

ANNUAL REPORT 2018




CAP
Community Alcohol Partnerships

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1. Message from the Chair



I am delighted to present CAP's annual report in this our 11th year. The case studies and evaluation data presented in this report show the significant positive difference CAPs continue to make in reducing underage drinking and the associated harms in local communities around the UK. I am particularly pleased at new evidence from over 13 participating schools which show an average 60% reduction in the number of Year 9-11 pupils who are drinking alcohol each week as a result of the CAP.

In spite of welcome evidence that fewer young people are drinking alcohol, British children are still more likely to binge drink and get drunk than children in most other European countries. Regular and/or excessive drinking can be seriously damaging to their health and development while increasing the risk of excessive consumption in later life.

Public Health England tells us that early drug and alcohol interventions for young people work and save money - a potential £5-£8 for each £1 invested. CAPs offer an evidence based, proportionate and locally tailored response to underage alcohol problems. Our targeted approach means that we bring effective national programmes to areas with greatest harms.

Last year we announced an ambitious and exciting strategy for the period 2018-2021 underpinned by the following core goals:

- A doubling of the number of CAPs in priority areas to achieve near universal coverage in all areas with above average underage harms
- Support to sustain the impact of CAPs after the initial 1 - 2 years of intense activity
- Extending the remit of CAPs to provide continued coverage as children reach 18 and become young adults

Against a backdrop of economic uncertainty linked to Brexit, it has undoubtedly been a challenging year in which to raise additional revenue to deliver this strategy. We have nevertheless succeeded in signing up four new funders and are in positive dialogue with a further 25 companies whom we hope will become funders during the current funding cycle. We have also now launched a total of 162 CAPs with plans underway for CAPs in up to 30 new areas.

Pivotal to the success of each CAP is the commitment and energy of local partner organisations and their willingness to work

collaboratively to tackle alcohol harm in their communities. We continue to rely on exceptional individuals who have the commitment and ability to take on a leadership role in their local communities.

“CAPs offer an evidence-based, proportionate and locally tailored response to underage alcohol problems”

On behalf of the national CAP Board, I would like to thank our funders, without whose generous contributions our work would not be possible, as well as our small but dedicated team of CAP staff and regional advisers who have been so vital to the growth and success of CAPs across the country. Finally, thanks are due to the members of the national CAP Board, who bring a wide variety of experience from the retail, government, volunteering and other sectors, for their commitment and guidance.



Derek Lewis, Chairman



2. CAP reach

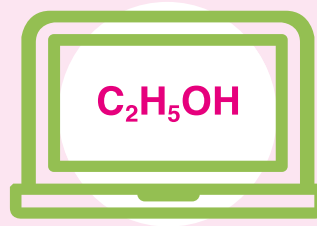
In 2017/2018



CAP launched
32
schemes
bringing the
total ever
launched to
162



CAP offered
training and
support to
1,344
licensed
premises

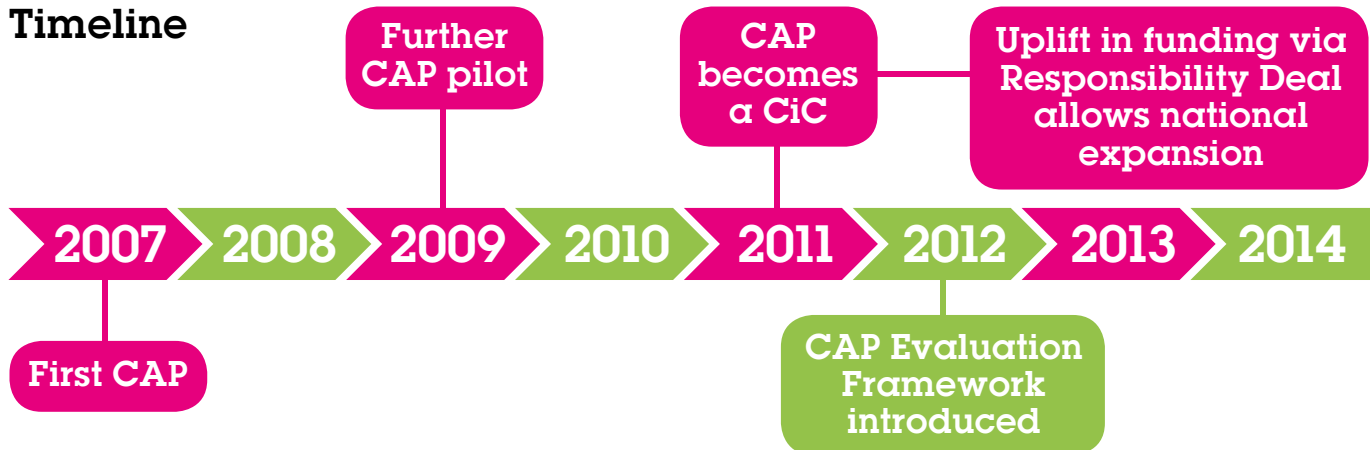


CAP offered
alcohol
education
support to
144
schools



CAP
undertook
75
school surveys
with a total of
13,580
responses

Timeline



Impact



60%

reduction in weekly drinking among Years 9-11



40%

reduction in youth alcohol-related anti-social behaviour



85%

reduction in seizures of alcohol from under 18s drinking in public



Pass rate of **90-100%** in Challenge 25 compliance following CAP training



41-65%

reduction in attempted "proxy purchase"

Note: calculated from evaluation returns for the period 2013-2018 including school survey returns from 13 CAPs who submitted comparable baseline and post intervention returns for the period 2016-2018.

100th
CAP launched

150
CAPs
launched

New funders & finance sought for:

- Rapid growth (300 CAPs by 2021)
- Sustainment for all CAPs
- Expansion of remit to include 18-25s

2015

2016

2017

2018

2021

CAP launches
Four Year Rapid Growth
strategy

3. About us



Mission

To reduce alcohol harm in local communities from drinking by young people under 25, with a particular emphasis on preventing underage drinking.

Vision

To help shape a society in which communities work in partnership to ensure that children do not drink alcohol and where young adults display responsible attitudes towards alcohol.

