



ANNUAL REPORT 2020



61%

average reductions
in weekly drinking
for 13-16 year olds



99%

of retailers passed
Challenge 25 compliance
test for alcohol sales



42%

reduction in
anti-social
behaviour

1. Message from the Chair

To describe Community Alcohol Partnerships as an organisation or even as a partnership of organisations understates its impact. It has grown into a movement and, like most movements, punches well above its weight. For investment of well under £500,000 a year it has supported the creation and success of over 200 local partnerships in communities where underage alcohol consumption and alcohol harm is most serious. Based on a rigorous evaluation framework, the impact figures speak for themselves – average reductions of close to 50%, and in some cases more, for each of the core impact measures.

Like all enterprises that have historically operated through face-to face relationships, CAPs have been hit hard by Covid. Nevertheless, the power of the partnership model to respond to changing circumstances and to innovate has never been more clearly demonstrated. The examples in this report evidence the way, despite Covid, that existing CAPs have sustained their work and new CAPs have been launched. We have also seized the opportunity to invest in capacity for the future. For example we have recruited a dedicated adviser to lead an intensive programme of growth in Scotland and further developed our online programmes and digital communications. This will enable us to grow faster and be even more cost-effective.

For this achievement I pay tribute to everyone in the local CAPs for continuing or commencing their work and to the national CAP team for providing the essential inspiration and support.

As always we are deeply grateful to our funders for supporting CAP's work, but particularly in a year when there have been so many other calls on their resources. I must also thank our board for the additional time they have committed in 2020 to providing wise advice, support and oversight for CAP's activities in this challenging year.

CAP has emerged from 2020 stronger and well prepared to accelerate the next phase of its growth.



Derek Lewis, Chairman

2. Impact



average reductions
in weekly drinking
for 13-16 year olds



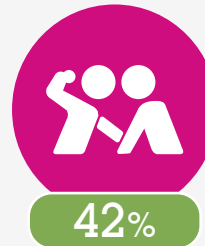
of retailers passed
Challenge 25 compliance
test for alcohol sales



of retailers did not sell
alcohol when they
suspected it was a
"proxy" sale



reduction in young
people hanging around
shops and asking adults
to buy alcohol for them



reduction in
anti-social behaviour

All statistics calculated from evaluation returns covering the period 2016-2020

3. About us

What is CAP?

Community Alcohol Partnerships (CAP) is a Community Interest Company the aim of which is to initiate and support local partnerships of councils, police, retailers, schools, health providers and other community groups to reduce alcohol harm among young people, improve their health and wellbeing and enhance their communities.

Our targeted approach means that we bring effective national programmes to areas with greatest harms whilst facilitating the development of local action plans that are uniquely tailored for each project area.

Each project's action plan is based around three key themes:

- Alcohol education in schools and for parents
- Provision of activities for young people that promote their health and wellbeing
- Retail signage and training to prevent underage purchase



How does this work in practice?

Local CAPs are established and run by people from a variety of organisations within their communities, including retailers, to identify and tackle the problems associated with alcohol consumption by young people.

The national CAP organisation identifies local needs, facilitates the assembly of the local team, offers start-up funding and expert advice, provides a toolkit of interventions, shares best practice gathered across the national CAP network and supplies a rigorous evaluation system.

Each local partnership identifies its own priorities - these might include reducing alcohol related anti-social behaviour, alcohol litter, proxy purchase, sales to under 18s, parents supplying children with alcohol, vulnerability of children or young adults and safeguarding of children from sexual exploitation.

At an early stage, every scheme will appoint a co-ordinator who agrees to chair meetings and lead the partnership – this role is commonly taken on by someone in the Police, trading standards or public health. Partners jointly agree on an action plan which is reviewed regularly (monthly for at least a year to 18 months) and key partners take responsibility for carrying out agreed actions.

Every scheme is required to carry out a baseline and post intervention evaluation, using key metrics and a clear, easy to use evaluation framework linked to their CAP's objectives.

After delivering a locally tailored action plan and evaluating its impact, all CAPs are encouraged to join our CAP+ programme in which partners continue to meet regularly - though less frequently - to ensure that progress is maintained against key agreed objectives and metrics.

How many projects has CAP set up and where are they?

We have launched 214 projects across the UK since we were set up in 2007. We operate across the UK and have 75 active projects and 36 in CAP+. Of these, 95 projects are in England, 6 in Scotland and 5 in Wales. We are in discussion with partners in a further 41 areas.

To view a map with locations of all active and pipeline CAPs, [click here](#).

What are CAP's future plans?

Our short to medium term goals are:

- Rapid growth in priority areas to achieve near universal coverage of CAPs in all areas with above average underage harms (target is 300 CAPs) as quickly as possible;
- Support to sustain the impact of CAPs via our CAP+ programme;
- Extending the remit of CAPs to provide continued coverage after children reach 18 years and become young adults.

Scotland is a key priority area and we have funding and plans to launch 12 SuperCAPs, each covering several local communities, in Scotland over the next three years as part of the CAP Scotland programme. Wales and the North East and North West of England are also priority areas as they have above average alcohol harms. After we complete coverage in high harm areas our focus will shift towards sustaining and building on the gains already made.

