



Alcohol and Drug Partnership

Community Consultation- Alcohol; knowledge, values and attitudes-2018

Prepared by Fraser J Kerr, Graduate Intern.

With thanks to:

The 720 respondents who took 3.5 days cumulatively and on average 7 minutes each to fill in this questionnaire,

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Introduction

On the 21st of March 2018 the community consultation on alcohol opened to the public of East Ayrshire.

With thanks to partners in Vibrant Communities, Communications, and Licensing and with the help of Ayrshire College, Community Councils and the Resident's Panel, the survey was spread as wide as possible across East Ayrshire.

The consultation received 720 responses from people all over the county.

The consultation closed on the 21/5/18 after 2 months.

A new and updated Licensing policy statement is to be published in November with the first draft to be written by the 26th of June.

It was decided that this consultation would be produced timeously in order to contribute to the evidence-base on which this policy is determined.

The consultation sought to assess the knowledge, values and attitudes of people in East Ayrshire toward alcohol and alcohol availability.

As such, first, people were asked about what they thought about the number of certain alcohol licensed premises in their area and prominence of these premises generally. Second the buying habits of respondents were assessed- these questions covered the where, who, how, and why of their alcohol purchases. Finally participants were asked attitudinal questions, copied from the Scottish Social Attitudes Survey on alcohol from 2013, and a question on the appropriateness of the sale of alcohol at events targeted at children and families.

There were two questions in the consultation which allowed respondents to talk without restriction, specifically and generally, about issues (alcohol related) that they felt strongly about and that were important to them.

Demographic information was also assessed in the survey. This includes, age, location (town and postcode), employment status, and gender which was important to assess so that if any issues were expressed we would know the area which they were occurring.

The following document will set out the key findings of the survey and provide our recommendations for the direction of the policy.

Executive Summary

-Quantitative Findings

- More respondents agree or strongly agreed with the statement: “Generally, alcohol is too available in my local community” than those who disagreed or strongly disagreed. Though it was a slim majority.
- Respondents were asked if they would like to see alcohol: “less easily available”, “more easily available”, or if there should be “no change in current availability”, 40% of respondents answered that there should be no change. 39% answered that, in principle, they would like to see it less easily available.
- Just 4.89% of respondents (33 people) expressed that, in principle, they would like to see alcohol more easily available.
- On availability of specific premises (on or off sales) the majority of respondents thought that there were about the right number of these in their local area. However, it should be noted that a significant portion, 24% (166 people) thought that there were too many off sales.
- With consideration of these responses we conclude that there is no outright demand for any increase in availability.

-Attitudinal Findings

- There is justification for optimism from respondent’s answers to these questions. The majority expressed that they think alcohol causes a great deal of harm or quite a lot of harm to people in East Ayrshire. We know that this is the case (see question 27 and map in appendix 2) They disagreed that getting drunk occasionally was part of the Scottish identity, and that getting drunk regularly was ok.

-Qualitative Findings

- Respondents were concerned about underage drinking, health, price and availability.

Key Findings (Quantitative)

-Availability

1. In response to the fill-in-the-blank question 7: “Do you consider that the number of off-licence premises in your area is____”

- 71% (477) of respondents considered that the number of off-licensed premises on their area was about right.
- 166 (24%) people thought that the number of off-licensed premises in their area was too many. This was the second most popular answer to this question.
- Only 23 people thought that there were too few.

2. In comparison question 8 asked: “Do you consider that the number of on-licence premises (e.g places where you can buy and consume alcohol within the premises such as: restaurants, hotels, pubs, clubs) in your area is____”

- Here respondents attitudes were markedly different and overall were more ambivalent to the prospect of increasing the number of off-sales.
- 445 (66%) respondents thought that the number of on-sales in their area was about right. 96 (14.24%) thought that there were too many and 20% (133) thought there were too few.

3. When asked (in question 26) about general availability: “Alcohol is generally too available in my local community: (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)”:

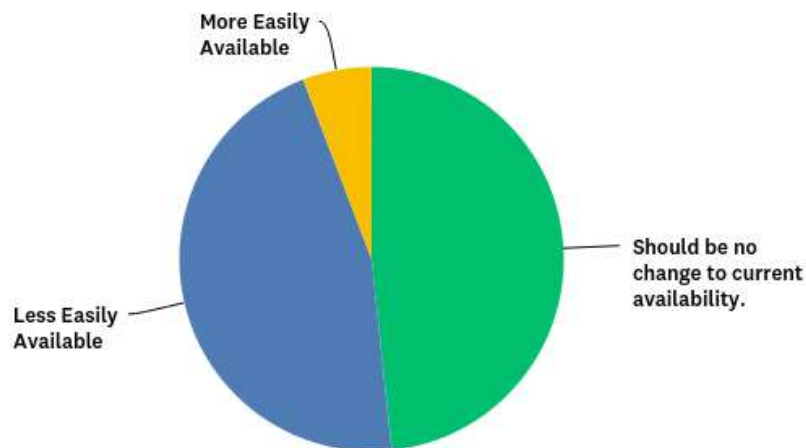
- Respondents were divided on this question as one might expect given the varying availability of alcohol licenced premises throughout the local authority.
- However, of respondents who took a stance on the statement, most (33.85%, 217) either strongly agreed or agreed with the statement that alcohol was too available in their local community. In contrast 31.36% (201), disagreed or strongly disagreed, that alcohol was too available in their local community.

4. Question 10 expressly asked about overall availability. This was another fill-in-the-blank question which asked: “In Principle you would like to see alcohol____” Respondents could then answer, “less easily available”, “more easily available”, “that there should be no change to current availability” or that “they had no opinion”.