CAP CiC

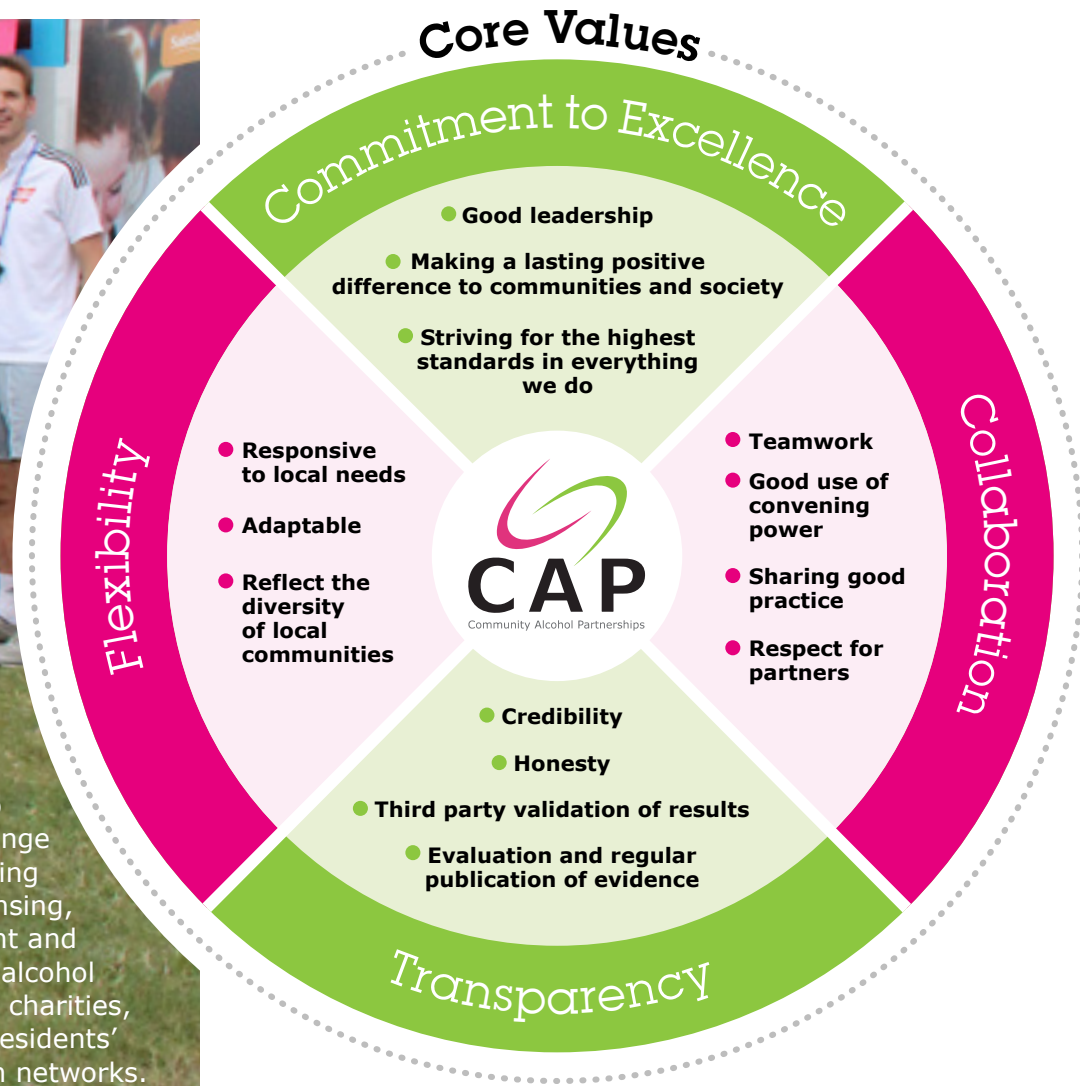
Community Alcohol Partnerships (CAP) is a Community Interest Company (CiC). A

combination of education, enforcement of Challenge 25, engagement of the community and local businesses and provision of appropriate diversionary activity for young people is the hallmark of the CAP model. All our projects are run as locally managed multi agency partnership programmes with a clear role for alcohol retailers and licensees.

The CAP Board, which is responsible for governance, policy, strategy and performance, comprises directors with broad experience of the retail, public and third sectors.



The CAP ethos is based on a partnership approach between a range of local partners including trading standards, licensing, community engagement and youth services, police, alcohol retailers, schools, local charities, housing associations, residents' associations and health networks.



3. About us (cont.)

Evolution

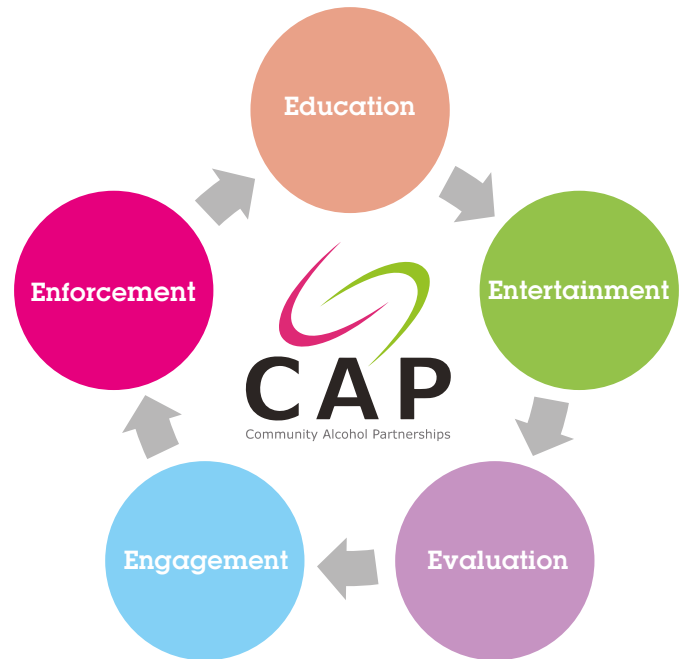
The first CAP scheme was piloted in 2007 in St Neots with seed funding provided by the WSTA. Further CAPs were piloted and evaluated in Kent until CAP was established as a Community Interest Company (CiC) in 2011, with an independent Chairman and a Board consisting of Directors drawn from the not-for-profit sector and from the alcohol retail sector.

In just over a decade we have launched 162 schemes, developed a robust and practical evaluation framework by which schemes are now routinely able to demonstrate evidence of their effectiveness and transformed our public profile.

The CAP model

Every CAP will construct a unique action plan to deal with specific problems in the area but typically all actions fall into one of five categories which we refer to as the five Essentials of CAP, as shown in the diagram opposite.

Education and Entertainment (or provision of diversionary activity) work on the demand side of underage drinking whilst Enforcement and business Engagement work on the supply side.





Strategy 2018 - 2021

Our goals for the period 2018-2021 are threefold namely:

- a doubling of the number of CAPs (an additional 150) in priority areas to achieve near universal coverage in all areas with above average underage harms
- support to sustain the impact of CAPs after the initial 1-2 years of intense activity
- extending the remit of CAPs to provide continued coverage as children reach 18 and become young adults

To finance this period of growth we are seeking to secure commitments from new funders and to secure funding from grants or public funding.

After we achieve universal coverage in high harm areas, our income requirements will drop as we move towards consolidation/ sustainment of gains made.

Achievements in Year One

In 2018 we have succeeded in signing up four new funders and are engaged in positive dialogue with a further 25 companies with a view to securing future funding.

We are piloting a CAP+ programme in five areas with a view to developing a model for sustainment and several CAPs are developing action plans for 18-25s.

We have completed the first phase of scoping out third sector grants for which CAP is eligible and will be submitting applications in 2019.

4. Evaluation and impact

CAP Evaluation Framework

CAP's evaluation framework was developed for us by London Metropolitan University. It enables 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. 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 are carried out.

All CAPs must, as a minimum, collect baseline and post intervention data for the following five indicators:

- Attempted purchase by U18s (measured via licensee surveys)
- Proxy purchase (measured via licensee surveys)
- Alcohol related anti-social behaviour among under 18s (measured residents' survey)
- Levels of alcohol consumption by under 18s (measured via surveys of secondary school children)

- Parents' attitudes to supplying alcohol to children (measured via surveys of parents)

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 CAP helps to reduce alcohol-related crime and disorder and the acquisition of alcohol by under-18s. In recent years we have also seen significant reductions in weekly drinking among Years 9-11 in CAP schools.

Typical improvements in the key measures are:

- 60% reductions in weekly drinking among Years 9-11
- 40% reductions in youth alcohol-related anti-social behaviour
- 85% reductions in seizures of alcohol from under 18s drinking in public
- Pass rates of 90-100% in Challenge 25 compliance following CAP training
- 41-65% reductions in attempted "proxy purchase"

Evidence of impact of CAP

Local needs vary as do the objectives of local CAPs. The impact of individual CAPs reflects this variety of objectives - for example:

Airedale, Ferry Fryston and Townville CAP, Wakefield

- Percentage of Year 9-11s drinking at least weekly fell from **31%** to **15%**
- **45%** increase in retailers reporting an improved relationship with police and trading standards
- Since the CAP was set up in 2014, alcohol-related anti-social behaviour incidents have declined year on year as follows: 2014 – **724** incidents; 2015 - **516** incidents; 2016 – **466** incidents

Aldershot South CAP, Hampshire

- Percentage of Year 9-11s who had ever drunk alcohol fell from **69%** in 2014 to **55%** in 2017

Alnwick CAP, Northumberland

- Only **5%** of residents reported underage drinking as being a fairly or very big problem after the CAP was set up compared to **50%** before the CAP
- Percentage of Year 9-11s drinking at least weekly fell from **24% to 4%**