4. Evaluation

CAP Evaluation Framework

CAP's evaluation framework was developed by London Metropolitan University. It provides a means for CAPs to measure their performance against key objectives. The framework incorporates a number of SMART (specific, measurable, attainable, realistic and timely) targets and is based on a clear theory of change, which flows logically between aims and objectives, proposed activities and desired outcomes. The framework is reviewed at regular intervals.

Since 2013, all CAPs have been required to carry out a baseline evaluation against the CAP evaluation framework or another agreed set of measures. At the end of the project, and sometimes mid-term, further evaluations will be carried out. School surveys may be undertaken annually where alcohol education is being carried out.

We ask CAPs to collect data for the following five indicators, both pre-CAP (baseline) and at the end of the initial 18-24 month period:

- Attempted purchase by under-18s (measured via licensee surveys)
- Proxy purchase (measured via licensee surveys)
- Alcohol-related anti-social behaviour among under-18s (measured via residents' surveys and police crime data)
- Levels of alcohol consumption for 13-16 year olds (measured via school surveys)
- Parents' attitudes to supplying alcohol to children (measured via surveys of parents of teenagers)

CAP's impact

There is an emerging body of evidence – both from the five independent evaluations commissioned by CAP and the self-evaluation reports that all schemes are required to produce - that CAPs help to reduce alcohol-related crime and disorder and the acquisition of alcohol by under-18s. Very encouragingly we are also now beginning to see significant and sustained reductions in regular drinking among 13-16 year olds in CAP areas.

National data³ shows a slow but broadly downward trend in regular underage drinking. However, recent national surveys indicate that youth drinking is no longer declining but stabilising in England, and in Scotland it appears to have increased since 2015⁴.

¹ Regular drinking is defined as drinking at least once a week- this is the definition used by the Health and Social Care Information Centre which produces the Smoking, drinking and drug use among Young People in England series

² As calculated from evaluation returns for 28 CAPs in England, Wales and Scotland who submitted comparable pre-CAP and post intervention returns for the period ending 2019/2020

³ As measured by the Smoking, drinking and drug use among Young People in England series and the Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) series

⁴ In England regular drinking has remained around 6% for 11-15s since 2014. In Scotland regular drinking among 15 year olds fell from around 40% in 2004 to 17% in 2015 but rose to 20% in 2018.

CAP's projects are typically located in areas where regular underage drinking is significantly higher than the national average. For those where we have pre- and post-CAP data a majority succeed in achieving far greater reductions in regular drinking for 13-16 year olds than the underlying national trend. In a sample of 28 CAPs with comparable pre-CAP (baseline) and post intervention data submitted in 2019/2020, we saw reductions from an average of 23% at baseline (over 1 in 4 regular drinkers) to an average of just under 9% (under 1 in 10 regular drinkers) in 2019/2020.

The benefits of reducing regular underage drinking

Public Health England (2016) states that children who start drinking early are more likely to become frequent and binge drinkers and underage drinking is associated with school and educational problems, unprotected sex, consumption of illicit drugs, violence and drinking problems in later life.

Department of Education research (2010) shows an association between 14 year olds drinking once or twice a week and lower scores at GCSE – a drop of around 20 points or three grades. The same research shows that drinking was associated with other negative outcomes, such as the likelihood of being NEET (Not in Education, Employment or Training) and not remaining in full time education beyond the age of 16.

Public Health England (PHE) estimates that every £1 invested in early interventions to prevent misuse of alcohol and drugs generates benefits of £5-£8. Their calculations on the cost benefit analysis of early interventions are set out below:

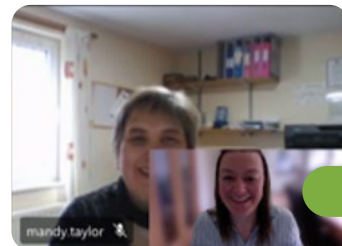
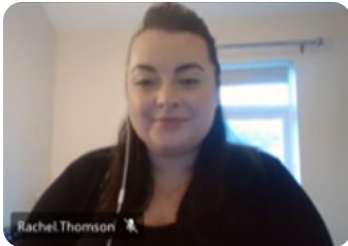


5. Case studies

Despite the unprecedented challenges of the past year, we are proud of the innovative approaches that many local CAPs have taken during a difficult last year to continue to protect young people from alcohol harm, enhance their health and wellbeing and improve their communities. CAP action plans have continued to focus on the following themes:

- Alcohol education
- Provision of positive activities for young people
- Retail signage and training
- Community engagement

Many CAPs have continued to meet via Zoom or Teams and we have even seen a number of new CAPs launched during various lockdowns.



Launch of Millom CAP



Smashed Online

▶ To view “Smashed-online’s trailer”, [click here](#).

Education

Our focus on alcohol education is part of a long-term, preventative approach to ensure that young people are equipped with the skills and knowledge to stay safe from alcohol harms.

We work closely with schools and encourage them to implement effective, evaluated programmes. These include:

- [*Smashed*](#): a powerful drama-based programme delivered live and online by Collingwood Learning
- [The Royal Society of Public Health’s Young Health Champions course](#) – a peer mentoring programme that gives young people a Level 2 qualification equivalent to a GCSE
- The Alcohol Education Trust’s (AET) [Talk about Alcohol programme](#)

We encourage CAP schools to use interactive, innovative ways of teaching about alcohol including school action days involving a range of local agencies, Dragon’s Den-type competitions to encourage pupils to present team-based creative solutions to reducing alcohol harm and visiting speakers with special expertise or knowledge.

