

Cabinet Agenda

Date: Monday, 11th April, 2011
Time: 2.00 pm
Venue: Council Chamber, Municipal Buildings, Earle Street, Crewe
CW1 2BJ

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

2. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any personal and/or prejudicial interests in any item on the agenda.

3. **Public Speaking Time/Open Session**

In accordance with Procedure Rules Nos.11 and 35 a total period of 10 minutes is allocated for members of the public to address the Committee on any matter relevant to the work of the Committee.

Individual members of the public may speak for up to 5 minutes but the Chairman will decide how the period of time allocated for public speaking will be apportioned where there are a number of speakers.

In order for an informed answer to be given, where a member of the public wishes to ask a question of a Cabinet Member three clear working days notice must be given and the question must be submitted in writing. It is not required to give notice of the intention to make use of public speaking provision but, as a matter of courtesy, a period of 24 hours notice is encouraged.

Please contact Cherry Foreman on 01270 686463
E-Mail: cherry.foreman@cheshireeast.gov.uk with any apologies or requests for further information or to give notice of a question to be asked by a member of the public

4. **Minutes of Previous meeting**

To approve the minutes of the meeting held on 4 April 2011.
(To follow)

5. **Key Decision 10/11-66 Local Transport Plan - Implementation Plan** (Pages 1 - 30)

To approve the Local Transport Implementation Plan following consultation.

6. **Key Decision 10/11-86 Alcohol Harm Reduction and Minimum Unit Pricing**
(Pages 31 - 42)

To consider an overview of the current position regarding minimum pricing for alcohol across Cheshire, Warrington and the wider region, and the introduction of a 50p minimum unit price per unit of alcohol.

7. **Exclusion of the Press and Public**

The reports relating to the remaining items on the agenda have been withheld from public circulation and deposit pursuant to Section 100(B)(2) of the Local Government Act 1972 on the grounds that the matters may be determined with the press and public excluded.

The Committee may decide that the press and public be excluded from the meeting during consideration of the following items pursuant to Section 100(A)4 of the Local Government Act 1972 on the grounds that they involve the likely disclosure of exempt information as defined in Paragraphs 1, 2 or 3 of Part 1 of Schedule 12A to the Local Government Act 1972 and public interest would not be served in publishing the information.

PART 2 – MATTERS TO BE CONSIDERED WITHOUT THE PUBLIC AND PRESS PRESENT

8. **The Regeneration of Congleton Town Centre** (Pages 43 - 52)

To consider a report of the Strategic Director - Places.

9. **Managing Workforce Change** (Pages 53 - 58)

To consider a report of the Head of Human Resources and Organisational Development.

CHESHIRE EAST COUNCIL

REPORT TO: CABINET

Date of Meeting: 11 April 2011
Report of: Strategic Director, Places
Subject/Title: Local Transport Plan – Implementation Plan
Portfolio Holder: Cllr Jamie Macrae & Cllr Rod Menlove

1.0 Report Summary

- 1.1 This paper outlines the outcomes of the Local Transport Plan (LTP) implementation plan consultation and recommended changes to the final implementation plan, which will be aligned with the Government's four year spending review period (April 2011 to March 2015).
- 1.2 The implementation plan contains details of the schemes and measures which will be delivered in order to meet the objectives and priorities for transport, as set out in the approved 15 year LTP strategy, as well as how we will measure our progress.

2.0 Decision Requested

- 2.1 Approve the LTP implementation plan (see Appendix 1).

3.0 Reasons for Recommendations

- 3.1 The transport priorities reflect wider aspirations for the area contained within the SCS and Corporate Plan, as well as emerging corporate objectives within the Local Development Framework (LDF), Economic Development Strategy and Climate Change Strategy.
- 3.2 Future investment in highways and transport will be directed towards the policies and interventions which support the priority themes of "Ensure a Sustainable Future" and "Create Conditions for Business Growth".

4.0 Wards Affected

- 4.1 All

5.0 Local Ward Members

- 5.1 All

6.0 Policy Implications including - Climate change, Health

- 6.1 The LTP Strategy is a statutory document that must be prepared by the Council by April 2011 – the implementation plan forms a supporting part of this document.

7.0 Financial Implications (Authorised by the Borough Treasurer)

- 7.1 Traditionally, LTP funding has been linked to the quality and delivery of the plan. However, in future the funding settlement will not be linked to performance and will be significantly reduced.

8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 Under the Transport Act 2000, as amended by the Local Transport Act 2008, the LTP is a statutory document that must be prepared by all local transport authorities in England. Cheshire East Council is a local transport authority. LTPs must contain policies for the promotion and encouragement of safe, integrated, efficient and economic transport to, from and within their area, as well as proposals for implementation of those policies. The legislation also sets out provisions for taking into account Government guidance on environment and climate change, and for making the final plan available for inspection by the public.

9.0 Risk Management

- 9.1 Challenges include the need to effectively manage the transition from current in-house provision of highway services to an external contractor, whilst maintaining service provision. Further challenges include the extremely difficult economic climate, as well as meeting the needs of an increasingly ageing population and the imperative to adapt and respond to climate change.
- 9.2 LTP guidance makes clear that the overall quality and delivery of an authority's LTP will be taken into account by the DfT in decisions on bids for challenge funding and/or major projects. It is therefore vital that Cheshire East is able to demonstrate how the strategy has been translated into delivery through the implementation plan, in line with local priorities representing the highest possible value for money.

10.0 Background and Options

- 10.1 Cheshire East's first LTP implementation plan will cover a four year period from April 2011 until March 2015, in line with the Government's spending review period. The implementation plan contains details of the schemes and initiatives which will be delivered in order to meet the objectives and priorities for transport set out in the 15 year strategy.
- 10.2 Following approval of the draft implementation plan by Cabinet in January 2011, a four week long public consultation exercise was undertaken, concluding on the 16th February 2011; this followed on from the extensive consultation already undertaken for the LTP Strategy.
- 10.3 The implementation plan is structured to reflect the priorities of the strategy – the emphasis on the two thematic areas of Ensuring a Sustainable Future and Creating the Conditions for Business Growth.

