

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD369

**Title: Health Team – Alcohol Harm Reduction**

### Executive Summary:

The Health Team is requesting approval for expenditure of up to £28,000 for the GLA portion of a repeat of last year's successful multi-agency alcohol harm reduction project.

### Decision:

The Assistant Director approves expenditure of up to £28,000 for a multi-agency alcohol harm reduction project.

### AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

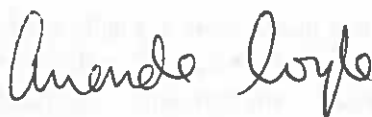
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Amanda Coyle

**Position:** Assistant Director of Health & Communities

**Signature:**



**Date:**

12/11/2016.

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

- 1.1. In the winter of 2014/15 the GLA played a key part in a successful, multi-agency alcohol harm reduction project aimed at the Christmas Party season. The success of the project means that the partners are keen to repeat the work, involving more partners. This funding is the GLA's portion.

#### **2. Objectives and expected outcomes**

- 2.1. The aim of this work is to reduce harm caused by alcohol over the Christmas party season. Following the success of last year's "Party People" campaign another campaign is planned for Christmas 2015. This campaign is jointly owned and funded by the GLA, MPS, LFB and London Ambulance. It is aimed at Christmas partygoers, encouraging them to stay safe by taking precautions such as planning their trip home. This in turn takes the pressure off the emergency services. Planning has already started.
- 2.2. This work will deliver a reduction in demand on emergency services over the busy pre-Christmas party season. The campaign also provides a focus around which a range of associated activities are stimulated and co-ordinated (e.g. Alcohol Recovery Centres) and ensures high quality and accurate information is provided pan-London.
- 2.3. The GLA's contribution towards this project of £28,000 will be funded from the 2015-16 C&I Minor Programme budget (Health & Communities allocation).
- 2.4. The GLA's contribution covers the initial design costs and the production of an e-toolkit, posters, placement of advertising, and promotional materials such as oyster card holders. Other partner's contributions will pay for additional advertising and promotion and the production of additional materials (a number of London Boroughs have indicated their intention to buy into the campaign as well as the City of London who will also be disseminating to businesses).
- 2.5. The GLA's contribution is vital in terms of pump priming but guarantees a quality campaign which aims to build upon the success of last year's successful Party People campaign (funded through ADD205 with GLA funding being £22,000). The Party People campaign was considered successful in its positive engagement with London employers and citizens. Also in terms of year on year alcohol related calls to the London Ambulance Service there was a reduction of over 20% (December 2013 compared to December 2014).

#### **3. Equality comments**

- 3.1. This programme is aimed at all people celebrating Christmas in central London. The health team actively considers the impact of its work on health inequalities (including the protected characteristics) and works with a range of other teams within the GLA to help them do the same.

#### **4. Other considerations**

- 4.1. This project is an important piece of partnership work between the GLA, two members of the GLA family and London Ambulance. It helps to alleviate the pressure on London Ambulance during this period of peak demand. The campaign in 2014 saw a 20% reduction in calls compared to 2013. This project also helps provide a focus for other agencies activity, including London Boroughs and will attract additional investment.

4.2. Evaluation of the 2014 campaign highlighted its effectiveness in engaging with businesses and the public. Its positive prevention messaging has attracted interest from other agencies. This year's campaign will be launched by the GLA and the heads of the LAS, MPS and LFB.

## **5. Financial comments**

- 5.1 Approval is being sought for the GLA to contribute £28,000 towards a repeat of last year's successful multi-agency alcohol harm reduction project aimed at the Christmas Party season.
- 5.2 This cost will be funded from the 2015-16 C&I Minor Programme budget (Health & Communities allocation). This campaign is jointly owned and funded by the GLA, MPS, LFB and London Ambulance and this funding of £28,000 is the GLA's portion.
- 5.3 All appropriate budget adjustments will be made.

## **6. Planned delivery approach and next steps**

<b>Activity</b>	<b>Timeline</b>
Announcement	Mid-November: exact date to be agreed
Delivery Start Date	Mid-November : main activity in first three weeks of December.
Final evaluation start and finish (self)	February/March 2016
Delivery End Date	31 December
Project Closure	31 December

### **Appendices and supporting papers:**

(The London Ambulance Service evaluation of last year's campaign is available if required)

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

**Part 1 Deferral:**

**Is the publication of Part 1 of this approval to be deferred? NO**

If YES, for what reason:

Until what date: (a date is required if deferring)

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer  
to confirm the  
following (✓)

**Drafting officer:**

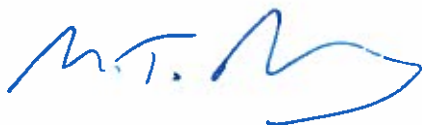
Helen Walters has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

**HEAD OF GOVERNANCE AND RESILIENCE:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

**Signature:**



**Date:**

07.01.16