This year, with so many children restricted to online learning, CAPs and our education partners have come up with creative ways to ensure that alcohol education continues and can be accessed by all. CAP piloted an online version of the Young Health Champions programme and Collingwood Learning developed an e-learning version of their touring theatre programme – [*Smashed Online*](#). A virtual tour of *Smashed* is being planned which will be similar to the live show with interactive workshops but over Microsoft Teams.

[CAP pilots Young Health Champions online](#)

We work closely with schools to provide alcohol education, highlight the harms caused by underage drinking and encourage pupils to become Young Health Champions with the skills and confidence to become peer mentors.

[Download our new schools leaflet](#).

We are very proud to be an accredited centre for rolling out this programme, enabling us to convey important health messages to youngsters all around the UK.

Traditionally the YHC course is delivered in school settings but CAP has pioneered its delivery in non-school settings such as youth centres and for children outside mainstream education. In response to the Covid-19 crisis we also looked at an online delivery method which we started at the end of May.

Before the pandemic, delivering the course required gathering young people at a specific time and place which sometimes posed challenges. Our online offer provides the flexibility for organisations to work in the best way for them and the young people they support, so we anticipate it will remain popular even when pupils return to school.

The programme has now been rolled out across the UK and we are hugely encouraged by the results. Organisations have been able to take our materials and use them in a way that suits them. For example, *Sweatbox*, a Youth Club in Wantage, put the workbooks online and students are working through them at their own pace, with access to online support when they need it instead of a scheduled weekly 'online' class.

We are delighted to have been awarded a grant of £7,500 from Southern Co-op to deliver the YHC programme across four CAPs in Ryde, Newport, Portsmouth and Bournemouth to train a further 120 Young Health Champions.



The image shows a screenshot of the RSPH website. At the top left is the RSPH logo with the tagline 'ROYAL SOCIETY FOR PUBLIC HEALTH VISION, VOICE AND PRACTICE'. To the right of the logo is a navigation menu with the following items: 'COVID-19', 'Campaigns and Activities', 'Qualifications and Training', 'Membership and Events', 'Services and Resources', and 'About RSPH'. Further right are 'Login' and 'Search' buttons. Below the navigation is a large blue banner with the text 'RSPH Level 2 Award for Young Health Champions' and a sub-headline 'This qualification is for individuals who want to take on the role of a health champion helping young people to improve their health'. To the right of the banner is a photograph of a group of diverse young people running outdoors in a park-like setting.

Spotlight on Corby

The Corby CAP decided to review its engagement programme when the pandemic hit, and look at innovative ways of circulating important education messages. It also wanted to raise awareness of the risks of excessive drinking at home during lockdown restrictions.

It launched a borough-wide poster campaign at sites where there were still significant levels of footfall like the town centre, to raise awareness of the risks of alcohol misuse.

Next it held an inventive QR code treasure hunt competition in two locations where alcohol misuse was an issue. Individuals could scan the codes using a mobile phone to access websites with relevant support and information and answer alcohol related questions to win a prize.

Alcohol awareness bollard covers were installed at Morrison's and Tesco stores in the borough, promoting key health education messages and an email was circulated to all staff at Corby Borough Council with links to organisations such as Drinkaware, highlighting the impact of alcohol on physical and mental health.

Before the pandemic, an important part of our work with schools was to provide presentations from speakers and performers with real-life experience of alcohol issues, which really engaged young audiences. So the CAP arranged for young singer/songwriter Henry Maybury to give a virtual presentation to pupils at Corby Primary Academy as part of Alcohol Awareness Week. Henry's brother Tom died aged 29 from alcohol addiction and Henry wrote a song - Lost Days - in tribute to Tom which became a YouTube hit. Henry travels around schools and prisons to share his story and music, delivering a powerful message about the dangers of alcohol misuse.

The CAP is active on Twitter: [@SaferCorby](https://twitter.com/SaferCorby) for its latest news.

▶ To view "Lost Days" video, [click here](#).



Alcohol awareness Information pillar, Corby



Singer songwriter Henry Maybury

Providing positive activities for young people

CAP encourages local partnerships to assess leisure and other activities promoting health and wellbeing for young people in their area, to consult with them about what they would like to do and look at ways to increase choice and accessibility.

CAPs encourage local youth services to get involved and work closely with existing leisure and sports facilities, using youth clubs, youth buses and local cafés to provide opportunities for young people to drop in and meet in a supervised, safe environment. As well as enhancing their confidence, mental and physical health and wellbeing, these activities are also an excellent opportunity to deliver alcohol education in an informal setting.

As a result of lockdown and social distancing requirements youth activities in CAP areas are now being offered online. Many have increased the numbers of young people engaged and supported using a variety of online platforms and social media tools. As we come out of lockdown CAPs will be encouraged to look at re-introducing pre-lockdown activities whilst adhering to local and Government advice on social distancing requirements.

