

# The Path Towards a Cumulative Impact Zone (for alcohol) in Sunderland:

*Research to implementation & role of embedded research*

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FUSE KNOWLEDGE EXCHANGE CONFERENCE 26<sup>TH</sup> 27<sup>TH</sup> APRIL 2016

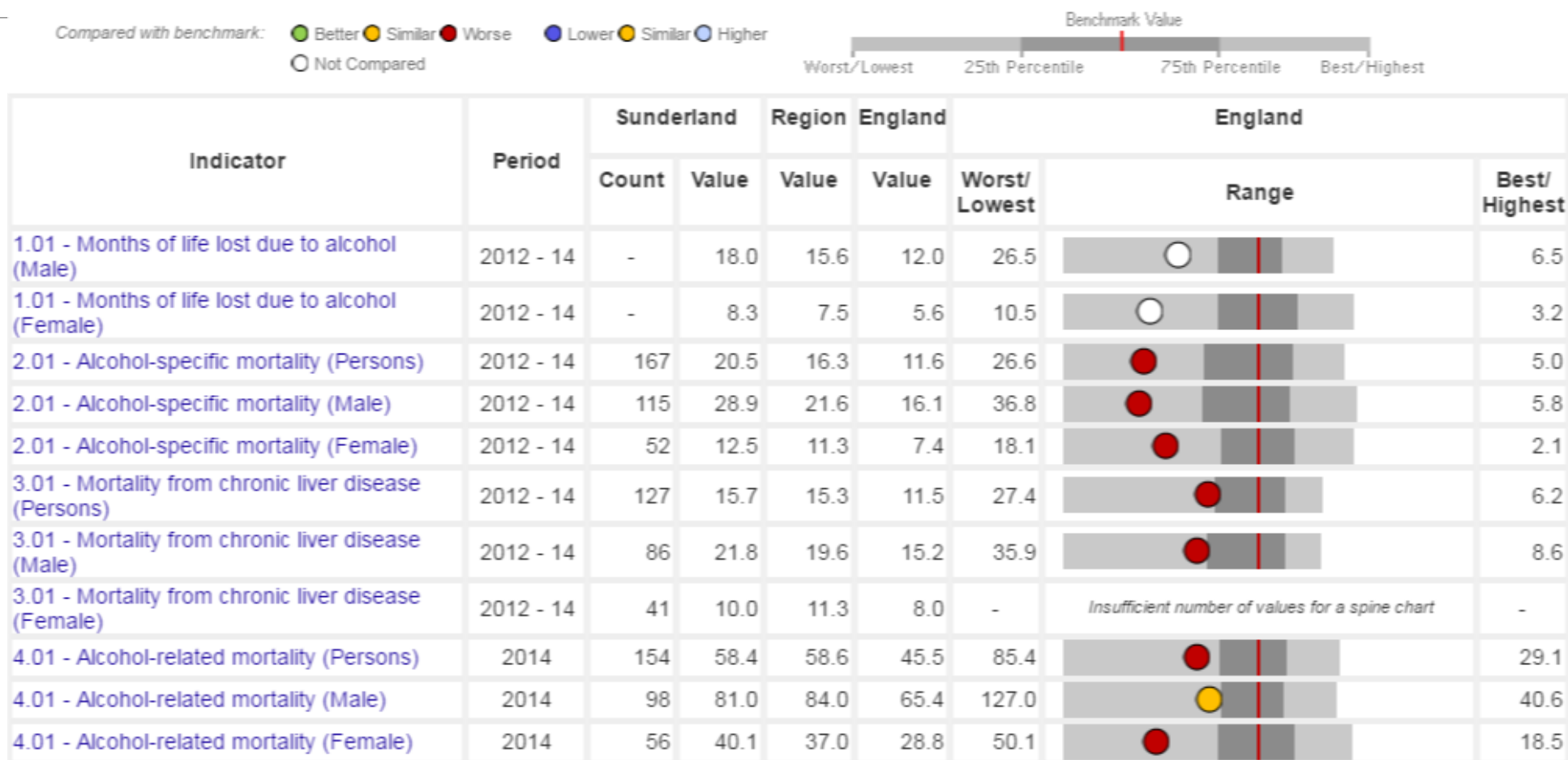
# Overview

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- Public health Burden of Alcohol in Sunderland
- Legislative Backdrop at National and Local Levels, especially around cumulative impact policies from elsewhere...
- Embedded researcher arrangement & happy coincidence
- Research / evidence perspective and ‘policy window’
- Beware of the trap-doors / anticipating challenges
- Current status of policy and next steps



