



South Ayrshire Community Licensing Survey Report

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Contents Page

Key Points.....	Page 4
Background.....	Page 5
Methodology.....	Page 5
Results.....	Page 6
Demographics.....	Page 27
Discussion.....	Page 31
Recommendations.....	Page 33
Appendices.....	Page 34

Summary of Key Points

- 89% (n=301) of respondents drink alcohol.
- 66% (n=223) of respondents buy alcohol for themselves and other members of their household.
- 73% (n=246) of respondents buy alcohol most frequently from a supermarket.
- 69% (n=233) of respondents purchase alcohol while purchasing other items.
- 33% (n=112) of respondents buy alcohol 1-3 times a month, and 26% (n=89) buy alcohol once a week.
- 71% (n=241) of respondents travel by car, van or motorbike to the place they most frequently purchase alcohol.
- 45% (n=154) travel between 5 and 15 minutes to the place they most frequently purchase alcohol.
- 67% (n=226) of respondents think the number of off-licence premises is about right.
- 67% (n=227) of respondents think the number of on-licence premises is about right.
- 45% (n=154) of respondents think alcohol should be sold at events aimed at children and families, while 34% (n=115) think it should not be sold at these events.
- Respondents feel that family events are an opportunity to educate children and young people about responsible alcohol use, or that alcohol does not need to be available to have fun.
- Respondents think:
 - Children are exposed to the negative effects of alcohol use.
 - Teenagers under the influence of alcohol exhibit anti-social behaviours causing fear for some local residents. They drink as there are not enough alternative activities available.
 - Some adults exhibit anti-social behaviour when under the influence of alcohol, although many adults use alcohol responsibly.
 - Older adults may use alcohol to alleviate feelings of loneliness and social isolation.
 - Premises which sell alcohol have a positive impact on local tourism and the economy.

Background

The Alcohol Licensing (Scotland) Act 2005 details the licensing system for premises who wish to sell alcohol and is the main tool for regulating the availability of alcohol. Premises who wish to sell alcohol must apply to their local Licensing Board for approval or refusal of an alcohol license. The Licensing system works to regulate the overall availability of alcohol through the number, type and opening hours of licensed premises while also regulating the way these premises do business.

Licensing Boards make decisions on all applications to sell alcohol in their local area, and their decisions affect our local communities. South Ayrshire Licensing Board is in the process of reviewing their current Licensing Policy Statement and will commence a detailed consultation process with a view to have a reviewed policy in place by the end of the year.

In response to the consultation process, South Ayrshire Alcohol & Drug Partnership (ADP) in conjunction with NHS Ayrshire & Arran's Public Health Department were keen to hear the views of local Community Members about where, how often and why they buy alcohol.

The following report details responses to a series of questions related to the availability and impact of alcohol in local areas and will be included in South Ayrshire ADP and NHS Ayrshire & Arran's responses to the new South Ayrshire Licensing Policy Statement.

Methodology

A survey consisting of 21 questions was developed based on previous community licensing surveys undertaken in other areas in Scotland and through discussion with colleagues in Public Health, South Ayrshire ADP and South Ayrshire Licensing Department. The survey also went to the Public Health Project Sub Group for approval and to ensure it met best practice and governance standards. A copy of the final survey can be found in Appendix 1.

The survey was open for a 4 week period from 23rd April until 21st May and participants were respondents who reside within the South Ayrshire locality

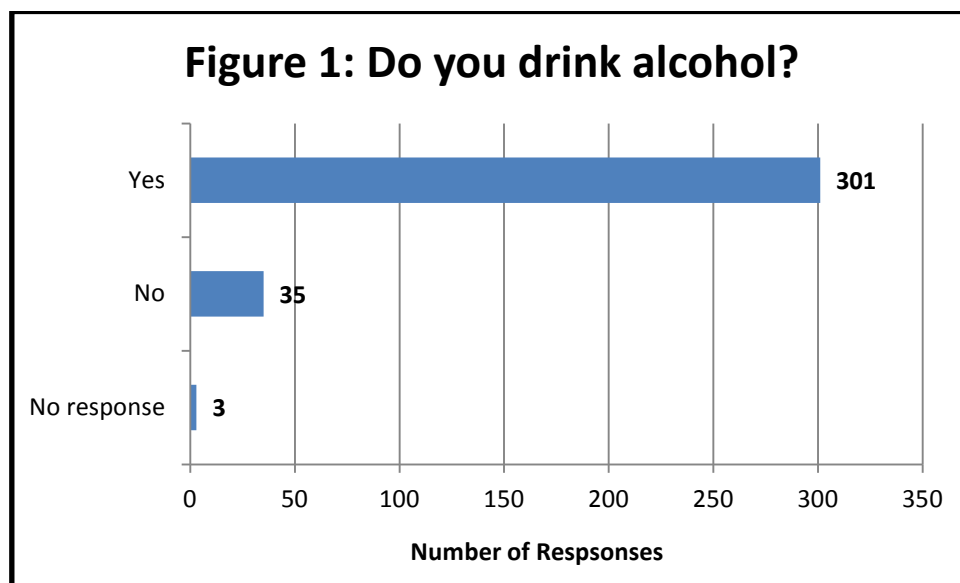
The survey was uploaded onto Survey Monkey and the survey link was distributed through ADP and local networks with the request that the information was then forwarded through their networks. The survey was also tweeted along with a graphic on several occasions on the NHS Ayrshire & Arran Public Health Twitter account and was retweeted by South Ayrshire ADP, Recovery Ayr, South Ayrshire Council and individuals. The survey link was also included within the South Ayrshire Council Staff Communication email, and twice within NHS Ayrshire & Arran's Daily and Weekly News updates. See Appendix 2 for a full list of the distribution network.

Results

There were 372 surveys completed. 33 of these have been excluded as the respondents do not live in South Ayrshire, therefore there were 339 completed surveys included in the analysis and results.

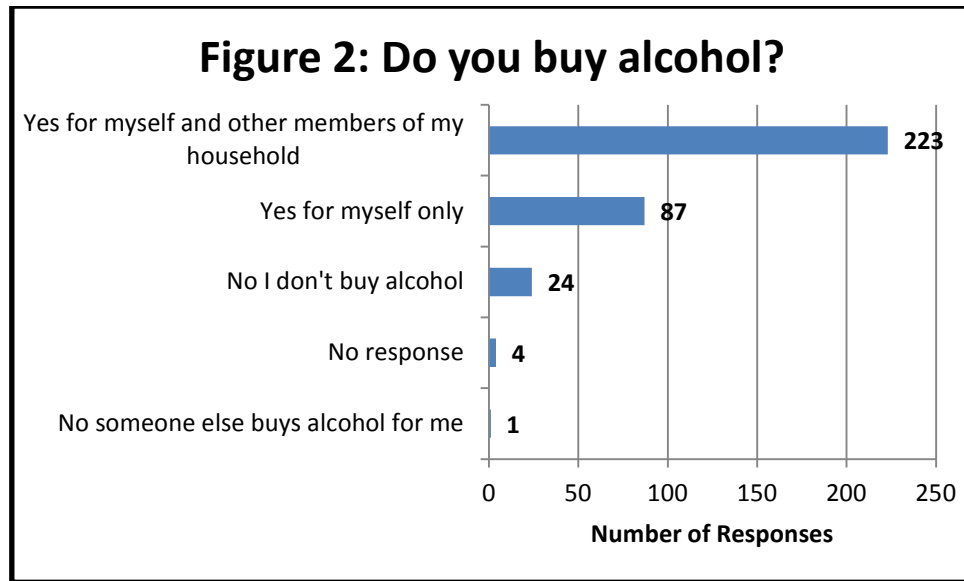
The following section shows the responses to each of the questions within the Community Licensing Survey. The first section of the survey focussed on questions about purchasing alcohol.

Q1: Do you drink alcohol?



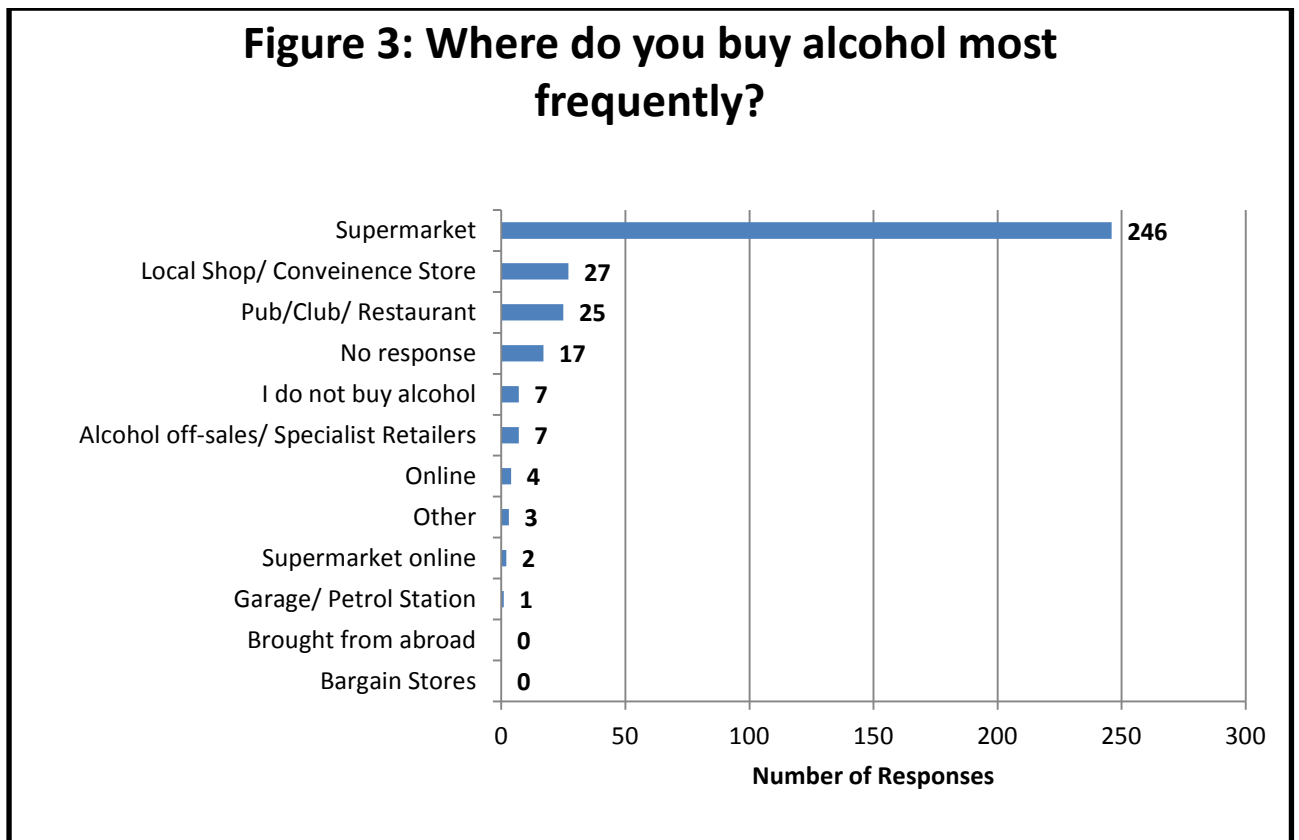
Respondents were asked if they drank alcohol. Figure 1 shows that the majority of respondents said that they did drink alcohol with 89% (N=301) responding yes, 10% (n=35) said that they did not drink alcohol and 1% (n=3) did not answer the question.

