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introduction


Talking Drink: Taking Action

Dr Arif Rajpura, Director of Public Health, Blackpool Council explained why the Inquiry was commissioned: “Alcohol related harm is a significant problem in Blackpool as it is in other parts of the country and we felt it important to start a debate in our community on the issue of alcohol harm. We wanted to begin a conversation with local residents on how we can work together on the health and wellbeing of members of our community. In my view the Alcohol Inquiry has begun a real conversation with this community by allowing members of the Blackpool population the opportunity to provide views on potential solutions.”

Our Life

Our Life specialise in community engagement. We carry out high-quality public participation processes, research and training designed to involve people in decisions and issues that directly affect them and the areas in which they live. Our expertise is in creating a dialogue between people and decision-makers, empowering them to work together and giving them the skills and confidence to influence and deliver change. In 2010 and 2011 we ran Inquiries in Ellesmere Port on the subjects of food and alcohol. The outcomes were extremely successful. The establishment of Westminster Food Action was a result of the food Inquiry, the group are currently running initiatives such as a local community cooking class called ‘Monday Munchies.’ The Barrow Alcohol Inquiry took place in 2013, the group are now meeting to write a licensing toolkit in conjunction with Drink Wise. Alcohol Inquiries have taken place in Blackpool, Barrow, Morecambe, Fleetwood and Ellesmere Port. We are currently running an Inquiry in Blackburn.

The Talking Drink: Taking Action series has been designed to empower and enable the community to articulate an informed view of the actions that individuals, communities, organisations and decision-makers should support and adopt to reduce alcohol related harm. The Blackpool Alcohol Inquiry enabled local residents who may have not been involved in decision making processes in the past to become part of a local group that explored the issue of alcohol in their area. Our Life created a discussion around alcohol and helped put informed opinion at the fingertips of the Inquiry participants so that they themselves could come to their own conclusions.
The inquiry

The model

Talking Drink: Taking Action – The Blackpool Alcohol Inquiry was loosely based on the model of the Citizens’ Jury. At Our Life we believe that citizens have a right to be involved in the way that services are run. These decisions should not be left only to those who have lots of power and influence. Through Inquiries and Citizens’ Juries like Talking Drink: Taking Action, we want to make sure that the general public are able to have their voices heard, especially those who have had very little opportunity to be listened to in the past. We believe that the approach of the Citizens’ Jury is a very good way of achieving this. Citizens themselves decide what things they want to talk about and after hearing from a range of outsiders, decide what they think should be the priorities for change.

Location

The Blackpool Alcohol Inquiry participants were recruited from the area of Grange Park.

Recruitment

We recruited people who live on Grange Park using different methods. 2000 letters and forms were sent to every home on Grange Park. The forms had freepost envelopes attached and people were asked to post them back to us or drop them in to the City Learning Centre. A selection meeting was held to make sure that we had recruited a diverse group of participants. During this meeting it became apparent that there was a lack of responses from young people and males. Extra recruitment effort took place by walking the streets of Grange Park, visiting the shops, schools and Sure Start Centre. We then received more responses than we had places for and a reserve list was created. Phone calls were made to all
participants to let them know they had been successful in the selection process and they were asked to attend session one.

Participants were paid twenty pounds in vouchers for every session that they attended. Our Life staff and local partners are paid for their knowledge and the work they do. The knowledge and work of participants should also be recognised and rewarded. Funding for practical support such as childcare or care work costs was offered for those participants who needed extra help in order to attend. Participants have continued to meet after the end of the official inquiry sessions for which they haven’t received payment.

Participants

In total, 37 people applied to be a part of the Inquiry. 31 people were invited to attend and there were 19 participants at the first session. 19 people became regular attendees, there were 8 male and 11 female participants. The age range of the participants was from 16 through to over 60 years. The following gives a flavour of some of the participants:

One participant described herself as a mother of four, writing a book about a rare condition her son died of. She explained why she got involved in The Blackpool Alcohol Inquiry;

*I want to see more on the estate for young people and the whole community. I want to help young people to occupy their mind in a different way – give them some ambition in life and achieve their full potential.*
One participant described himself as recently retired and enjoying a well deserved rest. He explained why he got involved in The Blackpool Alcohol Inquiry;

*I saw it advertised in the Blackpool Coastal Housing magazine and I thought it would be good because I’m concerned about the drinking problem on Grange Park. I’ve also been recently assaulted by a drunk and I felt that I wanted to get involved in something to try and help the Grange Park residents.*

The process

The Inquiry ran for ten weeks from January to April 2014. The sessions were held at The Cherwell Centre on a Wednesday between 12.00-2.30pm.