- 10.4 Within these two priority areas, the consultation response on the measures to implement and pursue was very favourable. For policy initiatives contained in 'Ensuring a Sustainable Future' – 81% agreed, 14.3% neither agreed nor disagreed, 4.7% disagreed. For policy initiatives to 'Create Conditions for Business Growth' – 79.5% agreed, 17.8% neither agreed nor disagreed, 2.7% disagreed
- 10.5 Policy initiatives contained within the other thematic areas were also positively received with almost 70% of respondents supporting the initiatives proposed in the draft document.
- 10.6 There was also overall support for our approach to measuring our performance and achievements against our implementation plan - 61.4% agreed, 29.8% neither agreed nor disagreed, 8.8% disagreed.
- 10.7 A review of the consultation responses and elected Member feedback showed significant support for the inclusion of actions aimed at targeting improvements at M6 Junction 17. Accordingly, measures to begin to address this have been included in the final version of the plan.
- 10.8 Other feedback received from the consultation has, where possible, also been reflected in the final implementation plan document. This has included adding support for promotion and publicity campaigns for cycling in addition to improving cycling infrastructure.
- 10.9 Three additional performance indicators have also been added to measure our performance against the plan. These reflect feedback from the consultation and also the need to provide information for the Government's recently announced single data set. Performance Indicators will be reviewed regularly to ensure that they are fit for purpose and add value.
- 10.10 Appendix 1 contains the final implementation plan, highlighted as appropriate to show where changes have been made from the draft document.

11.0 Overview of Year One and Term One Issues

- 11.1 The LTP is a statutory document that must be prepared by the Council.

12.0 Access to Information

- 12.1 The background papers relating to this report can be inspected by contacting the report writer:

Name: Paul Griffiths

Designation: Principal Transportation Officer

Tel No: 01270 686353 email: paul.griffiths@cheshireeast.gov.uk

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Contents

1 Introduction

- 1.1 This document sets out Cheshire East's first Local Transport Plan (LTP) implementation plan. The plan is aligned with the Government's four year spending review period (April 2011 to March 2015) and contains details of the initiatives which will be delivered in order to meet the objectives and priorities for transport set out in the 15 year LTP strategy.
- 1.2 This implementation plan reflects the feedback from the consultation process held during January and February 2011.
- 1.3 The thematic priorities of the LTP are "ensure a sustainable future" and "create conditions for business growth". Future investment in transport will be directed towards the policies and interventions which support the priority areas to help grow the economy and tackle carbon emissions. The priority policies are listed below.

Ensure a Sustainable Future

- **Policy S1: Spatial Planning** – Seek to minimise the future need to travel through a strategic approach in the Local Development Framework that focuses most new development in locations where there is a good range of housing, jobs, shops and services already accessible by public transport, cycling and walking.
- **Policy S3: Public Transport (Service Levels & Reliability)** – Work with passenger transport operators to explore improvements to service levels and reliability.
- **Policy S4: Public Transport (Integration & Facilities)** – Work with passenger transport providers to improve public transport integration and facilities.
- **Policy S8: Cycling** – Work with stakeholders to improve facilities for cycling so that it is attractive for shorter journeys.

Create Conditions for Business Growth

- **Policy B1: Strategic Partnerships for Economic Growth** – Work with neighbouring authorities, appropriate regional/sub-regional organisations, public transport operators and providers to enhance cross-boundary and strategic investment opportunities in transport.
- **Policy B2: Enabling Development** – Seek to enable appropriate new development by supporting transport infrastructure, regeneration and/or behaviour change initiatives that will mitigate the potential impact of development proposals.
- **Policy B3: Network Management** – Effectively manage the highway network to reduce the level of delay and provide for the needs of all road users including pedestrians, cyclists and motorists.
- **Policy B8: Maintenance** – Adopt a robust and efficient approach to maintenance to minimise deterioration in the highway network and associated infrastructure assets

1 Introduction

- 1.4 The following tables include the schemes and initiatives which we will take forward within each theme to translate the priority policies into action.

2 Initiatives to Ensure a Sustainable Future

2 Initiatives to Ensure a Sustainable Future

| Priority Policy | Initiative | Delivery Partners | Location | Year of Implementation | Resource |
|---|---|--|--|--|-------------------|
| S1 Spatial Planning | Undertake transport and accessibility assessments of strategic site proposals to inform and influence the Local Development Framework (LDF) and ensure sites have good access to services by sustainable modes of transport (e.g. Walking, cycling, public transport). This will include an assessment of the cumulative impact of LDF proposals and those of neighbouring authorities. | Spatial planning team, neighbouring authorities | Boroughwide | Year 1 & 2 - 2011/12 during development of LDF Core Strategy | Staff & Financial |
| S3 Public Transport (Integration & Facilities) | Facilitate partnership working with public transport operators through the Cheshire East Public Transport Forum, ensuring ongoing liaison and positive dialogue with operators, including cross boundary working with partners such as the Association of Greater Manchester Authorities (AGMA). | Public transport operators, cross boundary authorities | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Prepare bids for external funding to support the co-ordination and integration of different modes of transport, as well as improvements to facilities for passengers at bus and railway stations. During year 1 a bid | Health sector, Sustrans, community partnerships | Various Targeted locations still to be determined - will include Crewe & Macclesfield | Year 1 and ongoing throughout | Staff & Financial |

2 Initiatives to Ensure a Sustainable Future

| Priority Policy | Initiative | Delivery Partners | Location | Year of Implementation | Resource |
|---|--|--|--|----------------------------|-------------------|
| | will be prepared for the Government's recently announced Local Sustainable Transport Fund. | | | | |
| | Explore opportunities to improve integration between modes of transport with bus and rail operators, including timetable modifications to reduce interchange times and provision of cycle parking at public transport hubs. | Public transport operators, user groups and community partnerships | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Work with train operating companies to identify improvements that are needed at Cheshire East railway stations and work in partnership to secure investment through external funding opportunities and developer contributions, particularly in Crewe. | Train operating companies, economic development team | Boroughwide, with particular focus on Crewe and Wilmslow | Ongoing throughout 2011/15 | Staff & Financial |
| S4 Public Transport (Service Levels & Reliability) | Work closely with bus operators to facilitate and encourage as much commercial enterprise as possible, particularly where there is likely to be a concentration of new potential demand (e.g. new employment and housing development sites). | Bus operators, planning team | Boroughwide | Ongoing throughout 2011/15 | Staff |