Q2: Do you buy alcohol?



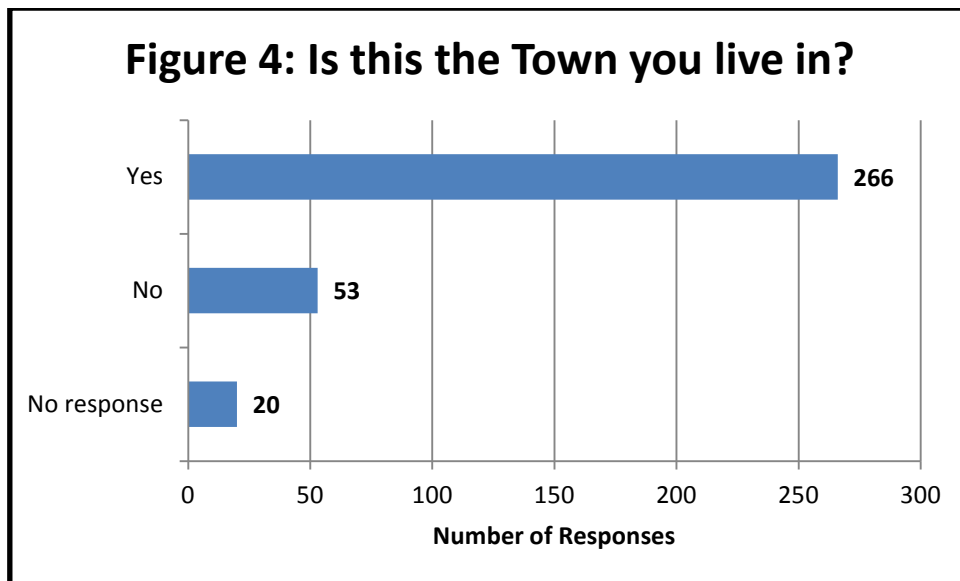
Respondents were asked if they bought alcohol. Figure 2 shows that the majority of respondents stated that they bought alcohol for themselves and other members of their household, with 66% (n=223) responding yes. 26% (n=87) of respondents stated that they buy alcohol for themselves only, 7% (n=24) stated that they do not buy alcohol and 1 respondent stated that someone else buys alcohol for them. 4 respondents did not answer this question.

Q3: Where do you buy alcohol most frequently?



Respondents were asked where they bought alcohol most frequently. They were asked to choose one response. The majority of respondents buy alcohol most frequently from the supermarket, with 73% (n=246) answering with supermarket. After supermarket, respondents most frequently buy alcohol from their local shop or convenience store, with 8% (n=27) responding with this. 7% (n=25) of respondents most frequently buy alcohol in a pub, club or restaurant, 2% (n=7) buy alcohol from off-sales or specialist retailers and 1% (n=4) buy alcohol online and 2 respondents stated they buy alcohol most frequently from a supermarket online. 1 community member most frequently bought alcohol from a garage or petrol station and 17 respondents did not answer this question. 3 respondents stated that bought alcohol from somewhere else however did not indicate where this was.

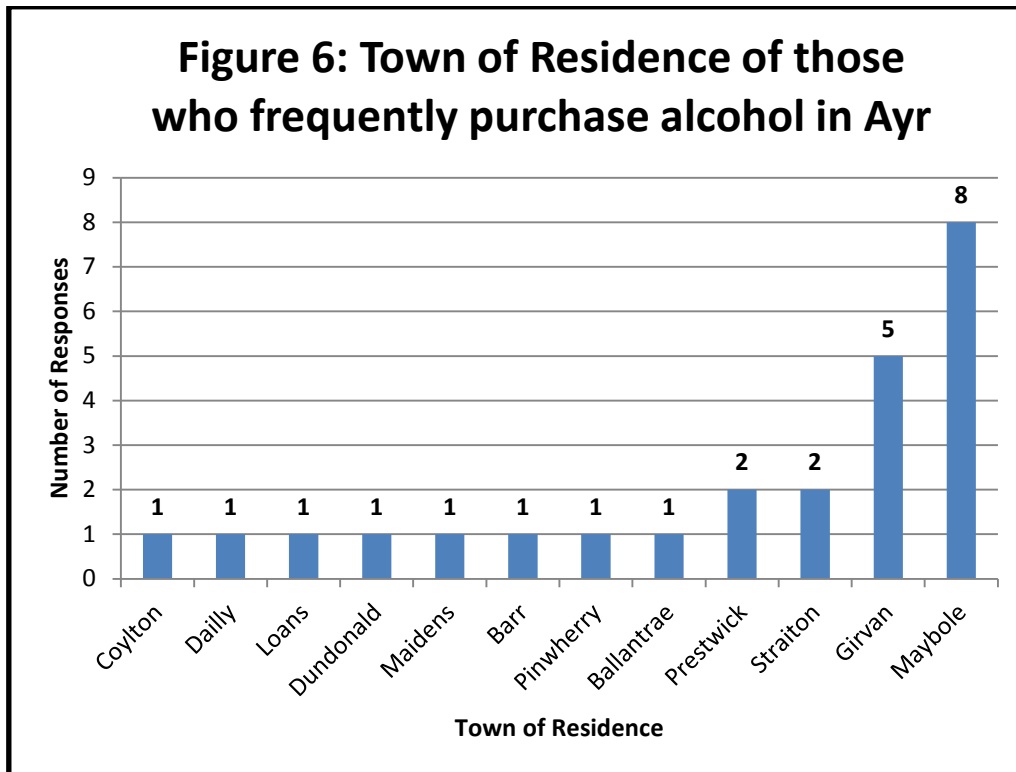
Q4: Is this the Town that you live in?



Respondents were asked if where they bought alcohol most frequently was in the Town they lived in. Figure 4 shows that 78% (n= 266) of respondents stated that they did buy alcohol most frequently in the town they lived. 16% (n= 53) of the respondents stated that they did not frequently buy alcohol in the Town in which they live. Figure 5 shows the places that these respondents visited to purchase alcohol.

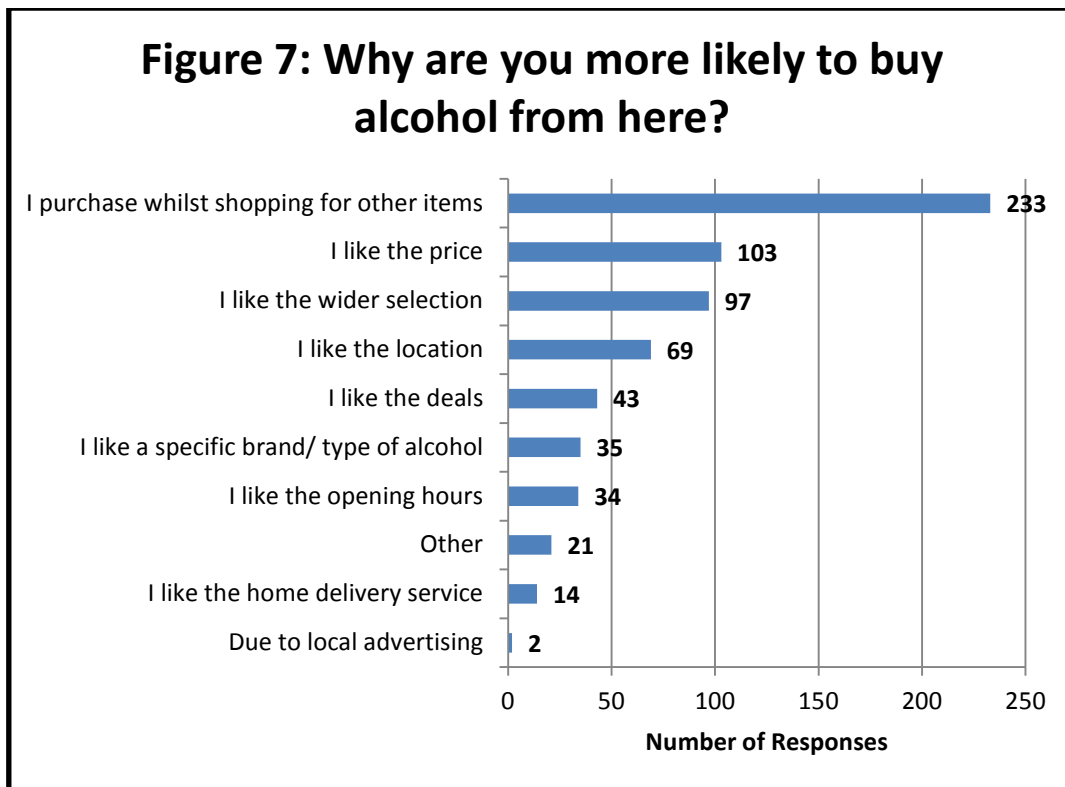


Figure 5 shows that 53% (n= 28) of Respondents who did not frequently purchase alcohol where they lived, purchased alcohol in Ayr. 25% (n=13) of respondents indicated that they frequently bought alcohol out with South Ayrshire.



