Leeds Alcohol Data Matrix
Who are we?

• Rachel Dukes
  – Advanced Health Improvement Specialist, Public Health

• Susan Holden
  – Principal Licensing Officer, Entertainment Licensing
“I would like the number of shops selling alcohol for extended hours to be reduced because I'm sick of the **antisocial behaviour** my family and I are faced with... including drunkards **arguing** and **shouting around the clock**, being **frightened** to nip out for a pint of milk, public **urinating/vomiting** and beer cans **littering** the streets…”

(quote from a local resident)

“When I was drinking I felt ‘included’ in this **world of accessibility** – it validated my appetite... Alcohol dependency has to be the **ugliest** and **most harmful** ‘condition’ in our modern age and yet we continue to feed it. We pamper it and we celebrate it.”

(quote from an ex-drinker)
Background

What was the problem?
What had we done to address it before?
Why do we need something new?
What was available?

Health Datasets
A keen and willing public health team
A very clever analyst
Expertise
Motivation to drive culture change
No quick fixes
Adam’s Brilliant Solution

- Identify data sets that were linked with alcohol harm and give them weighting
- Apply the datasets to LSOA areas
  - LSOA represent an area of 1500 people
- Rank the LSOAs against each other
- Provide the outcome on a Very High – Low rating system
- Make it look pretty!
Data Sets and Weighting

- Principal Licensing Officer
- Communities & Environment Section Head
- Adv Health Improvement Specialist, PH
- Principal Legal Officer
- Senior Information Analyst, PH Intelligence

**MSOA**
- Alcohol Specific admission all ages - any hospital
- Alcohol Related admission all ages - any hospital
- Looked After Children
- Young people Not in Education Employment or Training (NEET)
- Youth offences
- Alcohol Licensing - Off licensed premises density

**LSOA**
- Deprivation score
- % DID NOT achieve grade 9-5 in Eng and Maths Leeds schools
- Alcohol Licensing - On licensed premises density
- Population 16 and under
- Audit-C scoring >7 more - increasing risk (GP recorded)
- Alcohol related anti-social behaviour
- Alcohol flagged Total Crime - Excluding violent crime
- Alcohol flagged Violent Crime
- Drunk and disorderly Or Over Prescribed Limit
- Clients who use alcohol services
- Licensing risk scores
The Finished Article

Multiple data sources → Postcode → Ranks 10th

Very high

Map and chart highlighting this LSOA in Leeds

Indicator scoring:
- Deprivation score
- Alcohol Specific admission all ages
- Alcohol Related admission all ages
- Population 16 and under
- Audit-C scoring at increasing risk
- Looked After Children
- Young people Not in Education Employment or Training
- Youth offences
- % DID NOT achieve grade 9-5 in Eng and Maths Leeds
- Alcohol Licensing - Off licensed premises density
- Alcohol Licensing - On licensed premises density
- Alcohol related anti-social behaviour
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- Clients who use alcohol services
- Licensing risk scores

This is the weighting
But how does it work?

• Application received
• Postcode put into Matrix
• Details sent to locality teams who distribute further
• Used to identify issues and stimulate support for objections from residents, ward members, local businesses
• Information provided to subcommittee to consider
• Offers opportunity to negotiate
Licensing Authority?

- Included in Cumulative Impact Assessment
  - Licensing density important
- Used in representations in CIA areas
- Used in conjunction with Police and Environmental Health
  - Not strong enough to stand on its own
  - Support from other RAs and residents increase robustness
Successes to date, benefits & future applications

• Early success
  – 2 x licences refused
  – 1 x approved with conditions;
  – 1 x withdrawn
• Complex/ intelligent/ specific – but, easy to use
  – Excel – no specialist software/ knowledge
  – Developed in-house – minimal cost
  – Updated annually – dynamic and relevant
• Interest from a number of other local authorities, Public Health England and the Home Office
“A licensing officer said that, out of 482 areas in Leeds, the area of Harehills in which Krakus is located has the 14th highest instance of alcohol-flagged violent crime and the 19th highest instances of alcohol-related hospital admissions. Most of the areas higher in the lists are in Leeds city centre, and have much higher numbers of drinkers.” (15 January, 2019)
The future...

- An online version
- Other local authorities could develop their own version
- Other areas of public health could develop their own version
  - Gambling (betting shops/arcades)
  - Healthy eating (hot food outlets, BMI, NCMP)
  - Planning etc.
- Interest from 8 other local authorities and Public Health England
The challenge

- The rock pools and the ocean
Leeds Liver Project

2018 – the Leeds Community Hepatology Programme

• Leeds Liver Unit, LTHT
• Limited equipment – an old, borrowed, FibroScan machine
• Limited reach – three GP practices
• Limited funding

November 2018 – Public Health England: £6 million capital fund

• For alcohol treatment services
• Help local authorities:
  – Prioritise alcohol treatment
  – Invest in equipment and facilities
  – Ensure treatment expertise is enhanced to better meet the needs of people with alcohol problems
Leeds Liver Project (cont’d)

Leeds Liver Project
• £220,300 – two FibroScan machines, including maintenance and training
  – Forward Leeds hubs
  – Hospital in-reach team/wards

March 2019
• 23 projects awarded funding
• 9 projects purchasing FibroScan machines: Brent, Hillingdon, Oxford, Bath, Berkshire, Leeds, Manchester, Cheshire & Merseyside, Nottingham
  – National Liver Health Group: share learning, etc.

January 2020
• Commence one year data collection and reporting
### Indicators list

Leeds total scores by indicator and severity (the city wide results of the boundaries and scores per indicator)

- **Deprivation score**
  - Low 0-70% of all LSOAs: 1.0
  - Med 70-88% of all LSOAs: 1.1
  - High 88-97% of all LSOAs: 1.2
  - Very high 97-100% of all: 1.3
- **Alcohol Related admission all ages - any hospital**
  - 3
  - 5
  - 6
  - 8
- **Audit-C scoring >7 more - increasing risk (GP recorded)**
  - 2
  - 3
  - 4
  - 5
- **Alcohol Licensing - Off licensed premises density**
  - 2
  - 2.8
  - 4
  - 5
- **Alcohol Licensing - On licensed premises density**
  - 2
  - 2.8
  - 4
  - 5
- **Clients who use alcohol services**
  - 1.5
  - 3
  - 6
  - 10
- **PYLL Alcohol and drugs**
  - 3
  - 5
  - 6
  - 8
- **Emergency admissions - alcohol (narrow definition)**
  - 3
  - 5
  - 6
  - 8
- **Audit-C scoring >16 more - higher risk / possible dependence**
  - 3
  - 4.5
  - 6
  - 8
- **Obesity counts**
  - 2.8
  - 5.7
  - 6.0
  - 10.0
Thank you, any questions?