

Post room please return to The DAAT – First Floor, Central House Annexe

Impact Assessment and Consultation Form to terminate the Council's financial contribution to the FRESH North East Tobacco Control Office and Balance, the North East Alcohol Office

Name (Optional):

Age (Optional):

Gender (Optional):

Male/Female/Trans

Are you completing this form yourself? (Please circle /highlight) Yes/ No

If no, please detail who is completing this form for you?

(for example, Relative, Friend, Carer, Care Manager)

Please could you complete the following information to enable the Council to understand your views on the proposal to end the contributions to the FRESH North East Tobacco Control Office and Balance, the North East Alcohol Office:

- 1) Have you/your organisation used information provided by FRESH and/or Balance? If yes, from which one/both? What type, how often, and is it useful?

As a partner, the Constabulary uses Balance/FRESH reports when drafting the Community Safety Plan for Darlington. Their information is also widely shared across our social media in attempt to bring about positive behavioural change. Darlington has in the past, benefitted from both organisations campaigns in the shape of local marketing both on the TV, newspapers as well as bus stops etc.

The constabulary uses information provided by FRESH and/or Balance to inform internal documents such as the force strategic assessment, and external documents such as the Community Safety Plan.

- 2) Have you/your organisation attended any regional groups, or events, hosted by FRESH or Balance? If yes, which ones, how often, and are they useful?

Members of the force have attended numerous events organised by Balance over the years including Crime and Disorder Forum, social marketing, licensing, health as well as regional conferences covering all aspects of alcohol harm. They have all been highly informative and officers have provided very positive feedback. They have also provided our officers with the opportunity to network with both police colleagues and partner agencies which has allowed for the sharing of best practice.

3) Are you aware of any of the FRESH and/or Balance media campaigns e.g. Don't Be The One Smoking Campaign, Tumour in a Glass Alcohol TV Advert; or, the Cigarette Tumour TV Advert? If yes, which ones and what impact did these have on you?

The force has been proactive in supporting all of the above Balance campaigns with in-force focus groups, workshops across the force area organised by our Alcohol Harm Reduction Unit, the executive supporting media opportunities, wallpaper pages on computers and social media support. As an example, the Darlington Safer Neighbourhood Team circulated a recent post via Facebook, showing how long alcohol remains in a person's body after consumption. This post reached over 3.5 million people, demonstrating that alcohol is a topic which can really capture the public's interest.

4) What would the impact (effect /consequence) be on you/your organisation if access to these organisations products/services was reduced? For example, if Darlington was no longer able to access its own, or regional, information; receive regular policy updates and briefings; or attend regional meetings/events; or these services were provided less often.

A significant impact would be the lack of understanding of how alcohol misuse is impacting on the population of Darlington. I appreciate that this information is publicly available; however it is not in a readily usable format. This data currently provides DAAT and its partners; including ourselves, with the evidence to target specific groups, i.e. young people.

Alcohol without doubt is one of the main drivers for crime and anti-social behaviour; therefore it is critically important that Balance continues to attempt to change individual behaviours.

The world of alcohol licensing is constantly changing as the industry attempts to gain deregulation. The legislative updates whether that be newsletters or conferences and the use of best practice / lessons learnt for new powers etc.from across the country is invaluable to our Alcohol Harm Reduction Unit. Balance has the ability to fight on behalf of all partners to bring about much needed change so that we can shape the future of our towns and cities in an attempt to reduce crime and anti-social behaviour.

5) What would the impact (effect /consequence) be on you/your organisation if these organisations no longer existed? For example, if more, or all, of the other Councils in the region also withdrew their contributions and FRESH and Balance were no longer viable.

The impact of losing Balance in particular would be felt by the Constabulary due to all the concerns raised in Q.4.

6) Please use this section to detail any other comments you have about this Budget proposal, or any of the other Council Budget proposals.

Thank you for your time.