Askern, Norton and Campsall CAP, Doncaster

- Percentage of Year 9-11s drinking at least weekly falls from **16%** to **12%**
- **75%** reduction in attempted purchases by under 18s (retailer survey)
- **65%** reduction in attempted proxy purchase (retailer survey)
- **55%** reduction in young people hanging around outside off licences and asking adults to buy alcohol for them (residents' survey)
- **23%** of residents reported underage drinking as being a very or fairly big problem after the CAP was set up compared to **45%** before the CAP

Alnwick

Percentage of Year 9-11s drinking at least weekly fell from **24%** to **4%**

DOWN
83%



Barnsley CAP, South Yorkshire

- **30%** reduction in alcohol related anti-social behaviour in the CAP area compared with a **7.4%** drop in matched control areas (official police crime statistics)

4. Evaluation and impact (cont.)

Blyth CAP, Northumberland

- Percentage of Year 9-11s drinking on a weekly basis fell from **23%** to **2%**
- The number of public spaces identified as being 'problem areas' for public underage drinking fell from **11** to **1**

Brecon CAP, Powys, Wales

- Reduction in alcohol-related youth ASB of **39.5%**

Castleford CAP, West Yorkshire

- Calls to the police from the public about alcohol-related anti-social behavior by young people fell from **1753** in months 0-3 to **659** in months 4-6 and **694** in months 7-9
- Attempted purchase by under 18s fell from **63%** to **14%** (retailer survey)

Castleford

Percentage of Year 9-11s drinking at least weekly fell from **31%** to **15%** in 2017 and **7%** in 2018

DOWN
77%

Corby CAP, Northamptonshire

- **27%** reduction in alcohol related anti-social behaviour by young people in the CAP area
- Only area in Northamptonshire to record year on year reductions in anti-social behaviour for the period 2014-2016 compared to a countywide increase of **7.6%**



Confiscated alcohol in County Durham

Durham CAP

- **25%** reduction in alcohol related anti-social behavior and a **50%** reduction during school holidays in the school holidays in the CAP areas compared with a **15%** drop in matched control area in Darlington

Edinburgh CAP

- **18%** reduction in alcohol-related crime
- **80%** fall in alcohol seizures from young people

Great Yarmouth CAP, Norfolk

- **83%** decrease in police letters to parents of under 18s caught with alcohol
- **1333** young people engaged with through the Matthew Project
- **61%** decrease in crime and disorder reports linked to street drinking in CAP area compared to a **25%** decrease across the rest of Norfolk

Hayling Island CAP, Hampshire

- **41%** decrease in anti-social behaviour
- Percentage of Year 9-11s drinking at least weekly fell from **12%** to **5%**

Hebden Bridge CAP, West Yorkshire

- Percentage of Year 9-11s drinking at least weekly fell from **22%** to **3%**

Hebden Bridge

Percentage of Year 9-11s drinking at least weekly fell from **22%** to **3%**

DOWN

86%

Islington CAP, London

- **50%** reduction in youth alcohol-related accidents requiring the attention of the London Ambulance Service
- **100%** pass rate in test purchase exercise following CAP training initiative

Kingsthorpe and St David's CAP, Northamptonshire

- **4** fewer "problem areas" where underage young people are drinking
- **30%** reduction in calls from the public about underage drinkers causing public order problems
- **41%** reduction in attempted proxy purchase

Mansfield CAP, Nottinghamshire

- **53%** reduction in youth anti-social behavior
- **14%** reduction in attempted proxy purchase

Peterlee CAP, Durham

- **66%** decrease in alcohol litter at problem locations
- **Six** fewer anti-social behaviour hotspots in the area
- Only **9%** of residents report underage drinking as being a "very big problem" after the CAP was set up compared to **46%** before the CAP

4. Evaluation and impact (cont.)

Reading CAP, Berkshire

- Decline in test purchase failures from **72%** in January 2015 to **17%** in August 2017
- Alcohol litter problems decreased significantly in **9** of **15** problem locations

Reading

Decline in test purchase failures from **72%** in January 2015 to **17%** in August 2017

DOWN
76%



Sutton in Ashfield CAP, Notts

- Percentage of Year 9-11s drinking on a weekly basis fell from **31%** to **26%** (Year One of CAP) to **13%** (Year Two)
- **27%** of residents reported underage drinking as being a very big or fairly big problem after the CAP was set up compared to **39%** before

Swanscombe CAP, Kent

- The number of public spaces identified as being 'problem areas' for public underage drinking fell from **17** to **4**
- Percentage of retailers reporting attempted proxy purchase to be at least a monthly problem fell from **43%** to **0%**
- **100%** of retailers reported an improved relationship with police and trading standards
- **34%** decrease in residents' perceptions that youth-related anti-social behaviour was a problem

Todmorden CAP, West Yorkshire

- Percentage of Year 9-11s drinking on a weekly basis fell from **16%** to **3%**
- Only **12%** of residents reported young people being drunk or rowdy in public places to be a big or fairly big problem after the CAP was set up compared to **66%** before the CAP
- **100%** compliance with Challenge 25 test purchase exercise compared to **40%** at outset



Tower Hamlets CAP



Tower Hamlets CAP, London

- **62%** decrease in anti-social behavior across the CAP area (2015-2017)
- **87%** decrease in alcohol seizures
- **80%** decrease in youth disorder

Tower Hamlets

62% decrease in anti-social behaviour across the CAP area (2015-2017)

Wakefield Central CAP, West Yorkshire

- Percentage of Year 9-11s drinking on a weekly basis fell from **24%** to **3%**

Wantage and Grove CAP, Oxfordshire

- Percentage of Year 9-11s who do not drink at all increased from **17%** to **25%**
- Percentage of Year 9-11s drinking on a weekly basis fell from **15%** to **8%**
- **28%** reduction in residents reporting underage drinking as being a problem in the area
- **100%** pass rate in test purchase exercise following CAP training initiative

5. Testimonials

Rt Hon Amber Rudd MP

Former Home Secretary and MP for Hastings and Rye

“ I am delighted to see the introduction of a CAP in the Ore area of Hastings to tackle alcohol-related harm in the area. Drinking alcohol at a young age brings serious risks to children’s health and development and puts them in danger of both physical and social harm. They are far more likely to injure themselves or someone else, engage in unsafe sex, fail to reach their potential at school and engage in anti-social behaviour. We are committed to making a positive difference to their lives and to our local community. ”

Ben McPherson MSP

MSP for Edinburgh North and Leith

“ Working together across all of the various sectors and organisations involved, and across different generations, I’m confident that today’s launch is the start of something that I know will make a genuinely positive impact. I look forward to playing my part with you all in reducing young people’s alcohol consumption and related anti-social behaviour for the benefit of the people I represent and look forward to taking part in future events in Edinburgh North and Leith. ”



Sarah Newton MP

Former Minister for Vulnerability, Safeguarding and Countering Extremism & MP for Truro and Falmouth

“ It is clear that Community Alcohol Partnerships are playing an important role in reducing young people’s alcohol consumption and protecting them from the harms caused by alcohol abuse. The Government is committed to building a safer Britain that works for everyone and I am impressed with the work that CAPs are doing across the UK, to protect and support young people in our society. ”

Dame Vera Baird QC

Northumbria Police and Crime Commissioner

“Alcohol-related violent crime has fallen - but it is clear that alcohol misuse has a significant impact on young people and their communities across the country, and partnerships such as this are an effective way to tackle this issue. Easy access to alcohol can sometimes put young people at greater risk of a range of dangers. CAPs play a vital role in bringing key stakeholders together to tackle underage drinking, helping to keep young people and communities safe. I would also like to congratulate all involved for their hard work and commitment to making a real difference through CAPs in their areas.”