# Public health Burden of Alcohol in Sunderland



# Alcohol Harm Prevention Legislation at National and Local Levels

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- Recent retreat from regulatory / fiscal measures by the previous UK coalition Government (England & Wales)
- Transfer of local public health teams and Directors of Public Health (DPH) from NHS (back<sup>#</sup>) to local Government
- DPHs now a 'responsible authority' re: new licensing applications



“Real opportunity for public health to have a material influence on the approach to alcohol harm prevention, in particular the prospects for widening the concept of adverse impacts beyond crime & disorder...(?)”

# Embedded researcher arrangement & the happy coincidence of 'background in booze'

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# Research / evidence perspective and 'policy window'

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- Recently appointed senior lecturer in public health at Sunderland University (JM) was designed as a 'partially embedded post' within Sunderland City Council...
- Encouraged to start/concentrate on existing areas of interest
- Recent post at SARG was NIHR funded research programme on local alcohol policies
- Sunderland in the process of renewing their SoLP...

# ‘Entering the cumulative impact zone’: *The journey towards adoption in Sunderland*

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- Cumulative Impact Policies are a means of shifting the burden of proof back onto an applicant for a new licence (policy feasibility)
- Had been successfully implemented in nearby LAs (the power of LA comparisons)
- Evidence that more intense proactive policy approach is effective (JECH paper)



# Licensing & Availability Policy Options

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## Cumulative Impact Policy

- Reverses 'burden of proof' that new venture won't jeopardise licensing objectives
- Still requires applications to be opposed by at least one responsible authority
- Often in operation alongside other policies: e.g. late night levy



## Reducing The Strength Programme

- Involves voluntary agreement from licensees to remove cheap strong beers & ciders (>6.5%)
- Initially targeted at street drinkers, but wider catchment noted in pilot areas
- May already have prompted reformulation of some of the most potent beverages...



## Specified / agreed licensing conditions

- Most notable example is locally agreed minimum unit price (on-trade, Newcastle)
- Encouragement (requirement?) to participate in good practice schemes
- Can be tied to other policies (e.g. CIP; reduction in late night levy)