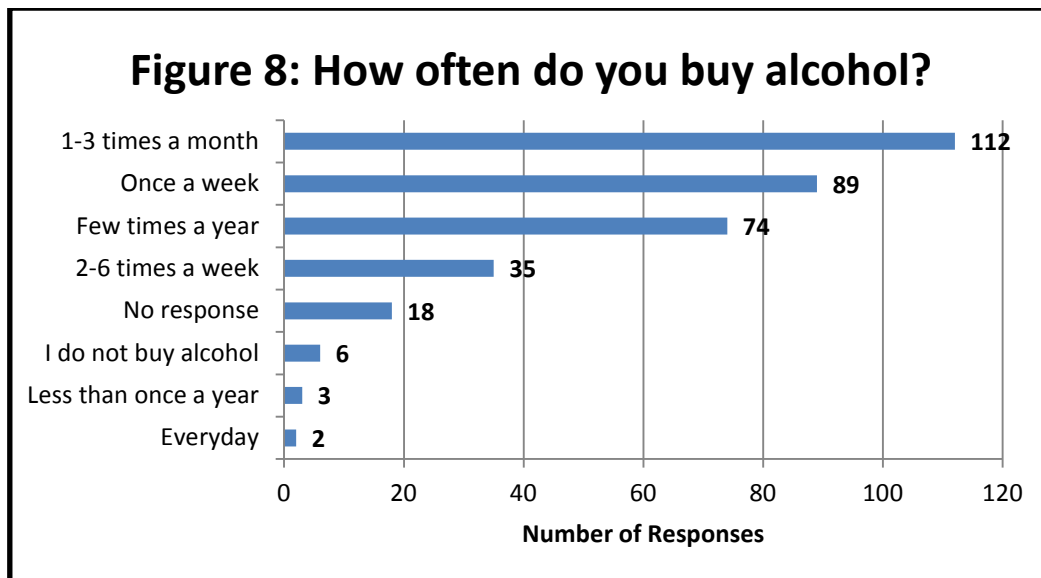
Of those respondents who purchased alcohol in Ayr and provided their postcode (n=26) the majority of respondents purchasing alcohol in Ayr who live out with the town reside in Maybole (n=8). This is followed by 5 respondents who live in Girvan, 2 respondents who each live in Straiton and Prestwick, and 1 community member from each Coylton, Dailly Loans, Dundonald, Maidens, Barr, Pinwherry and Ballantrae.

Q5: Why are you more likely to buy alcohol from here?



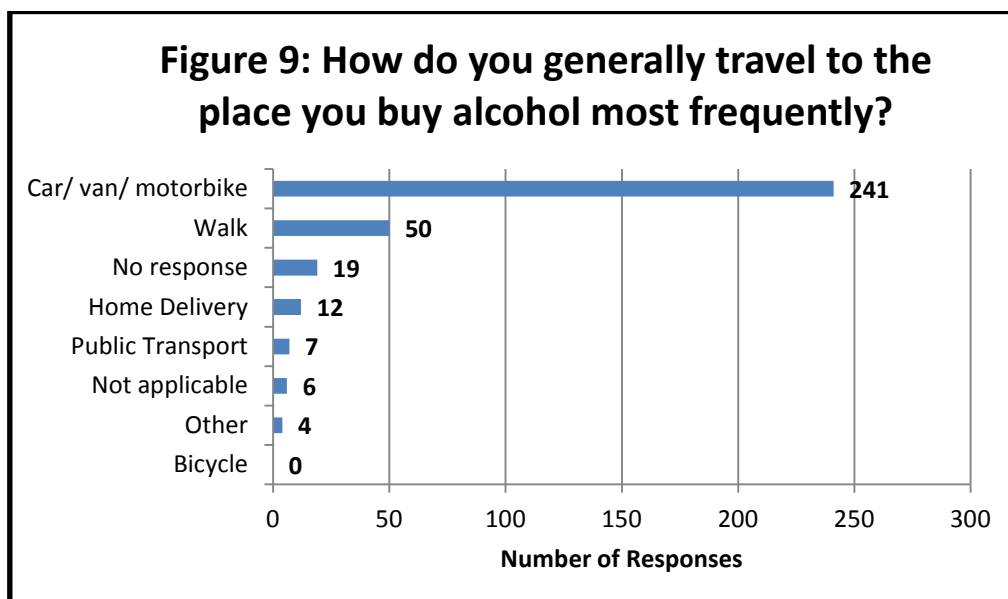
Respondents were asked why they were more likely to purchase alcohol from the premises they most frequently bought from. This question allowed for multiple responses. Figure 7 shows that the majority of respondents choose where they buy alcohol based on the fact they purchase alcohol whilst shopping for other items. 69% (n=233) of respondents stated this as a reason. 30% (n= 103) of respondents chose where they purchased alcohol by the price and 29% (n= 97) chose by the selection of alcohol available. 20% (n=69) liked the location of the premises they purchased alcohol from, with 13% (n=43) choosing by the deals available. 10% (n= 35) choose where they purchase alcohol by the specific type or brand of alcohol and 10% (n= 34) choose due to opening hours. 1% (n= 2) of the respondents chose where to buy alcohol based on local advertising.

Q6: How often do you buy alcohol?



Respondents were asked how often they purchased alcohol. Figure 8 shows that the majority of respondents purchased alcohol 1-3 times a month, with 33% (n= 112) responding with this answer. 26% (n= 89) purchased alcohol once a week and 22% (n= 74) of respondents purchased alcohol a few times a year. 10% (n=35) of respondents stated that they purchase alcohol 2-6 times a week and 1% (n= 2) stated they purchase alcohol daily. 1% (n=3) purchase alcohol once a year, 2% (n= 6) do not buy alcohol and 5% (n= 18) did not answer this question.

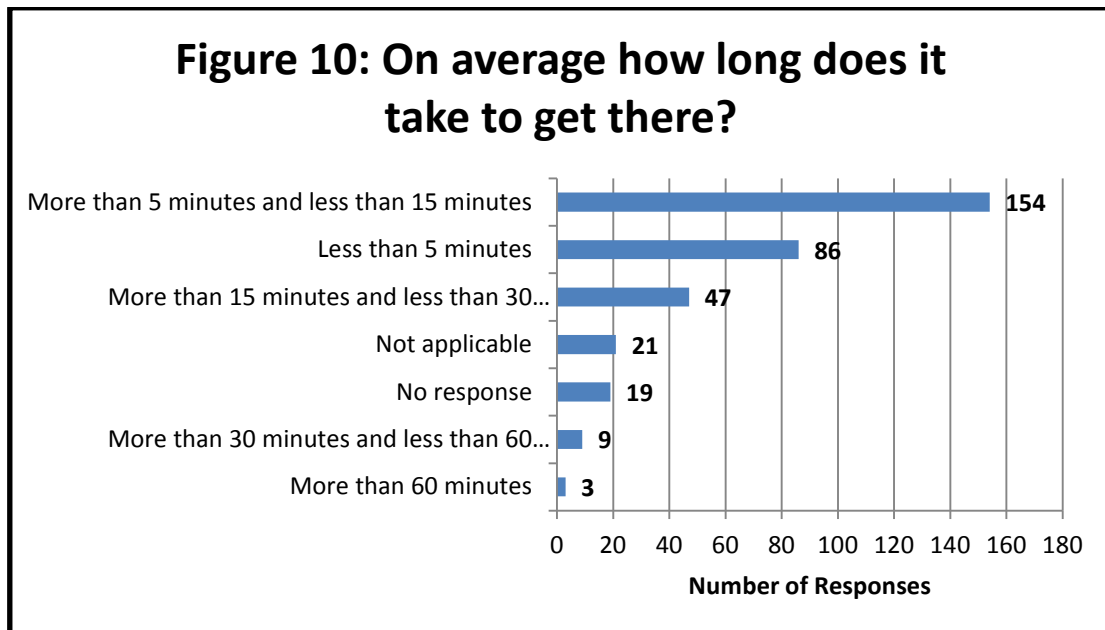
Q7: How do you generally travel to the place you buy alcohol most frequently?



Respondents were asked how they generally travelled to the place where they most frequently purchased alcohol. Figure 9 shows that the majority of respondents travel

by car, van or motorbike to the place they purchase alcohol. 71% (n= 241) of respondents stated this as the main way they travel to the place they purchase alcohol. 15% (n= 50) stated that they walked to purchase alcohol, while 4% (n= 12) most regularly chose home delivery to purchase alcohol. 2% (n= 7) of respondents stated that they used public transport to travel to purchase alcohol, with 1% (n = 4) stated they used another mode of travel. 6% (n= 19) did not answer this question.

