

# GREATER LONDON AUTHORITY

## REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD2046

**Title: Alcohol Harm Reduction Campaign 2016**

### **Executive Summary:**

The Health Team is requesting approval for expenditure of up to £22,000 for the GLA contribution to a an evidenced based multi-agency alcohol harm reduction project.

### **Decision:**

The Assistant Director approves expenditure of up to £22,000 for a multi-agency alcohol harm reduction campaign.

### **AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:**

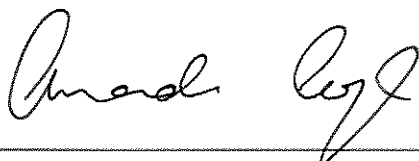
I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name:** Amanda Coyle

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

**Signature:**



**Date:** 8 November 2016

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

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

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

- 1.1 In the winter of 2014/15 and 2015/16 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. This decision relates to the GLA's financial contribution to the overall campaign.

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

- 2.1. The aim of this work is to reduce harm caused by alcohol over the Christmas party season. This follows on the success of the "Party People" campaign 2014 and Eat, Drink and Be Safe 2015. Following a meeting between the Mayor and the Chief Executive of the London Ambulance Service (LAS) another campaign is planned for Christmas 2016. This campaign will be jointly owned and funded by the GLA and the LAS – other stakeholders will be engaged. 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.
- 2.2. This work aims to encourage people to take steps which will help them avoid negative consequences as a result of alcohol consumption and it also seeks to deliver a reduction in demand on the ambulance service 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 £22,000 will be funded from the 2016-17 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, social media placements and related activities. Other partner's contributions will pay for additional materials such as oyster card holders. There is also included the costs of a small press-launch for the campaign.
- 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 previous year's campaigns (funded through ADD205 & ADD369). LAS evaluation for the 2015 campaign mentions that it secured 43 pieces of news coverage, the newspaper coverage had an advertising value equivalent of £180,000; 1.2m people saw related tweets on "mad Friday" (18 December) and 1.7m on New Years Eve, 800,000 saw the Facebook adverts, whilst 300 organisations/businesses downloaded the toolkit, 35 different stakeholders (including CCGs, councils, hospitals) promoted the campaign via their own channels. The campaign was positively received by the public and is valued by LAS staff. While overall calls to the ambulance service increased by 10% year on year, alcohol related calls only increased by 1% .. On New Years Eve there were 100 fewer alcohol related incidents compared to the previous year.

#### **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, and the London Ambulance Service which brings in other public services and ensures high quality advice and information is provided to Londoners during this period of high demand on blue light services.

#### 5. Financial comments

- 5.1 The expenditure of up to £22,000 towards the 2016 Alcohol Harm Reduction Campaign will be funded from the existing 2016/17 Health and Communities allocation of the Communities & Intelligence Directorate Minor Programme Budget.

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

Activity	Timeline
Announcement	Mid-November: exact date to be agreed
Delivery Start Date	Last week November: main activity in first three weeks of Dec
Final evaluation start and finish (self)	February/March 2017
Delivery End Date	31 December
Project Closure	31 December

**Appendices and supporting papers: None**

**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:**

Sean Creamer has drafted this report in accordance with GLA procedures and confirms that the Finance and –if relevant- Legal teams have commented on this proposal as required, and this decision reflects their comments.

**Corporate Investment Board:**

The Corporate Investment Board reviewed this proposal on 7 November 2016

**HEAD OF FINANCE AND GOVERNANCE:**

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

**Signature:**



**Date:**

08.11.16