

PROUD OF OUR PAST, OUR PRESENT AND FOR OUR FUTURE

Public Health and Licensing

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19th November 2025

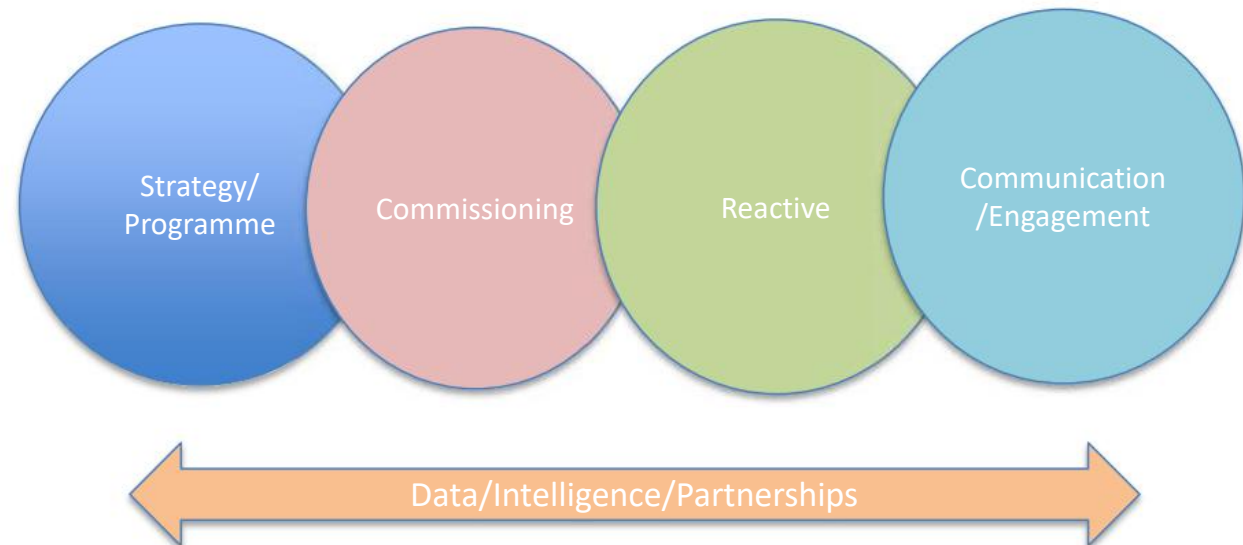


Walsall Council

Public Health functions

-  Create the right environment and conditions for all people to thrive
-  Ensure our children get the best start in life
-  Tackle the big preventable risks and causes of ill-health
-  Prioritise mental health
-  Protect our communities from diseases and hazards
-  Accessible and proactive health/care services

Improving and protecting health, and reducing avoidable differences in health outcomes



Director of Public Health statutory responsibilities

Statutory Chief Officer of the Council and the principal adviser on all health matters to elected members and officers.

The DPH has a number of [statutory responsibilities](#), including (*not exhaustive*):

- all of their local authority's duties to take steps to improve health
- any of the Secretary of State's public health protection or health improvement functions that s/he delegates
- exercising their local authority's functions in planning for, and responding to, emergencies that present a risk to the public's health
- advice to the NHS
- responsibility for their local authority's public health response as a responsible authority under the Licensing Act 2003



Key Achievements – Last 12 Months



Challenges and Key Projects for the Future

JSNA and Health and Wellbeing Strategy

- Refresh the Joint Strategic Needs Assessment (JSNA) and Health and Wellbeing Strategy; produce the Director of Public Health (DPH) annual report for 2025.

Neighbourhood Health

- Support neighbourhood health and strategy development, including work on long-term conditions and cancer.

Policy Development

- Develop and implement health policy for the local plan, refresh the Cumulative Impact Policy, and progress work on gambling harms.

Prevention in Early Years and Later Life

- Deliver on early years/school readiness plans, and support falls/frailty and adult social care community prevention workstreams.

