

## **Report to HEALTH AND WELLBEING BOARD**

# **Greater Manchester Alcohol Harms Strategy and Steps for Oldham Implementation**

### **Portfolio Holders:**

Councilor Barbara Brownridge, Cabinet Member for Health and Adult Social Care

**Officer Contact:** Dr Rebecca Fletcher, Director of Public Health

**Report Author:** Julian Guerriero, Senior Policy, Strategy and Commissioning Manager

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### **Purpose of the Report**

This report summarises work to date in the development Greater Manchester 2025 - 2030 Alcohol Harms Strategy and next steps for its implementation across Oldham.

### **Requirement from the Health and Wellbeing Board**

1. Accept the Greater Manchester Alcohol Harms Strategy and its recommendations for delivery.
2. Agree with the road map for its local implementation and developing the Oldham Reducing Alcohol Related Harms Delivery Plan.
3. Support the need for this work to follow a 'whole systems approach' and for all key council areas (Health, ASC, CSC, Housing, Licensing and Trading Standards) and voluntary and statutory partners to be involved in its development and future delivery.

# Greater Manchester Alcohol Harms Strategy and Steps for Oldham Implementation

## 1. Background

- 1.1 Over the last 6 months all 10 Greater Manchester Authorities have been working with Greater Manchester Integrated Care Partnership to develop a strategy to reduce the impact of alcohol related harms on our communities and residents. The Greater Manchester Alcohol Harms Strategy (*appendix.1*) was finalised in August and local areas are requested to implement its recommendations in their local delivery plans.
- 1.2 Alcohol use is a major risk factor for numerous health conditions, injuries, and social problems. Alcohol-related harm costs the health sector significant money, time and resources and we know that the burden of this harm is not carried equally across our communities.
- 1.3 We know alcohol use does not just impact on an individual's health but also contributes to violent crime, accidents, and community safety. We are seeing increasing pressure on our health care system and statutory services such as in Children's and Adult Social Care due to impact of alcohol misuse and in domestic violence and children's safeguarding.
- 1.4 The impact of alcohol on our communities is high, not just financially but also affects relationships and a wide range of associated and preventable health conditions. There is an alcohol harms paradox, whereby our less affluent, moderate alcohol drinkers are at a higher risk of harm than those in our more affluent communities.

## 2. Current Position

- 2.1 The Strategy at its core follows the World Health Organisation (WHO) Safer model, which is a global alcohol control strategy launched in 2018 to reduce alcohol-related harms and support areas in achieving their health and development goals.
- 2.2 After consultation this framework was expanded to A SAFER GM which covers eight priority areas below:
  - **Amplify** community engagement around living well and reframing relationships with alcohol.
  - **Strengthen** restrictions on alcohol availability.
  - **Advance** and enforce drink driving counter measures and work with police, probation, and other partners to prevent alcohol-related crime and anti-social behaviour.
  - **Facilitate** access to screening, brief interventions, and treatment.
  - **Enforce** bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion.
  - **Raise** prices on alcohol through excise taxes and pricing policies.

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- Give every child the best start in life.
  - Mobilise a sustainable VCFSE and community-led approach to recovery, peer support and mutual aid as part of our GM Live Well ambitions.

2.3 The strategy takes a whole systems public health approach, and each local authority is being asked to embed this in their delivery plans for reducing alcohol related harms.

2.4 There have been previous Oldham strategies with the earliest Substance Misuse Strategy in Oldham operational from 2015 to 2019; we have since followed the Greater Manchester Drug and Alcohol Strategy 2019-2022. A local Drug & Alcohol plan was in operation and aligned with the Greater Manchester (GM) Drugs & Alcohol Strategy. This is now aligned with National Drug Strategy: “From Harm to Hope” and key objectives proposed within the Greater Manchester Police (GMP) Drug Strategy for 2024-26.

2.5 This is the first strategy that focuses on reducing alcohol related harms in our communities and the wider determinants of health. We are asking for agreement to establish a Reducing Alcohol Harms Alliance and working group; so that we can agree our approach and support the development of our delivery plan. The timeframe for this piece of work will be 3 months. There is also a pressure to refresh our Alcohol Needs Assessment, the last one being completed in 2022.

### **3. Key Issues for Health and Wellbeing Board to Discuss**

3.1 Partners are asked to consider the implementation of the strategy in Oldham and the approach and recommendations outlined above.

### **4. Recommendation**

4.1 For Oldham to accept the Greater Manchester Alcohol Harms Strategy and its recommendations for delivery. Agree the road map for its local implementation and developing the Oldham Reducing Alcohol Related Harms Delivery Plan and any associated governance arrangements.

4.2 Support the need for this work to follow a ‘whole systems approach’ and for all key council areas (Health, ASC, CSC, Housing, Licensing and Trading Standards) and voluntary and statutory partners to be involved in its development and future delivery.

### **5. Appendix**

1 *Greater Manchester 2025 -2030 Alcohol Harms Strategy*