Session one of The Blackpool Alcohol Inquiry began with an introduction and overview of the process. The group was then encouraged to explore the subject of alcohol for the remainder of the Inquiry. They tried to answer the question ‘What are the things that make it difficult for people to have a healthier relationship with alcohol?’ Sessions two to nine were structured around commentators joining the group to talk about the barriers identified in session one. Sessions nine and ten were for writing recommendations.

The structure of a typical session with a commentator was as follows; the commentator presented on the issue they had been asked to speak about. We encouraged commentators to try to make their talk as stimulating as possible. We discouraged lengthy PowerPoint presentations with lots of text.

The participants were all given a red card and they were encouraged to hold up their red card if they had difficulty understanding what was being said (for example if the
The commentator was using too much complex language or jargon.

After the commentator finished their presentation we asked them to leave the room to allow participants the space to talk with each other about their learning. We asked the participants to think of any questions they would like to ask the commentator.

They wrote them down and also stated if they felt confident to ask their own question or if they would like a facilitator to ask it on their behalf. Facilitators removed any duplicate questions and commentators were then invited back into the room and the questions identified during the previous activity were asked.

Commentators were asked to leave the room once again, at which point they were free to leave if they wished. During this slot participants were asked to reflect on their learning. This helped to ensure that the conclusions that they reached were their own and that they felt ownership over any actions that they decided upon.
Session 1
After an explanation of the Inquiry process and a chance to ask questions, the group started exploring the issue together.

They worked in three small groups to identify their barriers to having a healthier relationship with alcohol. They did this through a series of different activities that allowed them the time to think about their barriers in detail. Two groups took part in a mapping exercise, plotting the places that make it easier to have a healthier relationship with alcohol and the places that make it more difficult to have a healthier relationship with alcohol. There was also an activity called a ‘problem tree’ which helped them to explore the root causes of the issue.

They were then asked to think about and write down: ‘What are the things that make it difficult for us all to have a healthier relationship with alcohol?’ The barriers were put on the wall and any duplicates removed. The final barriers were then voted upon. They were as follows (in rank order):

- Addiction
- Cheap drink
- It’s very easy to get hold of alcohol
- Not enough visual education (so you can see it)
- De-tox isn’t long enough (depends where you live)
- Poverty – not enough money in house
- Difficult to socialise without alcohol
- Depression
- Shops/supermarket booze line up – next to the tills
- Feel safer drinking at home
- Offers on cheap booze in supermarkets/pubs
- Lack of facilities
- Not enough help for people that aren’t addicts (support)
- Parents can’t afford to go out and so drink more at home – habit
- Supermarket leaflets through the door
- Parents influence kids
- Advertising targets specific people e.g. young women
- Media makes us think it’s acceptable, it glorifies it e.g. soaps on tv
- Peer pressure – when you go out you drink
• Stigma of people in recovery
• Can’t smoke in the pub so you drink at home
• Alcohol sales goes to the government
• Feeling like an outsider

Ellesmere Port Alcohol Inquiry
Example question asked by participants: Should the government stop the sale of really strong alcohol?

• Session 4
Commentators: Steve Morton and Nicky Dennison from Blackpool Council Example question asked by participants: When our aims are similar in relation to licensing can we be involved in reducing the number of licensing hours?

Choosing issues to focus on

During sessions 2-8, commentators visited the group to offer their opinions on the barriers identified by participants during the first session. The following gives a flavour of some of the discussions. For a full list of questions written for commentators please see appendix 1 on page 17.

• Session 2
Commentator: Ali Wheeler from Drink Wise Example question asked by participants: How can we effectively help to change our current situation with alcohol in the town? Will people in power nationally listen?

• Session 3
Commentator: Karl from The

Commentators Nicky Dennison and Steve Morton

• Session 5
There were no commentators during session 5, instead the group focused on their learning so far and talking about commentators they would like to hear from in future sessions

• Session 6
Commentators: Vic Walton and Dawn Gough from Lancashire Fire and Rescue Service Example question asked by
participants: What’s the percentage of fire started by alcohol?

• Session 7
Commentators: Paul Ireland from Strawberry Fields and Lisa Richardson from LASARTAC
Example question asked by participants: Could you help us with resources for young people?

