



Champs
Public Health
Collaborative

**Community Engagement in Licensing
Cheshire and Merseyside**

Adam Major, Champs Collaborative Support Team,
Wirral MBC

&

Dave Watson, Public Protection Unit Manager
Warrington Borough Council

5th February 2019

Working together to improve health and wellbeing in Cheshire and Merseyside

The Champs Public Health Collaborative

- The Collaborative is made up of many members and partners
- A 14 year collaboration, built from an award winning public health network with a national profile
- Led by the nine Local Authority Directors of Public Health as an Executive Board
- 9 local authorities/12 CCGs
- 2.5 million resident population
- Aim: improve the health and wellbeing of local people by large scale action and working together as system leaders
- Focus on a small number of key priorities (including high BP) in partnership with PHE and NHSE
- Small support team



Exploring Licensing and Health Possibilities

- First discussions in late 2016
- Steering group with colleagues from Public Health, Licensing, Environmental Health, Trading Standards and Police
- Diverse work programme involving social media, local voluntary agreements, SoLPs, training, data and evidence and community engagement
 - ❖ Originally based on GM approach – “Community Champions”
 - ❖ Intention to raise community awareness around licensing thus increasing participation
 - ❖ Based on clear need and recommendations (e.g. IAS report)

The Challenge: Strengthening the Public Voice

Licensing Act – Aims:

- To protect the public
- Address local need
- Empower decision making and enforcement
- Give people the opportunity to have their say in decisions that affect them.

How do we deliver on our aims?

- Seek opportunities to proactively promote the licensing objectives?
- Work intelligently to target interventions based on local need?
- Take evidenced based decisions that are necessary, proportionate, and fair?
- Utilise our role as a responsible authority?
- Work collaboratively with the businesses, responsible authorities and interested parties?
- Build local intelligence?
- Develop robust policies that address local need?
- **How can we truly deliver on these aims without strengthening the public voice?**

The relative strength of public voice

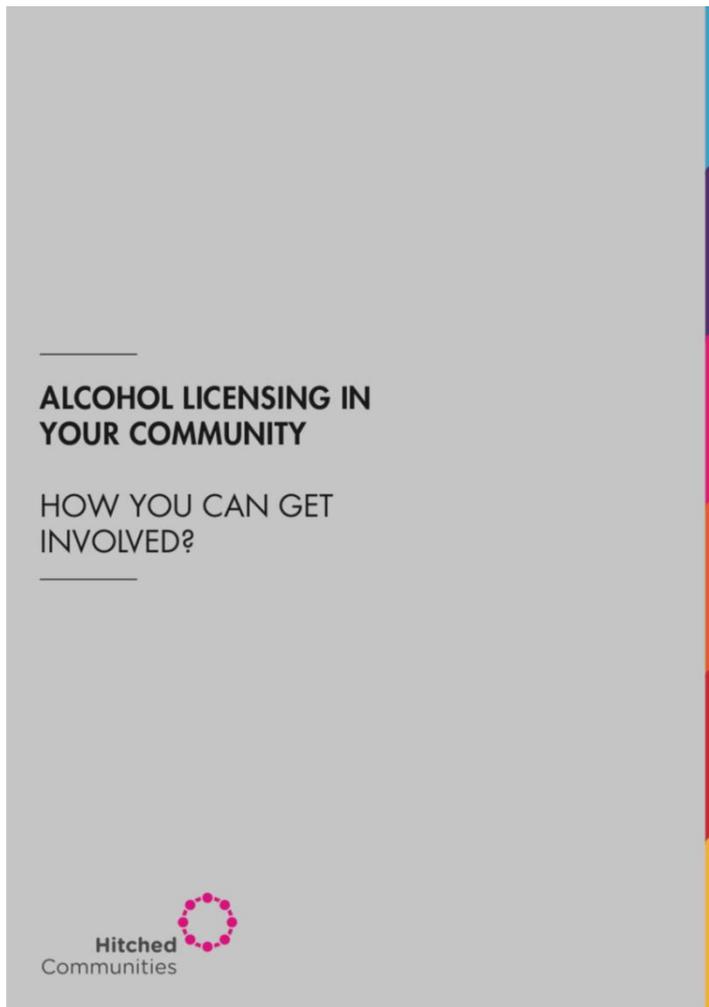
- Less than 7% of representations are from residents.
- Limited awareness and understanding within the community.
- Archaic notification of applications.
- Dismissive of residents objections? Failure to set out the Licensing Objectives.
- Residents fearful of the process and possible retribution.

The Community Engagement project

- Small project group formed
- No resource to explore GM “Community Champions” work
- Decided to explore other potential avenues
- Wirral Public Health department working on a guide based on Alcohol Focus Scotland guidance*
- Audit of LA web pages supported development of a complementary website
- Partnership with Hitched Communities (NFP arm of Hitch Marketing)

*<https://www.alcohol-focus-scotland.org.uk/media/133477/Community-licensing-toolkit.pdf>

The final products



www.alcohollicensing.org.uk



Working together to improve health and wellbeing in Cheshire and Merseyside

The final products

[HOME](#) [ABOUT US](#) [CONTACT US](#)

[ALCOHOL LICENSING COMMUNITY](#)

[LICENSING KEY FACTS](#) [THE PROCESS](#) [DEFINITIONS](#) [RESOURCES](#) [THE TOOLKIT](#) [DIRECTORY](#)

HOW YOU CAN GET INVOLVED

[READ MORE](#)



Working together to improve health and wellbeing in Cheshire and Merseyside

The relative strength of the public voice

- Sharing guidance and information-ideas?
- Social media alerts of new applications?
- Advertising of applications?
- Empowerment of Councillors as community representatives?
- Hold hearings within the community at times convenient to them?
- Provide pre application advice?
- Engage communities to build evidence of CIPs and SOLP?
- Work with neighbourhoods and existing groups?
- Make data accessible to communities?
- Include details in our general letters and communication?

In Summary

- We can only truly address local need if we know what the issues are.
- We have been generally poor at giving residents a voice but examples of best practice exist.
- The opinion of residents can support CIPs and SOLP.
- We can strengthen the role of other RAs by understanding community issues.
- Licensing authorities need to act for themselves.
- The tool is there to be used, its not new, but it's the latest opportunity to improve guidance to our communities.
- The Licensing Act does not need to be reactive.
- We need to refresh our commitment to delivering the aims of the legislation.

What next?

- Next step is to decide how to promote locally
- Two current options:
 - ❖ Link to standalone website
 - ❖ Copy website as local microsite
- We will explore over the next few weeks
- Your views are welcome

Thank you, any questions?

Further information:

adammajor@wirral.gov.uk

Keep in touch....

www.champspublichealth.com

Find us on Facebook

Follow us on Twitter @CMPHN



Champs
Public Health
Collaborative

Working together to improve health and
wellbeing in Cheshire and Merseyside