Dr Andrew Furber

Director of Public Health, Wakefield Council

“Over the last decade we have seen a dramatic change in people’s attitude to, and the harms caused by, alcohol consumption. We see some of these issues impacting on young people’s lives on a daily basis. It’s important not to forget the long term impact on individual’s health due to alcohol misuse. Intervening early and education are key factors to help improve the situation. This is what Community Alcohol Partnerships (CAP) can do really well. After the launch of the Community Alcohol Partnership in Castleford we are now in the process of implementing further CAPs throughout the District to build on the good work we have seen in the Castleford area.”

Craig Mackinlay MP

MP for Thanet South

“I am not going to demonise alcohol, because it is part of British culture, but we have to recognise what can happen if alcohol use gets out of control. I support Thanet’s responsible and well-run licensed premises, but we need to ensure that all pubs and off-licences have the same responsible attitude towards the sale to under-age customers.”

5. Testimonials (cont.)

Alun Michael

Police and Crime Commissioner for South Wales & former Secretary of State for Wales

“ *Alcohol and underage drinking is often the underlying cause of a range of problems, so by tackling this issue through early intervention and by taking prompt, positive action whenever problems start to emerge we can make a real difference in communities, whilst at the same time helping to stop young people being drawn further into offending and into the Criminal Justice System. I was therefore delighted to be able to offer my support to the Community Alcohol Partnership projects in South Wales.* ”

Tommy Sheppard MP

MP for East Edinburgh

“ *Our local CAP has seen significant results in its short time: there’s been a 17% reduction in alcohol related anti-social behaviour in just 2 years. But it’s about more than statistics. One aspect of the CAP has had much higher aims – to change the way young people talk about and view alcohol. That’s a significant challenge given that many of our young people use alcohol as a way of creating a social identity for themselves.* ”

Tom Pursglove MP

MP for Corby and Home Office Minister

“ *The incredible work being done by the Corby Community Alcohol Partnership in recent years has had a real impact – driving down incidents of anti-social behaviour, providing opportunities and focuses for local young people, whilst at the same time delivering important education and advice about the dangers of alcohol. I hugely appreciated the opportunity to see this joint-working for myself, including the summer football project in Kingswood, and going forward, I will do everything I can to help support this initiative. It is clear to me that Corby is leading the way with this cutting-edge work and I am very grateful to all involved for all that they do.* ”



Alistair Burt MP

Former Health Minister and MP for Biggleswade & current Foreign Office Minister



“Teenagers may not think about the effects of alcohol, but starting to drink heavily when you are young can have a knock-on effect in later life on both your physical and mental health. Acting now to address the situation will have benefits for young people’s health and have cost savings as they will not need to rely on health and support services later in life.”

Yvette Cooper MP

MP for Normanton, Pontefract and Castleford and Home Select Affairs Committee Chair

“ The Community Alcohol Partnership in Airedale has been really successful. They’ve helped to reduce anti-social behaviour in the area by 20 per cent this year and done a great job engaging students from the school as well. ”

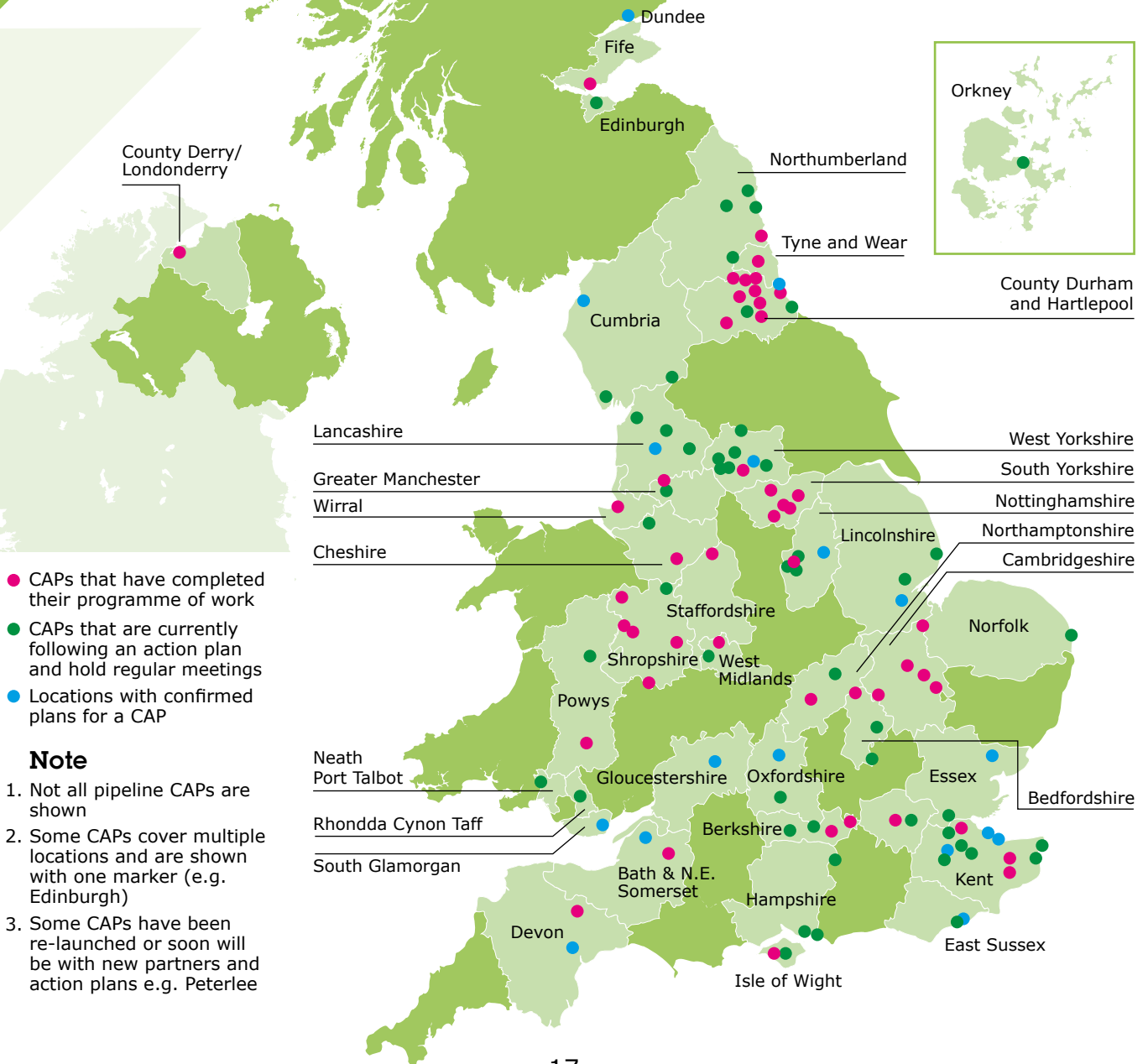


Leon Livermore

Chief Executive of the Chartered Trading Standards Institute

“ CAPs are an amazing way to bring businesses, regulators and communities together to deliver lasting solutions to the issues that underage drinking has on communities and young people. ”

6. CAP locations



England

Bath & N. E. Somerset

- Midsomer Norton

Bedfordshire

- Luton
- Biggleswade
- Thatcham
- Sharnbrook

Berkshire

- Reading
- Slough – Langley
- Thatcham
- Tilehurst/Calcot Theale

Bristol

- Area to be confirmed

Cambridgeshire

- Chatteris
- Ely
- Soham
- St Neots
- Wisbech

Cheshire

- Crewe
- Halton

County Durham & Hartlepool (Unitary authorities)

- Bishop Auckland
- Barnard Castle
- Chester-le-Street
- Crook
- Consett
- Durham City
- Hartlepool
- Newton Aycliffe
- Peterlee
- Seaham
- Spennymoor
- Stanley