• Session 8
Commentators: Simon Blackburn from Blackpool Council and Craig Southall from Blackpool and Fylde Pubwatch
Example question asked by participants: Why was the EMRO refused when the majority wanted it?

• Session 9
Commentators: Dr Arif Rajpura and Adrian Hutton from Blackpool Council
Example question asked by participants: On the by-law, would a petition help?

During sessions nine and ten, the participants were asked to write recommendations for change. In small groups or on their own, they were asked to think about and discuss: ‘What do we need to do to make it easier for people to have a healthier relationship with alcohol?’
The recommendations were written, put on the wall and any duplicates removed. They were then voted upon using a voting system. The recommendations are as follows, they are in rank order:

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Number of votes</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>13</td>
<td>A centre for all ages to be built to accommodate facilities for the community. Including; cafe, gym, courses, day trips, council run, DBS checked staff, groups, help finding work, drop in centre, wellbeing advice on alcohol, drugs, pregnancy, depression, domestic abuse, bereavement, debt advice</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>12</td>
<td>Alcohol education should be in the school curriculum from year 5 upwards (including Academies)</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>It is imperative that health needs to be the main licensing objective in all licences and reviews and that there be no exceptions to this clause</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>Alcohol awareness video should be produced for use in schools, colleges, youth clubs etc. The video would include the experiences of people (good and bad) and would be accompanied by a resource pack. All on a pen drive</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>All alcohol sales should take place in separate areas inaccessible to all under 18’s in all licensed premises</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>Licenses should be made to the premises not a named individual</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>If a young person is found anywhere drunk they should be taken home by the police if they are under age</td>
</tr>
<tr>
<td>Joint 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>9</td>
<td>Not enough people know about support services. Our recommendation is more promotion of support services in public areas (for example Horizon, AA and NA, health centres, licensed premises)</td>
</tr>
<tr>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>8</td>
<td>There needs to be a lifetime ban from selling alcohol for anyone selling to underage drinkers. Individuals or business alike</td>
</tr>
<tr>
<td>Joint 5&lt;sup&gt;th&lt;/sup&gt;</td>
<td>7</td>
<td>Change pubs opening hours to 12-3pm and 6-11pm only. Like it was years ago with less trouble</td>
</tr>
<tr>
<td>Joint 5&lt;sup&gt;th&lt;/sup&gt;</td>
<td>7</td>
<td>There should be an Early Morning Restriction Order (EMRO) in place at all times starting from 3am til 11am and all premises should close at these times. Decisions made in any EMRO must be allowed to be reviewed by an independent local community panel. Applications for an EMRO should be allowed at any time</td>
</tr>
<tr>
<td>6&lt;sup&gt;th&lt;/sup&gt;</td>
<td>6</td>
<td>Members of the public require greater influence on licensing decisions overall. We feel that too many decisions are made by a higher authority and made in the interests of industry itself, leaving little or no influence for the communities these decisions then effect</td>
</tr>
<tr>
<td>Joint 7th</td>
<td>5</td>
<td>Support for families should be made more widely available e.g. counselling, advice, support e.g. Barnardo’s, Sure Start or someone a child could talk to at school and a 24/7 helpline/support and this support should be more accessible through something like a mobile unit or community based alcohol liaison nurses</td>
</tr>
<tr>
<td>Joint 7th</td>
<td>5</td>
<td>Flavoured alco-pops are tempting young people to drink (it may be the first time they drink alcohol). Something needs to be done about this</td>
</tr>
<tr>
<td>Joint 7th</td>
<td>5</td>
<td>High strength beer should not be sold by any licensed premises at all</td>
</tr>
<tr>
<td>Joint 9th</td>
<td>3</td>
<td>There needs to be more face to face support (counselling) for the victims of alcohol related crime. Especially after prosecution</td>
</tr>
<tr>
<td>Joint 9th</td>
<td>3</td>
<td>There should be compensation for the victims of alcohol related crime. The criminal injuries compensation authority give financial awards – but this needs to be better promoted so more people know about it</td>
</tr>
<tr>
<td>Joint 9th</td>
<td>3</td>
<td>There should be a condition on a licence to put up a health warning poster in every licensed premises</td>
</tr>
<tr>
<td>Joint 9th</td>
<td>3</td>
<td>There needs to be stricter criteria in place on who can apply for a licence. Anyone applying must prove that they intend to sell responsibly and to take on any licensing recommendations at any time</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>More pubs and hotels should sell alcohol free drinks for the designated drivers (at the moment quite a few don’t)</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>Supermarkets should only sell alcohol between the hours of 11am and 11pm</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>Shandy should be viewed as alcohol sales. As should anything containing alcohol e.g. after shave and desserts</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>There should be a minimum unit price for alcohol imposed</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>Get more of the community to get together to discuss what everyone would like</td>
</tr>
<tr>
<td>Joint 10th</td>
<td>2</td>
<td>No alcohol in schools at all; on the premises, at any events, school fairs must not be at a pub or social centre. No alcohol presents for staff</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>CCTV in every area should be visible in the late night so that more people can be arrested</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>There should be a curfew in some places where alcohol is served where alcohol related crime has been committed</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>Off-licenses and supermarkets etc should not sell to people that are drunk</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>Every effort should be made to prevent under 18’s from viewing alcohol and its sale in all licensed premises</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>Instead of advertising alcohol, we should advertise the effects of alcohol (on the bottles/cans and in places like health centres and licensed premises), like they did with cigarettes</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>There should be a total ban on alcohol advertising (a starting point could be creating a by law to ban all alcohol advertising in public places, newspapers and magazines, TV and radio)</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>Counselling to be made available, with a confidential service in and out of schools and colleges. Contacts in resource pack.</td>
</tr>
<tr>
<td>Joint 11th</td>
<td>1</td>
<td>All pubs need a security guard to protect their customers and to avoid crime. This should be compulsory</td>
</tr>
<tr>
<td>Joint 12th</td>
<td>0</td>
<td>We are concerned about social media being used to advertise and promote alcohol: there needs to be more research into tackling this</td>
</tr>
<tr>
<td>Joint 12th</td>
<td>0</td>
<td>If advertising of alcohol is not banned then it should be taxed</td>
</tr>
</tbody>
</table>
Voting on the recommendations