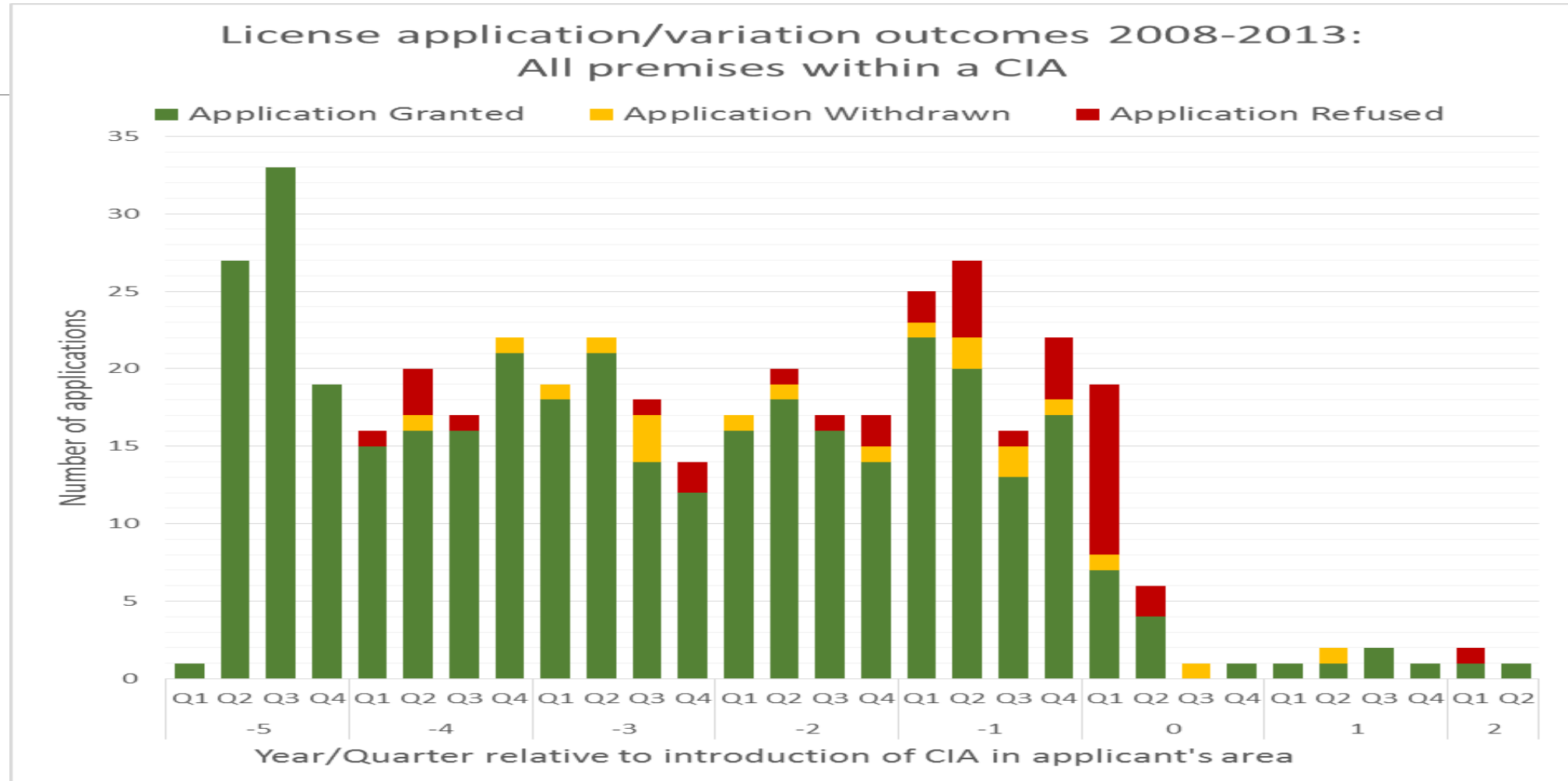


# Cumulative Impact Zones

- ❑ Based on being able to demonstrate existing level of harm from local alcohol 'oversupply' or inappropriate mix of premises, causing detriment to licensing objectives
- ❑ Limited in scope since licence transfers are not subject to CIZ restrictions – *However:*
  - preliminary results from London boroughs do show reductions in licence applications...
- CIZ has now been in place in Newcastle city centre for ~ 2 yrs
- Is believed to have helped contribute to 'gentrification' of city centre

# Sample Outputs: Use of CIZs in Islington, London

(Courtesy of Martineau F & Lock K *et al*/LSHTM, 2013)



**Note:** Current year data (0,1 & 2) based on future applications and incomplete

# Overcoming anticipated obstacles

Problem	Solution
Risk averse legal team	Presenting success elsewhere in local LA – happy to share lessons
Workload concerns of licensing team	On basis of other areas, able to show that this would decrease over time
Robustness of evidence required	Partly resolved once a CIP is in place

# Summary & Conclusion

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Combined approach of evidence of likely effectiveness together with anticipating potential objections led to successful adoption of intention to implement CIP

Represents an early success for research practice collaboration aimed at tackling local substantive public health problem.



# References

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1. F De Vocht, Jon Heron, Colin Angus, Alan Brennan, John Mooney, Karen Lock, Rona Campbell, Matthew Hickman: Measurable effects of local alcohol licensing policies on population health in England. **Journal of epidemiology and community health** 11/2015.
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