



Alcohol Intelligence: Oldham

April 2009

Michael Burrows, Michela Morleo, Penny A. Cook
and Mark A. Bellis

Centre for Public Health Research Directorate
Faculty for Health and Applied Social Sciences
Liverpool John Moores University
Hatton Garden
Liverpool
L3 2AJ

Key Findings

- The percentage of hazardous drinkers in Oldham (23%) is higher than the national (20%) and North West averages (22%). The percentage of harmful drinkers (9%) in Oldham is again larger than the national (9%) and North West averages (6%). However the percentage of binge level drinking (21%) is below the North West average (23%) but above the national average (18%).
- Over half of the respondents to the Big Drink Debate (in Oldham) agreed that alcohol advertisements may increase alcohol use. Three quarters (73.5%) agreed that the drunken behaviour of others was a concern and little over a half (58.15%) agreed that alcohol-related crime was a concern locally. More than three quarters (77.2%) agreed that both low prices and discounts on alcohol products increase alcohol consumption.
- In 2006/07, the rate of alcohol-specific hospital admission was 520 per 100,000 for males and 234 for females, compared with a national average of 369 for males and 176 for females. Compared with the previous year, male specific admission decreased whereas female specific admission increased.
- From 2003 to 2006, alcohol specific mortality, in Oldham, for males has seen a decrease from 27 to 20 per 100,000 while female specific mortality has remained relatively stable (at 12–14 per 100,000).
- There has been little change from 2005/06 to 2007/08 in the rate of alcohol-related crime in Oldham, at around ten per 1000 of the population, and violent crimes around seven per 1000. However, Oldham had a higher percentage of fatal Road Traffic Accidents (RTAs) with a positive breath test (11%) than the Greater Manchester average (9%).



Consumption

Estimates have been provided for drinking behaviours¹ for the combined years 2003/05 for those aged 16 and over (NWPFO, 2008). Almost a quarter, (23%) are thought to drink at hazardous levels, higher than both the North West (22%) and national averages (20%). For Oldham a total of 7% drank at levels considered harmful, compared to the North West (6%) and national averages (5%). However, the percentage of binge drinkers in Oldham (21%) was lower than the North West average (23%) but higher than the national average (18%).

¹ Binge drinking: eight or more units for males and six or more units for females in a day. Harmful drinking: more than 35 units for women and 50 units for men in a week. Hazardous drinking: between 15 and 35 units for women and 22 and 50 units for men in a week. Sensible drinking: up to and including 14 units for females and 21 for females in a week. (Cook et al, 2009)

More recently the Big Drink Debate reported estimates for alcohol consumption for both Oldham and the North West (Cook et al. 2009). While Oldham had a higher percentage of both harmful drinkers (8.5% compared to a North West average of 7.5%) and non-drinkers (12.1% for Oldham and 11.2% for the North West), it had slightly lower percentages of sensible drinkers (60.5% for Oldham and 61.7% across the North West) and hazardous drinkers (18.8% for Oldham and 20.4% for the North West).



Hospital Admission

Figures for hospital admission related to alcohol² use for 2006/07 show Oldham to have substantially higher admission than the national average for both males, (1437 per 100,000) and females (843 per 100,000) compared with 1171 for males and 889 for females nationally (NWPHO 2008). In comparison with the North West, rates are around the regional average, with reported rates slightly higher for males and slightly lower for females. Oldham is ranked at 303 for males and 314 for females (with a rank of one as having the lowest admission) out of the 354 local authorities in England. Further, more these data indicate an increasing trend in alcohol-related hospital admission. Data from 2005/06 suggest that the rate of male and female admission in Oldham has increased in 2006/07 (from 1234 and 650 per 100,000 respectively). This reflects regional and national trends.

Data gathered for the years 2005/06 and 2006/07 for alcohol-specific admission³ (detailed in table 1) for Oldham, the North West and England indicate an increasing trend for female admission (NWPHO 2008). Female admission in Oldham was substantially higher than the national average but lower than the average for the North West. Out of 354 local authorities nationally, Oldham ranked at 294 for female alcohol admission. The rates for alcohol-specific admission in Oldham were considerably greater than the national average but slightly lower than the North West rates. For male alcohol specific admission, Oldham ranked at 305 out of the 354 local authorities.

Table 1 - Alcohol Specific Admissions Rates (Per 1000 Admission)

	<i>Male 05/06</i>	<i>Female 05/06</i>	<i>Male 06/07</i>	<i>Female 06/07</i>
Oldham	552	229	520	234
N. West	536	270	581	298
England	340	164	369	176

Source: NWPHO (2008)

² NWPHO data refer to admission, where individuals who are admitted more than once, in a given year, are counted only once. Alcohol related admissions are defined as those where the alcohol is a contributing factor to the condition including those conditions where the conditions are wholly related to alcohol (alcohol specific conditions).

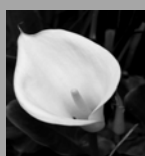
³ Alcohol specific admission are defined as where the conditions are wholly related to alcohol consumption.