All members of the group decided that they would like to continue meeting after the Inquiry had finished, in order to take some of the recommendations forward. They decided that they would like to hold a meeting where they could present their recommendations to local stakeholders and policy makers.

Talking Drink: Taking Action – Inquiry findings launch event was held on June 4th 2014.

Launch of the findings

Members of the group met for two sessions in April and May 2014 to plan for the launch of the findings.

They looked at the recommendations and categorised them into themes that could be discussed at the event. They decided that all of the recommendations could be categorised as follows:

- Education and schools
- Community
- Support services
- Licensing and price
- Sales and advertising
- Crime

They decided upon a list of people they wanted to invite. Representatives were invited from health, local authority, housing, police, fire, education and the voluntary sector. The group wrote a presentation that described the process of the Inquiry from start to finish and they designed a section where the attendees could talk about the recommendations they were most interested in. 15 participants hosted the meeting and 36 professionals attended. For a full list of attendees please see appendix 2 on page 27.

Participants Naomi and Emma explaining why they took part in the Inquiry
After presenting ‘Talking Drink: Talking Action – The Blackpool Alcohol Inquiry’, the group led small thematic groups to start making the recommendations a reality.

Some of the actions tabled were around tackling alcohol advertising, the profile of local support services, lobbying politicians on licensing laws and the need for health to be a licensing objective.

The participants are now meeting regularly to discuss next steps and are excited about making changes locally.
Participants

- 100% of the participants enjoyed the sessions
- 95% of the participants agreed that the facilitators made them feel comfortable and that they felt able to speak their mind
- 100% of participants agreed that they were able to explore and discuss issues properly
- 100% of participants intend to keep in touch with other participants they have met during the Inquiry
- 95% of the participants felt they received enough support during the Inquiry
- 100% of the participants would like to continue being a part of Our Life’s work and the work of Blackpool Council
- 100% of the participants will be coming to follow up meetings

Some of the questions asked and comments received are as follows:

What was the best thing about the sessions?
- Being able to express our opinions honestly and everyone pulling together like a community should
- Everything. How intense my mind has become
- A number of people who were reluctant to talk at the beginning "found their voice"
- Being able to get to the root causes why in Blackpool it's hard

What was the worst thing about the sessions?
- They have finished
- Not enough sessions :
- Not long enough
- Some of the professionals that came to the group didn’t have the answers we needed

If you had to suggest one thing that would have improved the sessions, what would it be?
- Longer/more sessions
- Nothing whatsoever
- Lunch :
- More sessions overall to cover the diversity and complexity of issues in greater detail