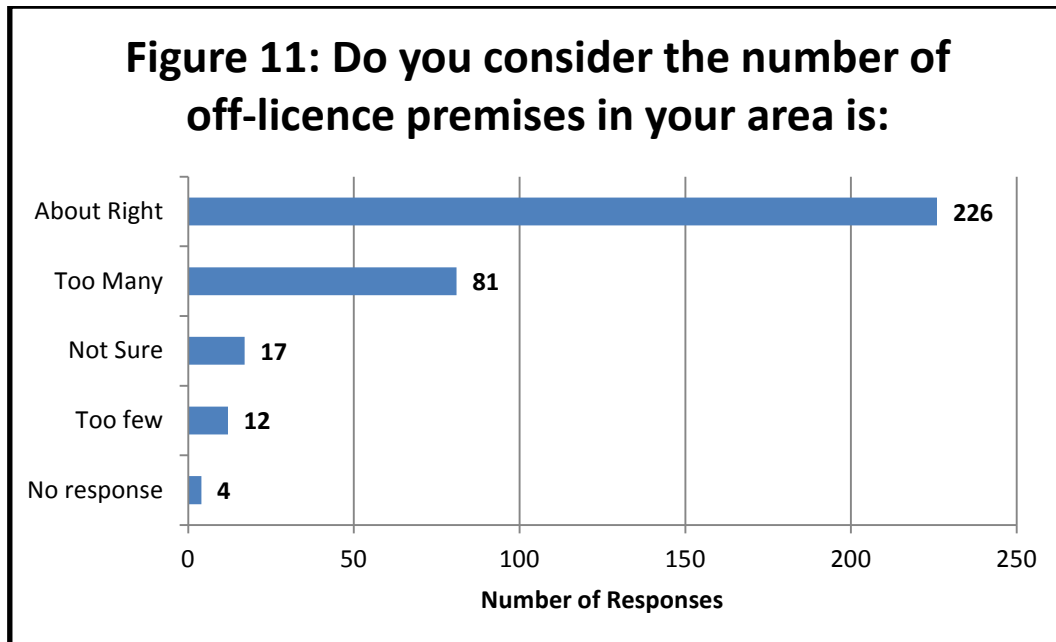
Q8: On average how long does it take to get there?



Respondents were asked how long it took them to get to the place they most frequently purchased alcohol. Figure 10 shows that the majority of respondents travel between 5 and 15 minutes to the place they buy alcohol. 45% (n= 154) responded with this answer. 25% (n= 85) of respondents travelled less than 5 minutes to the place they purchased alcohol most frequently, while 14% (n= 47) travelled between 15 and 30 minutes. 3% (n= 9) of respondents travel between 30 and 60 minutes, while 1% (n=3) travel more than 60 minutes to the place they most frequently purchase alcohol. 6% (n= 21) stated this question was not applicable to them and 6% (n=19) did not answer the question.

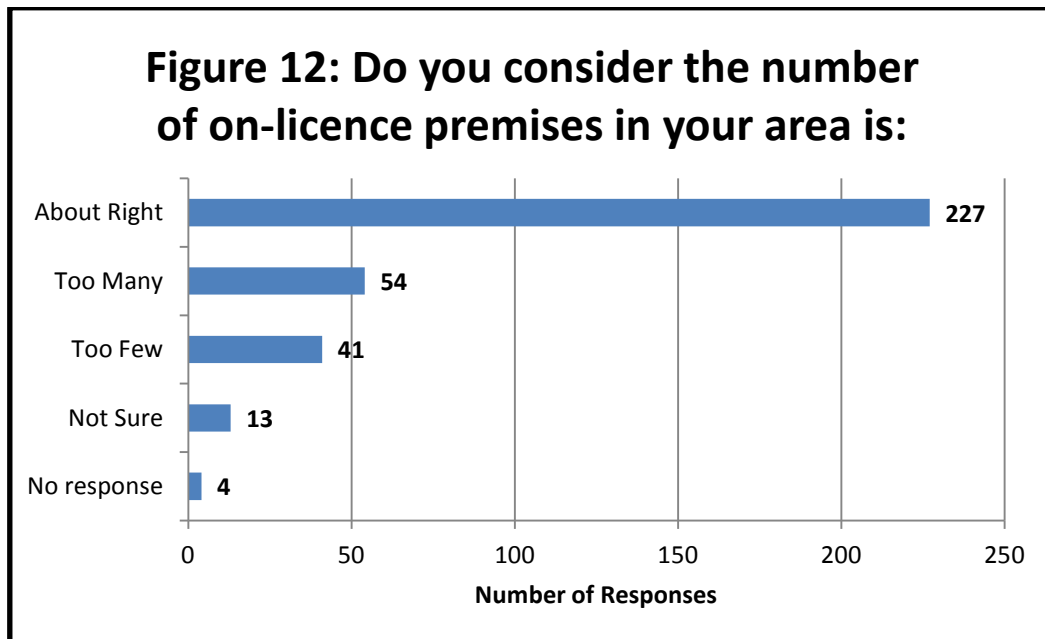
Respondents were then asked to answer a series of questions which focussed on the availability of alcohol in their local community.

Q9: 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:



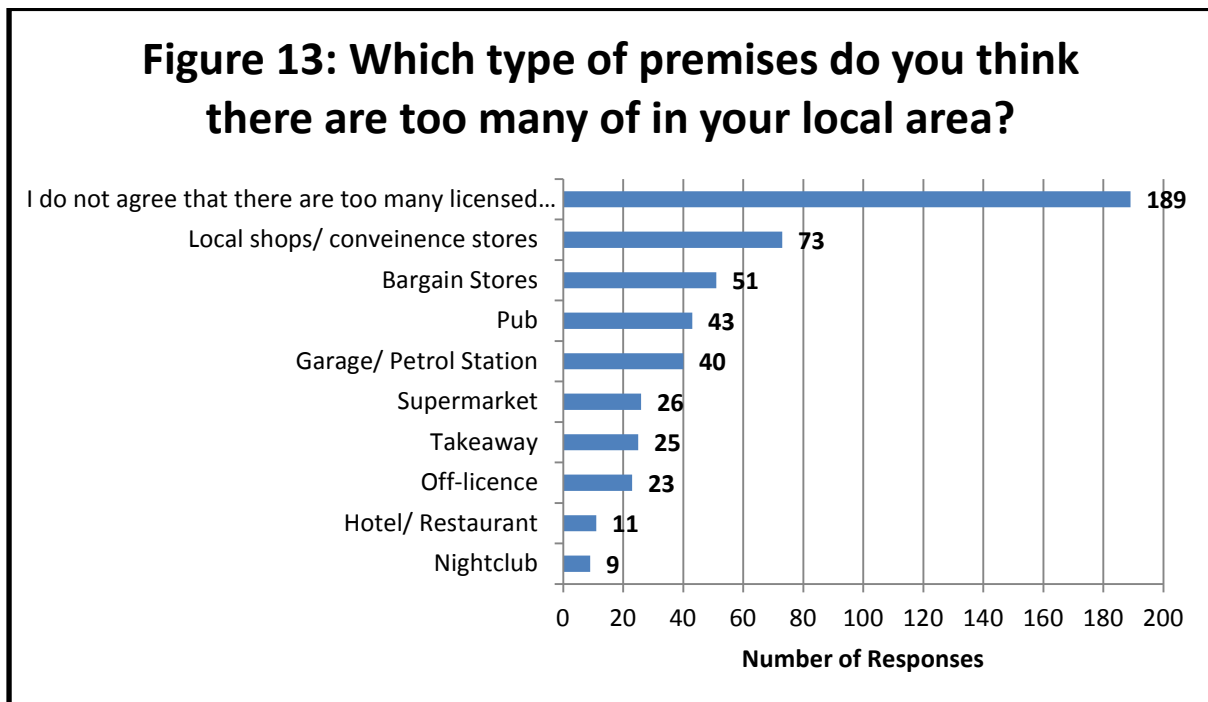
Respondents were asked what they thought about the number of off-licence premises in their local community. Figure 11 shows that the majority of respondents think that the number of off-licence premises is about right. 67% (n= 226) responded with about right. 24% (n= 81) of respondents thought there were too many off-licence premises in their local community and 3% (n= 12) thought there were too few off-licences. 5% (n=17) of respondents were not sure, and 1% (n=4) did not answer this question.

Q10: 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:



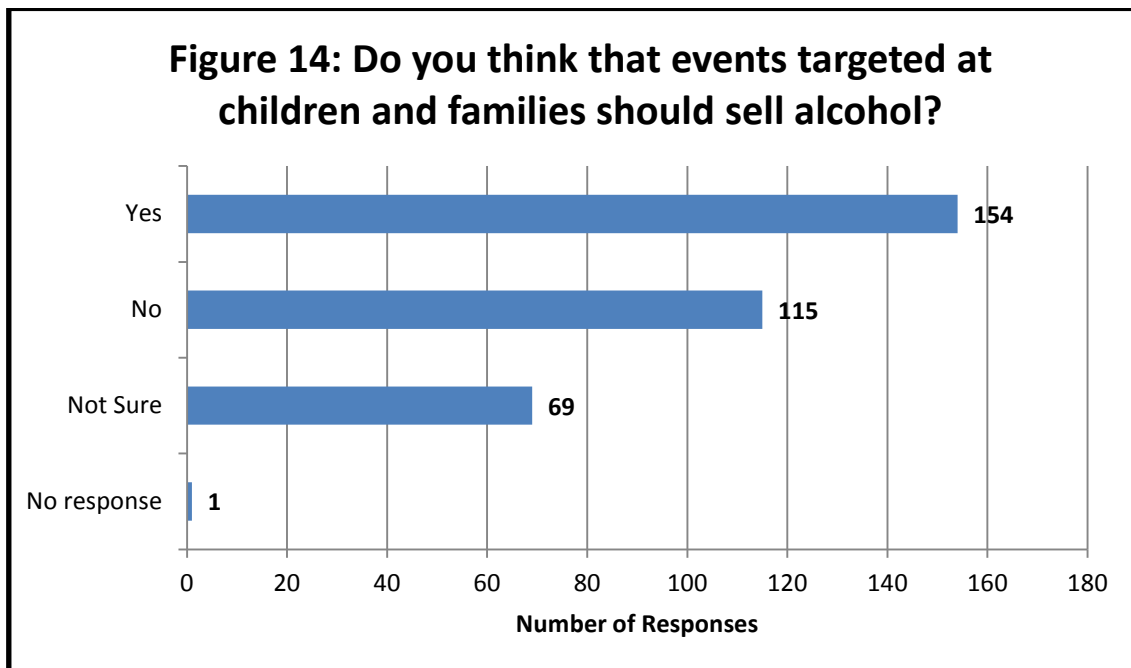
Respondents were asked what they thought about the number of on-licence premises in their local community. Figure 12 shows that the majority of respondents think that the number of on-licence premises is about right. 67% (n= 227) responded with about right. 16% (n= 54) of respondents thought that there were too many on-licence premises, while 12% (n=41) thought there were too few in their local community. 4% (n= 13) of respondents were not sure and 1% (n= 4) did not answer this question.

