cans, (Note: this does not include premium, craft or specialist products as these are not a target for problem drinkers);
- Taking steps to consider the display of alcohol in such a manner that will not unduly encourage people to drink irresponsibly and equally limit the exposure children have to alcohol advertising
- Refraining from placing alcohol products amongst, near or next to confectionary that would usually be consumed by children or young people (which would include till point toys or stickers)
- The use of breathalysers as a means of determining intoxication and supporting door staff

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decisions not to admit or serve customers who are already intoxicated.”

Section 14.1 Cumulative Impact Policy

Paragraph 4 of this section states, “Details of any special policy must be published in the authority’s statement of licensing policy, but there are currently no CIP in place for New Forest”. We suggest this wording is amended to allow the Local Authority to have the option to issue a CIP in the event of following compelling evidence submitted by a responsible authority regarding adverse impact upon the fulfilment of the licensing objectives.

Yours sincerely,



Michael Newman
Senior Public Health Practitioner

Director of Adults’ Health and Care
Graham Allen

Chief Executive
John Coughlan CBE

Appendix One: The impact of alcohol on New Forest District

The effects of harmful drinking on individuals, families and communities are wide-ranging. Alcohol is a causal factor in more than 60 medical conditions, including: mouth, throat, stomach, liver and breast cancers; high blood pressure, liver cirrhosis; and depression¹. Reviews have also demonstrated the negative impact alcohol has socially. It is an important factor in family and relationship problems, adverse childhood experiences, crime and disorder and reduced workplace productivity².

Whilst the New Forest compares well to national and regional rates on many key indicators of alcohol-related health harms, admissions are on an upward trend and are significantly worse than England. There were 5,221 admissions to hospital where alcohol was a direct cause or a contributing factor in 2019/20, an 84% increase from 2016/17³.

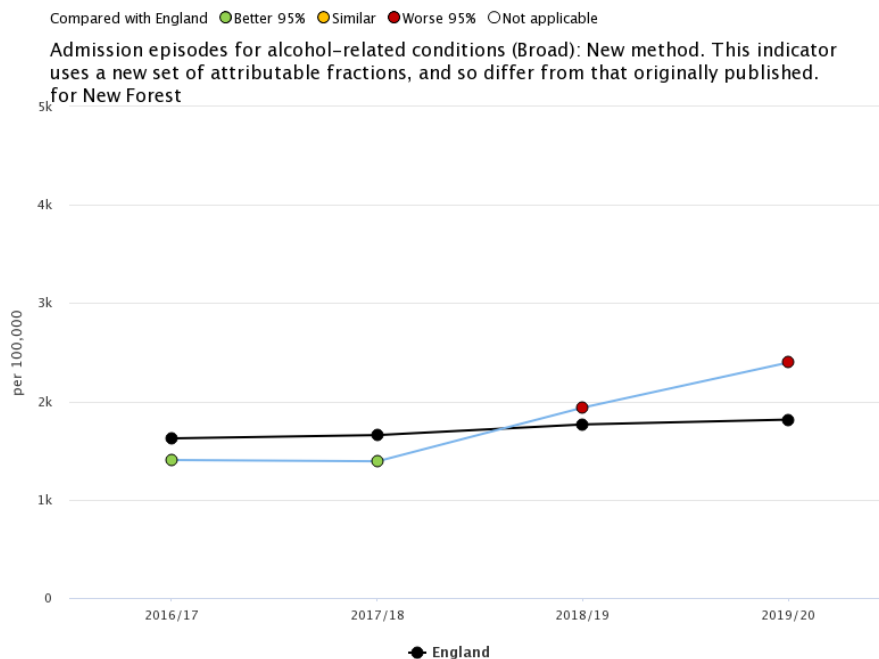


Figure 1: Admission episodes for alcohol-related conditions (Broad)

An area of concern is the rate of hospital admissions where alcohol can be wholly attributed as a cause. There were 2595 admissions in 2019/20, 297% increase since 2017/18. In

¹ PHE (2019), Alcohol: Applying all our health. Available at <https://www.gov.uk/government/publications/alcohol-applying-all-our-health/alcohol-applying-all-our-health>

