

**Additional Information Relating to Section 2 of Item 5, Health and Wellbeing  
Strategy 18 Month Report (Agenda Page 54)**

**Healthy Nottingham: Preventing alcohol misuse**

- There has been a downward trend in binge drinking as measured through the Citizen Survey from 24% in 2012, to 19% in 2014.
- Harmful drinking as measured by the Citizen Survey is at a low of 9% down from 19% in 2009.
- A city-wide street drinking ban has been established.
- 75%% of city centre venues have signed up to the Super Strength Free campaign which is being expanded across the city.
- The Ending Alcohol Harm campaign has been implemented through the Local Alcohol Action Area (LAAA) programme.