

# **West Dunbartonshire Health and Social Care Partnership Alcohol Consultation – Summary Report, December 2017**

## **1. Introduction**

This report provides a summary of the results from a public consultation on alcohol consumption and purchasing habits of West Dunbartonshire residents. The survey was conducted by West Dunbartonshire Health and Social Care Partnership (WDHSCP) as part of an evidence gathering process to inform the development of West Dunbartonshire Licensing Board Overprovision Policy. The question set was based on a survey previously used by other Health and Social Care Partnerships in NHS Greater Glasgow and Clyde.

The online survey was available for completion through the WDHSCP website during the 9<sup>th</sup> November to 31st December 2017 and paper copies were made available on request. Survey access was promoted via the WDHSCP Local Engagement Networks (LENS), West Dunbartonshire Alcohol and Drug Partnership, West Dunbartonshire Community Councils, West Dunbartonshire Citizens' Panel, third sector partners and Facebook.

A total of 128 respondents completed the survey. This number of responses does not form a representative sample for the population of West Dunbartonshire. Therefore the results are not broken down by locality. In addition, the self-selection sampling method may produce bias in findings. However, with these caveats, the findings provide a flavour of the opinions of local people and provide context to other evidence available.

## **2. Respondent Demographic Profile**

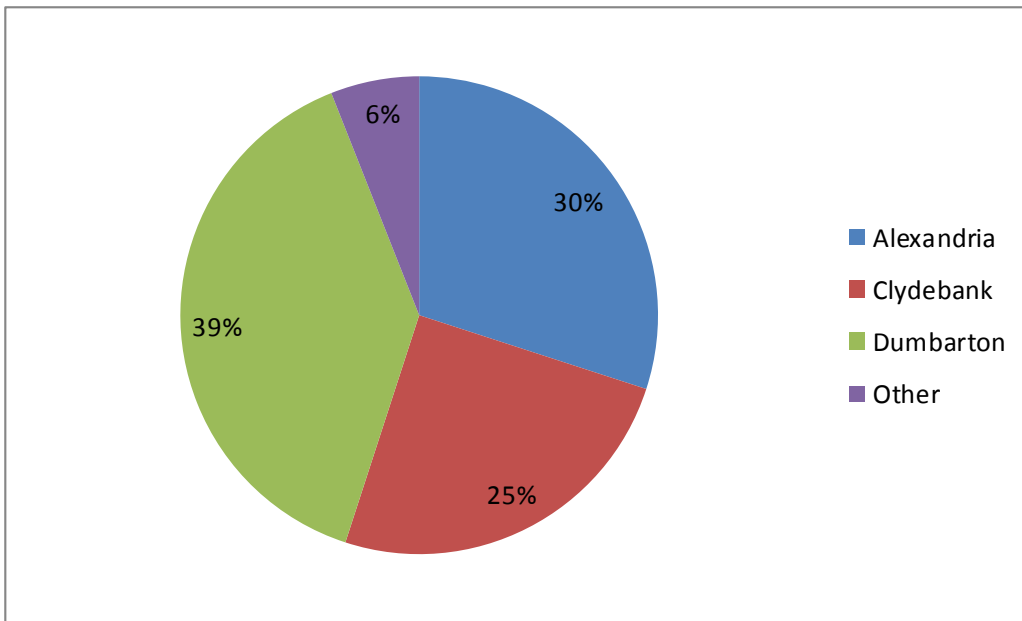
Of the total respondents, 75% were female and 24% male with 1% preferring not to answer. The majority of responses 28% were aged 35-44yrs, 24% were 45-54yrs with 3% 75+yrs.

The postcode data recorded by respondents was analysed. A small number 6% (n=9) who completed the survey were not a resident within the West Dunbartonshire area. For the purpose of this report the G60 postcodes have been grouped under Clydebank data (as the majority of G60 codes are classified as Clydebank according to Scotland's Official Statistics<sup>1</sup> website). Just under two fifths of respondents are resident in a Dumbarton area postcode, 30% Alexandria and 25% Clydebank areas.

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<sup>1</sup> Statistics.gov.uk website <http://statistics.gov.scot/>