- Most respondents (40% 273 people) answered that there should be no change to current availability.

- By comparison 39% (261 people) thought that in principle they would like to see alcohol less easily available.
- Only 4.89% of respondents (33 people) thought that in principle they would like to see alcohol more available.

Q10 (In principle) Would you like to see alcohol



-Buying Habits

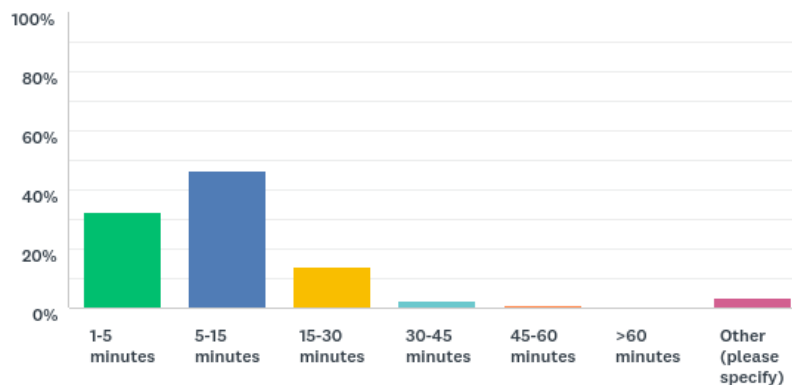
- 5 Most people, 87% (562), who took part in the survey reported that they did drink alcohol.
- 6 9% (57) reported that they did not buy alcohol. Most people (57%, 367 people) bought alcohol for themselves and members of their family.
- 7 74% (477 people) most frequently bought alcohol from supermarkets. 28% bought theirs most frequently from pubs or restaurants and 11% bought most of their alcohol from small convenience stores.

ANSWER CHOICES	RESPONSES
▼ Pubs/Club/ Restaurent	27.91% 180
▼ Supermarkets	73.95% 477
▼ Small convenience store	11.32% 73
▼ Other	1.55% 10
▼ Online	2.48% 16
▼ Online supermarket	2.64% 17
▼ Garage or petrol station	0.78% 5
▼ Bargain stores: (which sell alcohol (e.g. stores which sell discounted household products, toiletries and groceries)	2.79% 18
▼ I do not buy alcohol	7.91% 51
Total Respondents: 645	

- 8 After respondents were asked where they bought their alcohol from most frequently the survey asked if this was in the town where they lived. For 74% (467 people) this was in the town where they lived. Of the remaining 26% (168 people) 15 of them reported buying their alcohol out-with East Ayrshire.
- 9 Most people reported that they consumed alcohol at home with their family or friends (62.74% 394 people) and 20% (126 people) reported that they did so in a pub or other on-sales premises.
- 10 Most of our respondents (46.52% 294 people) took 5-15 minutes to get to the place where the most often bought their alcohol. It took 32.44% (205 people) just 1-5 minutes to travel to the place where they most often bought alcohol.

(Point 10): Length of time it takes for respondents to travel to the place where they most often bought alcohol.

Q18 On average how long does it take to travel there?



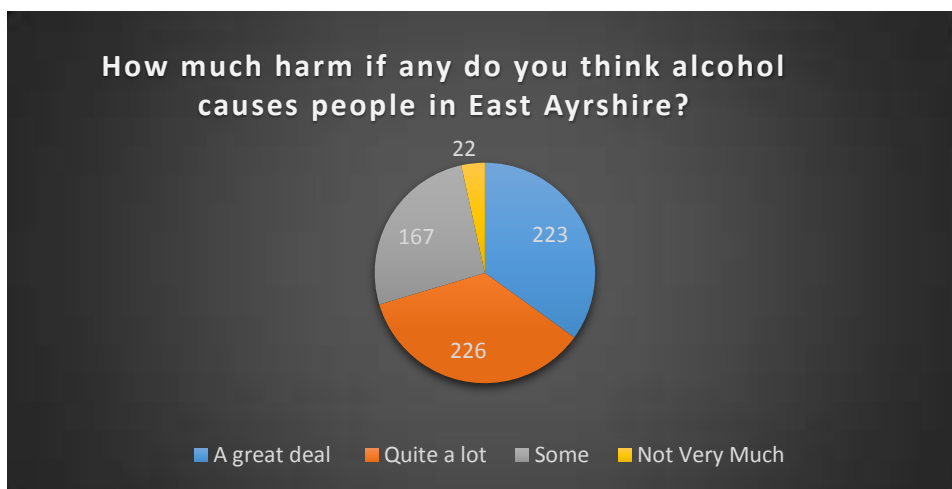
-Attitudes

- 11 The final part of the questionnaire included questions from the Scottish Social Attitudes Survey and a question about events targeted at children and families.
- 12 Respondents were asked if they strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statement: "Getting drunk occasionally is all part of what it is to be Scottish."
 - 67.24% (429 people) either disagreed or strongly disagreed with this statement.
- 13 Respondents were asked if they strongly agreed, agreed, neither agreed or disagreed, disagreed or strongly disagreed with the following statement: "There is nothing wrong with people my age getting drunk regularly."

- 63% of respondents (402 people) disagreed or strongly disagreed with this statement.

14 Respondents were asked “How much harm if any do you think alcohol causes people in East Ayrshire? (Respondents could answer “a great deal”, “quite a lot”, “some” or “not very much”).

- 70% (449 people) thought that that alcohol caused either “a great deal” or “quite a lot” of harm in East Ayrshire. A minority (189 out of 638 responses to this question) thought that alcohol caused some or not very much harm to people in East Ayrshire.