Virtual outreach work in Kent

One of our partners in Kent, [Salus](#), delivers youth work in four different areas of Kent and works closely with CAPs in Tunbridge Wells, Tonbridge and Snodland. After lockdown, the way Salus worked changed dramatically. Its youth clubs were replaced with virtual groups, with up to 20 online Zoom sessions each day covering everything from yoga to bicycle maintenance. These have been hugely successful, enabling Salus to extend its work and reach a whole new audience.

The sessions are free and easy to book. Anyone can take part, subject to safeguarding procedures, and more than 1,000 young people have now joined in.

"We are very much led by what the young people want to do," says Roxanne Frost, Youth Services Manager for Tunbridge Wells and Tonbridge & Malling. *"And we hope that as well as being fun and inspiring, we're getting across some important information about mental wellbeing and keeping safe during the pandemic. We're now looking at the idea of online debates, and alcohol education could be part of that."* Check out the [Salus Twitter feed](#) for their latest news.

SALUS YOUTH SERVICE ONLINE ZOOM SESSIONS				
Monday 08.03.21	Tuesday 09.03.21	Wednesday 10.03.21	Thursday 11.03.21	Friday 12.03.21
<p>Session: Uno with Stu Times: 11:30am & 3pm Please note: You will need to have downloaded 'uno friends' from app on another device to play.</p> <p>Session: Paddock Wood Juniors youth club session with Stu and Damian Times: 4pm-5pm This session is to replace the Paddock Wood face to face youth club during lockdown</p> <p>Session: Make breakfast bars with Damian Times: 5pm Needed Resources: 2 cups old fashioned rolled oats, ½ cup cane sugar, baking powder, salt, cinnamon, 2 eggs, ½ cup almond milk, applesauce, vanilla extract, ½ cup chopped walnuts, ½ cup of dried cranberries, and a baking tray</p> <p>Session: Chill and chat with Clive Times: 6:30pm-7:30pm Drop in and chat with Clive</p>	<p>Session: Music with Damian Times: 12am & 3:30pm Needed Resources: Paper and a pen Session: Feel good workout with Clive Times: 11:30am Needed Resources: Fitness wear and a drink of water</p> <p>Session: Minihabass art with Stu Times: 3pm Needed Resources: Any art materials you have in the house</p> <p>Session: Hapjack making with Amy and Louisa Times: 3:30pm Needed Resources: 27g butter, 27g light brown sugar, golden syrup, 25g porridge oats</p> <p>Session: Bushball youth club session with Stu and Louisa Times: 4pm-5pm This session is to replace the Bushball lockdown</p> <p>Session: Sherwood youth club session with Stu and Louisa Times: 5:30pm This session is to replace the Sherwood lockdown</p>	<p>Session: Among us with Clive Times: 12am & 3pm Please note: You will need to have a game downloaded on another device to play</p> <p>Session: Football quiz with Stu Times: 11:30am & 3:30pm Needed Resources: Paper and a pen</p> <p>Session: Cranbrook Juniors youth club session with Stu Times: 5pm-5pm This session is to replace the Cranbrook face to face youth club during lockdown</p> <p>Session: Snodland Juniors youth club session with Damian Times: 4pm-5pm This session is to replace the Snodland Juniors face to face youth club during lockdown</p> <p>Session: Snodland Seniors youth club session with Clive and Damian Times: 5:30pm-6:30pm This session is to replace the Snodland Seniors face to face youth club during lockdown</p> <p>Session: Chill and chat with Clive Times: 6:30pm-7:30pm Drop in and chat with Clive</p>	<p>Session: Bowling with Stu Times: 12am & 3pm Needed Resources: Fitness wear and a drink of water</p> <p>Session: Drawing session with Clive Times: 11:30am & 3:30pm Needed Resources: Pencil, paper and colouring pencils or pens</p> <p>Session: East Malling Juniors youth club session with Louisa and Clive Times: 4pm-5pm This session is to replace the East Malling Juniors face to face youth club during lockdown</p> <p>Session: Among us with Damian Times: 5pm Please note: You will need to have among us game downloaded on another device to play</p>	<p>Session: Catch up with Stu Times: 2:2pm & 4pm Needed Resources: Yourself, some snacks, a drink and what you have been up to!</p> <p>Session: Painting with Clive Times: 11:30am & 3pm Needed Resources: A canvas or paper and any paints and paint-brushes you have</p> <p>Session: Chill and chat with Clive Times: 6:30pm-7:30pm Drop in and chat with Clive</p> <p>Sessions that have multiple times are duplicates to allow for more people to enjoy!</p> <p>Follow our Instagram for more info and videos: Insta: @SalusYouthGroup</p>
<p>Salus understands that the demands on schools are high and are running FREE OF CHARGE support services. For more information for your school please contact Joely Brown, our Head of School Support Services on joely.brown@salusgroup.org.uk</p>				