2 Initiatives to Ensure a Sustainable Future

| Priority Policy | Initiative | Delivery Partners | Location | Year of Implementation | Resource |
|-----------------|--|--|--|----------------------------|-------------------|
| | Utilise developer contributions to explore innovative public transport solutions, particularly in rural areas. | Planning team | Boroughwide, particularly in rural areas | Ongoing throughout 2011/15 | Staff |
| | Develop new criteria to determine investment in supported bus services. Locally determined criteria will prioritise investment in services in order to contribute to the achievement of strategic priorities for transport within the LTP strategy. | Bus operators | Boroughwide | Year 1 - 2011/12 | Staff & Financial |
| | Work with strategic partners and rail investment lobby groups to influence rail service specifications. The two main franchise agreements serving Cheshire East are due for renewal - the West Coast Franchise (currently Virgin Trains) in 2012 and the Northern Franchise (currently Northern Trains Rail) in 2013. | DfT, AGMA, Welsh Assembly Gov. (WAG), rail user groups, community partnerships | Boroughwide | Ongoing until 2013 | Staff |
| | Work with partners including Middlewich Town Council to support the re-opening of the Sandbach to Northwich railway line to passengers and seek funding opportunities to take | Middlewich Town Council, Cheshire West Council | Sandbach, Middlewich | Ongoing throughout 2011/15 | Staff |

2 Initiatives to Ensure a Sustainable Future

| Priority Policy | Initiative | Delivery Partners | Location | Year of Implementation | Resource |
|--|---|--|-------------|----------------------------|-------------------|
| | this scheme through the next development stage. | | | | |
| S8 Cycling | Support the Cheshire East Cycling Forum to promote improvements to the facilities for cyclists and encourage more people to cycle more often as part of everyday life | Sustrans, Cheshire East Cycling Forum, health sector | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Prepare bids for external funding (e.g. Local Sustainable Transport Fund) to improve cycling infrastructure, including junction and route improvements, more on-road cycle lanes and off-road routes and, improve route signing and to also include <u>promotion and publicity campaigns.</u> | Sustrans, Cheshire East Cycling Forum, health sector | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |
| | Seek developer contributions through the planning process to provide greater access to cycling facilities in town centres, community facilities, service and employment locations. | Planning team, Service providers, Sustrans | Boroughwide | Ongoing throughout 2011/15 | Staff |
| Complementary Policies: Further schemes and initiatives within the "Ensure a Sustainable Future" theme will be implemented as resources allow within the policy areas of S2 Climate Change - Mitigation & Adaptation, S5 Public Transport (Information & Marketing), S6 Public Transport (Fares & Ticketing), S7 Walking and S9 Technology & Energy Efficiency. | | | | | |

3 Initiatives to Create Conditions for Business Growth

3 Initiatives to Create Conditions for Business Growth

| Priority Policy | Initiative | Delivery Partners | Priority Location | Year of Implementation | Resources |
|--|--|---|----------------------|----------------------------|-------------------|
| B1 Strategic Partnerships for Economic Growth | Work with strategic partners through the Local Enterprise Partnership (LEP) to secure improvements in transport to facilitate economic growth - including neighbouring authorities, Manchester Airport, Network Rail, Highways Agency and visitor economy partnerships. | Cheshire & Warrington LEP | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Work in partnerships with the Highways Agency to deliver the A556 Knutsford to Bowden dual carriageway upgrade scheme, ensuring the concerns of local residents are considered and incorporated wherever possible. | Highways Agency, Knutsford Area Partnership | Knutsford | To be confirmed | Staff |
| | Support and engage in proposals for improving rail connectivity through High Speed Rail and the Northern Hub capacity improvement scheme. The Northern hub will release capacity in central Manchester and unlock improvements in the speed, frequency and reliability of train services across Cheshire East. | Network Rail, <u>DfT</u> and <u>GMPTA</u> . | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Work with Association of Greater Manchester Authorities (AGMA) to carry out feasibility studies of tram-train opportunities in the north of the Borough, particularly Park & Ride sites | AGMA, Highways Agency | North of the Borough | Ongoing throughout 2011/15 | Staff & Financial |

3 Initiatives to Create Conditions for Business Growth

| Priority Policy | Initiative | Delivery Partners | Priority Location | Year of Implementation | Resources |
|--------------------------------|---|---|---|---|-------------------|
| B2 Enabling Development | from the strategic road network into the city centre. | | | | |
| | Work with partners to develop a bid for the Governments Local Sustainable Transport Fund to support economic growth and reduce carbon emissions. | Economic development team, business community | Various locations still to be determined - will include Crewe | Year 1 - 2011 | Staff |
| | Work with the planning team to develop a new approach to 'Tariff Based' developer contributions that enables improvements to both local and strategic transport provision. Facilitate provision for walking, cycling, public transport and recharging points for hybrid or electric vehicles in large new developments in order to reduce carbon emissions. | Planning team, highway development control team, developers | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Continue to work with the Department for Transport (DfT) to develop the business case to provide funding for Crewe Green Link Road which will unlock new development opportunities in Crewe. | DfT, planning team | Crewe | Year 1 - 2011 | Staff & Financial |
| | Work with the Highways Agency and developers to agree a preferred solution to resolving capacity and safety issues at | Highway Agency, A One + (managing agents) | Sandbach | Year 1 (agreed solution) Year 2 (Funding) | Staff |

3 Initiatives to Create Conditions for Business Growth

| Priority Policy | Initiative | Delivery Partners | Priority Location | Year of Implementation | Resources |
|------------------------------|--|---|-------------------|--------------------------------|-----------|
| B3 Network Management | <u>Junction 17 of the M6. Develop an agreed funding strategy with partners to implement this solution.</u> | <u>for Area 10).</u> <u>developers</u> | | <u>approach and agreement)</u> | |
| | Work with partners to deliver further infrastructure that unlocks new development opportunities, including capacity improvements on the A500 Barthomley link, Crewe Green Roundabout and the provision of Middlewich Eastern Bypass, along with a suitable highway link between the A536 and A523 to open up the South Macclesfield Development Area. | Developers, land owners, funding bodies, planning team. | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Monitor implementation of the Network Management Plan, outlining how the highway network will be managed to secure the efficient movement of traffic and ensuring the asset is used as affectively as possible. This will include cross-boundary "route management" of freight and commuter routes, as well as reviewing the efficiency of winter gritting and preparing for climate change. | Neighbouring authorities, Highways agency, Highway service provider | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Monitor the delivery of improvements and efficiencies in junction operation and improve co-ordination of roadwork / major event management to minimise network disruption through the new highway contract. | Highway service provider, Cheshire Police | Boroughwide | Ongoing throughout 2011/15 | Staff |

