



## **'COMMUNITY PLANNING PLEDGE' ON ALCOHOL AND DRUGS**

**BOARD MEETING: 6 MARCH 2008**

### **1. PURPOSE OF REPORT**

- 1.1 To present to the Community Planning Partnership (CPP) Board for consideration and endorsement the 'Community Planning Pledge' on alcohol and drugs.

### **2. BACKGROUND**

- 2.1 Within East Ayrshire, there is growing concern in relation to substance misuse. Consequently, in recognition of the fact that alcohol and drug misuse, and associated issues such as anti-social behaviour, are integral to the community planning agenda, the Community Planning Joint Officers' Group (JOG) convened a session on 6 November 2007, which brought together Community Planning Partners and related professionals to discuss drug and alcohol misuse, and identify how we can build on existing good practice in East Ayrshire to better work in partnership to tackle the issues affecting our communities.
- 2.2 It was recognised at the seminar that a significant amount of activity is ongoing under the banner of ADAT and through individual Partner organisations; however, there was a strong feeling that Community Planning Partners could complement this work and ensure a focus on preventative activity. The clear message arising from the seminar was that this is everyone's issue and everyone's responsibility, and Community Planning is a key driver for change at a local level.
- 2.3 Partners will recall that a report on the outcome of the Alcohol and Drug Seminar was presented to the Core Partners' Group meeting of 11 December 2007. The proposal to carry out a two-year intensive programme of activity to tackle the issues arising from the seminar was endorsed and Partners agreed to consider funding sources to resource this work.
- 2.4 In addition, Partners remitted the Community Planning and Partnership Unit to work with relevant professional staff to develop a 'Community Planning Pledge'.

### **3. 'COMMUNITY PLANNING PLEDGE'**

- 3.1 Attached as an Appendix for consideration is the draft 'Community Planning Pledge' for the two-year period 2008 to 2010. Subject to CPP Board endorsement, it will be designed for publication and signed by Partners.
- 3.2 A short term multi-agency working group has been convened to develop an action plan detailing innovative joint action to address the priorities of the 'Community Planning Pledge'. The actions will be taken forward over the two-year period to enhance and add value to existing activity.

- 3.3 The action plan will be submitted to the JOG at its meeting of 31 March 2008 for consideration and endorsement.
- 3.4 Following a successful meeting with Diageo, attended by the Chair of the Community Planning Partnership, the Chief Executive of East Ayrshire Council and the Community Planning and Partnership Manager, the company will work in partnership with us to deliver actions, where appropriate.

#### **4. RECOMMENDATIONS**

- 4.1 The Community Planning Partnership Board is requested to:
- i) consider and endorse the 'Community Planning Pledge' attached as an Appendix to the report;
  - ii) note the activity in relation to developing an action plan detailing actions to address the priorities in the 'Community Planning Pledge';
  - iii) consider funding sources to resource this work; and
  - iv) otherwise, note the content of the report.

**Fiona Lees  
Chief Executive  
East Ayrshire Council  
21 February 2008**



## **'COMMUNITY PLANNING PLEDGE'**

### **Our Commitment to Tackling Alcohol and Drug Misuse 2008-2010**

Over the two years from 1 April 2008 to 31 March 2010, we pledge to focus increased attention and resources on making a difference to the issues caused by the misuse of alcohol and drugs in East Ayrshire. We see the misuse of alcohol and drugs as everyone's issue and everyone's responsibility, with Community Planning as a key driver for change. Ours will be a local response to local issues.

#### **KEY PRIORITIES**

We recognise that there is a significant amount of activity ongoing to address the alcohol and drug agenda by the Ayrshire and Arran Alcohol and Drug Action Team (ADAT) and Partner agencies. However, the problems caused by the misuse of alcohol and drugs are central to the Community Planning agenda and we are confident that together we can make an impact through a key focus on preventative activity in a range of settings.

The following issues will form the key focus of attention for Partners over the next two years.

#### **Addressing the Cultural Norm**

We will address the misuse of alcohol as a cultural norm through innovative activity to raise awareness generally of the issues and targeted work with specific groups.

#### **Providing Diversionary Activities**

We will continue to provide and enhance successful diversionary activities for young people, such as New Sporting Futures, which builds self-confidence and self-esteem.

#### **Targeting Intervention for Vulnerable Groups**

We recognise that the misuse of alcohol is an emerging and growing problem for older people. However, the scale and precise nature of the problem has not been quantified. An initial audit of the issues will be undertaken to allow baseline statistics to be established and intervention activity for older people to be developed and implemented.

#### **Resourcing Staff**

We will build the capacity of frontline staff to identify the signs of alcohol and drugs misuse during their routine work to allow people to receive initial face-to-face support and information from staff with whom they have regular contact.