Cumbria

- Barrow-in-Furness
- Longtown, Carlisle
- Allerdale

Devon

- Exeter
- Tiverton

East Sussex

- Eastbourne
- Hastings-Ore

Essex

- Southend

- Thurrock – Corringham
- Thurrock – South Ockenden

Greater Manchester

- Golborne
- Wigan – Hindley
- Wigan – Hindley Green

Hampshire

- Aldershot
- Hayling Island
- Portsmouth, Fratton & Milton

Isle of Wight

- Rye
- Sandown

Kent

- Broadstairs
- Canterbury
- Edenbridge
- Gravesend
- Headcorn, Marden & Staplehurst
- Herne Bay
- Leysdown
- Maidstone Central
- Maidstone Villages

Lancashire

- Ramsgate
- Sheerness
- Snodland
- Swanley
- Swanscombe
- Thanet
- Tonbridge
- Tunbridge Wells

Lancashire

- Burnley
- Hyndburn
- Lancaster
- Ribble Valley

Lincolnshire

- Boston
- Skegness
- Spalding

London

- Islington
- Tower Hamlets – Bethnal Green
- Tower Hamlets – Mile End
- Tower Hamlets – Poplar

Norfolk

- Great Yarmouth

Northamptonshire

- Corby

- Kingsthorpe and St Davids

Northumberland

- Alnwick
- Amble
- Blyth
- Prudhoe
- Rothbury

Nottinghamshire

- Huthwaite
- Mansfield – Portland
- Mansfield – Woodlands
- Mansfield – Woodhouse
- Ollerton & Ewinstone
- Selston

- Sutton-in-Ashfield

Oxfordshire

- Banbury
- Wantage and Grove

Shropshire

- Bridgnorth
- Ludlow
- Minsterley
- Oswestry
- Pontesbury
- Whitchurch

South Yorkshire

- Barnsley – Dearne
- Barnsley – Hoyland
- Barnsley – Kendray
- Barnsley – Penistone
- Barnsley – Wombwell
- Barnsley – Worsbrough
- Doncaster – Askern
- Doncaster – Campsall
- Doncaster – Conisborough
- Doncaster – Denaby
- Doncaster – Norton
- Rotherham – Dalton
- Rotherham – Dinnington
- Rotherham – E. Herringthorpe
- Rotherham – Thrybergh
- Sheffield – Richmond
- Sheffield – Stradbroke
- Sheffield – Woodthorpe

Staffordshire

- Biddulph

Tyne and Wear

- Gateshead – Birtley
- Gateshead – East Gateshead

- Gateshead – Wreckington

West Midlands

- Sandwell – Rowley
- Tipton

West Yorkshire

- Bradford – Clayton
- West Bradford
- Halifax – Ovenden
- Hebden Bridge
- Huddersfield – Lindley
- Huddersfield – Marsh
- Huddersfield – Paddock
- Ilkley
- Lupset
- Spen Valley – Batley
- Spen Valley – Birshall
- Spen Valley – Cleckheaton
- Spen Valley – Gomersall
- Spen Valley – Heckmondwyke
- Spen Valley – Liversedge
- Todmorden
- Wakefield – Castleford
- Wakefield – Central

Wirral

- East Wallasey

Wales

Powys

- Brecon
- Newtown

Rhondda Cynon Taff

- Porth
- Pontypridd

Neath Port Talbot

- Pontardarwe

South Glamorgan

- Cardiff

Scotland

Dundee

- Area to be confirmed

City of Edinburgh

- 14 areas

Fife

- Rosyth

Orkney

- Orkney

Northern Ireland

County Derry

- Londonderry

7.1 Scotland

CAPs in Scotland

Statistics show that individuals drink 20% more alcohol than in England and Wales. As a result, alcohol-specific death rates are 50% higher in Scottish men and 75% higher in women than the UK average.

It is encouraging to note that rates of drinking in the last week by 13 and 15 year olds – as measured by school surveys (SALSUS) – have been decreasing, for the most part, since 2002. We are keen to offer further CAPs across Scotland, particularly in those areas with above average underage drinking levels.

Programmes that focus on prevention such as CAP could help to reduce the burden of harm for future generations in Scotland and we are delighted to have a strong CAP presence across much of Edinburgh and in Orkney.

As of this year, all our Scottish CAPs have access to the “You’re asking for it” proxy campaign, which has been successfully evaluated in Scotland.

Case Study: Edinburgh CAP

In April 2018 our North East Edinburgh and North West Edinburgh CAPs were involved in a week of action to raise awareness of the dangers of alcohol and ensure licensed premises are complying with licensing legislation.



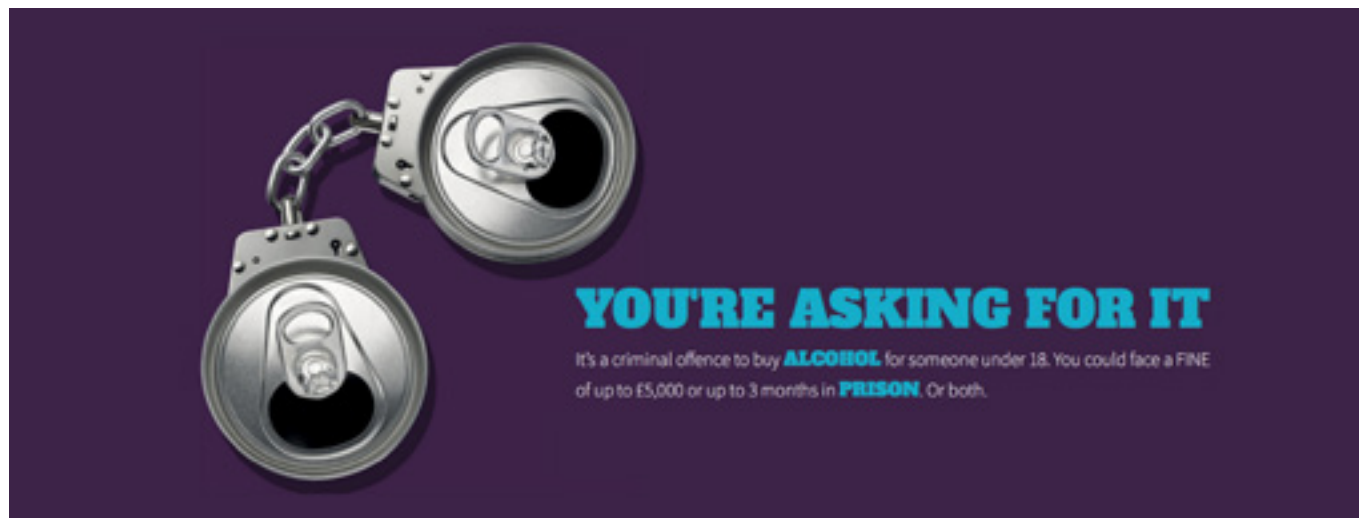
The week involved compliancy testing, engagement with young people in hotspot areas, community patrols with Tommy Sheppard MP and performances of “Smashed” in Edinburgh High Schools. There was widespread stencilling around the city to raise awareness of proxy purchasing, and Christine Jardine MP helped to spray a stencil advising adults not to buy alcohol for under 18s.

Proactive engagement with a vibrant youth group, the Citadel Youth Group, was an essential aspect of the 'education' strand of the operation and a range of activities were held, involving alcohol/drug discussion and games utilising education resources provided by CAP including 'beer goggles' to simulate the effect of being drunk. This event resulted in very positive social media coverage.

During the week licensed premises across the area were visited by police officers and CAP partners and in the main most were found to be conforming to the licensing legislation. Those that fell below the required standard will now be

monitored and further test purchasing will take place. The week also provided the opportunity for police officers to engage with publicans and enhance the working relationship and information sharing process.

The week was a great occasion to strengthen partnership working and improve the service that CAP offers to the community.



7.2 Wales

CAPs in Wales

Harmful drinking among school aged children in Wales is significantly higher than in England. We have launched 5 schemes in Wales and will be launching a city-wide CAP in Cardiff in late 2018. CAP is working with the Welsh Government and Area Planning Boards to identify further high harm areas which could benefit from the CAP approach.