3 Initiatives to Create Conditions for Business Growth

| Priority Policy | Initiative | Delivery Partners | Priority Location | Year of Implementation | Resources |
|---|--|---|-------------------|----------------------------|-------------------|
| | Monitor implementation of the programme of remedial work at road rail incursion sites which carry a high risk of road traffic entering the rail line area. Seek appropriate developer contributions where proposals are close to high risk sites. | Planning team, Network Rail, Highway service provider | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |
| B8 Maintenance | Monitor the delivery of the new highway contract to implement the Transport Asset Management Plan (TAMP) and prioritise investment in structural and operational maintenance across the Borough's highway network. Develop a 'whole' life cycle approach to consider the most effective use of preventative maintenance rather than a reactive approach. | Highway service provider | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |
| | Monitor the new highway contract to ensure efficiencies in the approach to repairing highway network defects and increase the durability and lifespan of temporary road repairs through the use of innovative technologies and materials. | Highway service provider | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |
| Complementary Policies: Further schemes and initiatives within the "Create Conditions for Business Growth" theme will be implemented as resources allow within the policy areas of B4 Network Improvement, B5 Freight, B6 Parking, B7 Business Innovation. | | | | | |

4 Ongoing Strategy Development

4 Ongoing Strategy Development

| Policy | Initiative | Delivery Partners | Priority Location | Year of implementation | Resources |
|-----------------|--|---|-------------------|------------------------|-----------|
| T1 Towns | Develop a series of transport frameworks for towns, in conjunction with the LDF process, to ascertain local priorities and undertake locally specific discussion on transport issues to interpret Boroughwide policies at a local level. | Local Area Partnerships, Town & Parish Councils, Community Groups | Boroughwide | Year 1 & 2 - 2011/12 | Staff |

5 Other Thematic Areas - Initiatives

5 Other Thematic Areas - Initiatives

| Policy | Initiative | Delivery Partners | Location Priority | Year of Implementation | Resources |
|-------------------------------------|--|---|-------------------|----------------------------|-------------------|
| C1 Community | Implement small-scale improvements to local transport infrastructure identified by Councillors and local communities across the borough. | Local Area Partnerships (LAPs), Councillors | Boroughwide | Year 1 - 2011 | Staff & Financial |
| | Support community-led initiatives for transport and service provision (e.g. community car share schemes, devolution of services), particularly in rural communities. | Service providers, LAPs, Town & Parish Councils, Community & Voluntary Groups | Boroughwide | Ongoing throughout 2011/15 | Staff |
| C2 Accessibility of Services | Work with partner organisations and local communities to make key services easier to access with a particular focus on disadvantaged groups and areas, including people living in rural areas, older people, young people and those without access to a car. | Service providers, LAPs, Town & Parish Councils, Community and Voluntary Groups | Boroughwide | Ongoing throughout 2011/15 | Staff |

5 Other Thematic Areas - Initiatives

| Policy | Initiative | Delivery Partners | Location Priority | Year of Implementation | Resources |
|---|---|---|-------------------|----------------------------|-------------------|
| C3 Access for all | Provide personalised journey planning advice targeted at disadvantaged groups (e.g. adult social care) to promote access for all. | Social care providers, public transport operators | Boroughwide | Ongoing throughout 2011/15 | Staff |
| | Review concessionary bus travel criteria to ensure it offers value for money and supports broader policy objectives. | Bus operators | Boroughwide | Year 1 - 2011 | Staff |
| H2 Promotion of Active Travel & Healthy Activities | Work in partnership to promote walking, cycling and horse riding as active travel options and healthy activities. | Health agencies, community and voluntary groups, user groups | Boroughwide | Ongoing throughout 2011/15 | Staff |
| H3 Public Rights of Way & Green Infrastructure | Seek to improve and create links to key services (e.g. schools, community centres and tourism destinations) by <u>sustainable</u> routes and green infrastructure such as canal towpaths. | Local Access Forum, landowners, community & voluntary groups, user groups | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |

5 Other Thematic Areas - Initiatives

| Policy | Initiative | Delivery Partners | Location Priority | Year of Implementation | Resources |
|-----------------------------------|--|---|-------------------|----------------------------|-------------------|
| H6, H7, H8 Road Safety | Monitor the delivery of road safety measures - education & training, engineering and enforcement - in conjunction with partners. | Highway service provider, Cheshire Police, Cheshire Fire & Rescue, neighbouring authorities | Boroughwide | Ongoing throughout 2011/15 | Staff & Financial |

6 Performance Indicators - 2011/15

6 Performance Indicators - 2011/15

- 6.1** In order to monitor the delivery and impact of the LTP implementation plan, the following performance measures will be adopted on a Borough wide basis. Separate local indicators will be considered as part of the process of developing transport frameworks for towns. Additional indicators will include those developed for the new highway service provider. Reporting will be either quarterly or annually in April each year and the Baseline and Targets will be published in the first Annual performance report.

Ensure a Sustainable Future

| Proposed Indicator | Measure of Performance | Policy Link |
|---|---|--|
| Bus Service - Public Satisfaction | Public overall satisfaction with local bus services (Annual Survey) | S3 Public Transport (Integration & Facilities) S4 Public Transport (Service Levels & Reliability) |
| <u>Bus Punctuality</u> | % of non - frequent bus services on time | <u>S4 Public Transport (Service Levels & Reliability)</u> |
| <u>Bus Punctuality</u> | <u>Average excess waiting time for frequent Bus services</u> | <u>S4 Public Transport (Service Levels & Reliability)</u> |
| Rail Patronage | Footfall at railway stations in Cheshire East | S3 Public Transport (Integration & Facilities) |
| Commercial Viability of Bus Services | % of supported bus services that become commercially viable | S4 Public Transport (Service Levels & Reliability) |
| Number of trips made on Demand Responsive Transport | Number of journeys made on Council supported demand responsive services | S4 Public Transport (Service Levels & Reliability) |