Ongoing Improvement

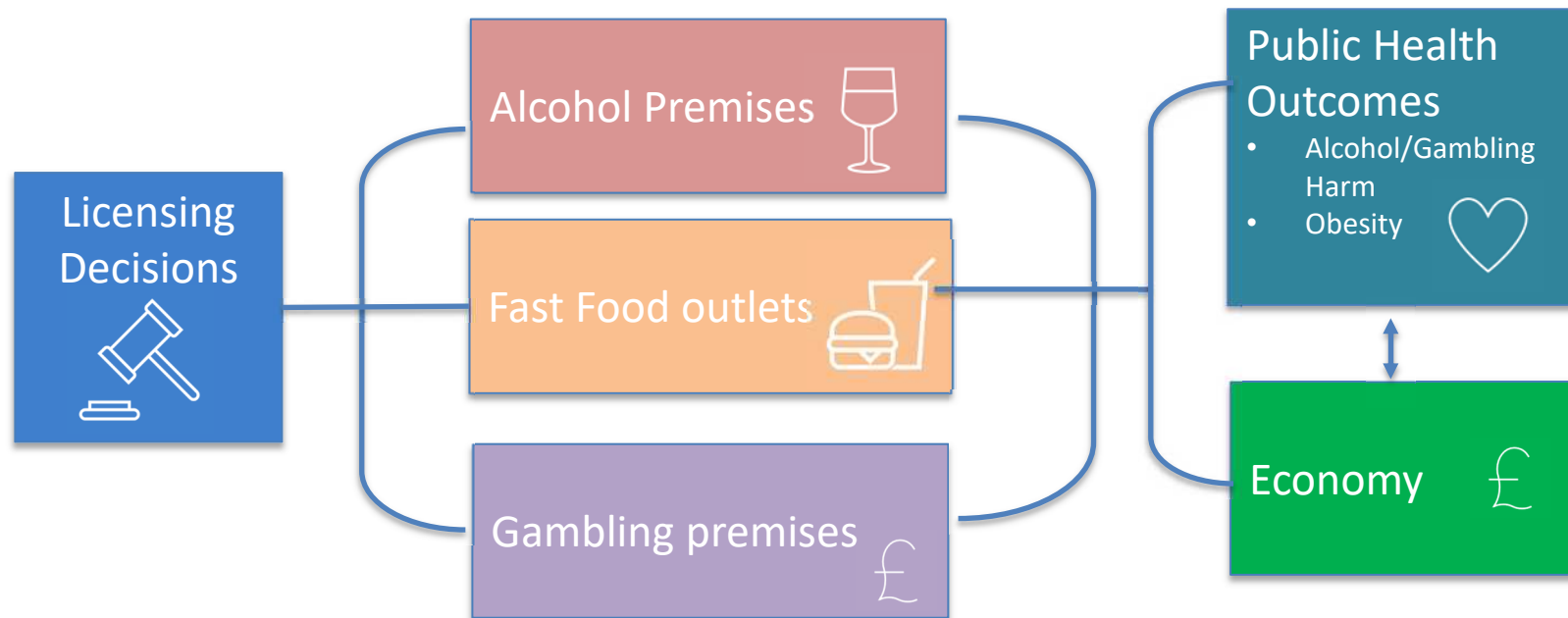
- Continue tobacco control, food plan, alcohol and drugs strategy (including recommissioning services), sexual health, oral health, physical activity, mental wellbeing, and domestic abuse/violence against women and girls programme work.

Health Protection

- Maintain health protection activities, including pandemic planning and testing, immunisation and screening improvements, and TB/infection control programme work.

Link between licensing and public health priorities

“Creating the right environment and conditions for people to thrive”

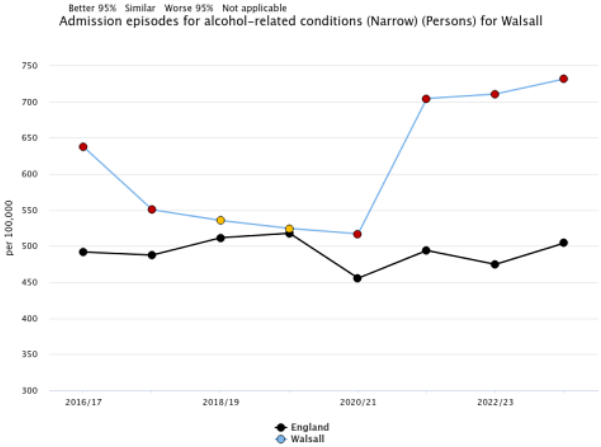


Public Health and licensing

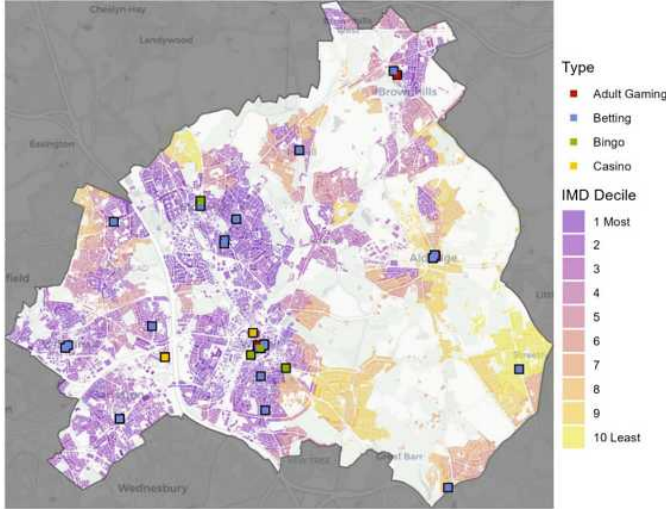
- Public health are a statutory consultee for licensing applications for alcohol, late night refreshments and entertainment licenses. Consulted re gambling statement of principles
- Base representations on 4 licensing objectives, noting that harm to children can include health harm.
- When licensing objectives are fully supported and enforced, there is a positive impact on public health.
- Note that licensing act was not designed to tackle home drinking/online sales, nor to improve health outcomes.
- Challenge when health harm alone is a significant concern (noting DPH stat duty) but no other licensing objectives are breached. Lobbying nationally!



Health harm concerns



Gambling Premises in Walsall
Shown by Type of Premises against Indices of Multiple Deprivation (2019)



Summary

- Big links between the remit of licensing committee and public health outcomes and priorities – an ounce of prevention...
- Public health representations focus on licensing objectives, and lobbying nationally for public health to be a licensing objective
- Look forward to coming back to Committee, to share work currently under way re Alcohol harms, Gambling harms, and Food, set in the context of the commercial determinants of health.