Salus youth service timetable March 2021



Lockdown art created by service users at Salus

Isle of Wight supports young people during lockdown

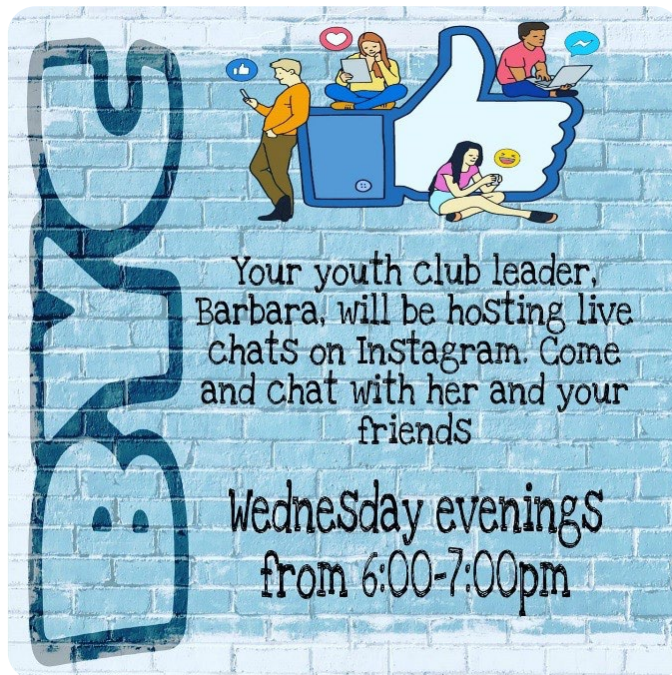
On the Isle of Wight, we work with [Network Ryde](#), which runs an outreach café that provides a safe space, drop-in sessions and activities for young people aged 11-19.

When the café had to close during lockdown, the challenge was to ensure that its young users continued to feel supported and engaged.

Youth worker Maiya Dixon says: “Most of our young people have mobile phones, and social media – especially Instagram – is really popular with this age group. So we started to offer live [Instagram](#) sessions covering topics from science experiments and mental health awareness to creative activities and baking.”

The response has been tremendous and more than 1,300 young people have taken part.

As well as an impressive range of activities, Network Ryde was able to get out important messages about alcohol issues and the need for youngsters to stay at home and not mix with their friends. It has also taken over an allotment where it can offer local schoolchildren a safe outdoor space to learn new skills such as gardening, planting, building and how to use tools safely.



Your youth club leader, Barbara, will be hosting live chats on Instagram. Come and chat with her and your friends

Wednesday evenings
from 6:00-7:00pm



Get Involved!

Join the Youth Trust Mental Health Taskforce

Who we are

The Isle of Wight Youth Trust is dedicated to supporting young Islanders. As an independent charity, we offer a range of support for children and young people between 5-24 years of age. We deliver free, professional counselling to over 1,000 young people every year.

We are looking for young Islanders to join our Taskforce as Youth Trust Mental Health Ambassadors

We are looking for young people who are:

- Passionate about young peoples' voices being heard
- Aged 12- 25 years
- BOTH young people who have experience of mental health issues AND young people who do not have personal experience.

Submit your application today!
www.iowyouthtrust.co.uk/ambassadors

What does the Taskforce do?

Our Taskforce meets monthly to bring young peoples' voices to the fore on youth mental health on the Island. This includes:

- Coming up with creative ways to address mental health needs on the Island, through awareness raising and designing programmes to support young people.
- Designing resources for young people about youth mental health.
- Meeting with Island decision makers to encourage them to support young people's mental health.
- Helping the Youth Trust improve our services.



Isle of Wight CAP activities during lockdown

Working with retailers

CAPs work closely with retailers, providing support, training and publicity materials. They tell us that being part of CAP makes them more aware of regulations about underage sales and more confident about complying with them, especially when dealing with difficult situations like confrontations in store and abuse of staff.

Lockdown has presented some challenges to the way CAPs work with retailers, but we have responded by finding new ways of keeping in touch and offering online training.

Allerdale

Buying alcohol for someone under 18?



Supplying alcohol to an underage person is illegal.

You could get a **£90** on-the-spot fine or end up in court with a criminal record and an **unlimited fine**

Partners

Cumbria Police, Cumbria County Council, Allerdale Borough Council, alcohol retailers, schools and the community

For more Information

Email: 101enquiries@cumbriapolice.uk Tel: 101 Cumbria Police
Social media: www.facebook.com/cumbriapolice,
www.twitter.com/cumbriapolice &
www.instagram.com/cumbriacops

If you have any information relating to the supply of alcohol to young people or street drinking, please contact the police on 101
For more information on the harms underage drinking can lead to go to www.drinkaware.co.uk

Community Alcohol Partnership
CIC number: 01476097



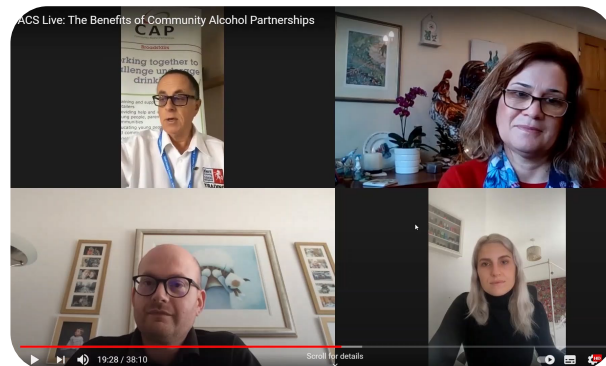
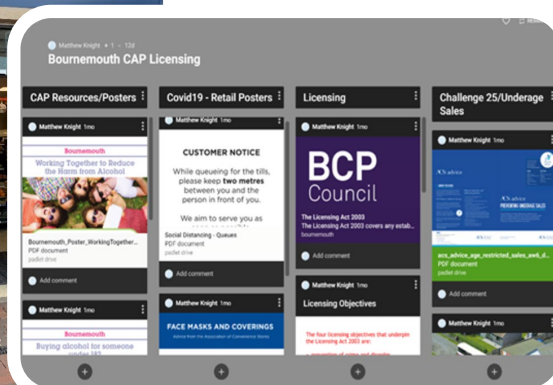
www.cumbriaunity.co.uk
02020