15 Respondents were asked if they thought events targeted at children and families should sell alcohol. We provided the examples music events, fetes and gala days.

- The majority 52% (311 people) answered no and 204 (34%) answered yes.

Qualitative Responses

Two questions in the consultation asked respondents to elaborate further on any comments or worries they had about alcohol in their local communities.

Question 13 asked:

“Do you have any other comments or concerns about licensed premises, or alcohol in your community generally?”

There were 285 responses to this question.

Question 29, was broadly put to allow respondents free reign to talk about what they wanted:

“If you would like to: a. Share your experience about your relationship with alcohol, b. Comment generally about this questionnaire. c. Be contacted about this questionnaire or d. Receive info about our services. Leave your details or feedback in the box below.”

This question received 103 responses.

Combined these 388 responses have been split into 4 themes: underage drinking, price, health, availability with the help of the word cloud below.

Word cloud for question 13:



Theme 1: Underage Drinking-

This was an issue which a lot of respondents wanted to talk about and brought up in the survey. We had 60 comments that mentioned “underage drinking” which does not include those who mentioned the same issue in a different way. Some mentioned youngsters or kids, or children without using the term underage.

Of the 60 respondents who do specifically use this term, 18 are from Kilmarnock (10 of this 18 have a KA3 postcode), 8 are from Stewarton, 5 are from Mauchline and 5 are from Darvel. The rest are from other areas in the community which we will not mention to preserve as much as possible their anonymity.

Comments:

1. “I know that underage drinking is facilitated by adults buying for children in my area”- Local Resident, Galston, 25-34.
2. “Underage drinking is becoming an issue in such a quiet village”- Local Resident, 25-34, Dunlop.

Theme 2: Price:

Comments:

1. "Cheap alcohol combined with no facilities for young people is a recipe for trouble. Anti- social behaviour is off the scale."- Local Resident 45-54.
2. "It's too easy to buy cheap alcohol, the results can be seen daily in Kilmarnock town centre" –Local Resident, Fenwick 55-64, buys alcohol once a week.
3. "There are too many places that sell alcohol, cheaply at that, and not enough of these places check for ID rigorously enough."- Local Resident, 25-34, Kilmarnock, Full time student.
4. "As someone who took part in a local community clean up recently I was shocked by the amount of alcohol cans and bottles littering our streets. The price of alcohol should be increased."- Local Resident, Newmilns, 35-44.

Theme 3: Health:

Comments:

1. "So many of the social problems in our area (crime, unemployment, health) are directly linked to addiction to alcohol/drugs"- Male, Local Resident, 35-44, strongly agrees that alcohol is too available in their local community.
2. "It's more the behaviours related to drink and the knock on effect to health both mental and physical that is a concern."- Male. 25-34, Kilmarnock, strongly agrees that alcohol is too available in their local area.
3. "My relationship with alcohol fluctuates with my mental health. I still drink when I am in good mental health but it is a different kind of drinking and I am in control. I think if mental health is improved and invested in, the detrimental impacts of alcohol will also reduce."- Female, 35-44, Kilmarnock, drinks alcohol 2-3 times a month.
4. "a. I vastly reduced my consumption of alcohol because of health issues. This has been to my benefit. The culture of drinking in Scotland is entrenched and drinking is used far too much as a stress reliever and "reward". It is seen as anti-social to not drink in social situations. Drinking too much can cause health and social problems. Drinking too much can cause people to make poor decisions. b. I think the council is doing a good job asking these questions. c. I would be happy to be contacted about this questionnaire. d. Happy to receive information."-Female, 45-54, local resident, drinks alcohol a few times a year.

5. "I drank alcohol regularly for years socially as everyone else's lives revolved around it. It wasn't until my late 40's after too many hangovers and feeling generally rotten for days afterwards and too many life commitments/responsibilities, did I realise I didn't even enjoy it that much! So I gave it up, which was hard at first as everyone in society thinks there is something wrong with you if you don't drink and are constantly nagging you to take a drink....it's the best thing I have ever done. I now go to a PT twice a week and my general and mental health has never been better! I will never go back to social drinking - it is a depressant and just holds people back and I wish I had done it years ago!"-Female, 45-54, local resident, Muirkirk, thinks alcohol causes a great deal of harm in East Ayrshire.

Theme 4: Availability

Comments:

1. "Alcohol is still too easy to purchase locally, despite minimum age and other restrictions. Alcohol has a detrimental effect on all age groups, however it's not just youth drinking that should be a focus. Alcohol misuse is growing in the 45+ age group, this should be a factor when considering measures for licensed premises and community focus."- Local Resident, Full time student, Drongon.
2. "We can buy alcohol anywhere these days everywhere you go and nearly every other premises is an outlet for alcohol."- Local Resident, 35-44, Kilmarnock, buys alcohol once week.
3. "Alcohol is available to buy in a lot of stores within Kilmarnock, however there is just the right amount of stores that sell alcohol."- Female, 18-24, Kilmarnock, Full time student.

Summary and Conclusions

Over 700 people in our community have participated in this survey and sacrificed their time (3 and a half days cumulatively or 7 minutes each person) to voice their concerns and give their opinion on alcohol in their community. However, we should note that the survey provides a snapshot of views from across the local authority. Further, licensing consultations have received limited response and engagement from the public. This consultation has addressed this issue to some degree.

In terms of attitudes the picture the survey presents is a note for optimism. The majority of people in the survey recognised that "getting drunk regularly" was not ok and they also, en masse, disagreed that "getting drunk occasionally" was a part of

Scottish Identity. This suggests that to some extent attitudes towards alcohol and alcohol problems recognise that it is not an ordinary commodity.