What impact has your involvement in this project had on you personally?
- It has made me more confident in myself and helped me to express my opinions and has given me a passion to make a
change!
• I have found myself daily researching on the internet about alcohol and it has become one of the most interesting things I’ve done
• It has changed me and is the highlight of my Wednesdays
• Made me realise the problems alcohol can cause to vulnerable people

Additional comments
• Well structured and totally inclusive
• I think that the way that this Inquiry was conducted was both fair and relevant. I can see the benefits of using Our Life and this format in other areas of concern to our town and communities. I love using my red card :)
• We will get something done about these recommendations as I feel stronger about them than I did 10 weeks ago
• I am so glad I took part in this experience. I have met some fantastic people who I hope to become good friends

Commentators
We asked the Commentators to complete an evaluation form with thoughts about the process. Some of the questions and their responses are as follows:

What did you think of the Inquiry process?
• I really enjoyed the process, however more time would have been useful in order to be able to clarify points.
• Very good, it appears to have really engaged the participants and brought out active citizenship. From a personal viewpoint, this could produce a good foundation for a local community action group on alcohol.
• It was a positive way to engage with the local community, so that they could see what organisations are around which
they could perhaps link up with for advice and support and focus on what has been working well for each service. The day was quite challenging with the question and answer session, but hopefully this has allowed the community to raise their concerns regarding the process of recruiting ex-offenders and why we chose to do it as a company, which in the long-term will allay people’s fears and suspicions around this client group.

**What could be improved?**
- Audience control, it felt sometimes that conversations digressed a little, however this is due to the audiences passion.
- There appears to have been a bit of a rush to get all commentators in so sessions are shared, resulting in squeezed time.
- Perhaps asking local and regional councillors to attend so that they are aware of the current community issues around alcohol/drugs and listen to community voices to assist in implementing policy changes.

**Why have you decided to take part in this?**
- Alcohol education for young people is a particular passion of mine and it is great to be able to share information with people who are genuinely interested.
- I think it is important to engage the community in decision making, enable them to influence change and to ensure they receive information from a range of reliable sources.
- It is a very good way of engaging services with the needs of the local community, empowering them to actively participate in the issues which they raise.

**Does this type of process have a role in policy making?**
- It should!
- Absolutely, the elected members have found it a very worthwhile exercise. It is beneficial to me as an officer to gauge public opinion, see views and even to test policy ideas. It is also a method of securing community champions.
- Yes, if they listen to the needs of the communities and organisations around the prominent issues, and start to implement these within their local and regional policies. Also it is about being aware that local needs can be very different from regional needs when drafting up policy initiatives and looking at examples of best practice currently being delivered in the addictions field.
Appendix 1. Questions written by participants to ask commentators

All questions are written in the words of the participants.

Questions for Ali Wheeler – Director, Drink Wise

- If alcohol was more expensive would it deter people or would people steal it and find ways around it?
- Why does the government give money to alcoholics to buy drink?
- How can we avoid too much alcohol medications for withdrawal?
- We get a lot of smoking gadgets to withdraw from cigarettes, why not alcohol?
- Is there any way that social media can stop Neknomination?
- Couldn’t the council create videos of the effects of alcohol for children and adolescents?
- Why don’t Drink Wise or any other organisations go into schools like sex education people do?
- What age do they start alcohol education?
- Is there other programmes instead of drinking alcohol for the youth – other activities that they can be involved with?
- Breath testing in high schools if a teacher is suspicious that a child / teenager has been drinking?
- What support is there for children of alcoholics?
- Why should children/people that NEED help have to wait because the ambulance service are too busy with drunks?
- Could we charge people if they’re drunk and fall over – should they pay for their ambulance?
- Why can’t the walk-in centre be open of a night time?
- Can we not do something with the all TV programmes and soap operas being set around pubs?
- Why can’t the media portray a more positive image of Blackpool?
- Should the age when people are allowed to drink alcohol be put up like in the US?
- Should the cost to the services be paid by those who profit the most from the sales of alcohol?
- How can we effectively help to change our current situation with alcohol in the town? Will people in power nationally listen?
Questions for Karl – Participant, Ellesmere Port Alcohol Inquiry