All our Welsh CAPs have undertaken significant work around implementing Challenge 25, deterring proxy purchase, alcohol education and youth engagement/diversionary activity. This autumn will see a tour of all secondary schools in CAP areas using Smashed Live, an evaluated Theatre in Education programme that highlights the risks of underage drinking.

Case Study: Pontardawe

The CAP has provided free retailer training sessions and invited licensees and employees to attend CAP meetings. This close partnership working has brought a significant reduction in attempts of underage sales and to those without ID. A baseline survey in 2016 showed that 90% of attempted alcohol purchases by under 18s were unsuccessful and there was an 82% compliance with the Challenge 25 policy. By 2018, 100% of attempted purchase by under 18s were unsuccessful and there was 100% compliance with Challenge 25.

The CAP has employed innovative ways to engage with young people. Cwmtawe and Ystalyfera Schools are enthusiastic partners and have held a series of Alcohol Action Day for Year 9 pupils to learn about all aspects of alcohol use, with presentations from retailers, trading standards, licensing, police and nurses. These are combined with opportunities to engage with local organisations offering diversionary activities ranging from football to pottery.



The CAP has now expanded that education offer to include young people in primary schools, encouraging children to think about the consequences of their actions and how they impact on the community.

The third strand of the CAP's work has focused on improving the public's understanding of safe drinking limits and the laws relating to

the sale of alcohol to young people. The CAP has successfully engaged with parents, residents and visitors to the town and taken part in community events, with some impressive results. Resident surveys show a 29% reduction in alcohol related litter over the last two years, a 38% reduction in the number of young people being drunk and rowdy in public places and a 35% reduction in young people hanging around outside shops asking adults to buy alcohol for them.

"Although there existed a great deal of enthusiasm to make the area better, partners were frustrated that joined up thinking and multi-agency activity didn't seem to be happening effectively. The partners felt that CAP offered a robust model that they could work with."

In February, the CAP organised a visit by Paul Pugh to Year 10 pupils about the effects of alcohol and drugs, when he told them how

a quiet night out for a drink with his friends changed his life forever.



Paul spent two months in a coma after being assaulted on a night out in Ammanford, Carmarthenshire. In 2014, he launched Paul's Pledge with Dyfed-Powys Police to campaign against alcohol-fuelled violence. The former football captain visits schools, colleges and youth clubs across the area to raise awareness of the dangers and consequences of violence, and the impact it can have on individuals and their families.

The pupils were clearly affected by Paul's emotional and inspiring words and one parent tweeted: "My son came home and told me your horrific story and how incredible you are for campaigning to end this mindless violence - you obviously had a real effect on him and I know how grateful he was that you visited the

school. As a parent I wanted to thank you for all you are doing."

7.3 Supporting the Local Alcohol

CAPs in LAAAs

In 2017 the Home Office launched the second phase of the Local Alcohol Action Areas Programme (LAAA) to promote strong, sustained and effective partnership working between police, local authorities, health partners and local businesses in 33 areas.

We have launched 15 CAPs within the LAAAs and there are plans for CAPs in a further 3 areas. It should be noted that not all LAAAs have identified talking underage drinking as a priority and a CAP is therefore not appropriate for all areas. Here are a few highlights of CAP activity in LAAAs.

Isle of Wight

The latest CAP to launch within the LAAAs was in Ryde, Isle of Wight, in June 2018, after a local survey of under-18s monitored the scale of the issue and helped shape an action plan for the area. The results found that of 617 respondents, 25 per cent drank alcohol once or twice a month, 13 per cent drank at least once a

week and six per cent drank every day or almost every day.

Ryde Academy is proactively providing students with opportunities to explore their relationship with alcohol and Network Ryde is offering an alcohol-themed art project. Plans are also in place to expand the CAP into Newport.

Nottinghamshire

In Nottinghamshire, the Sutton in Ashfield, Huthwaite and Selston CAPs run an Alcohol Action Week twice a year to highlight their work and engage the community. This summer CAP partners staffed table displays in the market and shopping areas and Nottinghamshire Youth Service brought their youth engagement bus along. Youth alcohol hotspots have been targeted by Community Wardens, when over 50 alcohol containers were seized and subsequent visits to parents took place.

Northumberland

In Northumberland, Prudhoe CAP was launched in September 2017, following successful CAPs already established in Amble, Alnwick, Rothbury and Blyth. Alnwick CAP rolled out an exciting summer holiday project involving graffiti artists and street doctors. The CAPs are making great



Action Area (LAAA) programme



use of social media to publicise their work and joint patrols of police and local councillors in June attracted particular attention, with 5,000 post views and 200 likes. More joint patrols are planned, which will also involve middle and high school teachers.

Wakefield

CAP places a high value on the relationships it forges with local schools and in Wakefield, works especially closely with the Airedale Academy on alcohol education. It is therefore very rewarding to see that the school's survey results on weekly drinking levels for 13,14 and 15 year olds shows a huge reduction, from 31.45% in 2016 to 7.31% in 2018. Wakefield is also pioneering an accreditation scheme for off licences.

Hastings

In Hastings 11 students have passed the Royal Society of Public Health Alcohol Misuse module of the Young Health Champion course and the CAP is engaged on a programme to disseminate what they've learnt throughout the school, including lunchtime workshops and special assemblies. The CAP received funding from the Local Alcohol Partnership Group to commission a company to create mocktails during 'Street Bites' street games sessions over the summer holidays. Each session attracted up to 35 young people who learned how to create mocktails and receive alcohol misuse education and messages about healthy living.



7.4 Reducing sales to under 18s

Challenge 25

Challenge 25 is a retailing strategy introduced by members of the Retail of Alcohol Standards Group (RASG) in 2008 that encourages young adults to carry acceptable ID (a card bearing the PASS hologram, a photographic driving licence or a passport) and show this to a cashier every time they purchase alcohol and other age-restricted products. Cashiers are trained to refuse sales to anyone who looks under 25 and is unable to produce acceptable ID.

Serve Legal, an independent auditing company that checks compliance with age restricted sales, shows that test purchase failure rates have reduced steadily in the off-trade between 2008 and 2018.

We are delighted that the majority of the 1,500+ licensed premises we have engaged with in CAP areas achieve 90-100% in Challenge 25 compliancy tests following training.

UNDER 25?
please be prepared to show proof of age when buying alcohol

u25

drinkaware.co.uk
for the facts about alcohol

CAP
Community Alcohol Partnership

Acceptable forms of ID:
• Cards bearing the PASS Hologram
• Photographic Driving Licence
• Passport

u25

Raising standards

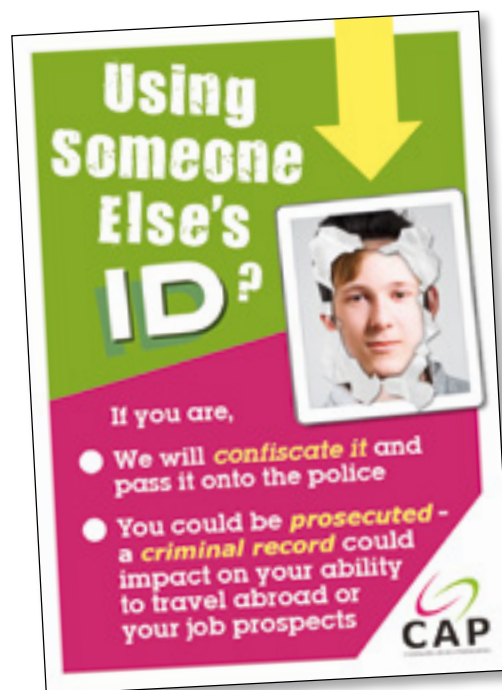
Every CAP makes arrangements for free training to independent retailers and sometimes also to publicans on correct use of Challenge 25. We provide free CAP-branded Challenge 25 signage, including staff badges, posters and stickers. Where independents are unable to release staff for training sessions, we make arrangements for them to receive one-to-one training in store. Training is delivered either by training departments of larger supermarkets, local Trading Standards services or the CAP Regional Adviser. An important and valuable offshoot of this training is the sense that traders do not feel isolated in dealing with issues but have a network of peers and feel confident to pick up the phone to known trading standards or licensing officers if they are experiencing difficult situations e.g. groups of youths being intimidating.