CAP signage in our North West Edinburgh CAP



Billie-Jean Horne from Burnley Tesco putting up CAP stickers to deter proxy purchase



Pre- and post- lockdown in Bournemouth CAP

Neil Butcher speaking on the benefits of CAP at an ACS seminar

▶ To view the Seminar, [click here.](#)

[Left] Before lockdown Ross Gear, Managing Director of Tesco Express and local PCSO Harold Martinez jointly visited independent retailers in Bournemouth to hand deliver retailer packs.

[Right] These are now shared via Padlet, a digital platform for file sharing

Mutual support

Neil Butcher, trading standards officer at Kent County Council, has launched seven CAPs across the county and knows that developing good relationships with retailers is a vital part of tackling underage drinking and anti-social behaviour.

He telephones retailers on his patch regularly and has put together a checklist covering issues such as whether wearing face masks has made it more difficult for them to check the age of young people or if they have seen increases in attempted underage alcohol purchases. He makes sure refusal records are up to date and that they have CAP publicity materials like posters spelling out Challenge 25 requirements for young people to carry acceptable ID or reminding customers that it's an offence to buy alcohol for under 18s.

Neil also uses these conversations to check that retailers are aware of the regulations covering underage sales, that staff have been suitably trained and that the documentation has been completed. He will asks about any problems they might be experiencing, such as increases in anti-social behaviour, people trying to steal alcohol or attempting to buy it on behalf of youngsters. **Do take a look at [Neil's blog](#) to see how he supported local retailers in lockdown.**



Neil Butcher applying pavement stencils

Working together to challenge underage drinking

Allerdale

What are we doing?



A Community Alcohol Partnership (CAP) has been set up to tackle underage drinking. The CAP brings together organisations including the council, the police, schools, alcohol services and local retailers to reduce the crime, anti-social behaviour and harm caused by underage drinking.

Some of the work we are doing includes:

- Working alongside local retailers to prevent underage and proxy alcohol sales. Proxy sales are when a person aged 18 or over buys alcohol on behalf of an underage person
- Targeting and prosecuting adults who supply alcohol to young people
- Providing help, support and information for young people through youth services and local schools
- Carrying out police patrols and confiscating alcohol from young people in areas where there have been problems with youth antisocial behaviour
- Working with parents and communities to increase awareness about the risks of underage drinking and encouraging them to talk to young people about drinking
- Sharing information so all partners can act quickly when problems with alcohol related youth anti-social behaviour arise

Partners

Cambridgeshire Police, Cambridgeshire County Council, Allerdale Borough Council, alcohol retailers, schools and the community

For more information

email: 3016@cambridgeshire.police.uk tel: 301 Cambridgeshire Police

social media: www.facebook.com/cambridgeshire.police

www.twitter.com/cambridgeshire.police &

www.instagram.com/cambridgeshire.police

For more information on the harms underage drinking can lead to go to www.drinkaware.co.uk

Cambridgeshire Alcohol Awareness Week
CC number: 0476507



www.cambridgeshirealcoholpartnership.co.uk
© 2020

CAP information flyers for retailers in Allerdale



Councillor Joy Allen with Tesco store manager Mick Malone in Bishop Auckland

Durham supermarkets step up during alcohol awareness week

Members of Bishop Auckland CAP supported Alcohol Awareness Week by raising awareness of the dangers of misusing alcohol and promoting low or alcohol-free alternatives.


Supermarkets across the town, which are active members of the partnership, got involved with in-store marketing and promotions. Officers from Durham Police distributed leaflets warning about the penalties for buying alcohol for under 18s. They also used a stencil to spray chalk paint messages outside store entrances.