A majority of local residents in our communities, who participated in this survey, recognise that alcohol causes people in East Ayrshire a significant amount of harm. One indicator which shows the harm alcohol causes in East Ayrshire is the number of alcohol related hospitalisations. The map in appendix two shows the gross number of alcohol related hospitalisations (ARHs) by multi member ward recorded in the financial year 2016-2017. In this year there was a total of 897 alcohol related hospitalisations.¹ We know that the rate of alcohol related hospitalisations in East Ayrshire has been higher than the national average since 2011/12 data collection (Public Health). The red, yellow, and orange areas of the map represent areas where the number of alcohol related hospitalisations was highest. The purple dots on the map represent off-sales premises which we decided to map after the survey found alcohol was most often bought in off-sales premises. There does seem to be a correlation between this indicator of harm (ARHs) and the prominence of licenced premises.

Ultimately, the people are right to note that alcohol does cause a great deal of harm to people in East Ayrshire. These admittances to hospital cost our services a significant amount of money and puts unnecessary pressure on much needed resources. This is a situation which is entirely preventable.

Given this engagement from the public and following our consideration of these responses we conclude the following:

1. There is no appetite for an increase in availability of alcohol generally and off-sales specifically. Most people say the number of alcohol licensed premises is about right, though, it should be noted that for off-licenses the second most popular answer was that there were too many. For availability of alcohol generally, the survey shows that most would like to see no change to current availability. Significantly, the second most popular answer by 1% (13 people) between the two, was that people would like to see alcohol less easily available. Further, when asked about availability in their local area most agreed that it was too available.

Appendix 1: Quantitative Summary

1. Please indicate if you are completing this questionnaire as: (Tick all that apply)

Responses: 728

Answer Choices	Responses%	Number
Local Resident	96.98	706
Representative of a local	5.63	41

¹ General acute and inpatient & day care stays with an alcohol related diagnosis in any position."- Public Health, Ayrshire and Arran.

organisation		
A Personal License holder	2.2	16
A Premise License Holder	0.69	5

2. Your age:

Answer Choices	Responses%	Number
Under 18	2.2	16
18-24	8.79	64
25-34	16.9	123
35-44	25.69	187
45-54	25	182
55-64	14.29	104
65 and over	7.14	52

3. Postcode

4. Town

Places	Responses
Kilmarnock	380
Stewarton	53
Cumnock	49
Dunlop	22
Galston	21
Auchinleck	20
Mauchline	17
Newmilns	17
Darvel	15
Kilmaurs	14
New Cumnock	13
Hurlford	13
Dalmellington	8
Fenwick	7
Patna	7
Drongon	6
Catrine	6
Muirkirk	6

5. Gender

Answer Choices	Responses%	Number
Male	33.93	245
Female	65.93	476
Other	0.14	1

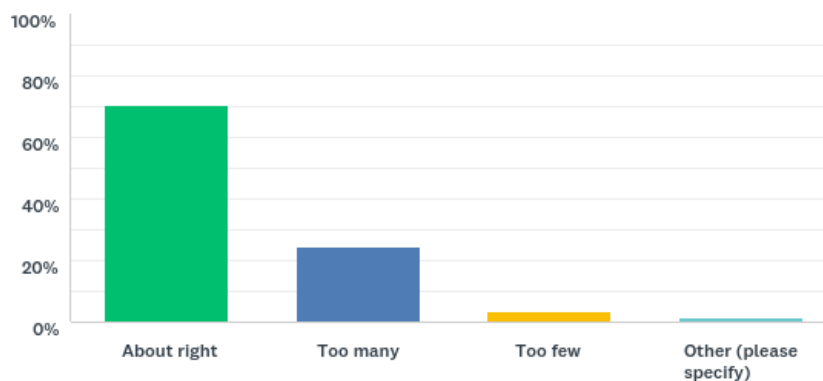
6. Could you tell us your employment status?

Answer Choices	Responses%	Number
Employed	70.19	511
Unemployed	3.43	25
Retired	11.68	85
Full time study, student	9.34	68
Other (please specify)	5.36	39

7. Do you consider that the number of off-licence premises (e.g places where you can buy alcohol to take away such as supermarkets and convenience stores) in your area is

Answer Choices	Responses%	Number
Too many	24.41	165
Too few	3.4	23
About Right	70.71	478
Other	1.48	10

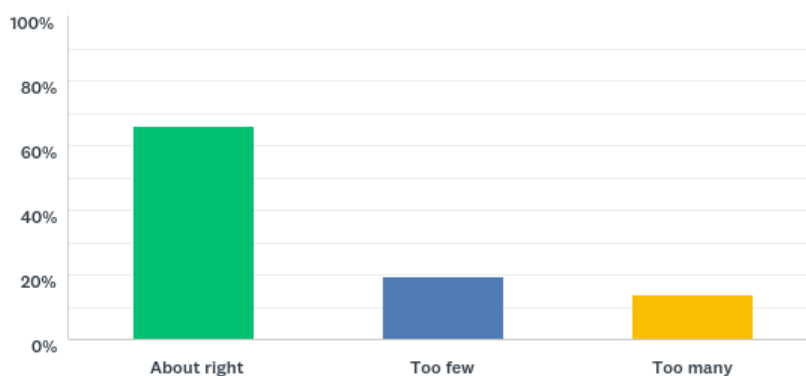
Q7 Do you consider that the number of off-licence premises (e.g places where you can buy alcohol to take away such as supermarkets and convenience stores) in your area is



8. Do you consider that the number of on-licence premises (e.g places where you can buy and consume alcohol within the premises such as: restaurants, hotels, pubs, clubs) in your area is:

Answer Choices	Responses%	Number
Too many	14.22	96
Too few	19.7	133
About Right	66.07	446

Q8 Do you consider that the number of on-licence premises (e.g places where you can buy and consume alcohol within the premises such as: restaurants, hotels, pubs, clubs) in your area is:



9. If you do think there are too many (alcohol) licensed premises in your area, which type of premises did you have in mind? Please tick all that apply. (Unfortunately, question became redundant as it was not worded clearly enough.)