- Were you treated badly when you challenged Tesco?
- How can we start to ‘object’ petitions? What else? Best ways of getting everyone aware? People don’t even know they can object.
- Do we need a spy in the council so we can know what’s going on?
- Should the government stop the sale of really strong alcohol?
- Why can’t the pubs charge less for all drinks?
- What do you think about ‘dry’ pubs? (alcohol free)
- How do ‘dry’ pubs work?
- Should pubs do more for the community and children not just take the profits?
- Should pubs just be in towns or in neighbourhoods too?
- How many local pubs should there be?
- Kids shouldn’t be drinking beer be it in the pub or anywhere (it’s bad for brain development)
- Would you agree with warning pictures and/or stories on alcohol packaging like they have on cigarettes?
- Would a DVD about the effects of alcohol work well with school kids?
- Should we be teaching kids that getting drunk can lead to being ‘used’ sexually?
- Why isn’t there a restriction on how many units of alcohol you can buy?
- What opened your eyes and made you go dry? What’s your story? What’s keeping you dry?
- Have any members of your Inquiry continued their involvement and support? Sounds like you’re on your own?
- Do you feel you’ve made progress because of the Inquiry – what do you gain ground on?
- Do you ever do talks with the kids? Would you be open to it?
- Does doing this and talking about it and talking to others help keep your head straight?
- I’m sceptical that things will change because alcohol is everywhere. Can we make a difference and if so in what areas?

Questions for Steve Morton and Nicky Dennison – Public Health Practitioner and Senior Public
Health Practitioner, Blackpool Council

- Why isn’t health the main licensing objective when the problem is so big? How as a group can we make it happen?
- Can you put restrictions on the time when shops can sell alcohol (e.g. 24hr Tesco)?
- If it’s costing so much money for rehabilitation and other costs (Police, ambulance etc) why aren’t you spending more money on education for children?
- Have you considered interactive education? iPads etc
- How can ‘dial-a-beer’ be advertised on Radio Wave? In the day too!
- We’ve never heard of a lot of those services – how are they advertised?
- What is Nightsafe Haven? I’ve never heard of it
- Overnight house – won’t it lead to more crime?
- All the new services you’re setting up, are we paying for that?
- Is 7 days long enough for an alcohol detox?
- What aftercare do you give? Because you mentioned ‘they disappear’
- Is there a programme for counselling? How do we refer someone?
- Are there posters for Horizon around town?
- Why is Coast situated across the road from an off-license?
- If there is that much of an alcohol problem in Blackpool – why are you granting new licenses?
- Are you intending to have another go at restrictions of serving times?
- When our aims are similar in relation to licensing can we be involved in reducing the number of licensing hours?

Questions for Vic Walton and Dawn Gough – Community Fire Safety Advocate and Community Fire Safety Youth Advocate, Lancashire Fire and Rescue Service

- How many of the people who smoke actually take the batteries out of the fire alarms because the cigarettes are setting them off?
- Do you get more fires on Friday and Saturday night because of drinking?
- I don’t even know if my fire alarms work, how do I get some put in?
• We’ve heard a lot about fires in the home, I wanted to ask about alcohol related incidents with vehicles where you might have to cut people out
• Fire retardant material, does it still work? Is it still law?
• In case of fire, what is the proper way out? Is it the window?
• Are children of parents who drink too much educated on what to do in a fire if their parents are under the influence and can’t get up?
• When you attend to someone who has been drinking, can you or do you send them a bill because of the risk it’s putting you at?
• Do you give fire blankets out?
• Does leaving things on stand-by at night cause damage?
• E-cigarettes have been known to explode – has this been happening more?
• Are you supplied any information about people with chronic drink problems so you could specifically target those people to educate them?
• What’s the percentage of fire started by alcohol?
• Can we refer someone we are worried about to you?

• If you cook something and you purposefully leave it on, can you get done for arson for causing a fire?
• Where should you keep your keys at night?
• What household items are most likely to cause a fire?
• You mentioned the armchairs being made of flame retardant material, how long til it’s a higher risk?

Questions for Paul Ireland – Director, Strawberry Fields

• Why isn’t your film on TV? Children watch TV, it’s just as long as an advert and alcohol is shown on TV
• How could we get help to make our DVD?
• How and when was Strawberry Fields set up? Was it a recommendation by the council?
• How can this happen in Blackpool? We have no prisons/farms or industry
• Does anything like you exist in Blackpool?
• Do you have to be an ex-offender to access Strawberry Fields?
• How does someone know how to self-refer to you? Does Strawberry Fields cover the North West?
• Do you limit types of offenders from working with children?
• What about the victims of crime?
• Is Blackpool classed as Lancashire?
• What support is there for families especially single parent families so they do not use too much alcohol and how do we make them feel part of the community?
• How can we get resources and activities for our children?
• Do you find that a lot of the offenders that come through Strawberry Fields have been a victim of something in their life in the past and that’s why they have turned to crime because they’ve not been given the support that they are given once they become an offender?