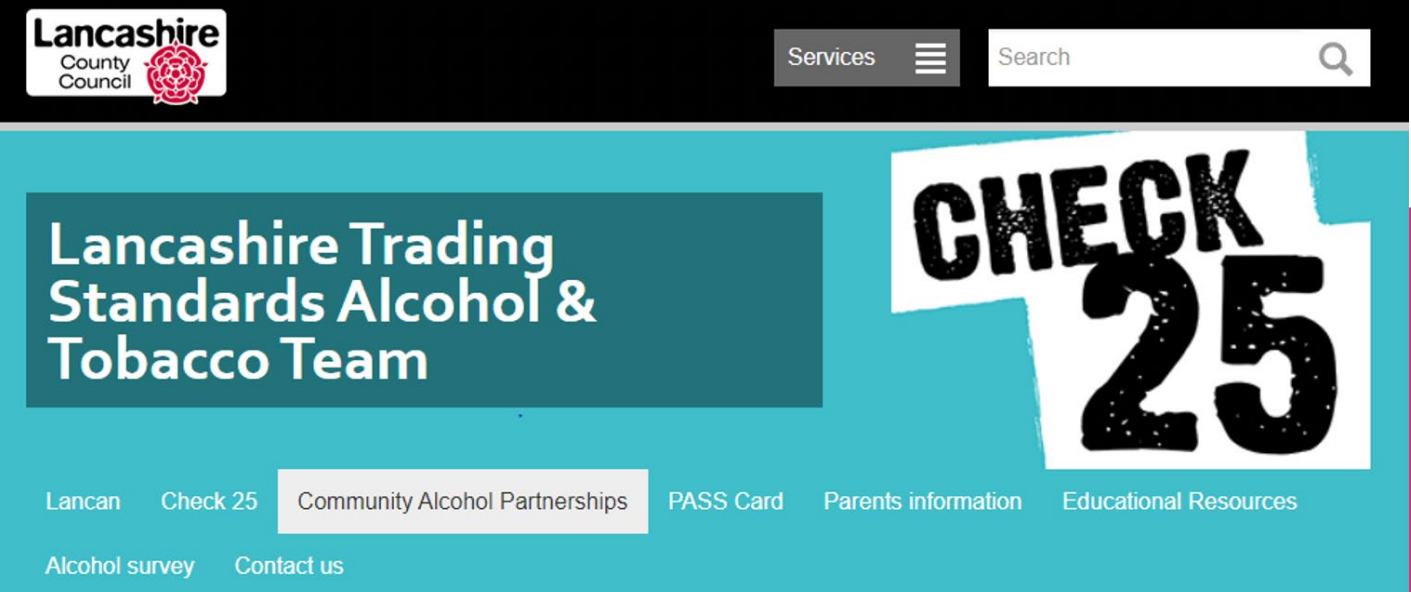
Councillor Joy Allen, who chairs the Bishop Auckland CAP, said: *“Because of Covid, many people are rightly focusing on health and wellness and are more willing to try new, healthier low or zero alcohol alternatives. I was delighted when our local supermarkets stepped up and offered to get actively involved in Alcohol Awareness Week.”*

[Digital support for Lancashire CAP partners](#)

Lancashire has experienced high levels of Covid-19 cases and been under the strictest of restrictions throughout the pandemic. Despite this the Trading Standards alcohol and tobacco team at Lancashire County Council has been working hard on policy and strategic approaches to tackling alcohol harm.

CAPs in the North West work closely with the team to deliver effective partnership working to tackle underage drinking and were delighted when the Council published a new resource on its website, promoting the work that CAPs across the county are doing including Burnley, Hyndburn, Lancaster CAP+ and Skelmersdale. It also provides a one stop shop to access a range of free resources, including publicity materials, online Challenge 25 training for retailers, vulnerability training for staff involved in the night-time economy, an online video to deter proxy purchase and access to education resources including *Smashed Online*.

 To view the video, [click here](#).



The screenshot shows the Lancashire County Council website. The header includes the Lancashire County Council logo, a 'Services' menu, and a search bar. The main content area features a large teal banner with the text 'Lancashire Trading Standards Alcohol & Tobacco Team' and a 'CHECK 25' graphic. Below the banner is a navigation menu with the following items: Lancan, Check 25, Community Alcohol Partnerships (highlighted), PASS Card, Parents information, Educational Resources, Alcohol survey, and Contact us.

Connecting with communities

The pandemic has not stopped CAPs working to get messages out to their communities about the risks of underage drinking.

In Boston, the CAP circulated alcohol awareness videos to schools and young people's centres. Eye-catching bollard covers were placed around the town and a police display vehicle (known as the EDDIE van, standing for Engagement and Digital Delivery, Information Events and also the name of a much-loved former colleague) has been making frequent rounds during lockdown. This has a large display screen on one side of the vehicle to display messages and videos about the risks of underage drinking.



The EDDIE van in Boston CAP

Recognising the diverse community in Boston, the CAP also translated its Challenge 25 resources, window vinyls, stencil and posters into Latvian, Lithuanian, Romanian and Polish and distributed them to local off-licences.

Inspector Francesca Harrod, Boston Neighbourhood Policing Inspector, says: *"We endeavour to get messaging and interaction out into all communities, as Boston is particularly diverse. Even in Covid times we were able to get key messaging out by way of our interactive EDDIE van to captive audiences queuing in the marketplace!"*

Sylwia Siecinska, Store Manager of JBB in Boston said: *"I feel that having information listed in various languages has been very useful. This makes customers aware and therefore makes it easier for staff when dealing with customers. As manager I am aware of the issues surrounding alcohol and I believe the CAP to be a good thing."*

▶ To view "Talk to your kids about alcohol", one of several alcohol awareness videos displayed on the EDDIE van, [click here](#).

6. Our funders

Funding for CAP is provided by companies who produce or retail alcohol. We are grateful to the following companies who provided a total of £464,000 in 2020.