Q11: Which type of premises do you think there are too many of in your local area?



Respondents were asked which type of premises they thought there were too many of in their local area. This question allowed for multiple responses. Figure 13 shows that the majority of respondents do not think there are too many of the below mentioned premises in their area. 56% (n= 189) responded with this answer. 22% (n= 73) of respondents thought there were too many local shops or convenience stores in their local community. 15% (n= 51) thought there were too many Bargain Stores which sell alcohol, while 12% (n=40) thought there were too many garages or petrol stations that could sell alcohol. 13% (n= 43) of respondents thought there were too many pubs in their local community, while 8% (n= 26) thought there were too many supermarkets that sell alcohol. 7% (n= 23) of respondents thought there were too many off-licences that only sold alcohol, while 7% (n= 25) thought there were too many takeaways that sell alcohol in their local community. 3% (n= 11) thought there were too many hotels or restaurants and 3% (n=9) thought there were too many nightclubs in their local community.

**Q12: Do you think events targeted at children and families should sell alcohol?
For example; music events, fetes or gala days**



Respondents were asked if they thought that events that are targeted at children and families should sell alcohol. These include events such as music events, fetes or gala days. Figure 14 shows that the majority of respondents think that these types of events should be able to sell alcohol. 45% (n= 154) of respondents answered yes. 34% (n= 115) thought that alcohol shouldn't be sold at these types of events, while 20% (n=69) were not sure. 1% (n=1) did not answer this question. Respondents were asked to explain their answer. The full responses can be found in Appendix 3, and the main themes that were identified are as follows:

- Alcohol should be sold at these events:

There were a number of different themes which emerged from responses as to why alcohol should be sold at events targeted at children and families.

Education

26 respondents stated that alcohol should be sold at these types of events as it provides an opportunity to educate children how to use alcohol in moderation and responsibly within a social setting.

"I think children from a young age need to be educated on alcohol and teach them the responsibilities of alcohol."

5 respondents made reference to how hiding alcohol use from children may encourage them to try alcohol as it portrays alcohol as being forbidden and how hiding alcohol will not stop children from trying it.

“Consuming a reasonable amount of alcohol is a part of many people’s lives and should not be hidden away from children. If it is hidden away it may be seen as bad and encourage young people to try something forbidden.”

Moderation & Responsible Drinking

24 respondents highlighted that they did not think alcohol being available at these events was a problem as long as it was consumed responsibly. It was also highlighted that as it was a controlled event it was a better place for children to be around alcohol use, rather than to excess in a family home.

“Responsible drinking needs to be advertised to families rather than not having awareness at all.”

“I consider it far preferable for children to experience a couple of civilised drinks at a licensed event, where alcohol is not the main focus of the day, than to witness parents drinking excessively in the home.”

Monitoring of Events & Alcohol Use

Respondents stated that they did not see a problem with alcohol being sold at these events if it was monitored properly. This monitoring included; having designated areas for alcohol, Police presence and stewarding and regulation of the amount of alcohol sold.

“I agree that full day events like Burnfest should sell alcohol providing it is done so responsibly and there are enough stewards to monitor the crowds.”

“There should be a limit to as to how much (alcohol) each person can buy.”

Part of Normal Social Life & Choice

Respondents indicated that consuming alcohol is a normal part of people’s social lives and therefore the choice should be there for adults to purchase and consume alcohol at these types of events.

“It’s a social event.”

“Events that are for the involvement of the community are social events and not wholly targeted at children therefore there is a choice available to adults.”

“Why not drinking is an accepted part of society.”

“There should be a choice i.e. for other adults who are there without any children.”

- Alcohol Should Not be sold at these events:

There were also a number of different themes that emerged from responses as to why alcohol should not be sold at these types of events. The main themes were similar as to why alcohol should be sold, however highlighted different reasons.

Education

Respondents indicated that these events were an opportunity to educate children and young people that alcohol is not needed to enjoy yourself. They also felt that alcohol being available at these events normalises alcohol use at social events and sets the wrong example and may also encourage young people to drink alcohol.

“Serving alcohol at family events normalises a social life that promotes an overindulgence and overreliance on alcohol in order to have fun.”

“I think having more family events where there is no alcohol would be an essential way to ‘model’ a healthier, more wholesome approach to family social time.”

“We want Scotland to move away from a culture of alcohol. A good place to start is showing our children that we can go to events and enjoy them without the need for alcohol to enhance the occasion.”

“We have a terrible relationship with alcohol, family events should remain family focussed, you do not need to use alcohol to enjoy yourself, children are exposed to the detrimental impact of alcohol enough without its use being promoted further.”

Welfare of Children

Several respondents stated that they are concerned about the welfare of children at these events when their parents are drinking or by being exposed to individuals under the influence of alcohol. They recognised that it is not every family however for some the family may not be as focussed on their children.

“Adults drinking will have impaired concentration while being responsible for kids.”

“Children shouldn’t be exposed to someone under the influence in a family friendly environment.”

“Parents would be less aware of what their children are doing and would be more distracted with alcohol.”

“Alcohol inflames passions and often leads to arguments or worse. Children do not need to be exposed to such behaviour.”

Distinguish Between Types of Events

A main theme that emerged was that respondents felt that it depended on the type of event if alcohol should be sold. There was a general consensus that fetes and galas that are aimed at children and families should not be able to sell alcohol. However, events that are aimed at adults as well as families that have music and last the full day/ evening should be able to sell alcohol.

“If it’s during the day and at aimed at families there shouldn’t be a need to consume alcohol.”

“Alcohol should not be available at family orientated events, however I am happy for it to be available at music concerts etc which are on the whole targeted at adults.”

“I feel pub tents are inappropriate at school fetes and gala days where children are the main group of people the event is aimed at.”

“No need for alcohol to be available at all events.”

“Alcohol is becoming too acceptable. It is always a ‘prize’ or ‘thank-you’. Village galas are meant to be a fun day out and are only for a few hours so why is alcohol needed?”

- Not sure if alcohol should be sold at these events:

Respondents who were unsure if alcohol should be sold at these events indicated that it depended on the type of event and the monitoring that would be in place for alcohol sales and individual’s behaviours.

“It depends on the event. Adequate stewarding should be provided to ensure children are not adversely affected.”

“Fetes/ gala days – no; music events – yes.”

Respondents were then asked to answer a series of questions about the impact alcohol has on different groups of people in their local area and the community as a whole.

Q13: How does alcohol use affect children where you live?

Several respondents did not think that alcohol use affected children in the area they lived in. Of those that did several themes emerged, some of which mirrored the themes from the previous question related to alcohol being sold at family events. The main themes were as follows:

Welfare of Children

Respondents highlighted that children are likely to be affected by parental alcohol use and they would not be looked after properly. They also highlighted that being exposed to individuals under the influence of alcohol was the wrong example to set and may lead children to think that it is the norm to use alcohol to excess. For some respondents they highlighted that children are fearful to use some of the local facilities due to individuals drinking there.

“Children suffer because their parents are drunk and this confuses the child and can affect their development; young people think it is normal to drink lots of alcohol unaware of the risks and complications.”

“I live in a ‘deprived’ area and drug and alcohol have a huge impact on children both in terms of starting to drink and binge drink from a very early age and also in terms of upbringing and parents being under the influence, spending all money on alcohol. Children grow up thinking this is normal and follow suit.”

“There are late night revellers shouting and singing in the street, which can disturb my children’s sleep at weekend.”

“It fuels antisocial behaviour by young people. Local children are afraid to use facilities such as parks and play-parks in their areas due a result of this.”

“I have experienced people drinking outside in public areas, in our local play-park, fighting and general anti-social behaviour, and children having to pass drunks in closes to get to their own home.”

High Availability/ Encourages alcohol use

Several respondents highlighted how readily available alcohol is in shops that children will buy sweets in.

“I have seen small groups of young children drinking cans of alcohol in the street! The control of sales should be the priority.”

“I don’t tend to shop in the smaller, local shops, however if in a row of shops 4 out of 5 sell alcohol –it is readily available. This is where children in particular will shop for sweets, magazines etc.”

“Peer pressure, children are now drinking a lot younger at schools.”

Q14: How does alcohol use affect teenagers where you live?

As before several respondents did not think that alcohol use affected teenagers in their local area. Respondents who did think alcohol use affected teenagers highlighted the impact alcohol use has on teenagers but also how teenagers under the influence of alcohol impacted on the local area and community members. The following themes emerged from responses.

Antisocial Behaviour & Impact on Local Community

Many respondents focussed on the anti-social behaviour that occurs when teenagers are under the influence of alcohol. Responses indicated how the unpredictability and violence and aggression experienced can have a detrimental effect on those living in the community and it can lead to a fear of going out when it is likely there will be teenagers under the influence. Respondents also drew attention to the littering and mess caused by broken glass and discarded bottles and cans.

“Anti-social behaviour, abuse and violence and residents not wanting to go out at night.”

“Prestwick seafront and sand dunes are full of underage teenagers drinking in the light evenings. They leave their smashed bottles, cans and often have set fire to the grass on the dunes, requiring the fire service to attend. It’s also a hazard for community volunteer litter pickers who are often required to clean up after them.”

“Young people get drunk, shout and scream, fight, drop bottle/ litter and damage property walking the streets.”

Peer Pressure & Vulnerability

Several respondents highlighted the peer pressure that teenagers can experience in relation to drinking alcohol and at times when they are under the influence of alcohol they are not aware of their own vulnerability and safety. It was also recognised that when alcohol use is hidden from parents there is an increased vulnerability.

“Peer pressure to comply is increased where alcohol is involved and this sometimes leads to anti-social behaviour.”

“Teens are encouraged into drinking and some areas have become teenage drinking dens with the associated screaming and fighting making some areas hazardous for non-drinkers.”

