



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Diane Abbott MP, Shadow Minister for Public Health
- 9.05 - 9.35 **Setting the context: prospects for the new strategy**
How does the Government's Alcohol Strategy show a change in emphasis from the Public Health Responsibility Deal's voluntary approach, and how successful is it likely to be? With Government reviewing the evidence for drinking guidelines, what more should be done to improve consumer advice and avoid confusion or mistrust?
Professor Lindsey Davies, President, Faculty of Public Health
Dr James Nicholls, Research Manager, Alcohol Research UK
Questions and comments from the floor
- 9.35 - 10.25 **Tackling harmful drinking and alcohol misuse: tailoring services to local need**
What are the challenges in putting the new Alcohol Strategy into practice at the local level, and how should they be tackled? With local health bodies becoming responsible authorities under the Licensing Act, how should they use their new powers to influence licensing policy? With local government taking over a larger public health role, what opportunities are presented to addiction services by Joint Strategic Needs Assessments (JSNA), and how will services fare when considered by Health and Wellbeing Boards alongside other public health issues? Does more need to be done to support 'joined-up' working between local government and wider stakeholders in the community, including police, the licensed trade and local alcohol treatment services? What impact will 'sobriety schemes', as proposed by the Alcohol Strategy, have on tackling harmful drinking? How are services being affected by current constraints on budgets? With alcohol treatment Payment by Results pilots now completed, what challenges and opportunities exist for extending the scheme more widely?
Will Tuckley, Chief Executive, London Borough of Bexley
Superintendent Julie Whitmarsh, East Cornwall, Devon and Cornwall Police and Joint Project Manager, Newquay Safe
Niall McCann, Partner, Licensing/Gaming and Commercial Litigation, Joelson Wilson
Rachael Hunter, Health Economist, University College London
Eric Appleby, Interim Chief Executive, Alcohol Concern
Questions and comments from the floor
- 10.25 - 10.45 **Changing drinking culture: taking forward the Responsibility Deal**
What more needs to be done to change behaviour around irresponsible drinking, and what should be the role of industry?
Henry Ashworth, Chief Executive, Portman Group and Co-chair, Public Health Responsibility Deal Alcohol Network
Questions and comments from the floor
- 10.45 - 10.50 **Chairman's closing remarks**
Diane Abbott MP, Shadow Minister for Public Health
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chairman's opening remarks**
David Burrowes MP, Co-Chair, All-Party Parliamentary Group on Complex Needs and Dual Diagnosis
- 11.20 - 11.30 **Minimum pricing: a Scottish perspective**
Donald Henderson, Head of Public Health Division, Scottish Government
- 11.30 - 11.40 **Responding to the Government's Alcohol Strategy**
Paul Kelly, External Affairs and Corporate Responsibility Director, Asda
- 11.40 - 12.30 **Next steps for the drink industry: price, appropriate guidelines and advertising**
Following the Government's intention to introduce a minimum price per unit in England, is the proposal for England of 40p, compared to Scotland's 50p, an appropriate price, and what will be the effect? How is the Responsibility Deal pledge to cut a billion units of alcohol being put into practice by industry and received by consumers? Should more be done to introduce lower-strength products in the UK? With legal challenges expected by the drinks industry in Scotland, what should the Government's response be in England? What should be the priorities for the Government's review of alcohol guidelines, and what would be the likely challenges for industry if, for example, guidelines on drinking patterns were introduced? With advertising rules for alcohol in the UK amongst the strictest in the world, what impact will further regulation of alcohol advertising, such as the 9pm watershed proposed in the Alcohol Strategy, have on alcohol advertising and its accessibility to children?
Mark Baird, Head of Industry Affairs and Alcohol Policy, Diageo GB
Nick Bish, Chief Executive, ALMR (The Association of Licensed Multiple Retailers)
Rob Griggs, Public Affairs Advisor, Advertising Standards Authority
Audrey Ferrie, Legal Director, Pinsent Masons and accredited specialist in Licensing Law, Law Society of Scotland
Questions and comments from the floor with **Donald Henderson**, Head of Public Health Division, Scottish Government and **Paul Kelly**, External Affairs and Corporate Responsibility Director, Asda
- 12.30 - 12.55 **Taking forward the alcohol strategy across Government**
Next steps for working towards the aims of the Government's Alcohol Strategy, including an update on the review of alcohol guidelines.
Chris Heffer, Deputy Director, Drugs and Alcohol, Department of Health
Questions and comments from the floor
- 12.55 - 13.00 **Chairman's and Westminster Social Policy Forum and Westminster Health Forum closing remarks**
David Burrowes MP, Co-Chair, All-Party Parliamentary Group on Complex Needs and Dual Diagnosis
Michael Ryan, Deputy Editor, Westminster Social Policy Forum and Westminster Health Forum