

**Derby City** **NHS**  
Primary Care Trust

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21<sup>st</sup> May 2007

Mahroof Hussain  
Overview and Scrutiny Committee Officer  
Corporate and Adult Social Services Department  
Derby City Council, PO Box 6292, Council House, Derby, DE1 2ZL

Dear Mahroof

In reply to your letter dated 26<sup>th</sup> April 2007 thank you once again for the opportunity of Robert and I attending the Overview and Scrutiny Committee and to debate the Derby Alcohol harm Reduction Strategy. We are pleased that the committee resolved to support the strategy and action plan.

With regard to the recommendations made under four areas the following response is made in order to communicate to your members how we are working towards implementing such initiatives.

1. "Develop better coordination between Derby City PCT and Derby City Council on the activities regarding licensed premises.

We are currently working with a number of partners including the City Council and Community Safety Partnership and Police to ensure a coordinated approach to licensing legislation and activity is delivered and that licensed premises are involved in the process. We will ensure this work continues to develop.

The "Best Bar None" accreditation scheme has recently been introduced which encourages licensed premises to aspire to an award with the key elements around:

- the promotion of responsible licensed trade management
- promotion of socially responsible drinking
- commitment to caring for and protecting customers
- commitment to reducing the potential for disorder in town centres and public places arising from alcohol abuse

2. "More work with major employers to raise their awareness and encourage them to develop policies and practices to address the potential problems of alcohol abuse".

Robert will undertake to develop a plan to tackle this area of work by targeting the ten largest employers in Derby and working with them to map current work and develop

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Chief Executive: Prem Singh

policies and practices where appropriate. This work will then be developed to work with other employers in the future.

3. "...a public awareness campaign particularly targeted at parents to educate them about the problems associated with underage drinking".

We are currently developing a communications strategy around alcohol harm reduction and will ensure this issue features in this plan as part of a co-ordinated approach to improve information to the public and professionals around reducing the harms associated with alcohol misuse.

4. ".....expand the Pub Watch scheme outside the city centre....."

The City Centre Pub Watch scheme currently extends beyond the city centre into the Stockbrook area and has around 150 members in total. Other schemes outside the city centre include Alvaston and Spondon. The schemes are developed independently and will be supported and encouraged to continue to extend beyond the city centre where suitable and practicable.

I hope this information reassures members of our commitment to address their concerns and continue to develop work around reducing the harm from alcohol in Derby.

Yours sincerely



pp Kathryn Blackshaw

Director of Commissioning and Service Improvement