“They drink in the street and do not realise the harm it does to them.”

“Some young people are drinking without their parents’ knowledge, making it unsafe and unsupervised.”

Lack of Alternatives

Several respondents stated that there were not enough things for teenagers to do in their local areas and as alcohol is readily available this becomes their social activity. Respondents think that this needs to be addressed and that there should be more amenities in the local communities that offer an alternative.

“There are very limited areas for adolescents to meet so underage drinking is in effect encouraged.”

“There are not a lot of activities for teenagers and I think they use alcohol as entertainment since they have few other options. This is not healthy and needs to be addressed.”

“They have nothing to do so alcohol is appealing.”

Q15: How does alcohol use affect adults where you live?

When asked how alcohol use affects adults, respondents identified ways alcohol affects individuals however as with teenagers they highlighted how adults under the influence of alcohol impact on the local community.

Problematic Alcohol Use

Many respondents highlighted that there are adults in their local areas who have a problem with alcohol use. It was also highlighted that for some this problem is hidden due to the change in drinking behaviours from social drinking in pubs to drinking in the home.

“A lot of it appears to be hidden in the home given changing behaviours from the social drinking in local pubs. Probably due to it being cheaper.”

“At weekends there are adults in an intoxicated state at risk.”

“People are relying on alcohol, rather than each other, to get them through the day.”

“The ease of access to cheap alcohol leads to a high instance of alcohol misuse.”

Anti-social Behaviour & Impact on Local Community

As with teenagers, respondents highlighted the anti-social behaviour that occurs when adults are under the influence of alcohol and the impact it can have on the local community. Responses focussed on the violence and aggression associated with excessive alcohol use and the associated fears of being around individuals under the influence of alcohol.

“It can be quite scary going into our close to find adults sitting on the stairs drinking. The noise of the drink parties is horrendous.”

“There have been outbursts of aggression and violence between groups of friend and others.”

“Alcohol if measured is a positive, enjoyable experience for many adults. However, excessive consumption tends to result in violence, aggressive

behaviour and accidental injuries, which is unfortunately a negative experience for everyone involved.”

Lack of Alternatives

Respondents highlighted that there were a lack of alternative things to do, mirroring responses for teenagers. There was an understanding that social occasions were linked with alcohol.

“Too many social occasions involve alcohol consumption.”

“Want to hang out with friends in Prestwick? You’re either walking along the beach, possibly a church event, or you’re going out for drinks/dinner. For people in financial difficulties this will reinforce differences and exacerbate social isolation. I wouldn’t like to be a recovering alcoholic here.”

Drinking Style/ Behaviour

Respondents recognised there has been a change in the way individuals drink alcohol. There is greater emphasis on drinking in the home and pre loading with alcohol prior to going out to pubs and clubs.

“Excessive consumption is very visible with people pre loading before they go to pubs/ clubs.”

“There are areas of Ayr where social drinking is high, popular and causes no issues. In my opinion, the issues arise with those leaving clubs. There’s the pre drink culture where you go to the pub before going to a club.”

Q16: How does alcohol use affect older people (elderly people) where you live?

Several respondents thought that alcohol use either did not affect older people or it was very similar reasons as to how it affects adults. There were specific themes which emerged which had not been previously identified.

Social Isolation & Loneliness

Many respondents highlighted that older people may use alcohol to cope with loneliness and social isolation. It was also highlighted that alcohol may be a coping mechanism when unhappy or to cope with mental health issues. Some respondents thought that pubs provided an opportunity for individuals to socialise and alleviate some of these feelings of isolation.

“A couple of pubs seem to be functioning quite well as complementary community centres.”

“A lot of older people use alcohol to cope or alleviate social isolation and loneliness.”

“In some areas of Ayr, there is a high degree of older people that drink excessively in pubs. I put this down to loneliness and also because years ago it was the norm to go into the pub after work and again on a Saturday.”

“I believe older men are more affected but I believe if you were to close the pubs, these people would never leave their homes. They rely on going to the pub as their company and socialisation – what do you replace this with?”

Fear & Vulnerability

Several respondents highlighted that older people may be fearful of going out at night or to certain areas in their local community due to others alcohol use. This also linked back into the previous theme of feelings of isolation.

“It probably makes them think twice about going out in the evenings, out of fear of chaos and drunken violence. That’ll increase feelings of isolation.”

“Vandalised property and abuse from teenagers which makes them scared to leave their house.”

“Older people are nervous of going out at night and reluctant to answer their doors.”

“Older people often feel vulnerable through behaviours of teenagers involved in alcohol consumption.”

Health Impacts

It was highlighted that alcohol use in older people can exacerbate health conditions and cause disorientation and increased risk of falls.

“I do believe it may not always agree with some people as they may be on medications.”

“It can cause falls, disorientation and exacerbate other health problems which lead to more hospital admissions.”

“It often causes health issues, neglect to themselves, injuries, can cause financial difficulties and relationship problems.”

Q17: How does alcohol affect the cultural, social and economic life of the area where you live?

Numerous themes which emerged had been identified in previous responses. These include the impact of anti-social behaviour, being fearful of those under the influence and the change in drinking style and the perceived need that alcohol is required to have fun.

Tourism & Good for Local Economy

Respondents highlighted the positive impact that premises that sell alcohol can have on tourism and the local economy.

“Shopkeepers make a significant portion of sales from alcohol.”

“As a community that has a lot of tourist trade, bars, restaurants, hotels etc benefit from this – which is good for the economy.”

“Brings people into the area so probably benefits the area economically.”

Culture

The relationship Scotland has with alcohol was highlighted by respondents and although there can be a positive impact of the local economy it can also have a negative impact.

“It has a huge detrimental effect as alcohol is so engrained in the culture in Scotland. People need to be made aware of the dangers to health and society as a whole of consuming too much alcohol. Other countries do not have the same problems around alcohol consumption. I am thinking of Sweden and Canada where alcohol can only be purchased in government controlled off-licences.”

“The community would benefit from having a wider choice of things to do culturally and socially.”

“There have been a couple of cafes that are open later – which is great to see- rather than having only pub/ restaurants as choices.”

Troon Beach

The impact of teenagers at Troon beach and the Ayrshire seaside was mentioned by several respondents. They highlighted that it makes them feel uncomfortable and avoid using local amenities.

“It makes public places threatening e.g. the sea front in summer and on trains. Would avoid during nice days.”

“The summer can be awkward when large amounts of drunken teens arrive from Glasgow and elsewhere to socialise at the shore.”

The following section includes the demographics of Respondents who completed the survey.

Q18: Gender

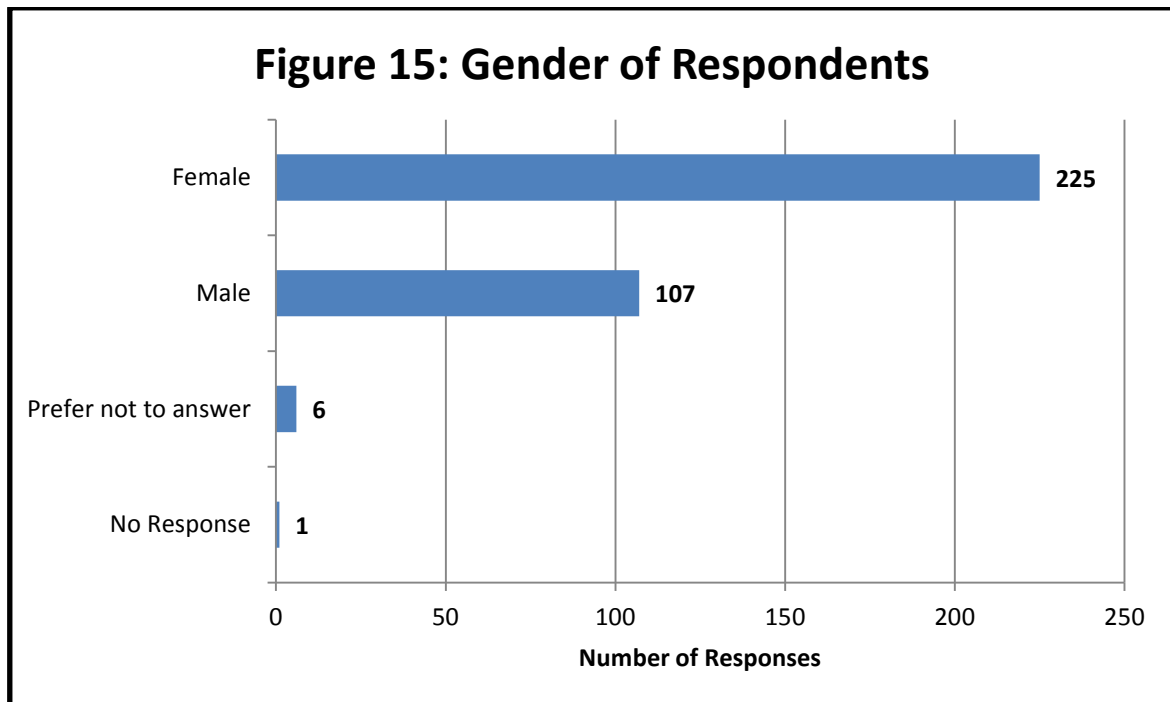


Figure 15 shows that 66% (n= 225) of respondents were Female, 32% (n= 107) were male, 2% (n= 6) preferred not to answer and 1% (n=1) did not answer the question.