Questions for Lisa Richardson – Director, LASARTAC

• Could you help us with resources for young people?
• Is Blackpool classed as Lancashire?
• What support is there for families especially single parent families so they do not use too much alcohol and how do we make them feel part of the community?

Questions for Simon Blackburn – Leader of the Council and Chair, Blackpool Council and Blackpool Health and Wellbeing Board

• How much does alcohol related issues cost social services each year and in what areas?
• What are you doing about poverty? If alcohol and poverty go hand in hand and if the DWP are getting bonuses for sanctioning people with benefits?
• The department of Education (nationally) say alcohol is in schools as part of PHSE (11 years up), we need to contact local schools, is there any support to do this? Would you publically support our idea?
• If schools can’t be told what to do and we decide to create a video and look into funding for it, what is the chance of it getting in to schools?
• Do parents get any say about what education topics are taught in schools?
Can you give us funding for our video idea? It’s coming up for April and can you support its use in schools?
What law in the council is there to punish the sale of illegal alcohol?
Why was the EMRO not passed?
Why was the EMRO refused when majority wanted it?
Why has Flamingos been allowed to open longer till 6am?
Why isn’t health the first and main objective when handing out licences?
What else can we do (as well as our e-petition) to make health a licensing objective?
Why is the waiting list so long for de-tox?
If someone is willing to pay for extra time in de-tox why can’t they have it?
What’s happening with the Dinmore pub?
Are there any plans for the area for young people?
In the budget – why has alcohol prices been lowered/frozen?
Why did you become a social worker?
Many pubs in Blackpool are part of chains – how much do they contribute to our town because the profits go to head offices?
If you have kids would you be happy for them to grow up around alcohol?
Why is weed illegal and alcohol legal?
Do you deny that alcohol can kill?
If you think children should be educated about alcohol would Pubwatch help pay for our DVD to give to schools to educate children?
Do you make sure Drinkwise posters are displayed in pubs?
Can you monitor heavy drinkers in pubs and so stop drinking them from too much?
Why do you serve people that are drunk?
How does the banning work? Is it successful?
Did you vote on the EMRO? Which way and why?
Shouldn’t the pubs/clubs pay for cleanup of alcohol related issues?
Is it right we all pay high council taxes for the problems your industry causes?

Questions for Craig Southall – Chair, Blackpool and Fylde Pubwatch
- Do you agree with the law which allows 5 years olds to drink at home?
- Do you agree that health should be made as the first and main licensing objective when it comes to licensing?

Questions for Dr Arif Rajpura – Director of Public Health, Blackpool Council

- Does Minimum Unit Pricing not affect the poorest in society? If the cheap beer goes up it will make things worse for people who have a drink problem
- It sounds like we are singing off the same song sheet. How can we work more co-productively to reach the same aims?
- My partner went into de-tox and did 7 days. His Dad was willing to pay for him to go for an extra 7 days but they wouldn’t do it. 7 days isn’t long enough
- I pulled up at Bargain Booze and they are now doing a happy hour – you can’t see anyone through the shop window for posters advertising it
- On the by-law, would a petition help?

Questions for Adrian Hutton – Councillor and Chair of Licensing Committee, Blackpool Council

- The Local Government Association website says that the licensing rules should be updated and that health should be one of the licensing objectives – Do you agree or disagree?
- Why did you give a licence extension to ‘Funny Girls’?
- How many convictions for selling to under 18’s have there been in Blackpool in the last year and how is this policed?
- If you put alcohol up people won’t people still buy it, but just moan about buying it?
- In your honest opinion do you not believe that people drinking through the whole night will cause a riot?
- There seems to be far too much representation from the industry with the issues you are dealing with. Why is the committee listening to them when they aren’t responsible themselves?
- Why did the evidence for the EMRO not stack up?
- Are you scared of the licensees?
- Could you review the EMRO if there was a lot of people
who asked you to? How many signatures would we need?

- If we got on to the police and got them to change their definition would that help?