CAP poster to deter youngsters from using fake/borrowed ID

It is not unusual for under 18s to use fake or borrowed ID to attempt to buy alcohol. Challenge 25 training provides clarity on what types of ID are genuine and can be accepted with confidence. It also helps front line staff spot the most common fake or novelty cards in circulation. Retailers are trained to be alert to youngsters using older siblings' or friends' ID

and are encouraged to check the photograph carefully before making sales to younger looking customers.

A Home Office approved protocol – known as the bailment scheme – was pioneered in the Tiverton (Mid Devon) CAP for confiscating suspected fake or borrowed ID, and all CAPs receive guidance on following the the correct procedure for confiscating suspected fake/fraudulent ID.



7.5 Reducing proxy purchase

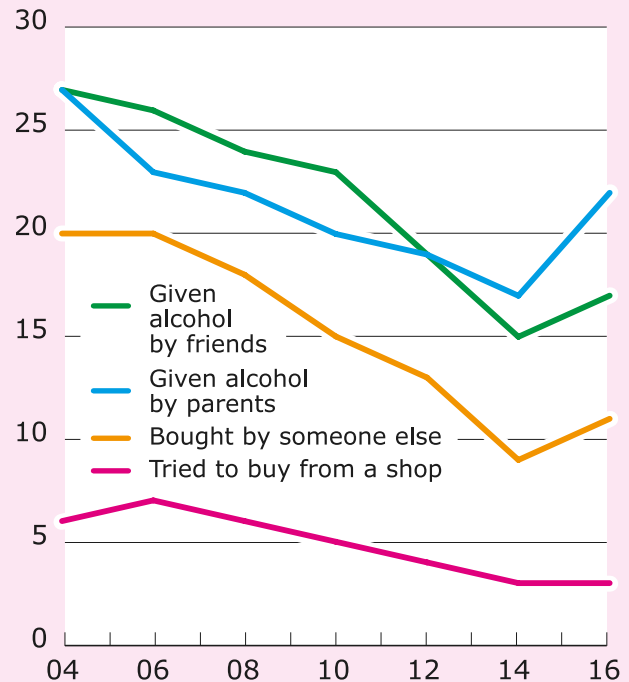
It is an offence in the UK for any person to buy or attempt to buy alcohol for a person aged under 18 and anyone found doing so is liable to a £90 Fixed Penalty Notice (England only) and may under certain circumstances receive an unlimited fine on conviction (maximum of £5,000 in Scotland). The offence is commonly referred to as “proxy purchase” in England and Wales and “agent purchase” in Scotland.

The CAP approach seeks to raise public awareness of the offence of proxy purchase and has used a variety of methods, including pavement stencils, prominent signage around retail premises and retailer training. Occasionally trading standards and police have issued fixed penalty notices to those who buy alcohol on behalf of a child, particularly for persistent offenders and/or where there are suspected child sexual exploitation motives. The more complex issue of parents buying alcohol for their children – whether for consumption at home with family or to take to festivals or house parties – is dealt with via parental education that focuses on health issues and risks.

Attempted and actual direct purchase from licensed premises (on- and off-) is at historically low levels (just 4% of attempted purchases in 2016) and proxy purchase (buying on behalf of a minor) and children being given alcohol

Sources of Alcohol

Percentage (%) of pupils who obtained alcohol in last four weeks



Source:
Survey of smoking, drinking and drug use among school children in England in 2016
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NHS Digital
NHS Digital is the trading name of the Health and Social Care Information Centre.

by parents/relatives/friends/siblings has fallen overall although there was a slight increase from 2014-2016 and these still remain by far the most common means for under 18s to obtain alcohol.

This evidence is consistent with a YouGov survey of 4000 people in the UK, commissioned by the WSTA, which found that 11% admitted buying alcohol for someone underage. The majority had done so for members of their immediate family (62%), with a further 18% buying for members of their extended family and 24% for their friends. Just 5% said they had purchased alcohol for a stranger and 4% for someone known to them but not a friend.



Using young volunteers

Following concerns about youngsters congregating and drinking in parts of Clitheroe, the Trading Standards team asked young volunteers to take part in a test attempt to buy alcohol from local shops – before stepping in to explain that it was illegal.

Shockingly, 50 per cent of shops tested in this way were willing to sell alcohol to an underage volunteer. The findings were widely reported locally and led to a new CAP being set up in the Ribble Valley, bringing together Ribble Valley Borough Council, Lancashire Trading Standards, the police, schools, shops and the health sector to tackle alcohol-related harm to the borough's youngsters by reducing the sale of alcohol to them, advising them on the dangers of drinking and promoting alcohol-free activities.

7.5 Reducing proxy purchase (cont.)

Pavement stencils - a clear message

Sutton-in-Ashfield CAP was the first to come up with the innovative idea of a pavement stencil in areas of high footfall and near alcohol outlets to communicate the clear and simple message that purchasing alcohol on behalf of an under 18 is an offence. Following a successful pilot in the area, CAP has since produced stencils for use around the country including one in Welsh for our Welsh CAPs. These temporary chalk based stencils are sprayed on pavements outside off licences and supermarkets and are an innovative, low cost and eye-catching way of drawing attention to the issue.

Pick up by regional media has been excellent, which has helped to highlight the issue within the local community. To date, over 27 CAPs have used the stencil.



"Street art is being used in a bid to crackdown on sales of booze to underage drinkers in Thanet"

A comment on Twitter about the use of street stencils by our new Broadstairs and Margate CAPs prompted interest from the local paper. We told them that pavement stencils like this are a great way of warning adults not to buy alcohol for children and that they support staff by showing that proxy purchasing will not be tolerated and shops have the right to refuse sales.



These pavement stencils in Broadstairs – and our new high-visibility vests – have attracted a lot of interest from residents and media.

"Sometimes the simple visible activities carry the most impact, our use of pavement stencils to combat proxy sales provides a really visible sign to the community that these issues are being tackled by authority, ultimately generating conversation and awareness of the illegality of this behaviour."

Craig Spence, Senior Neighbourhoods Manager, Corby Borough Council

Seasonal events

Most CAPs highlight the offence of proxy purchase by a variety of means, including posters, leaflets and awareness raising events at local stores. In Snodland, staff from the two Co-ops on the High Street hand out leaflets at Christmas, Easter and during the summer holidays and invite the local PCSO and youth worker along to discuss the issue with shoppers. Feedback from the public has been very positive – and the free hot cross buns at Easter were very popular too!

Posters

CAP has produced a range of posters to deter proxy purchase at peak times of the year which are particularly problematic for underage drinking issues, e.g. Halloween, Summer holidays and results days.



7.6 Providing positive diversionary

CAP encourages scheme partners to conduct an early assessment of the provision of leisure and diversionary activities for young people in the area. Partners are urged to consult young people about the appropriateness of the activity on offer and to look at ways to increase accessibility (by signposting on social or other media and also by offering discounted or free sessions) and using whatever funding is available locally, often with some match funding from CAP. As well as enhancing young people's confidence, mental and physical health and well-being, diversionary activity is also an excellent opportunity to deliver alcohol education in an informal setting. The process of consulting with young people gives them a sense of ownership and sends an important message that their voice matters.

Lancaster CAP – building a strong and safe community

The Bulk Ward estate in Lancaster is one of the most deprived areas in the North West of England, where underage drinking has been a long-standing issue. Lancaster CAP has built on its award last year for excellence in education by working closely with the community to change attitudes and behaviour, resulting in real improvements to the well-being of young people and residents.



activities for young people

Working with its partner the Ridge Community Centre, there is very clear evidence of the CAP's positive impact. An evaluation of its activity during 2017-2018 shows that it is reducing under-age drinking, improving the health and well-being of residents and creating a real sense of community in the area. CAP activity has focused on the younger age group 10-13 as part of its strategy to influence longer term behaviour change on the estate. This has also brought opportunities to engage with the wider community, including parents, carers and grandparents.

