

14th August 2020

Public Health Directorate  
Box SH1108  
Shire Hall  
Castle Hill  
Cambridge  
CB3 0AP

Dear Stewart,

I would like to thank you for the opportunity to consult on the East Cambridgeshire Statement of Licensing Policy. I have reviewed the document note that only relatively minor changes are being made at this time.

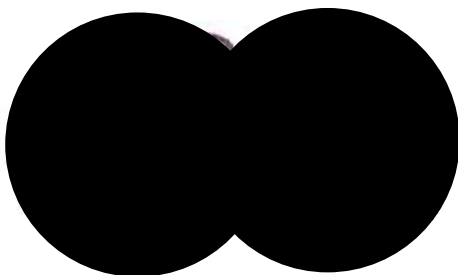
It was encouraging to see following areas are included in the Licensing Policy:

- The Licensing Authority acknowledges that the Director of Public Health (the "DPH") will be useful in providing evidence of alcohol related health harms when there is a revision of policy particularly in relation to cumulative impact policies or early morning restriction orders, and will therefore ensure that the DPH is consulted on such matters.
- The response also recognises the availability of health data including data on local alcohol related admissions, alcohol specific hospital admissions and alcohol related deaths and treatment data on the numbers in alcohol structured treatment service in the local area

I would like to highlight that the route for accessing Local Alcohol Related Profiles has changed since the Policy was last updated in 2015. I would suggest in the revised policy the link to LAPE is replaced with the following link <https://fingertips.phe.org.uk/profile/local-alcohol-profiles> which gives information on 26 different alcohol related hospital measures.

I also note in your policy there are no plans to put in place any Cumulative Impact Policies in the East Cambs area at this time. CIP's can be an effective tool for strengthening measures to mitigate the impact of excessive alcohol sales on the local community. I would like to highlight that sometimes the cumulative impact of alcohol sales is felt on smaller localities but is masked from view by looking at data from the district level. Whilst alcohol related hospital admissions are at or below national average for East Cambridgeshire some areas for example within the Ely North PCN are statistically worse than England. I would like to highlight that the Public Health Intelligence team are able to pull off alcohol related hospital data at a ward level if needed to give greater granular detail. Please get in touch if you like more detailed data to inform you work at a local level.

Yours sincerely



Dr Liz Robin (Director of Public Health)