- When premises are selling to underage people, how many times is it before you take their licence? Is it three strikes and they are out or is there no number?
Appendix 2. Attendees of the ‘launch of the findings’

(alphabetical by organisation)

<table>
<thead>
<tr>
<th>Name</th>
<th>Job title</th>
<th>Organisation</th>
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</thead>
<tbody>
<tr>
<td>Mary Innes</td>
<td>Health Liaison Officer</td>
<td>Alcoholics Anonymous</td>
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<tr>
<td>Phil Holden</td>
<td>Member</td>
<td>Alcoholics Anonymous</td>
</tr>
<tr>
<td>John Bent</td>
<td>Member</td>
<td>Alcoholics Anonymous</td>
</tr>
<tr>
<td>Jamie MacFie</td>
<td>Volunteer</td>
<td>Amy Winehouse Foundation</td>
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<tr>
<td>Dominic Blackburn</td>
<td>Community Safety and Drugs Officer</td>
<td>Be Safe Blackpool</td>
</tr>
<tr>
<td>Craig Southall</td>
<td>Chair</td>
<td>Blackpool and Fylde Pubwatch</td>
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<tr>
<td>Helen Kershaw-Russell</td>
<td>Equality and Diversity Wellbeing Co-ordinator</td>
<td>Blackpool and The Fylde College</td>
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<tr>
<td>James Baker</td>
<td>Community Development Officer</td>
<td>Blackpool Coastal Housing</td>
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<tr>
<td>Mark Marshall</td>
<td>Licensing and Health and Safety Manager</td>
<td>Blackpool Council</td>
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<tr>
<td>Adrian Hutton</td>
<td>Councillor and Chair of Licensing Committee</td>
<td>Blackpool Council</td>
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<tr>
<td>Chloe Dobson</td>
<td>Public Health Co-ordinator</td>
<td>Blackpool Council</td>
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<tr>
<td>Clr Gillian Campbell</td>
<td>Labour Councillor for Park Ward</td>
<td>Blackpool Council</td>
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<tr>
<td>Dr Arif Rajpura</td>
<td>Director of Public Health</td>
<td>Blackpool Council</td>
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<tr>
<td>Glen Phoenix</td>
<td>Trading Standards Manager</td>
<td>Blackpool Council</td>
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<tr>
<td>Jackie Crooks</td>
<td>Advanced Practitioner</td>
<td>Blackpool Council</td>
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<tr>
<td>Judith Mills</td>
<td>Public Health Specialist</td>
<td>Blackpool Council</td>
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<tr>
<td>Nicky Dennison</td>
<td>Senior Public Health Practitioner</td>
<td>Blackpool Council</td>
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<tr>
<td>Sam Rushworth</td>
<td>Labour Party PPC</td>
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<tr>
<td>Steve Morton</td>
<td>Public Health Practitioner</td>
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<tr>
<td>Viv Ainslie</td>
<td>Public Health Facilitator</td>
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<tr>
<td>Cllr Val Haynes</td>
<td>Mayor</td>
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<td>Alan Haynes</td>
<td>Consort</td>
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<tr>
<td>Rachel Swindells</td>
<td>Public Health Facilitator</td>
<td>Blackpool Teaching Hospitals</td>
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<td>David Horn</td>
<td>Chair</td>
<td>Chepstow Gardens</td>
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<tr>
<td>Andrew Taylor</td>
<td>Policy and Campaigns Manager</td>
<td>Drink Wise</td>
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<tr>
<td>Karl</td>
<td>Participant</td>
<td>Ellesmere Port Alcohol Inquiry</td>
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<tr>
<td>Donna Richardson</td>
<td>Director</td>
<td>EMUES UK CIC</td>
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<tr>
<td>Maggie Cork</td>
<td>Service Manager</td>
<td>Horizon</td>
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<tr>
<td>Ian Mills</td>
<td>Chief Inspector of Operations</td>
<td>Lancashire Constabulary</td>
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<td>Vic Walton</td>
<td>Community Fire Safety Advocate</td>
<td>Lancashire Fire and Rescue</td>
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<tr>
<td>Warren Hessey</td>
<td>Fire Safety Manager – Blackpool West</td>
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<td>Lisa Richardson</td>
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<tr>
<td>Amanda Jenkinson</td>
<td>Assistant Operations Manager</td>
<td>North West Ambulance Service</td>
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<tr>
<td>Peter Bryant</td>
<td>Head of Community Engagement</td>
<td>Our Life</td>
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<tr>
<td>Sue Millichap</td>
<td>Community Engagement Practitioner</td>
<td>Our Life</td>
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<tr>
<td>Debbie Black</td>
<td>Committee Member</td>
<td>The Cherwell Centre</td>
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