6 Performance Indicators - 2011/15

| Proposed Indicator | Measure of Performance | Policy Link |
|----------------------------------|--|--|
| Community Transport Satisfaction | Public overall satisfaction with Community Transport (e.g. Dial-a-Ride). (Annual Survey) | S4 Public Transport (Service Levels & Reliability) |
| <u>Cycle Training</u> | <u>Number of people receiving 'Bike-ability' training per year</u> | <u>S8 Cycling</u> |
| Cycle Routes and Facilities | Public overall satisfaction with cycle routes and facilities (Annual Survey) | S8 Cycling |

Create Conditions for Business Growth

| Proposed Indicator | Measure of Performance | Policy Link |
|---|--|------------------------------|
| <u>Managing Traffic Orders and Congestion</u> | <u>Number of 'on street' penalty charge notices issued.</u> | <u>B3 Network Management</u> |
| Public Satisfaction with Roadwork Management | Public Satisfaction with Roadwork Management (Annual Survey) | B3 Network Management |
| Traffic Levels in Key Urban Areas | Aggregate monitoring data to measure traffic levels, particularly in Crewe and Macclesfield | B3 Network Management |
| Road Condition - Principal roads | Provides an indication of the proportion of principal road carriageway where structural maintenance should be considered over the next 12 months. This is a significant indicator of the state of the highways asset (former National Indicator 168) | B8 Maintenance |
| Road Condition - Class B & C. | Provides an indication of the proportion of B and C class road carriageways where structural maintenance should be considered | B8 Maintenance |

6 Performance Indicators - 2011/15

| Proposed Indicator | Measure of Performance | Policy Link |
|--|--|----------------|
| | over the next 12 months. This is a significant indicator of the start of the highway asset (former National Indicator 169) | |
| Quality of Footways | Measures the condition of primary and secondary footways in Cheshire East where structural maintenance should be considered over the next 12 months. (New national footway network survey) | B8 Maintenance |
| Road Condition - Unclassified Road Network | % of unclassified road where structural maintenance should be considered | B8 Maintenance |
| Public Perception of Highway Condition | Public satisfaction with highway maintenance (Annual Survey) | B8 Maintenance |

Nurture Strong Communities

| Proposed Indicator | Measure of Performance | Policy Link |
|---|--|------------------------------|
| Delivery of Local Infrastructure Schemes | % spend of allocated budget in each financial year | C1 Community |
| Availability of Community Transport | Public perception of the availability of community transport (Annual Survey) | C1 Community |
| Availability of Community Car Schemes | Number of community car schemes in operation throughout Cheshire East | C1 Community |
| Ease of Access to Key Services (All People) | Annual public opinion survey | C2 Accessibility of Services |
| Ease of Access to Key Services (People with Disabilities) | Annual public opinion survey | C3 Access for All |

6 Performance Indicators - 2011/15

Other Key Indicators

| Proposed Indicator | Measure of Performance | Policy Link |
|--|---|------------------------|
| Mode of travel for journey to school | Children travelling to school - mode of travel usually used (former National Indicator 198) | Y1 Travel to Education |
| Number of people killed or seriously injured | Continue to collect data subject to new guidance from the Department for Transport (former National Indicator 47) | H6, H7, H8 Road Safety |

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CHESHIRE EAST COUNCIL

REPORT TO: CABINET

| | |
|--------------------------|---|
| Date of Meeting: | 11 April 2011 |
| Report of: | Head of Health and Wellbeing |
| Subject/Title: | Alcohol Harm Reduction and Minimum Unit Pricing |
| Portfolio Holder: | Cllr Andrew Knowles |

1.0 Report Summary

- 1.1 The purpose of this paper is to provide an overview of the current position regarding minimum pricing for alcohol across Cheshire and Warrington and the wider region.
- 1.2 This paper makes the recommendation that progress towards reducing alcohol related harm would be accelerated by formally supporting (and working with others to advocate) the introduction of a 50p minimum price per unit of alcohol. The introduction of a local bylaw, or national legislation, is examined.
- 1.3 It is recognised that this is one aspect of any comprehensive plan to reduce alcohol harm in our communities.

2.0 Decision Requested

- 2.1 Note the findings outlined in this paper and acknowledge the clinical support for minimum unit pricing.
- 2.2 Endorse the introduction of a minimum price of 50p per unit across Cheshire and Warrington.
- 2.3 Endorse the continued pursuit of a bylaw supported by as many local authorities as possible, as well as active support and pursuit of the enactment of national legislation to implement a minimum unit price for alcohol, as part of a wider strategy to tackle alcohol harm.

3.0 Reasons for Recommendations

- 3.1 To reduce the negative impacts of alcohol harm, including the cost to people's health, the financial cost to the health system, alcohol related anti social behaviour and criminal activity.

4.0 Wards Affected

- 4.1 All

5.0 Local Ward Members

5.1 All

**6.0 Policy Implications including – Carbon reduction
- Health**

6.1 Alcohol is one of the leading causes of ill health amongst our local population. Around one third of our population are drinking at levels above the recommended limits. The health impacts of alcohol misuse include an increased use of general practice consultations, increased attendance at A&E, ambulance call outs, out patient and hospital admissions. The chronic effects of alcohol use include cirrhosis, coronary heart disease cancer and stroke. The letter of support attached as Appendix A is countersigned by a number of key clinicians.

7.0 Financial Implications (Authorised by the Borough Treasurer)

7.1 There are no direct financial consequences in relation to this report. However, the cost to the PCT of dealing with alcohol misuse is £31,500,000 per annum, currently increasing by at least £500,000 a year.

8.0 Legal Implications (Authorised by the Borough Solicitor)

8.1 Legislation enabling councils to introduce local byelaws is contained in Section 235 of the Local Government Act 1972. This provision requires byelaws to be made “for the good rule and government of the whole or any part of the borough and for the prevention and suppression of nuisances therein”, and they cannot be made for any purpose as respects any area if provision is made by, or may be made under, any other enactment. Byelaws, once made by a local authority, must be confirmed, before they are effective, and the confirming authority in this context is the Secretary of State. Section 2 of the Local Government Act 2000, often known as the “wellbeing” provision, also enables local authorities to do things which are considered likely to achieve the promotion or improvement of the economic, social or environmental well-being of their area. In doing so, they must have regard to the Sustainable Community Strategy which must be prepared under Section 4.