Q19: Age

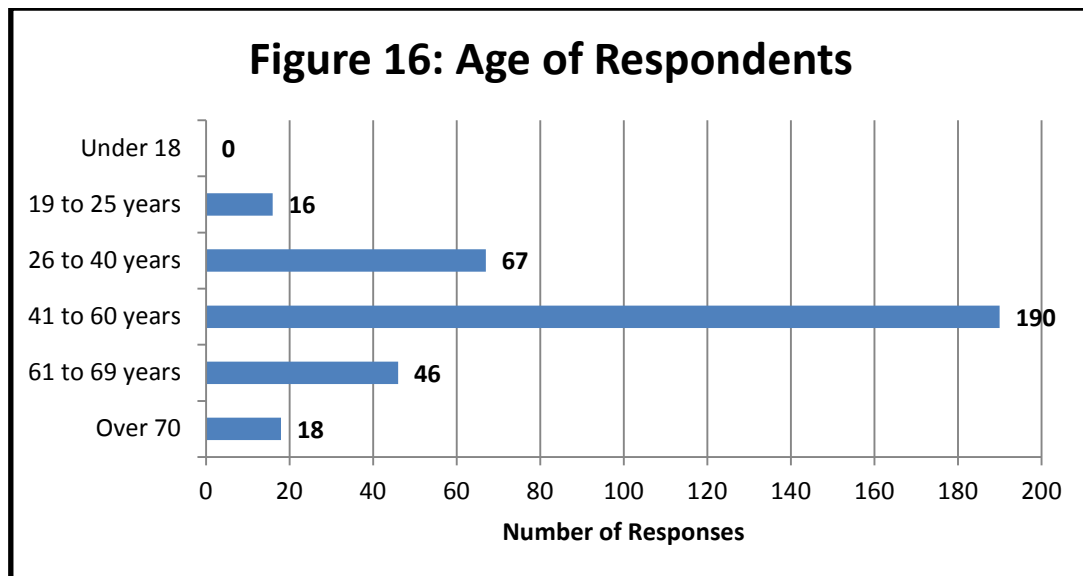


Figure 16 shows that 56% (n= 190) of respondents were aged between 41 years and 60 years of age. 18% (n= 67) of respondents were aged between 26 years and 40 years of age, 14% (n= 46) were aged between 61 years and 69 years of age, 5% (n= 18) were aged over 70 years old and 5% (n= 16) were aged between 19 years and 25 years of age. 2 respondents did not answer this question.

Q20: Ethnicity

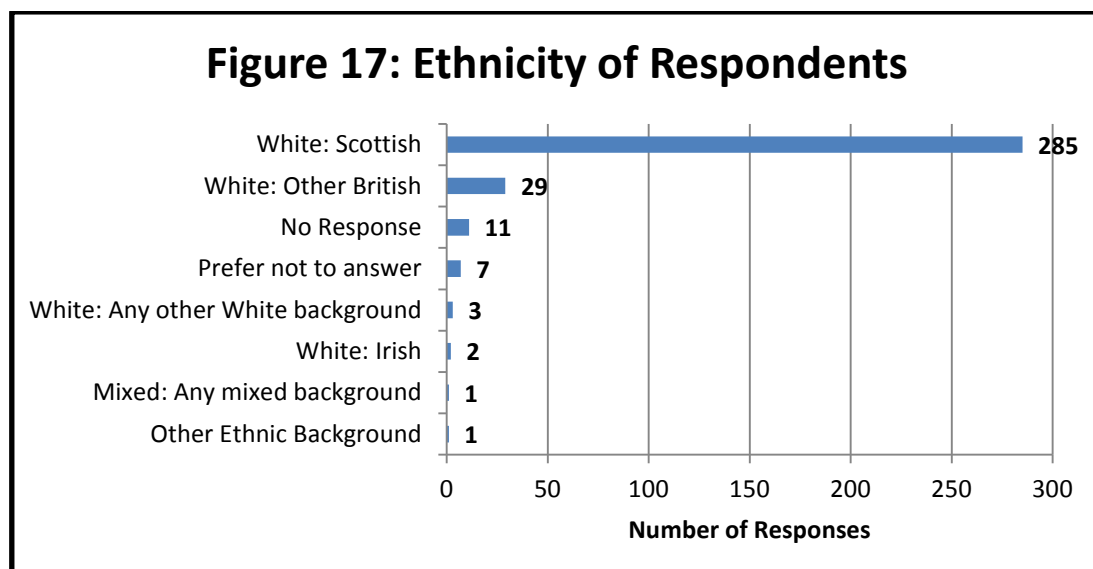


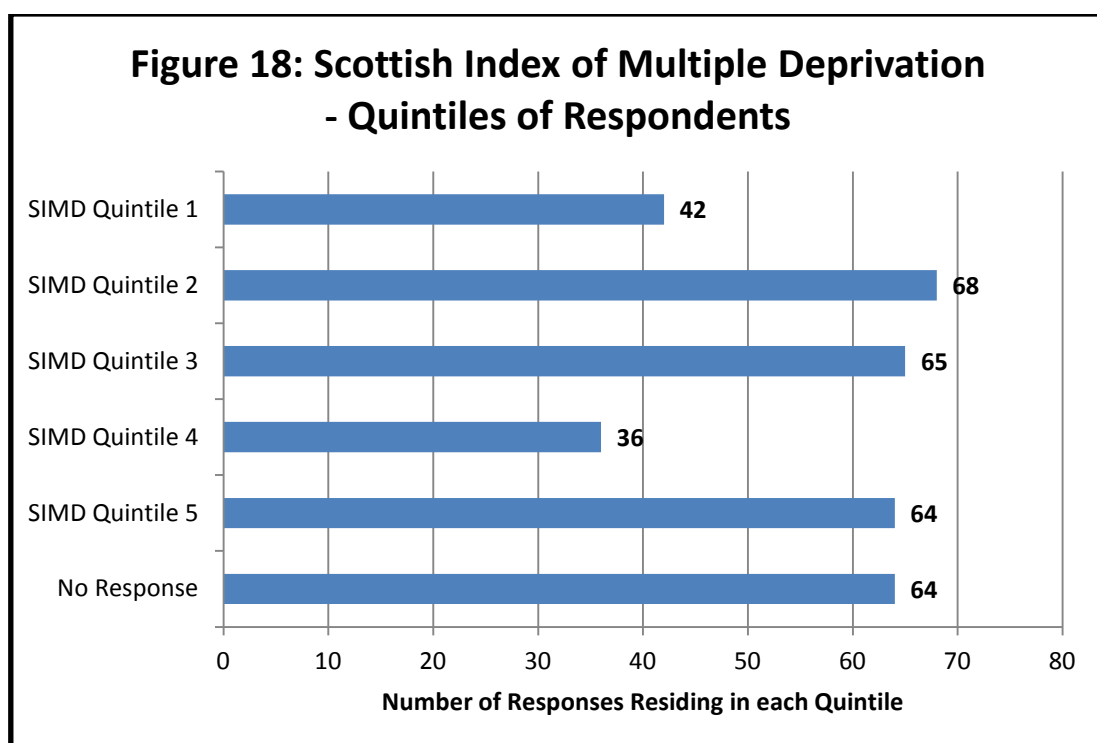
Figure 17 shows that the majority of respondents were White Scottish, 85% (n= 285) responded with this answer. 9% (n=29) of respondents stated they were White: Other British, 2% (n=7) preferred not to answer, 3% (n=11) did not answer this

question. 2 respondents stated they were White: Irish, 3 were any other White background, 1 community member was a mixed background and 1 community member was from another ethnic background.

Q21: Postcode

Respondents were asked for their full Postcode so that Scottish Index of Multiple Deprivation (SIMD) Quintiles, Intermediate Data Zone and Town of residence could be identified. 19% (n=64) of respondents did not disclose their postcode or provide a full postcode.

- Scottish Index of Multiple Deprivation:



The SIMD provides a deprivation rank for each of the data zones in Scotland and the quintiles split the dataset into 5 groups which each contain 20% of the data. Quintile 1 represents the most deprived, through to Quintile 5 which represents the least deprived.

Figure 18 shows the SIMD quintiles for the respondents that provided their postcode. The majority of respondents reside in SIMD Quintile 2, with 20% (n= 68) of respondents indicated they lived in this quintile. 19% (n= 65) of respondents live in Quintiles 3 and 19% (n= 63) live in Quintile 5. 12% (n= 42) respondents live in Quintile 1 and 11% (n= 36) live in quintile 4.

- Intermediate Data Zones:

Using the SIMD Postcode lookup tool provided by the Scottish Government, postcodes were used to identify the Intermediate Data Zone and local community of the respondents who completed the survey.