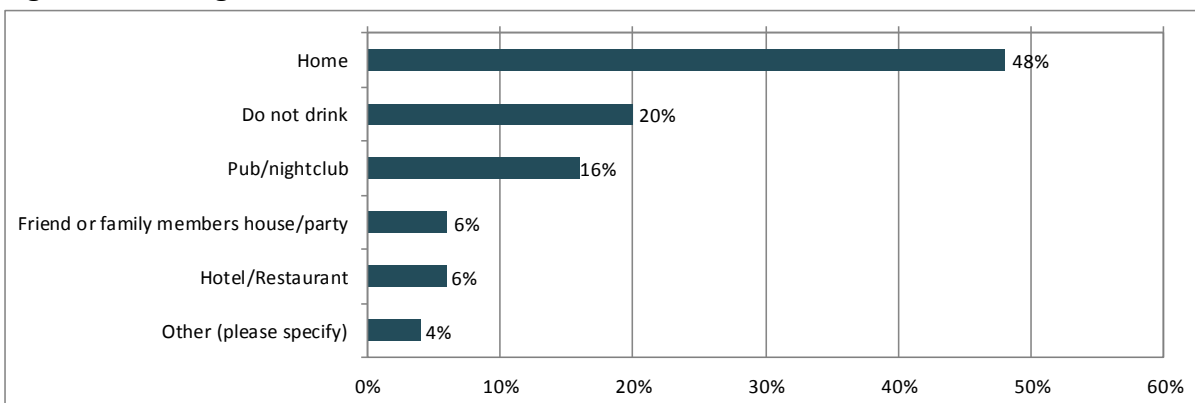
**Figure 1 Postcode Data**



### 3. Alcohol Consumption

All respondents were asked where they primarily consumed alcohol. All 128 respondents completed this information with nearly half of respondents (48%) reporting drinking at home. 20% reported they do not drink alcohol with 4% citing other as the main location for consuming alcohol.

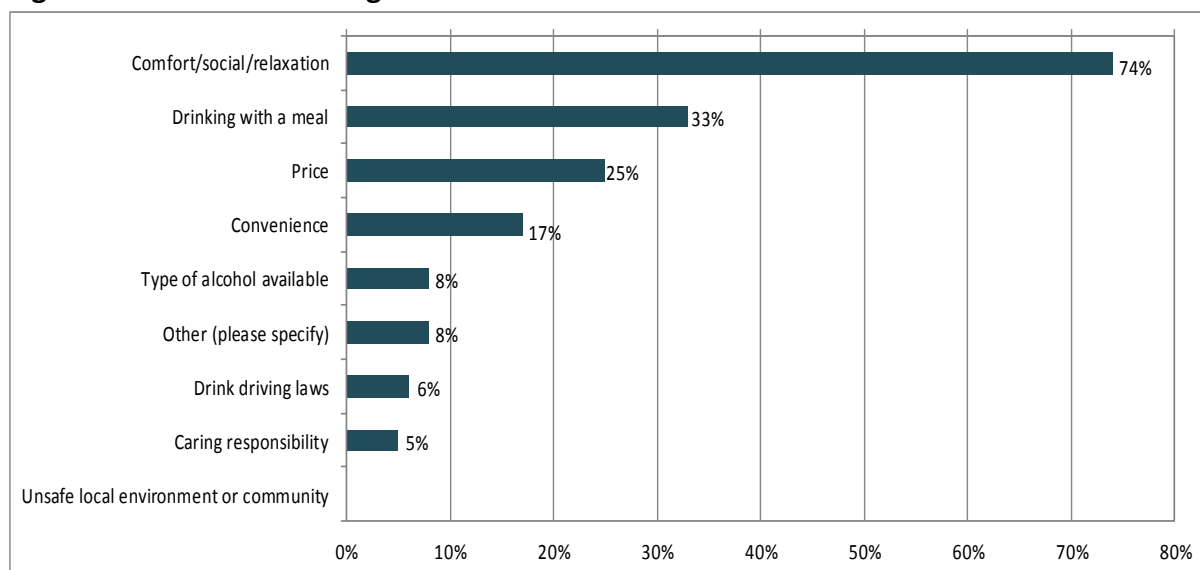
**Figure 2 Drinking alcohol - location**



Respondents were asked the reasons for choosing the above location. 102 completed this question with a total of 178 separate responses given.

- Nearly three quarters (74%) chose comfort/social/relaxation as their reason for drinking alcohol in the location given.
- A third (33%) cited consuming alcohol with a meal as the reason and 25% cited price.
- No one chose their location to drink alcohol based on concerns about community safety or an unsafe environment.
- 8% cited other reasons which mostly related to social reasons, drinking with friends or family or disliking a pub environment.

