



Go Super Strength free

Become a superhero of Ipswich and go 'Super Strength Free'.

Off-licence owners in Ipswich are being called upon to become 'superheroes' of Ipswich and go 'Super Strength Free'.

This would involve removing all beers, lagers and ciders from their stores with an alcohol volume of 6.5% or over that are sold for a very low price.

By taking part they will be recognised as a 'superhero'

of Ipswich, supporting this campaign that aims to make Ipswich a better place for everyone.

"We are super-strength free!" - East of England Co-operative Society

Executive Officer – Retail, Roger Grosvernor said:

"The East of England Co-operative Society is proud to support the 'Reducing the Strength' Campaign, and we would encourage other retailers in the town to get involved.

"As part of our commitment to 'Reducing the Strength', we have made our 26 stores in Ipswich 'super strength free', removing all super strength alcohol from shelves in these stores.

"We are the largest independent retailer in East Anglia and have over 200 trading outlets, which are located in more than 70 towns and villages including the three regional centres of Norwich, Ipswich and Colchester.

"As a co-operative, our business is entirely owned by our members, so local communities are at the heart of what we do. This campaign reflects our values by allowing us to get involved with a pro-active initiative that aims to improve the quality of life for these communities."

To learn more about joining the campaign and becoming 'super-strength free' contact the Constabulary's licensing team on 101 or email: LicensingAlcoholSuffolkSupervisors@suffolk.pnn.police.uk

Related links:

[About the campaign](#)

[Super strength alcohol and crime](#)

[Alcohol and Anti-social Behaviour](#)

[Super strength alcohol and health](#)

[Responsible licensing](#)

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Related websites:

[Suffolk Drug and Alcohol Action Team](#) 

[NORCAS](#) 

[NHS – drinking and alcohol](#) 



Ipswich Borough Council's Licensing and Enforcement team is responsible for all the administrative tasks and enforcement action associated with the issuing of various licences on behalf of the Council, including those for the sale of alcohol issued to off-licence premises.

Ipswich Borough Council is a strong supporter and joint founder of the 'Reducing the Strength' campaign, which asks off-licence owners to voluntarily remove super-strength beers, lagers and

Ipswich Borough Council is a strong supporter of 'Reducing the Strength' ciders from their shelves.

The aims of the campaign align closely with the council's licensing objectives, which are to promote:

- The prevention of crime and disorder.
- Public safety.
- The prevention of public nuisance.
- The protection of children from harm.

The Council works closely with the police, County Council and health services to try to clear Ipswich of the problems associated with the sale of super-strength drinks, which work against these objectives.

Councillors are aware of the various issues caused across the town, and are working with other agencies to recommend not allowing these super strong drinks to be sold as part of any new licence application. Also, in cases where sales have led to anti-social behaviour, a licence can be revoked or altered in a bid to stamp out the problem.

Councillor Neil Macdonald, Deputy Leader of Ipswich Borough Council, says: "This campaign is a very important one and gathers together many agencies to reduce the sale of these drinks which cause so many health and behavioural problems. We are pleased that the East of England Co-operative stores have taken the lead by removing super strength drinks from their shelves and we hope other supermarkets, neighbourhood stores and independent off-licences will follow suit.

"There are many advantages for shop owners to take action: 'Reducing the Strength' will increase opportunities to expand a business by reducing the anti-social behaviour associated with some of these shops. It is also good news for neighbours and the whole community."

Related links:

[Super strength alcohol and crime](#)

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Sixty per cent of violent crime in Ipswich in 2011/2012 was alcohol-related

The consumption of super strength alcohol is often

linked to underage drinking, crime, anti-social behaviour (ASB) and community issues.

It is hoped that by reducing the quantity of super strength alcohol being drunk in Ipswich, alcohol-related crime and disorder will also reduce.

Sixty per cent of violent crime in Ipswich in 2011/2012 was alcohol-related, and 38% of violent crime in Suffolk was alcohol-related.

Those who consume large amounts of strong alcohol can often become involved in criminal activity and can also make themselves vulnerable to crime. In cases of alcohol-related crime, often both the victim and offender have been drinking, making it harder for police to locate a suspect and discover what happened.

The high alcohol volume of super-strength drinks, and the very low cost, means that these products are often consumed by young people who engage in binge drinking, often putting themselves at risk and creating disruption in communities.

Suffolk Police works hard to combat the problems associated with anti-social drinking and the negative results of excessive alcohol consumption in our towns. Nighttime Economy Teams work within Ipswich and in other large towns across the county to pro-actively police problem areas where crime and ASB is affecting communities. It also works in partnership with partners in its ASB teams, who are dedicated to tackling the most complex cases of ASB across the county.

Crime in Suffolk has been continually falling for the past six years. Latest figures for Ipswich also show a recent drop in crime. Pro-active measures such as this will help to ensure this trend continues, and campaigns such as this enable police to take positive measures to making Suffolk even safer.

Related links:

[About the campaign](#)

[Alcohol and Anti-social Behaviour](#)

[Super strength alcohol and health](#)

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Related websites:



Super strength alcohol can seriously jeopardize your health and safety

Super-strength alcohol can have a serious effect on your health - that's the message from NHS Suffolk as it supports the campaign to stop the sale of super-strength alcohol in off-licenses in Ipswich.

Sally Hogg, NHS Suffolk's assistant director of public health said: "Drinking alcohol in moderation doesn't present any danger to your health.

"However, last year in Suffolk there were more than 13,000 admissions to hospital with an alcohol

related condition and every other day one person in Suffolk will die from an alcohol related condition.

"Drinking super-strength alcohol such as lager, beer or cider of more than 6.5% volume can lead to significant health problems. If it is abused, alcohol can do immense damage to the body, both physically and mentally, which is why it is important to stick to the recommended daily limit of alcohol intake of 3 - 4 units for men and 2 - 3 units for women.

"Whilst a regular can of lager would normally contain two units of alcohol, a super-strength lager could contain in excess of four units of alcohol - more than the recommended daily limits for both men and women.

"Excessive alcohol consumption can lead to health problems such as liver disease, cancer or even a stroke. Other consequences include depression, impotence and excessive weight gain.

"NHS Suffolk supports this campaign to stop the sale of super-strength lager in off-licences as it could have a significant positive effect on people's health and reduce the number of unnecessary hospital admissions and early deaths."

Top tips to stay within recommended alcohol limits:

When you are out, try having a soft drink or glass of water for every alcoholic drink you have.

If you are at home don't top up your glass - this way you will lose track of how much you are drinking.

Try not drinking every night, and have at least two alcohol free days each week. Give your body a break - however, don't save up all your units and binge drink over one or two nights.

Try a non-alcoholic cocktail – you might just be pleasantly surprised.

What's in your drink?

A standard glass of wine (175ml) contains **2.3 units**

A large glass of wine (250ml) contains **3.3 units**

A pint of lager (4%) contains **2.3 units**

A pint of beer/lager (5.2%) contains **3 units**

A bottle of wine contains **10 units**

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