8.2 Concern related to alcohol misuse has led, apart from the work in Cheshire and Warrington, to the Executive Board of the Association of Greater Manchester Authorities (“AGMA”) setting up a task and finish group and commissioning a report on the possible implementation of a byelaw to impose a minimum unit price for alcohol. As at November 2010, an interim report has been prepared, and one of the issues covered is the scope which a byelaw in this context might have, and enforcement issues.

8.3 Whilst there is considerable support for the introduction of minimum alcohol pricing, it is important to ensure that the most effective legislating power is used, in order to minimise the likelihood of successful challenge, and maximise the ability to enforce it. Key issues to be taken into consideration if a byelaw is

considered are ensuring that any potential challenges of incompatibility with EU law based on anti-competition are fully addressed, that sufficient research supports the actual price level, and that the vital issue of enforceability is addressed, since a byelaw in only some areas of the country leads to obvious concerns in this regard. Given that the function of confirming a byelaw lies with Central Government, through the Secretary of State, these issues would have to be addressed both at the stage of making by the relevant local authorities, and confirmation by the Secretary of State.

- 8.4 The work currently ongoing by AGMA as well as the Cheshire and Warrington work seeks to address all these issues as well as to press for national legislation.
- 8.5 As the problem which a byelaw would seek to remedy is not confined to the region, but is country-wide, it is recommended that whilst the option of a byelaw, and the extent of support for it continues to be explored, the enactment of nationally applicable legislation by Central Government should also be an important focus of the Council's support and pressure.

9.0 Risk Management

- 9.1 The introduction of a minimum unit price is contentious and can lead to negative press and public reaction. However, there is a growing lobby that is supportive of the proposed measures and across the North West local authorities are joining together to work towards a minimum unit price and a bylaw.

10.0 Background and Options

- 10.1 *"Cheap alcohol is killing people and it's undermining our way of life.... price and access are two crucial factors affecting alcohol consumption. I recommend action taken on both but particularly on price. "*
[Sir Liam Donaldson, Chief Medical Officer 1998-2010]
- 10.2 Support has been building for a minimum unit price for alcohol based on the evidence that demonstrates the severe impact alcohol harm has on communities and public services. Alcohol consumption in England has almost tripled over the last 60 years. In 2009 nearly 1 million people were admitted to hospital in the UK with alcohol related problems (over 9000 in Central and Eastern Cheshire PCT), with almost 7,000 deaths per year in England being directly related to alcohol. In addition 45% of all violent crime is alcohol related. In 2009 there were over 2700 alcohol related incidents in Cheshire East recorded by the Police, and nearly 25% of anti social behaviour incidents involved alcohol.
- 10.3 There is a clear relationship between price and consumption of alcohol. Price increases generally reduce heavy drinkers' consumption by a greater proportion than moderate drinkers, as heavy drinkers tend to choose cheaper drinks. It also impacts significantly on harm to young

people by reducing access to 'pocket money' priced drinks. It should be noted that Cheshire East is in the worst quartile nationally in relation to the numbers of under 18s admitted to hospital because of an alcohol specific cause.

- 10.4 A minimum unit price of 50p would reduce consumption of very cheap alcohol amongst "problem" and younger drinkers. It would put a stop to the 2 litre bottles of cider for £1.21 and 15 can packs of lager for £5. However, because minimum price is not a tax, consumers could still get a pint in the pub for £1.50 and a bottle of wine in the supermarket for £4.50. A minimum unit price would reduce the impact of alcohol harm on moderate drinkers, poorer communities, public services and the alcohol retail trade. The implementation of a by law to enforce a minimum unit price is one option to pursue.
- 10.5 A minimum unit price for alcohol is supported by the Government Health Select Committee, Professor Dame Sally Davies (Chief Medical Officer), Cheshire, Greater Manchester and Merseyside Directors of Public Health, the National Institute for Clinical Excellence, the Faculty of Public Health and Tesco. Over the course of 2010 there has been significant high level media coverage regarding a minimum unit price.
- 10.6 In August 2010 the **Prime Minister, David Cameron**, stated "*I think the idea of the councils coming together on this is a good one and we will certainly look at it very sympathetically...Where there can be local decisions we are very happy for that to happen*" (Manchester Evening News – 11th August 2010).
- 10.7 **James Brokenshire (Parliamentary Under Secretary for Crime Reduction, Home Office)** also stated "*If local circumstances point in that direction, that's something local authorities might wish to explore*". (Morning Advertiser – 15th September 2010).
- 10.8 As part of the Coalition Government's commitments in its 'Programme for Government' there have been national consultations regarding alcohol taxation and pricing and also on reviewing the Licensing Act. On 18th January the Home Office announced plans to introduce a new proposal that would prevent retailers from selling alcohol below the rate of duty plus VAT.
- 10.9 Appendix B provides a summary of key information.

REGIONAL PROGRESS

- 10.10 The Cheshire and Warrington Health and Wellbeing Commission has agreed to support a minimum unit price for alcohol and the use of a bylaw to enforce this. It has agreed to establish a working group to examine the implications of pursuing a bylaw approach and is working with partners across the Northwest region to explore options. The Liverpool City Region Safer, Healthier Communities Board has also

agreed a consistent approach, as has the Association of Greater Manchester Authorities Executive.

- 10.11 The Cheshire and Warrington Leadership Board has given its support to minimum pricing.
- 10.12 This is part of an overarching strategy to reduce alcohol related harm (including crime and anti-social behaviour), to contribute to improving health and to reduce health inequalities across the region. For example, a Large Scale Change initiative has begun across the sub-region, to bring organisations together to tackle the impacts of alcohol related harm.
- 10.13 A minimum price per unit of alcohol would apply to both on and off licences i.e. pubs and licensed premises, plus supermarkets and off licences.
- 10.14 All Directors of Public Health in Cheshire and Warrington and the Primary Care Trust Boards in Merseyside have supported in principle a minimum unit price.

A Bylaw approach

- 10.15 In the North West there is potential to act collaboratively to implement a bylaw which would introduce a minimum price. This would be most effective if a significant number of local authorities across a coherent geographic area agree their support for a bylaw. It is vital therefore that there is strong democratic support for such an approach.
- 10.16 This would be in accordance with the “Well Being Power” (outlined in Section 2 of the Local Government Act 2000) as it is an appropriate response and a means of improving public health and public order at a local level, where there is a shortfall in national legislation. In addition Section 235 of the Local Government Act 1972 makes it possible for a bylaw to be made “for the good rule and government of the whole or any part of the area and for the suppression of nuisances therein.”