10. (In principle) Would you like to see alcohol_____:

Answer Choices	Responses%	Number
Less easily available	38.61	261
More Easily Available	33	33
No opinion	15.98	108
Should be no change to current availability	40.53	274

11. Would you like to see an amendment to the current licensing hours for off-licenses/ off-sales (supermarkets, corner shops)? (Current off-license hours are, as standard, 1000-2200. These are the hours in which it is legal to buy and sell alcohol from off-licensed premises)

Answer Choices	Responses%	Number
I would like to see them extended	18.28	123
I would like to see them limited	24.07	162

I'm content with the current set-up for hours	49.63	334
I have no opinion on this	8.02	54

12. Would you like to see an amendment to the current licensing hours for on-licenses (pubs, clubs, restaurants, hotels)? (Current on- license hours are as standard: Sun-Wednesday 11am-0000, Thursday to Saturday 11am-0100am)

Answer Choices	Responses%	Number
I would like to see them extended	14.69	99
I would like to see them limited	20.62	139
I'm content with the current set-up for hours	54.6	368
I have no opinion on this	10.09	68

13. Do you have any other comments or concerns about licensed premises, or alcohol in your community generally?

Responses: 286 answered, 442 skipped

14. Do you drink alcohol at all?

Answer Choices	Responses%	Number
Yes	87.02	563
No	12.98	84

15. Do you buy alcohol at all?

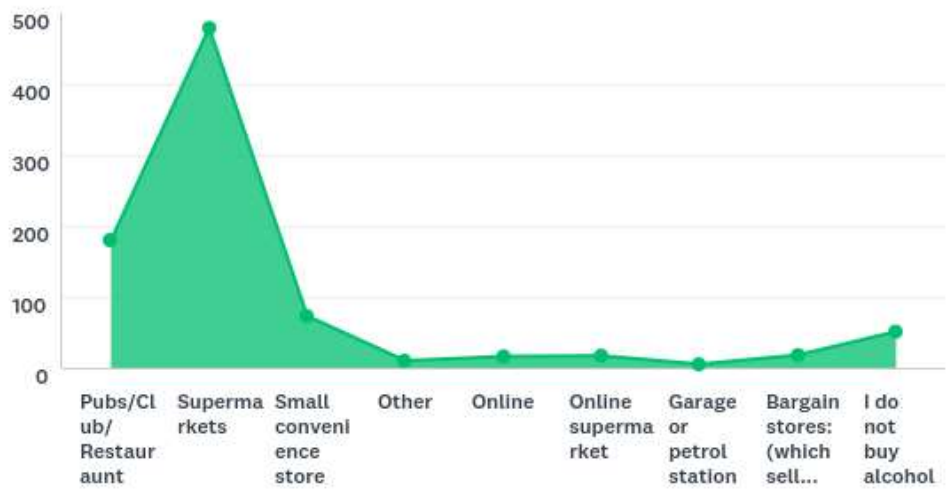
Answer Choices	Responses%	Number
Yes- for myself only	27.98	181
Yes- for myself and other members of my family	56.88	368
No I don't buy alcohol	8.81	57
No someone else buys alcohol for me	1.55	10
Other (please specify)	4.79	31

16. Where do you buy alcohol most frequently? Tick one box.

Answer Choices	Responses%	Number
Pubs/Club/ Restaurant	27.8	179
Supermarkets	74.07	477
Small convenience store	11.34	73
Other	1.55	10
Online	2.48	16

Online supermarket	2.64	17
Garage or petrol station	0.78	5
Bargain stores: (which sell alcohol (e.g. stores which sell discounted household products, toiletries and groceries)	2.8	18
I do not buy alcohol	7.92	51

Q16 Where do you buy alcohol most frequently? Tick one box.

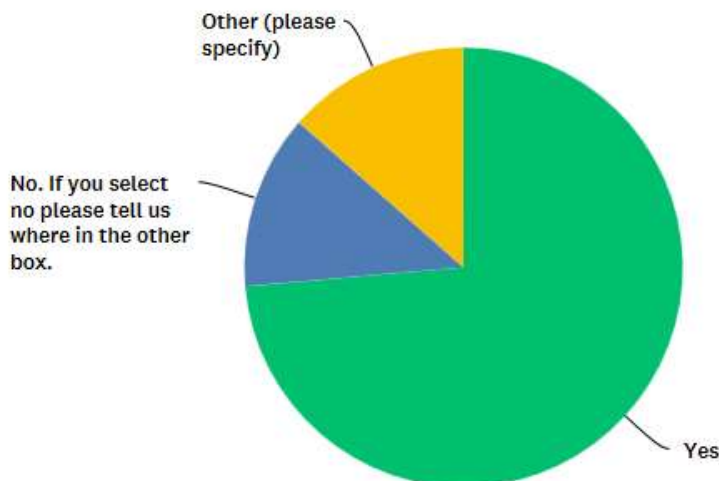


17. Is this in the town where you live?

Answer Choices	Responses%	Number
Yes	73.58	468
No. If you select no please tell us where in the other box.	12.89	82

Is this in the town where you live?