7. Our people

CAP's Board of Directors, which is responsible solely for the furtherance of CAP's objectives and mission, includes people drawn from the alcohol retail sector, the third sector and the public sector. We are grateful to our Board for their wise counsel and sound governance.

Board

Derek Lewis, Chairman

Miles Beale, Chief Executive, Wine and Spirit Trade Association

Neil Eccles, Senior Manager Licensing and Permitting (SME), ASDA

Elizabeth Fairhurst, Chief Executive Officer, Northern Ambition Academies Trust

Matthew Golledge, Trading Standards and Coroners Manager, Reading Borough Council

Andrew Leaper, Retail Health and Safety Manager, Co-op

James Lowman, Chief Executive, The Association of Convenience Stores (ACS)

Andy Morrice, Inspector, Lincolnshire Constabulary (Observer status)

Susan Morgan, Chair of 'Off the Record' - a youth charity in Bath

Hardish Purewal, Licensing Manager, Tesco and Chair, The Retail of Alcohol Standards Group (RASG)

Helen Walker, Chief Executive, Carers UK

National team and regional advisers

We have a small but highly experienced and dedicated team consisting of two full time employees, one part-time communications manager and four part-time regional advisers. Between them, the CAP team has a wealth of knowledge and experience in building effective local partnerships.

Kate Winstanley, CAP Director

Jayne Boote, CAP Regional Adviser for North West England

Grahame Clarke, CAP Scotland Adviser

Matthew Knight, CAP Regional Adviser for South West England and Wales

Julia Shipston, CAP Communications Manager

Alan Simpson, CAP Regional Adviser for North East England, the East Midlands and existing projects in Scotland

Gillian Walters, CAP Programme Manager and Regional Adviser for South East England

CAP Ambassadors

This report would not be complete without paying tribute to all those who co-ordinate, chair and otherwise play an active role in contributing to the effective day to day operation of CAPs. We would like in particular to thank the following individuals whose contribution to their CAPs has been truly exceptional.

Laura Acosta, Associate Senior Leader, Tonbridge Grammar School
Joy Allen, Mayor of Bishop Auckland and Cabinet member on Durham County Council
Samantha Beetham, Senior Officer – Lancashire Trading Standards Alcohol and Tobacco Team
Tessa Brunsdon, Community Alcohol Partnerships Officer – Reading Borough Council
Neil Butcher, Trading Standards Officer- Kent Trading Standards
Louise Coid, Copeland Hub Manager - Cumbria Police
Owen Cooper, Head of Student Support – Ormiston Venture Academy, Gorleston
Cath Corkhill, Dropzone - Barrow in Furness
Helen Cox, Director of Lower School - Hayling College
Martin Crow, Police Constable – Police Scotland
Maiya Dixon, Youth Services, Network Ryde
Gavin Davies, Anti Social Behaviour Coordinator - Rhondda Cynon Taff
Helen Ellison, Health Opportunities Officer – Newark and Sherwood Council
Alison Finch, Safer and Stronger Communities Manager, Tonbridge and Malling Borough Council
Chris Fitt, Assistant Head Teacher – Tonbridge Grammar
Mitchell Franks, Cumbria Police
Roxanne Frost, Youth Services Manager, SALUS
Sgt Chris Giddens, Norfolk Police – Gorleston and Bradwell
Francesca Harrod, Inspector - Lincolnshire Police
Georgina Hicks, Sweatbox Manager, Wantage
PCSO Dayton Hughes, Dyfed-Powys Police
Terry Hughes, Community Safety Manager – Tunbridge Wells Borough Council
Lauren Idowu, Principal Health Promotion Specialist, Cardiff and Vale Public Health Team
Bethan Jones, Cardiff and Vale Public Health Team
Daniel Jones, Reducing Violent Crime Project Lead – South Wales Police
Bob MacKenzie, Counsellor – Orkney
Sam McConnell, Principal Officer - Lancashire Trading Standards Alcohol and Tobacco Team
Karen McKenzie, Police Constable - Police Scotland
Lauren Mitchell, Police Constable – Police Scotland, Edinburgh
Gemma Morgan, Assistant Headteacher, Cwmtawe High School
Andy Morrice, Inspector – Lincolnshire Police
Sgt Rick Mosley, Lincolnshire Police, Spalding
Christopher Newton, Police Constable – West Yorkshire Police. Ovenden, Halifax
Kate Odlin, Sergeant, Lincolnshire Police – Boston (formerly Skegness)
Suzanne Preston, Safer Corby Partnerships Officer – Corby Borough Council
Paul Pugh, Paul's Pledge
Susan Rhodes-Best, Senior Licensing Officer – Nottinghamshire Police
Sergeant David Rogers, West Midlands Police
Inspector James Ross, Kent Police
Laura Shaw, Assistant Safer Corby Manager – Corby Borough Council
Jon Shipp, BCP Council (Bournemouth, Christchurch and Poole)
Andy Simms, Specialist Education Worker, Spectrum Community Health – Wakefield
Sgt Dan Smith, Norfolk Police – Great Yarmouth
Ian Tumelty, FOR Cardiff
Leigh Williams, CEO, CADAS
Andy Williams, BCP Council (Bournemouth Christchurch and Poole)
Matthew Webb, Chief Inspector/Area Commander - Police Scotland – Orkney

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