CHALLENGES TO MINIMUM PRICING

- 10.17 The legality of a local minimum price is untested, although the industry or any opponent of such a scheme could not pursue a legal challenge until a bylaw has been approved and implemented. If a local bylaw was successfully challenged it would be likely to strengthen the case for national legislation on pricing, although clearly the most effective approach should be chosen from the outset.
- 10.18 Public messaging needs to be developed to raise awareness of the benefits of a minimum unit price and the low impact on moderate drinkers. The process that was undertaken in this respect with tobacco legislation demonstrates that public opinion can be mobilised over time.

11.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

Appendix A - Letter of Support for Minimum Unit Pricing

Appendix B - Key Information Alcohol Harm and Minimum Unit Pricing

Name: Guy Kilminster

Designation: Head of Health and Wellbeing

Tel No: 01270 686560

Email: guy.kilminster@cheshireeast.gov.uk



APPENDIX A

Letter to Members of Cabinet
Local Authorities in Cheshire & Merseyside

Re: Reducing Alcohol Harm – Minimum Unit Pricing

As Clinicians in Cheshire & Merseyside, we welcome the recent Government proposals to introduce the ban on sales of alcohol below the rate of duty plus VAT, as an important first move in the right direction. However, we would still recommend that steps be taken to pursue a minimum price of 50p per unit as an integral part of a range of measures to tackle our rising alcohol problem.

We know that politicians will be concerned about public opinion and the impact on people's pockets. However, they should also note that the public are very much aware of the effect of pocket money prices on consumption. Recent Home Office Research (published 18 January 2011)¹ showed that two-thirds of the public believe the amount of alcohol people drink in Britain is out of control. The research also showed that 93% of heavier drinkers under the age of 35 say they have witnessed alcohol-related crime and disorder in the past 12 months.

The alcohol business continues to tell the Government that information is all that is necessary. However as the Health Secretary, the Chief Medical Officer, the World Health Organisation and the public have all recognised there is also a link between price, consumption and harm that can no longer be ignored.

In terms of cost to a moderate drinker, the impact of 50p per unit would be minimal. Prices in licensed premises would not be affected as the minimum price of a pint of lager for example would be £1.50. For the take home market a 750ml bottle of wine (12%) would cost approximately £4.50 and six 500ml cans of lager (4%) would cost roughly £6.

Currently alcohol is available in some outlets in Cheshire and Merseyside as cheap as 10p a unit. Commonly supermarket brand cider is sold for under £1 per litre. With the introduction of 50p minimum unit price a litre bottle of cider (5.5%) could not be sold for less than £6.

Surveys in the North West have found that up to 45% of the public polled would support a minimum unit price for alcohol, including in one survey 48% of young people. The support base for minimum unit price has also increased from earlier surveys. Just this week, a flash poll was conducted by the UK's leading discount website and the results showed that two thirds of Britons support the proposed plans for minimum pricing on alcohol; with the majority hoping that

¹ www.homeoffice.gov.uk/publications/alcohol/alcohol-pricing

the plans will help tackle binge drinking². 94.4% of publicans indicate that supermarket price promotions have adversely affected their trade and 90.7% of them would support a minimum unit price³.

We understand the local authorities within Cheshire and Warrington will be taking papers to their Cabinets to seek the endorsement of a minimum unit price of 50p and the agreement to work together to explore the proposal of a bylaw.

We hope our support will strengthen the argument to pursue minimum unit pricing.

Yours sincerely

Professor Sir Ian Gilmore – President, Royal College of Physicians & Consultant, The Royal Liverpool & Broadgreen University Hospitals NHS Trust

Dr Steve Hood – Clinical Lead for Alcohol Services Aintree Hospitals NHS Foundation Trust Liverpool & member of Liverpool City Alcohol Strategy Group

Dr Paul Bowen – GP, Chair, Eastern Cheshire Commissioning Consortium

Dr Peter Enevoldson - Medical Director & Consultant Neurologist Walton Centre NHS Foundation Trust

Dr Gordon Ramsden – Medical Director, Warrington & Halton Hospitals NHS Foundation Trust

Dr Andrew Davies – GP, Chair, Warrington Health Consortium

Dr Andrew Wilson – Lead GP South Consortia (Cheshire East)

Dr Huw Charles-Jones – GP, Chair, Western Cheshire Health Consortium

² www.alcohol-help.co.uk/two-thirds-of-britons-welcome-minimum-pricing-on-alcohol

³ Our Life, Manchester

Briefing Paper

Alcohol Minimum Pricing

What is minimum pricing for alcohol?

Minimum pricing is a policy which sets a minimum price at which alcohol can be sold. The purpose of a minimum price is to ensure that retailers cannot sell alcohol below a certain baseline cost.

Does the government plan to introduce minimum pricing for alcohol?

On 18 January 2011, the Home Office announced plans to introduce a new proposal which would prevent retailers from selling alcohol below the rate of duty plus VAT. This would mean retailers could not sell a 1 litre bottle of vodka (37.5 per cent abv) for less than £10.71 and a 440ml can of lager (4.2 per cent abv) for less than £0.38. This equates to 21p per unit of beer.

Are these the right plans?

There is a clear relationship between price and the consumption of alcohol, and the Alcohol Health Alliance is pleased to see that the government accepts cheap drink is the main driver of the health harm.

However, the proposed price floor of rate of duty plus VAT will impact on only a small fraction of special offers and will have no meaningful impact on the health consequences of alcohol misuse.

Research conducted by the School of Health and Health Related Research found that if the minimum price was set higher, at 50p per unit, it would reduce hospital admissions by approximately 100,000 each year with total cost savings for England of £7.4billion over ten years.

The School of Health and Health Related Research found that a minimum unit price of 50p would:

- Reduce consumption per drinker 6.9% on average saving around 100,000 hospital admissions each year and 10300 fewer violent crimes.
- Total healthcare costs saved in England would be £66million in year one and £1.37 billion over ten years.
- Total crime costs saved in England would be £49.6 million in year one and £413 million over ten years.
- Total absence from the workplace costs saved would be £28.6 million in year one and £238million over ten years.
- The total direct costs saved in England would be £793 million in year one and £7.4 billion over ten years.¹

Why do we need a minimum price for alcohol?