Answered: 637 Skipped: 92



Other (please specify)	13.52	86
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18. On average how long does it take to travel there?

Answer Choices	Responses%	Number
1-5 minutes	32.43	204
5-15 minutes	46.42	292
15-30 minutes	14.15	89
30-45 minutes	2.54	16
45-60 minutes	0.79	5
>60 minutes	0.16	1
other	3.5	22

19. Why are you most likely to buy alcohol from there?

Answer Choices	Responses%	Number
I purchase there while shopping for other items	65.12	407
I like the price	21.76	136
I like the wider selection	19.36	121
I like the location	18.88	118
I like a specific brand/ type of alcohol	8.16	51
I like the home delivery service	2.24	14
I like the deals	9.6	60
An advert attracted me to it.	.64	4
Other (please specify)	11.36	71

20. How often do you buy alcohol?

Answer Choices	Responses%	Number
Everyday	0.94	6
2-6 times a week	7.02	45
once a week	24.02	154
2-3 times a month	29.8	191
few times a year	27.77	178
I do not buy alcohol	7.49	48
Other (please specify)	2.96	19

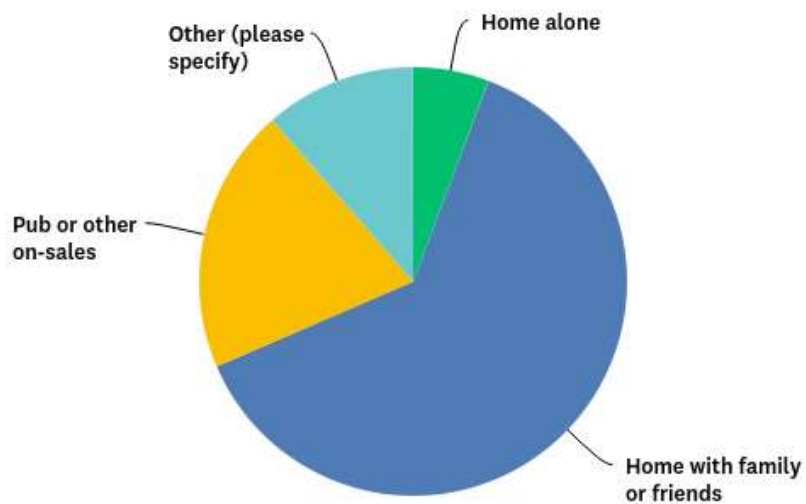
21. What mode of transport do you use to get there?

Answer Choices	Responses%	Number
Car	72.2	452
Bike	0.32	2
Public Transport	5.43	34
Walk	16.29	102
Home delivery	1.76	11
other	3.99	25

22. Where do you drink most often?

Answer Choices	Responses%	Number
Home Alone	5.75	36
Home with family or friends	62.78	393
Pub or other on-sales	19.97	125
Other	11.5	72

Q22 Where do you drink most often?



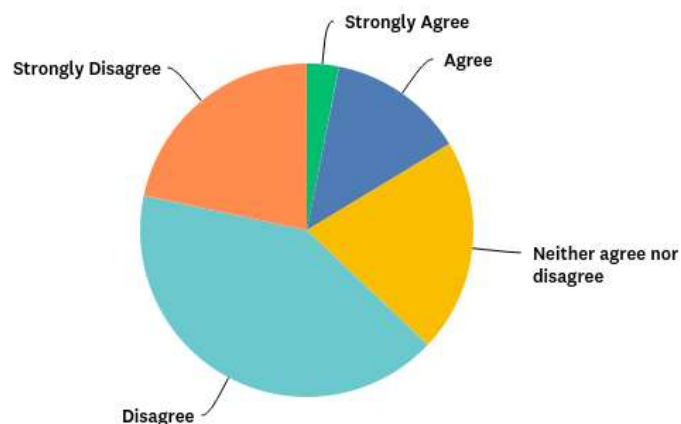
23. Minimum unit pricing will see a 50p per unit increase in alcoholic products: This means that the price of the cheapest bottle of red wine (9.4 units of alcohol) will be raised to £4.69, while a four-pack of 500ml cans of 4% lager (8 units) would cost at least £4 and a 70cl bottle of whisky (28 units of alcohol) could not be sold for less than £14. Speaking from a personal point of view, are you likely, if you do buy any at all, to buy less alcohol as a result of this policy change?

Answer Choices	Responses%	Number
Yes I will probably buy less	9.94	63
No I do not foresee a change in how much alcohol I buy	75.87	481
I may buy more.	1.1	7
I don't know.	7.73	49
Other (please specify)	5.36	34

24. There is nothing wrong with people my age getting drunk regularly. (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)

Answer Choices	Responses%	Number
Strongly Agree	3.13	20
Agree	13.3	85
Neither Agree nor disagree	20.5	131
Disagree	41.3	264
Strongly Disagree	21.75	139

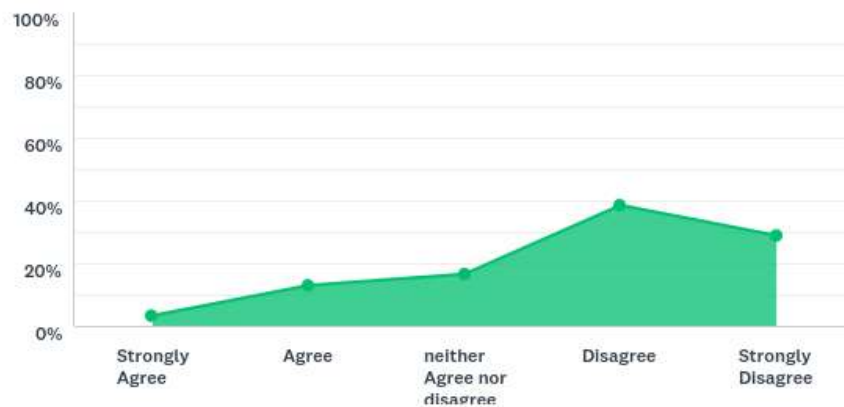
Q24 There is nothing wrong with people my age getting drunk regularly. (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)