<http://www.gov.scot/Topics/Statistics/SIMD/SIMDPostcodeLookup>

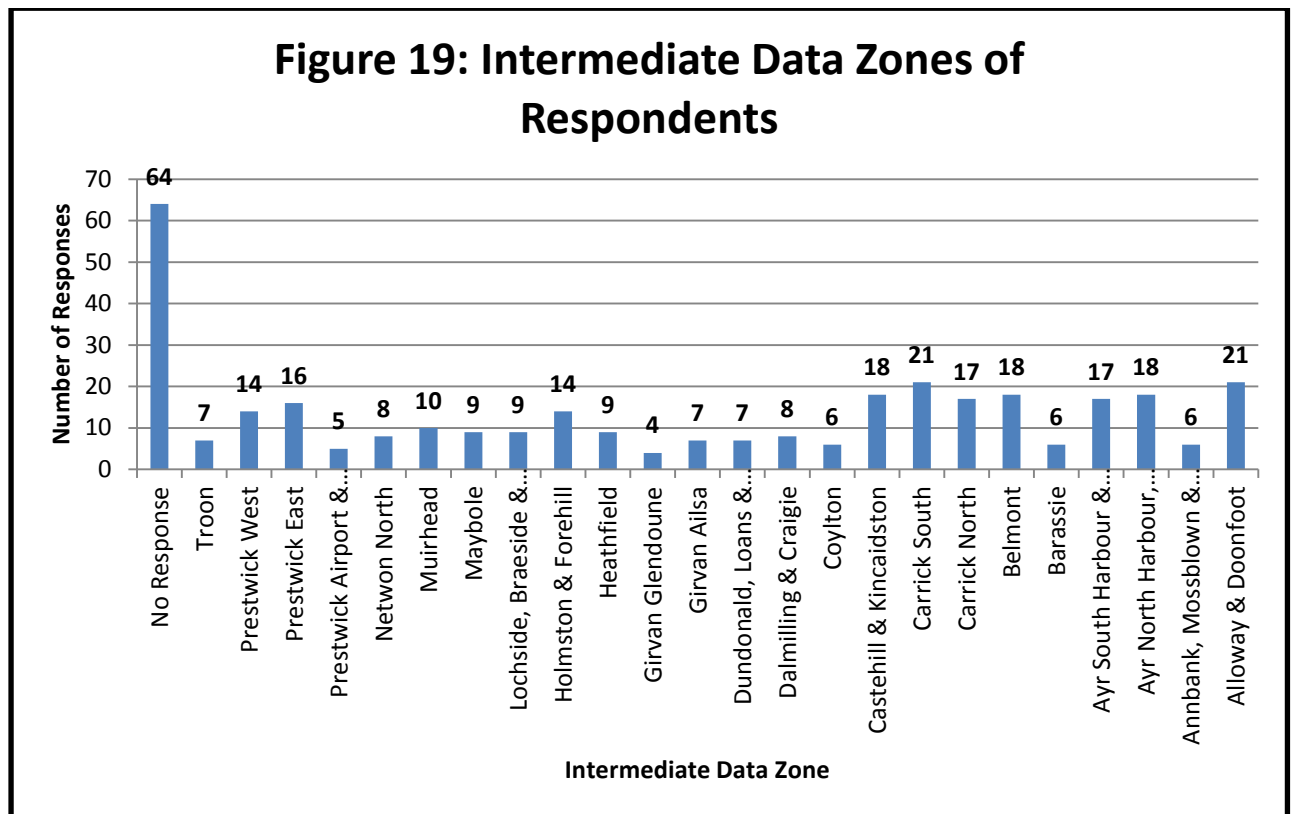


Figure 19 shows the number of respondents who reside in each intermediate data zone. There appears to be a fairly even spread of responses from data zones however the majority of respondents live in the Alloway & Doonfoot and Carrick South areas (n= 21), followed by Castlehill & Kincaidston, Belmont and Ayr North Harbour, Wallacetown & Newton South (n= 18). There were the same number of responses from Carrick North and Ayr South Harbour & Town Centre (n= 17) followed by Prestwick East (n= 16), and Prestwick West and Holmston & Forehill (n= 14). There were 10 responses from the Muirhead data zone followed by Maybole, Lochside, Braehead & Whittleys and Heathfield (n= 9). Dalmilling & Craigie (n= 8) had the next highest number of responses followed by Troon, Girvan Ailsa, Dundonald, Loans & Symington (n=7). Coylton, Barassie and Annbank, Mossblown & Tarbolton all had the same number of responses (n=6), followed by Prestwick Airport & Monkton (n= 5) and Girvan Glendoune (n= 4).

- Town or Village or Residence:

Full and partial postcodes were used to identify the town or village that respondents lived in.

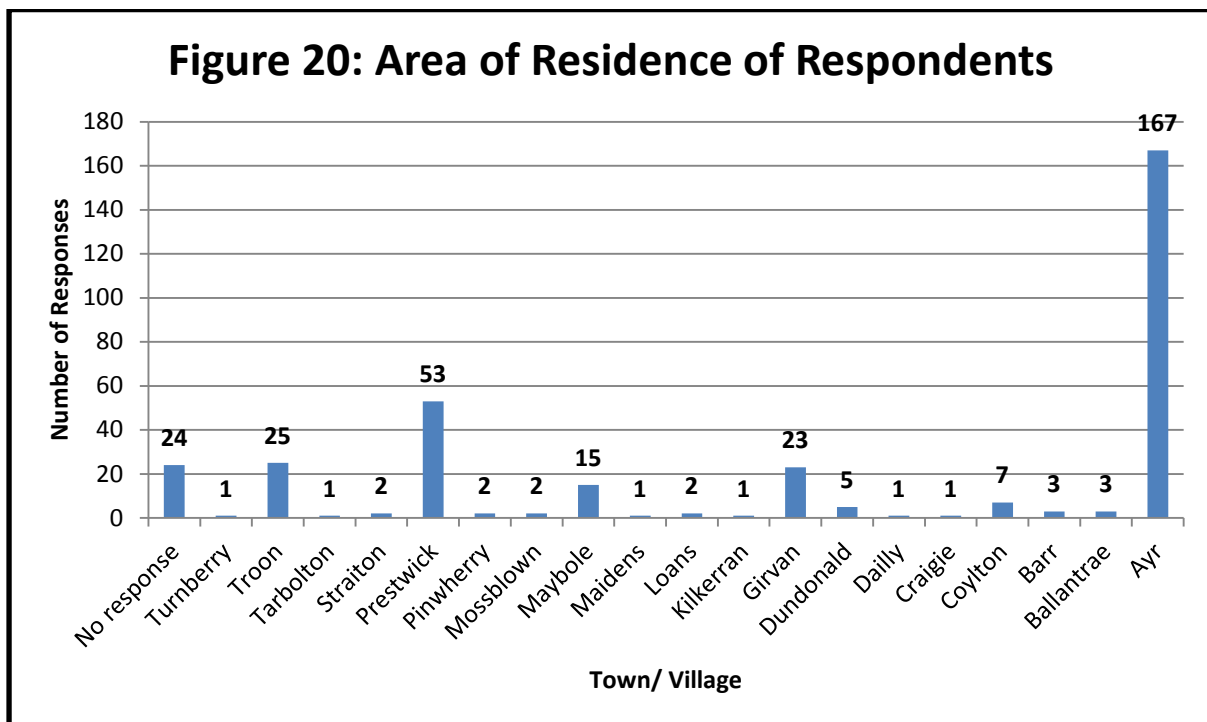


Figure 20 shows that the majority of respondents live in Ayr, 50% (n= 167). This is followed by 16% (n= 53) who live in Prestwick, 7% (n= 25) who live in Troon and 7% (n= 23) who live in the Girvan area. 4% (n=15) of respondents live in Maybole and 2% (n= 7) live in the Coylton area. There was then a spread across villages in South Ayrshire.

Discussion

South Ayrshire Community Licensing Survey highlighted that the majority of respondents think that the availability of alcohol from off-sale and on-sale premises is about right. This may suggest that South Ayrshire currently has the right level of alcohol provision across the locality and there should be consideration if new licence applications would create overprovision of a type of licensed premises. The majority of respondents purchase alcohol from supermarkets when they are purchasing other items, which is consistent with the most recent MESAS¹ (2017) report which indicated that 73% of alcohol is purchased in off-sale retailers. Respondents are more likely to drive to the place they most frequently buy alcohol and it is within 5 to 15 minutes from their home. This would suggest that when considering if there is

¹ NHS Health Scotland (2017) Monitoring and Evaluating Scotland’s Alcohol Strategy: Monitoring Report (MESAS) http://www.healthscotland.scot/media/1449/mesas-final-report_english1.pdf

overprovision of places to buy alcohol this should be a locality wide approach rather than community specific as respondents will travel to purchase alcohol.

Although the majority of respondents think that alcohol should be available at events aimed at children and families there was a distinction made by the type of event. The community thought that events such as fetes and galas that last a couple of hours and are aimed at children and families do not require to sell alcohol. However music events which are for a longer period and although family orientated, will attract individuals not attending with children so should sell alcohol. It is important to note that not all respondents think alcohol should be available at these events and depending on opinion there was an agreement that there is an opportunity to educate children and young people and change their relationship with, and attitude towards alcohol in a positive way.

Respondents indicated that alcohol can be used responsibly by a number of individuals and licensed premises have a positive impact on the local economy and tourist trade. However respondents also recognised that alcohol can have a negative impact on local residents. Anti-social behaviour, violence, fear and littering associated with alcohol are a concern for South Ayrshire residents with recognition that there is a lack of suitable alternatives for teenagers and adults to engage in which makes drinking alcohol an attractive option. The community highlighted that older adults may use alcohol to alleviate social isolation and loneliness and there are a lack of suitable alternatives. This is consistent with research which identifies reduced social networks can lead to an increase in alcohol use².

Responses to the free text questions about the impact alcohol has on different groups in the community suggest that the wording of the questions did not fully explain what was being asked and therefore the majority of the responses did not focus on how alcohol affects the specific group of individuals. For example responses to how alcohol use may affect teenagers focused more on how teenagers alcohol use impacts on the community rather than how teenagers alcohol use impacts on teenagers. This is a limitation of the survey and future surveys should consider how these questions are worded, or provide examples of possible responses for guidance. Another limitation and future consideration would be conducting focus groups with specific groups of respondents to ensure that all groups in the community have their views represented.

In conclusion, the majority of respondents feel that the current provision of alcohol in on- sale and off-sale premises is about right. Respondents highlighted that there is an opportunity to change children and young people's relationship with alcohol through education of responsible drinking and that alcohol is not required at social events to have fun.

² Seungyouon Kim, Samantha L. Spilman, Diana H. Liao, Paul Sacco & Alison A. Moore (2016) Social networks and alcohol use among older adults: a comparison with middle-aged adults, *Aging & Mental Health*, 22:4, 550-557, DOI: [10.1080/13607863.2016.1268095](https://doi.org/10.1080/13607863.2016.1268095)

Recommendations

- Given respondents views that the number of off-sales premises are either at the right number or there are too many, and that the majority of alcohol is sold in off-sales, consider limiting further alcohol licenses of these premises in South Ayrshire.
- Based on respondents views consider limiting the number of licenses granted for events aimed children and families such as fetes and gala days.
- When granting licenses for music events consider attaching conditions relating to the monitoring and stewarding of the event.
- Diversionary activities for young people should be considered to reduce the attractiveness of alcohol use.
- In conjunction with Social Isolation and Loneliness work, consider other opportunities for older adults.
- Share respondents concerns with the Community Safety Partnership and consider options to reduce experiences of alcohol related anti-social behaviours.

Appendices

Appendix 1: Copy of Survey



SA Community
Survey - Licensing_Fi

Appendix 2: Distribution List



Distribution of South
Ayrshire Community L

Appendix 3: Full free text responses



Raw Data_Free
Text_CommSurvey_2