Data gathered by the Tactical Information Service (TIS) for the period April-September 2008 (TIS) on alcohol specific admission that for the North West show for males there were 238 and for females 120 admissions per 100,000 in Oldham (290 male and 161 female for the North West). For each quarter, Oldham maintained admissions lower than the North West average.

Table 2 - Alcohol Specific Admissions for males and females April – September 2008 (per 1000)

	<i>Male (April – June)</i>	<i>Female (April – June)</i>	<i>Male (July –Sept)</i>	<i>Female (July – Sept)</i>
Oldham	120	66	118	54
G. Manchester	116	72	132	73
N. West	131	74	159	87

Source: Tactical Information Services (TIS 2008)



Alcohol and Mortality

Data collected regarding alcohol-related mortality; in Oldham show for males a substantial decrease from 79 in 2003 to 52.5 per 100,000 in 2006, echoing both the North West average, decreasing from 58.0 to 48.0, and the national average, decreasing from 48.3 to 39.8 over the same time period (NWPHO 2008). However, rates in Oldham are still higher than both the national and North West averages giving Oldham a national ranking of 325 out of the 354 local authorities (with a rank of 354 having the highest level of alcohol related mortality). For female alcohol related mortality, the picture is less clear, rising from 28.7 per 100,000 in 2003 to a peak of 34.8 in 2005 and subsequently decreasing to 26.2 in 2006. This pattern is repeated for the North West overall, from 24.6 per 100,000 in 2003 increasing slightly to 29.0 and decreasing to 21.5 in 2006. However the national average shows a steady decline from 24.6 in 2003 to 16.2 in 2006. Consistent with male rates, the rate for female mortality related to alcohol is higher both than the national and North West averages, providing Oldham with a ranking of 346 (again out of 354 Local Authorities).

For alcohol-specific mortality, for 2005 and 2006, Oldham has seen a decline for males from 27 to 20 per 100,000 whilst for females the rates have remained relatively stable at 12-14 per 100,000 (NWPHO 2008). Rates for the North West and nationally have remained stable at 17 per 100,000 for males and nine for females in the North West and 12 per 100,000 for males and five for females nationally. However, alcohol-specific mortality is considerably higher in Oldham than both the North West and nationally, with Oldham ranking 330 and 351 for males and females respectively out of 354 local authorities.



Alcohol and Crime

Data regarding alcohol related crime in Oldham (NWPFO, 2008) show little change from 2005/06 to 2007/08 at around 10 per 1000 of the population. These figures are similar to the North West and national averages (ten-nine alcohol related crimes per 1000). There is a similar pattern for data collected on the number of alcohol-related violent crimes. For 2006/07 and 2007/08, there was little or no difference in the rates of alcohol related violent crimes between Oldham (seven per 1000) and both the North West and national average at six and seven per 1000 of the population respectively.

Table 3 shows the number of alcohol related incidents recorded by the Police in Greater Manchester. Oldham had fewer incidents than Wigan, Salford or Bolton, but substantially more than Trafford, Stockport or Bury. Of the 13 divisions where data are recorded, Oldham was rated at number nine, where a rank of 13 has the highest number of recorded incidents. However, these are numbers rather than rates and so may reflect differences in population sizes as well as differences in crime prevalence.

For 2008, the Transportation Unit compiled statistics on the percentage of RTAs where there was a positive breath test. For Oldham 11% of fatal, 4% of serious, 3% of slight and 4% of overall RTAs had positive breath tests. In comparison in Greater Manchester, there were 9% fatal, 5% serious, 3% slight and 4% of overall RTAs recording positive breath tests, although the greatest difference is in the number of fatal RTAs with positive breath tests. Overall the total number of RTAs with positive breath tests did not vary from the Greater Manchester average.

Table 3 – Alcohol-related crime incidents by Police Division in Greater Manchester (April to December, number of incidents).

	<i>Apr-08</i>	<i>May-08</i>	<i>Jun-08</i>	<i>Jul-08</i>	<i>Aug-08</i>	<i>Sep-08</i>	<i>Oct-08</i>	<i>Nov-08</i>	<i>Dec-08</i>	<i>Total</i>	<i>Rank</i>
Airport	1	1	3	10	5	8	4	1	5	38	1
Bolton	72	79	42	55	69	77	99	79	82	654	12
Bury	31	44	32	48	50	41	44	48	43	381	5
North Manchester Metropolitan	59	72	37	61	86	58	67	66	74	580	10
South Manchester	32	28	17	50	50	18	26	33	27	281	2
Oldham	58	58	53	74	85	61	55	44	73	561	9
Rochdale	70	72	49	73	70	54	53	39	40	520	8
Salford	71	74	52	87	72	79	72	56	81	644	11
Stockport	49	42	21	44	81	41	38	46	61	423	6
Tameside	64	59	47	43	61	49	66	66	77	532	7
Trafford	34	47	29	57	42	34	37	39	53	372	4
Wigan	74	10	56	106	116	128	98	122	96	806	13

Source: Greater Manchester Police

Data gathered referring to licensing-related incidents⁴ (Table 4) show that Oldham (59) had fewer incidents than Tameside (76), Wigan (64) and North Manchester (83) but had more than Bolton (36), Bury (18) and South Manchester (12). Out of the 13 divisions examined, Oldham ranked at nine (where a rank of 13 has the highest number of incidents).