¹ Sheffield study

The real price of alcohol has declined steadily over the past fifty years. Overall between 1980 and 2007 alcohol became 69% more affordable². Liberalisation of licensing laws has led to alcohol being sold in more places and for longer periods of time. The number of premises licensed to sell alcohol has increased from 128, 054³ in 1980 to 162,300 in 2008.⁴ The relaxation in access and availability of alcohol has been seized upon more by the off-licence trade, particularly supermarkets who have responded by offering deep discounts and promotions. The net effect of this is that alcohol is now available for as little as 11 pence per unit in some outlets which is lower than bottled water.

Are people drinking more as a result of low prices?

In Britain, alcohol consumption rose by 121% between 1950 and 2000⁵ and from 9.5 to 11.5 litres of pure alcohol per adult between 1987 and 2007⁶ so that the average consumption for every person over age 15 is now 22 units (of 8 gram) per week. Latest statistics show that there are around 2.6 million higher risk drinkers in England and that, 31% of men reported drinking more than 21 units in an average week and for women, 20% reported drinking more than 14 units in an average week⁷.

What are the costs and consequences of people drinking more?

The health and social harm caused by alcohol misuse affects individuals, families, friends, employers and society more broadly as tax payers and citizens:

- In 2007, in England, there were 6,541 deaths directly related to alcohol this has increased by 19% since 2001. Of these alcohol related deaths, the majority (4,249) died from alcoholic liver disease. On 28 January the Office for National Statistics published data showing that overall, the number of alcohol-related deaths in the UK has increased since the early 1990s although fell slightly in 2009.⁸
- It is estimated that the cost of alcohol related harm to the NHS in England is £2.7 billion in 2006/07 prices.⁹
- The government estimates that 17 million working days are lost annually in England due to alcohol-related sickness and that work related misuse costs the economy over £6.4 billion each year.¹⁰
- The government estimates that the human costs of alcohol related crime are over £4.7 billion.¹¹

What impact will a minimum price have on reducing alcohol-related harm?

There is a clear relationship between price and the consumption of alcohol. Research shows that alcohol responds to price increases like most consumer goods on the market, i.e. when other factors remain constant an increase in the price of alcohol generally leads to a decrease in consumption.¹²

² Sheffield study

³ IAS factsheet - Alcohol: Price, legal availability and expenditure

⁴ DCMS Statistical Bulletin Alcohol, Entertainment and Late Night Refreshment Licensing England and Wales, April 2007 – March 2008

⁵ Alcohol Harm Reduction Strategy for England. Cabinet Office Strategy Unit 2004

⁶ HM Revenue and Customs (2008) Alcohol Factsheet <http://www.uktradeinfo.com/index.cfm?task=factalcohol>

⁷ Statistics on alcohol 2009, NHS Information Centre

⁸ <http://www.statistics.gov.uk/cci/nugget.asp?id=1091>

⁹ Statistics on alcohol 2009, NHS Information Centre

¹⁰ Cabinet Office, 2003, Interim Analytical Report for the National Alcohol Harm Reduction Strategy

¹¹ Ibid

¹² World Health Organisations (2007) Second Report of the Expert Committee on Problems related to Alcohol Consumption' Technical Report Series 944

There is a growing body of evidence to show that price increases can have a dramatic effect on reducing consumption and therefore harm.

Will a minimum price policy affect moderate drinkers more adversely?

There has been a suggestion that minimum price would penalise moderate drinkers in fact the current policy of low alcohol prices means that responsible drinkers are subsidising the behaviour of the 25% of the population who are drinking at hazardous or harmful levels. The effect on moderate drinkers will be very minimal because they consume lower amounts of alcohol. If a 50p minimum price were introduced this would mean an increase in spending on alcohol of less than 23p per week per moderate drinker where as a harmful drinker would pay an extra £3.13 per week. The effect of a minimum price on reducing consumption would be much greater for underage and heavy drinkers, reducing their consumption by 7.3% and 10.3% respectively.

In adverse economic conditions should we really be asking people to pay more alcohol?

The increase in cost to the moderate drinker is less than 23p per week which seems almost inconsequential when compared with the overall cost of alcohol related harm to society as a whole.

Would taxation be a better option?

Taxation has been used by governments to increase alcohol prices with the aim of reducing consumption. Recent research from Finland showed that when taxes on alcohol were reduced by an average of 33% in 2004, researchers estimated a 10% increase in consumption and recorded a rise in alcohol related mortality of 16% for men and 31% for women¹³. However taxation is not the most effective policy lever as increases in alcohol duty have on the whole not been passed on to customers by the large retailers including supermarkets – suppliers have been squeezed instead.

Does minimum pricing contravene UK competition law?

Fixing minimum drinks prices is possible under both UK and EU competition law, provided that minimum prices are imposed on licensees by law, or by a public body exercising public functions imposed on it by an enactment.

Does minimum pricing contravene EU trade law?

Minimum pricing for alcohol could be regarded as constituting a trade barrier contrary to EU free movement of goods. However, both the European Court of Justice (ECJ) and the European Free Trade Association (EFTA) have been prepared to prioritize health over trade concerns when considering alcohol policies, providing certain conditions have been met¹⁴. If minimum pricing was challenged the government could invoke a public health defense a principle established in European law by demonstrating that its measures were proportionate and the only way to protect public health.

Does minimum pricing exist in other countries and is there evidence to show it has worked?

A number of countries across Europe including Belgium, France and Portugal and Spain have legislation banning low cost selling¹⁵. Canada has a well established minimum pricing scheme. Social reference

¹³ (BMJ 2008; 337:a1504).

¹⁴ Baumberg, B and Anderson, P (2008) Health, alcohol and EU law: understanding the impact of European single market law on alcohol policies, *European Journal of Public Health*, pp 392-398.

¹⁵ Rand Europe, 2009, The affordability of alcoholic beverages in the European Union

pricing currently operates in 8 out of its 10 provinces and has been shown to reduce demand when it is linked to alcoholic content.

What are the gains from a minimum price as a policy option?

Pricing policies can have a positive impact on reducing the health, crime and economic harm caused by alcohol misuse. They can also be targeted to impact on those groups who drink the most without penalising those who drink responsibly. A minimum price approach would also circumvent the off-trade sector's ability to absorb increases in alcohol taxation, and to use deep discounting and below cost sales.

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