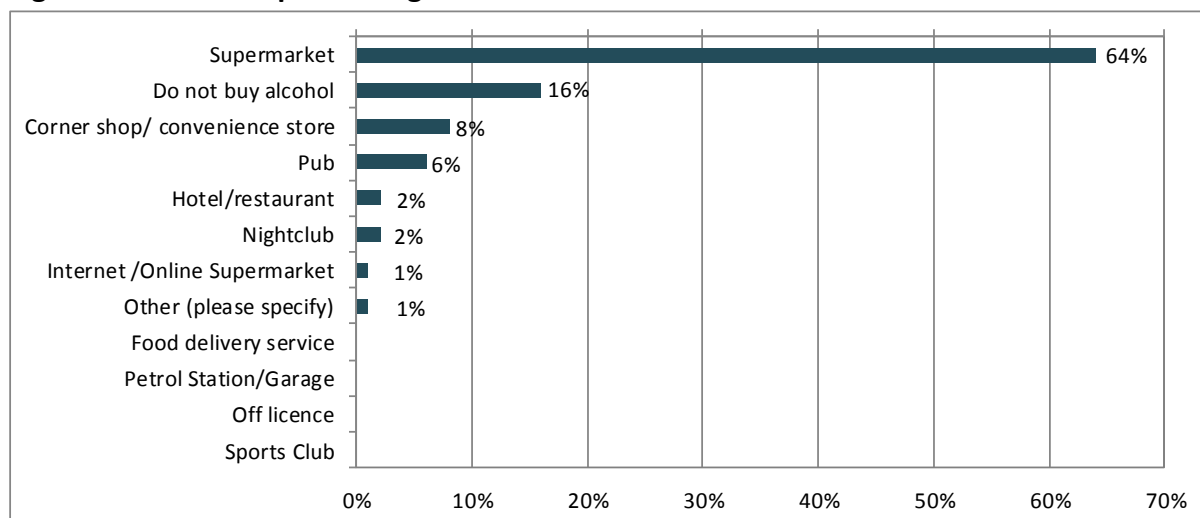
**Figure 3 Reason for drinking alcohol at chosen location**



#### 4. Alcohol purchasing patterns

Respondents were asked about where they purchased alcohol. Of the 128 respondents, 64% purchased alcohol from a supermarket. 16% reported they did not buy any alcohol. No respondents reported using food delivery services, garages, off licences or sports clubs to purchase alcohol.

**Figure 4 Location of purchasing alcohol**

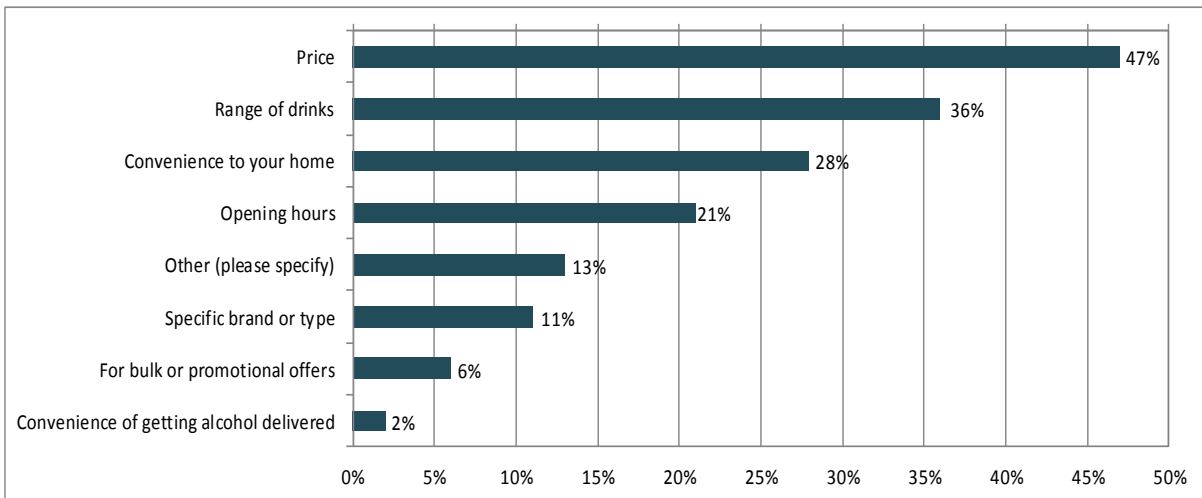


Those that completed the question on purchasing patterns (n=108) were asked to provide the rationale for buying alcohol from that particular location. A total of 178 responses were provided.

- Nearly half (47%) were influenced by the price of the alcohol they were buying. This differs from the rationale when choosing where to drink.
- Over a third (36%) chose their location by the range and variety of alcohol on offer.
- 28% bought their alcohol in a location that was convenient to their house.

- 13% cited other reasons for buying alcohol at their chosen location which mostly included combining their alcohol with their weekly food shop which links to the supermarket being the top location for purchasing alcohol.