² PHE (2019) The range and magnitude of alcohol's harm to others. Available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/806935/Alcohols_harms_to_others-1.pdf

³ Public Health Outcomes Framework. Local Alcohol Profiles: Admission episodes for alcohol conditions (Broad) (Persons). Available at <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/4/gid/1938132984/pat/6/par/E12000008/ati/401/are/E07000091/iid/93765/age/1/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/car-do-0>

2019/20, New Forest had a significantly higher rate of admissions (per 100,000 people) than England.⁴

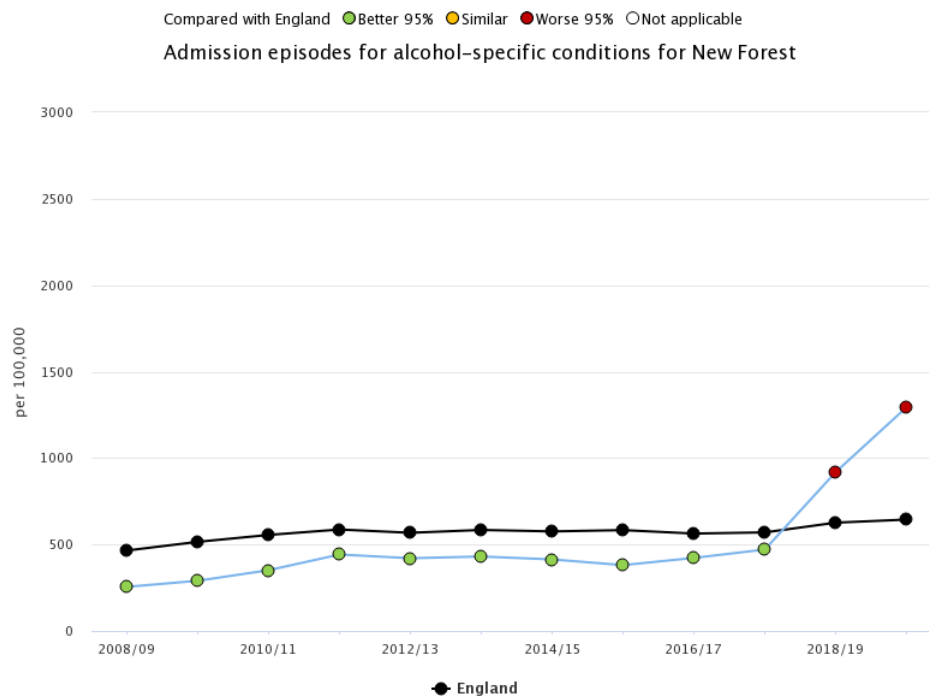


Figure 2: Admission episodes for alcohol-specific conditions

Whilst there has been a downward trend in admission episodes for alcohol specific conditions in under 18's, between 2017/18 – 2019/20 New Forest had a significant higher rate of admissions than England (46.7 per 100,000 people compared to 30.7)⁵

Much of the harm from alcohol use can be attributed to the habits of non-dependent drinkers. An estimated 22.4% (or 1 in 5) of Hampshire adult residents drink above the safe recommended levels for alcohol (over 14 units) each week⁶. Applying the same rate to New Forest's estimated population, this represents approximately 32, 035 people.

⁴ Public Health Outcomes Framework. Local Alcohol Profiles: Admission episodes for alcohol-specific conditions (Persons). Available at <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/4/qid/1938132984/pat/6/par/E12000008/ati/201/are/E07000091/iid/92906/age/1/sex/4/cat/-1/ctp/-1/yr/3/cid/4/tbm/1/page-options/car-do-0>

⁵ Public Health Outcomes Framework. Local Alcohol Profiles: Admission episodes for alcohol-specific conditions – Under 18's (Persons). Available at <https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/4/qid/1938132982/pat/202/par/E10000014/ati/201/are/E07000091/iid/92904/age/173/sex/4/cat/-1/ctp/-1/yr/3/cid/4/tbm/1/page-options/car-do-0>

⁶ Public Health Outcomes Framework. Local Alcohol Profiles: Drinking over 14 units (Adults). Available at <http://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/3/qid/1938133118/pat/6/par/E12000008/ati/102/are/E10000014/iid/9277/age/168/sex/4>