25. Getting drunk occasionally is all part of what it is to be Scottish. (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)

Answer Choices	Responses%	Number
Strongly Agree	3.29	21
Agree	12.83	82
Neither Agree nor disagree	16.59	106
Disagree	38.5	246
Strongly Disagree	28.79	184

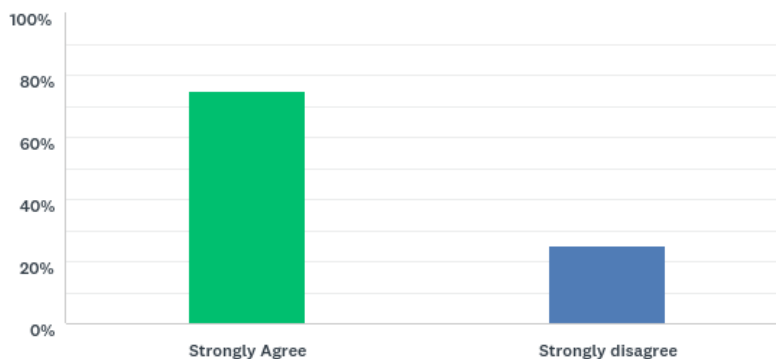
Q25 Getting drunk occasionally is all part of what it is to be Scottish. (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)



26. Alcohol is generally too available in my local community: (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)

Answer Choices	Responses%	Number
Strongly Agree	13.77	88
Agree	20.03	128
Neither Agree nor disagree	34.74	222
Disagree	26.76	171
Strongly Disagree	4.69	30

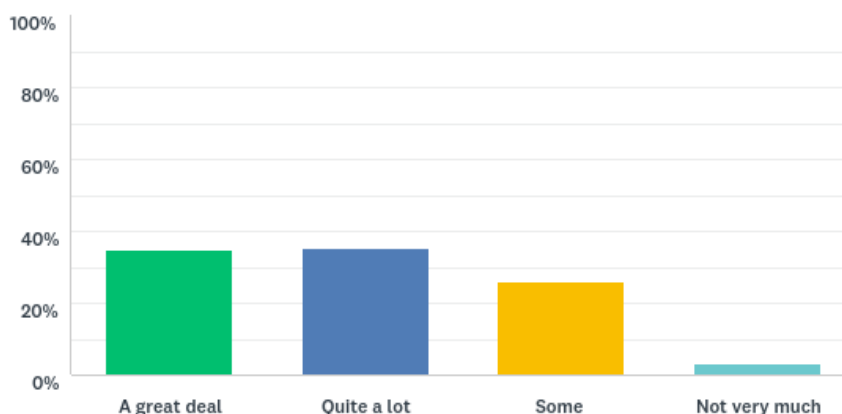
Q26 Alcohol is generally too available in my local community: (Please answer either: strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)



27. How much harm if any do you think alcohol causes people in East Ayrshire?

Answer Choices	Responses%	Number
A great deal	35.05	224
Quite a lot	35.37	226
Some	26.13	167
Not very much	3.44	22

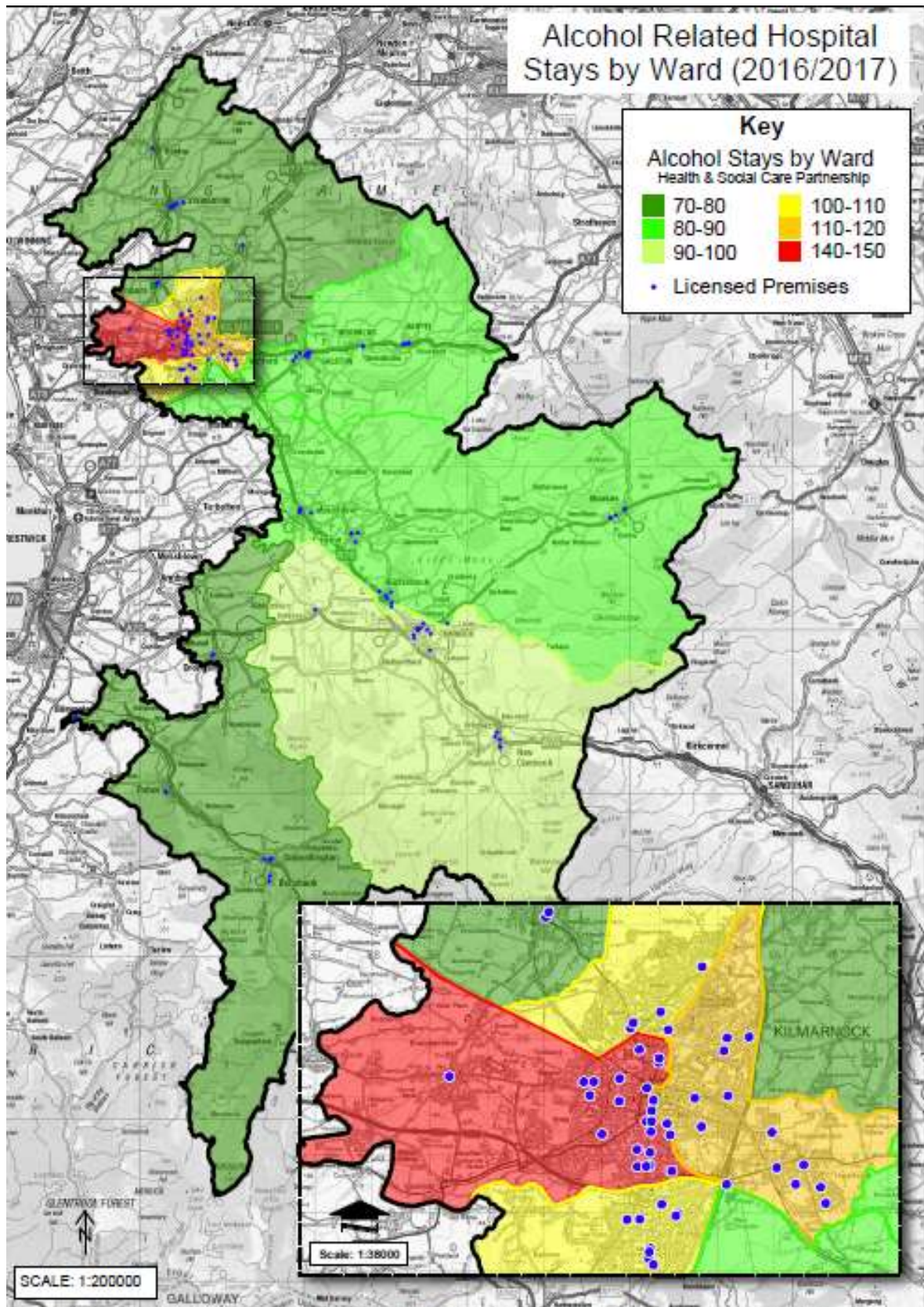
Q27 How much harm if any do you think alcohol causes people in East Ayrshire?



