



5<sup>th</sup> February 2013

Dear Sir

Here in Hartlepool, in the North East of England, we have set up a community alcohol partnership. As you are aware , the North East of England

- Has the highest rate of alcohol-related alcohol admissions in England,
- We have the highest rate of under 18s in alcohol treatment in England
- The region experiences the highest under 18 alcohol specific hospital admissions in England

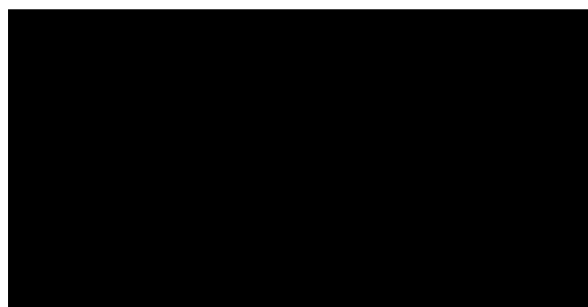
This Partnership includes representatives from the Youth Services, Youth Offending team, Residents Associations, Young People's Drug and alcohol services, voluntary sector youth agencies; the local authority drug and alcohol commissioning team; local authority trading standards team; community safety team , and a local church

We are passionate about reducing the harm caused by alcohol and are targeting in particular the parents of young people who drink, with a view to discouraging them from either buying alcohol especially for young people to consume; or allowing young people to drink from supplies of alcohol kept at home, whether with or without permission.

We fully endorse the campaign for minimum pricing of alcohol in particular the buy one get one free type of offer as this encourages householders to build up stocks of alcohol that are available to older children to drink, often without parents being aware of the amount their children are drinking.

The minimum price would also hopefully deter young people from purchasing alcohol themselves ( or asking another adult or older sibling to buy it for them.) and where young people do drink encourage the consumption of lower strength alcoholic drinks, as the low cost spirits that would be affected by this policy is of particular concern to us.

We are of the opinion that 40 per unit is too low and should be set at MINIMUM of 50p for the policy to have any real impact.



Hartlepool Community Alcohol Partnership