Table 4: Licensing-related crime incidents⁴ by Police Division in Greater Manchester, April to December 2008 (number of incidents)

	<i>Apr-08</i>	<i>May-08</i>	<i>Jun-08</i>	<i>Jul-08</i>	<i>Aug-08</i>	<i>Sep-08</i>	<i>Oct-08</i>	<i>Nov-08</i>	<i>Dec-08</i>	<i>Total</i>	<i>Rank</i>
Airport	0	0	0	0	0	0	0	0	0	0	1
Bolton	2	2	1	6	2	8	7	3	5	36	6
Bury	0	5	0	3	1	1	1	3	4	18	4
North Manchester Metropolitan	22	16	8	2	3	4	8	7	13	83	13
South Manchester	2	0	0	0	1	2	0	5	2	12	-2
Oldham	9	9	4	9	16	3	2	1	6	59	9
Rochdale	12	11	2	2	6	5	1	6	10	55	8
Salford	7	8	4	0	4	4	5	12	21	65	11
Stockport	6	6	4	11	7	2	5	8	4	53	7
Tameside	6	8	2	6	15	6	9	14	10	76	12
Trafford	2	4	3	4	4	2	4	4	7	34	5
Wigan	2	4	1	3	6	19	8	12	9	64	10

Source: Greater Manchester Police

Recent data from January-March 2009 (Manchester Probation Service) identified needs relating to alcohol consumption by probationers. These showed Oldham to have 15% of probationers with significant alcohol problems, 20% with some problems and 46% with no problems with alcohol. In comparison with neighbouring districts, only Bolton and Bury have a higher percentage of probationers with significant problems (16 and 19% respectively) and just two of the districts examined had a higher percentage of probationers with some problems (Salford, 21% and Tameside, 22%).

Data from the same source, reporting on the relationship between the misuse of alcohol (Table 5) and offending show that for Oldham in 45% of cases, alcohol was linked with offending and that in only 36% of cases there was no link between the two. Comparing Oldham with neighbouring districts, only two of the districts (Wigan, 49% and Rochdale, 47%) had a higher percentage of cases linked with alcohol, while districts such as Bury (38%) or Tameside (42%) had a lower percentage of alcohol misuse linked to crime. Clearly offending linked to the misuse of alcohol is a manifest concern for Oldham, linked to almost half of the cases reported here.

⁴ Licensing related crimes: Incidents that contravene the licensing laws, for example selling alcohol to minors, exceeding maximum capacity, inoperable CCTV systems.

Table 5 – Alcohol misuse linked to offending (January – March 2009)

<i>District</i>	<i>Null</i>	<i>%</i>	<i>No</i>	<i>%</i>	<i>Yes</i>	<i>%</i>	Total
Bolton	63	15	168	40	190	45	421
Bury	37	17	98	45	81	38	216
City	235	24	393	40	356	36	984
Oldham	65	19	119	36	150	45	334
Rochdale	66	18	132	35	175	47	373
Salford	77	22	118	33	162	45	357
Stockport	83	30	77	28	117	42	277
Tameside	90	27	103	31	139	42	332
Trafford	58	25	74	32	99	43	231
Wigan	103	26	95	24	194	49	392
Other	5	71	2	29	0	0	7
Total	882	22	1379	35	1663	42	3924

Source: Manchester Probation Services



Attitudes on Alcohol

The Big Drink Debate (Cook et al, 2009) surveyed approximately 24,000 people living in the North West to examine their opinions and the impact of alcohol on their lives. Of the respondents in Oldham (n=554)⁵ 52.3% agreed that alcohol advertising increases alcohol consumption (58.1% for the North West overall), and 77.2% agreed that low prices or discounts increase alcohol consumption (80.5% in the North West). Respondents were also asked if they avoided the town centre because of drunken behaviour: 58.0% agreed, higher than the North West average of 47.0%. When presented with the statements “Action is needed to tackle alcohol related behaviours locally”, 58.0% agreed with the statements (50.2% across the North West), “The drunken behaviour of others is a concern,” 73.8% agreed (72.6% across the North West) or “alcohol related crime is a concern locally,” 58.2% agreed (56% across the North West). It is clear that the majority of Oldham residents feel that alcohol and the associated behaviours both criminal and otherwise is a real issue for them.

References

Cook PA, Tocque K, Morleo M et al. (2009). Opinions on the impact of alcohol on individuals and communities: early summary findings from the North West Big Drink Debate. Appendix B: analysis at local authority level. North West Public Health Observatory, Centre for Public Health, Liverpool John Moores University.

Greater Manchester Police (2008). Crime incident data April-June 2008.

Manchester Probation Service (2009)

North West Public Health Observatory (NWPHO) (2008). Local Alcohol Profiles for England (LAPE). Online tool. NWPHO. (<http://www.nwph.net/alcohol/lape/>).

Transportation Unit (2007). All road casualties by district, user type and severity for 2005 to 2007.

⁵ The results were weighted to reflect the demography of each local authority.