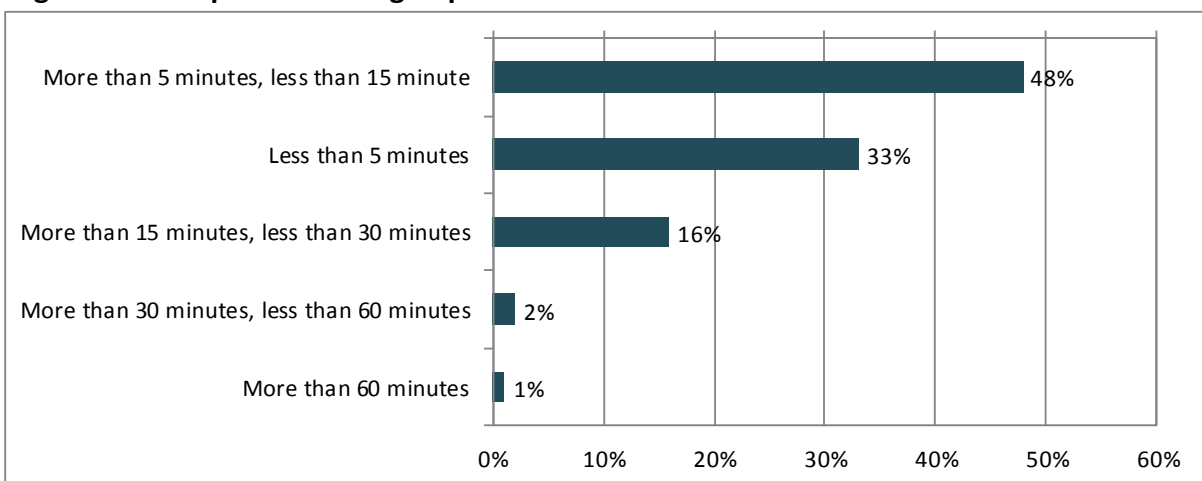
**Figure 5 Reasons for purchasing alcohol**



To gain an understanding of the distance travelled to purchase alcohol, questions were asked about mode of transport used and the average time spent travelling<sup>2</sup>.

- Two thirds (66%) of respondents would use a car/van/motorbike to travel to make a purchase with a nearly a quarter (24%) walking.
- Nearly one third of respondent travel less than 5 minutes to purchase alcohol with nearly 48% respondents take between 5 minutes and 15 minutes travelling to buy alcohol. This indicates that over 80% of respondents have a less that 15 minute travel time to purchase.

**Figure 6 Time spent travelling to purchase alcohol**



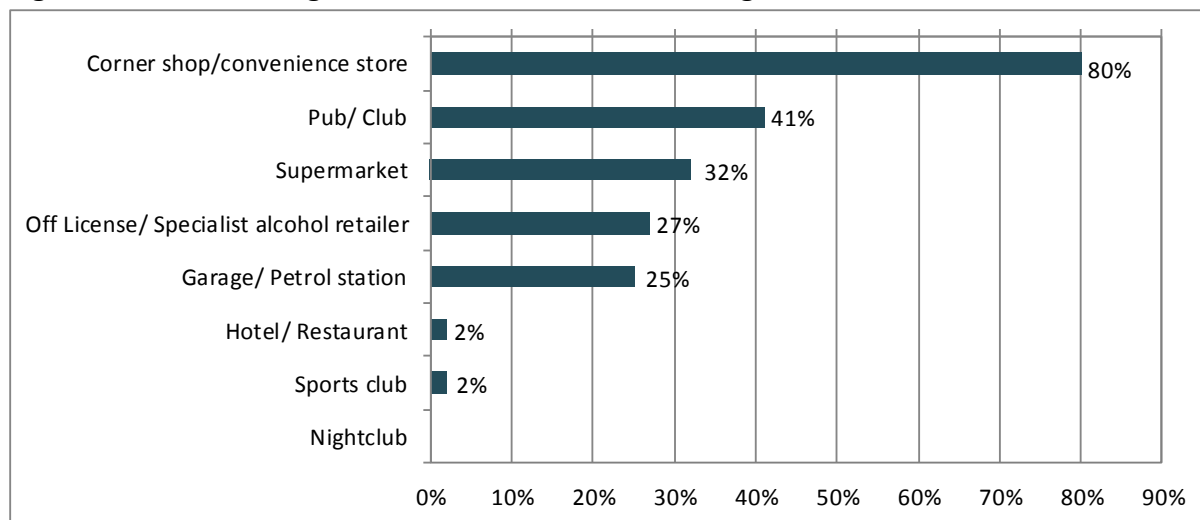
<sup>2</sup> It was felt that respondents could provide a better estimate of time taken rather than distance travelled.

## 5. Availability of alcohol

The consultation asked participants their views on the number of premises that currently sell alcohol in West Dunbartonshire. Of the n=128 participants over half, 52% felt the number was about right with 35% considering the number to be too high and 13% considered the number to be too low. Those that answered 'Too High' were asked a subsequent question on the type of premises that was over provided for. Of the 44 respondents:

- 80% felt there were too many corner shops/ convenience stores sold alcohol
- 41% felt there were too many pub/clubs
- 32% felt supermarkets were in abundance.

**Figure 7 Premise selling alcohol considered to be too high**



## 6. Next Steps

This report has been made available to West Dunbartonshire Licensing Board for consideration in January 2018.