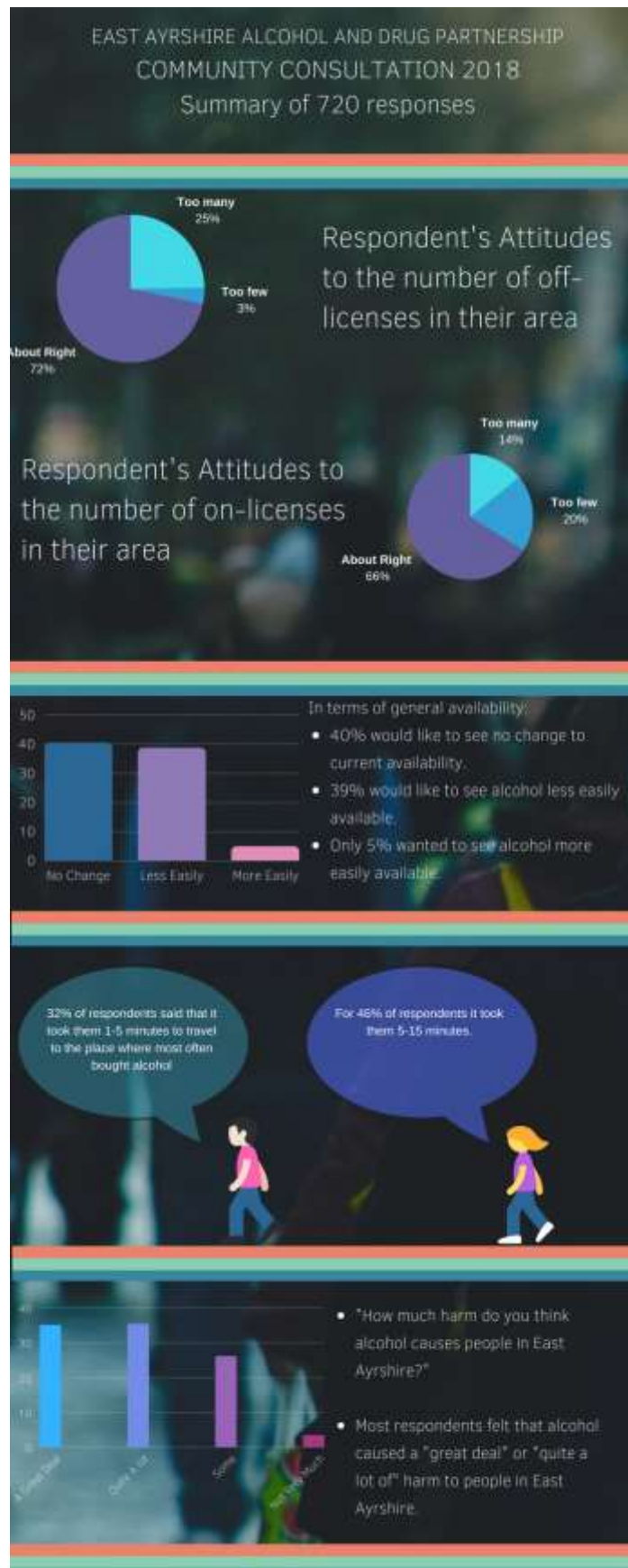
28. Do you think events targeted at children and families should sell alcohol? For example; music events, fetes or gala days.

Answer Choices	Responses%	Number
Yes	34.45	205
No	52.27	311
Not sure	14.96	89

Appendix 2: Alcohol Related Hospitalisations (Gross Number) and Off-sales Premise in East Ayrshire.



Appendix Three: Infographic 1:



Appendix 4: Infographic 2