One parent said: *"Without the work at the Centre there's a number of young people who wouldn't be safe, it's really turned their lives around."*

School staff at Ridge Community Primary School have noted significant changes amongst some challenging young people following the education programmes delivered by the CAP, particularly around alcohol and anger management sessions.

The Head Teacher said: *"Since this project was delivered there have been dramatic changes in the behaviour of many of the children. This has meant that, for example, three children who were on the point of exclusion are now fully engaged in the life of the school. The children talk very positively about the work that they completed with CAP and the project generally."*



7.6 Providing positive diversionary

The CAP has also enhanced the range of diversionary activities in the area including self-defence martial arts sessions for young people complemented by 'Respect & Challenging Sexism' sessions to challenge stereotypes and 'estate culture'. Parents were delighted with the opportunity for their children to get involved.

One said: *"Fitness sessions are great as I can bring my kids. I feel like I can do something to make my life better but also be a positive influence on my kids."*

The young people learnt skills including discipline, problem solving and resilience. Many developed confidence and volunteered for a range of activities that benefit the community including fundraising and litter picking or working with older residents on local allotments.

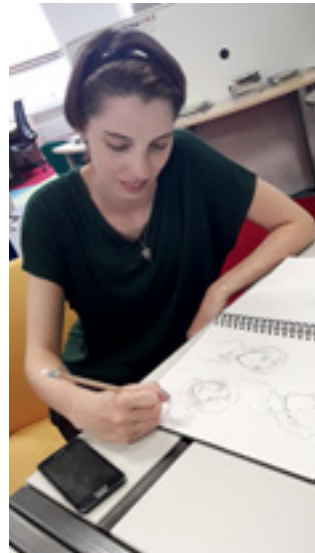
The CAP is now developing this work with its Courage 2 Move project, a fitness, health and well-being programme for all age groups to encourage family participation, improve intergenerational relationships and inspire a culture change towards a healthier lifestyle.

The CAP continues to build on its relationships with local schools and will pilot the Royal Society for Public Health Young Health Champions with Central High Secondary School in October.

A local councillor summed up CAP's success: *"As the community has grown closer and more people are taking an interest in what is happening at the community centre it doesn't feel as intimidating and there is more of a sense of belonging."*

Manga drawing project

Reading CAP brought back its hugely successful alcohol-themed Manga drawing project for 13-24 year olds during the 2018 school summer holidays.



The Create a Comic project offered young people the chance to create their own manga-style comic strips and stories to raise awareness of the dangers of alcohol consumption. The free workshops this summer were run by Reading artist Stephanie O'Brien who led weekly drop in sessions at Reading Library. In addition, Facebook and Instagram groups

activities for young people (cont.)



Tessa Brunsten, Reading CAP
Officer on Thames Valley TV

offered daily updates, drawing guidance and competitions to engage young members – so those taking part could access the tutorials wherever they were.

These sessions always attract positive media interest and this year That's Thames TV visited one of the sessions to film a report ... a great way to publicise CAP's work.



7.7 Alcohol education: engaging

Parental education is paramount given that parents are the single most common supply route of alcohol for under 18s.

We encourage all schools in CAP areas to integrate parental engagement and education in their action plans. Many include relevant information and materials - such as Drinkaware's resources for parents - in e-newsletters such as Parentmail.



Where's the Harm? Lancashire CAPs target parents

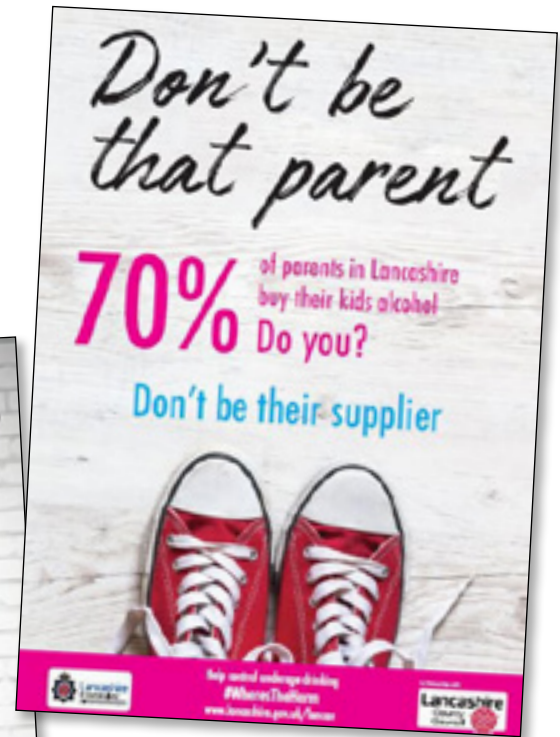
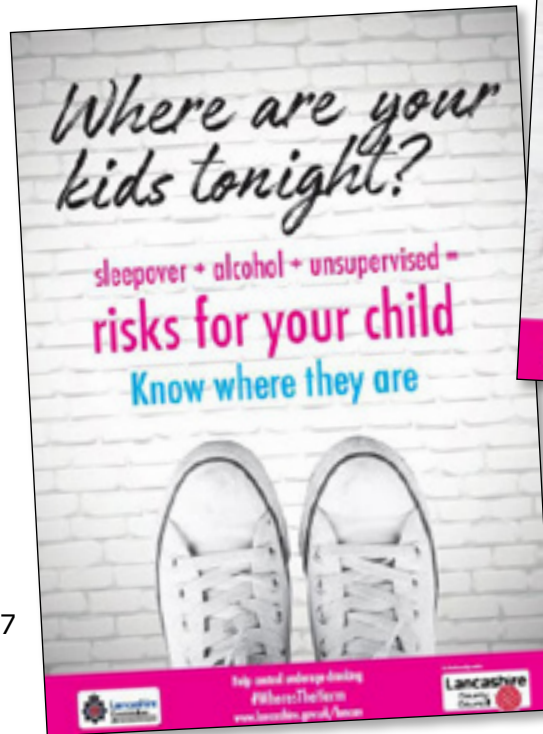
Using campaign material developed by Lancashire County Council Lancaster, Burnley and Ribble Valley CAPs launched an alcohol awareness campaign aimed at parents after a Lancashire Trading Standards Young People's Alcohol & Tobacco survey found that 70% of 14-17 year olds said they are supplied alcohol by their parents.

Where's the Harm? campaign aimed to increase parental responsibility to monitor, supervise and prevent young people's exposure to alcohol consumption and related harm; reduce the number of parents who provide alcohol to young people and increase awareness of alcohol harms and risks.

Samantha Beetham, Senior Officer in the Alcohol & Tobacco Team at Lancashire County Council's Trading Standards Service said: "Whilst there has been a welcome reduction in young people's drinking, we know that young people under the influence of alcohol are presented with greater opportunities to participate in risk taking behaviour which places them physically, mentally, emotionally and sexually at risk. There is also an increased likelihood of them becoming a victim or perpetrator of anti-social behaviour or crime."

The main audience for the campaign is parents. We want to focus on parental responsibility, encouraging parents to know where and who their children are with especially on Friday/ Saturday nights. We also want to change perceptions of how appropriate it is for parents to give alcohol to under 18s and encourage parents to speak to their child about alcohol and look at putting guidelines and boundaries in place."

The campaign included a two-week radio campaign on Rock FM, Bay Radio and 2BR and posters distributed to all off-licensed premises and GPs' surgeries and health centres across Lancashire. Guidance for parents was provided on the Lancashire County Council website and information booklets distributed to all Lancashire secondary schools aimed at Year 7 and 9 pupils.



7.8 Alcohol education: engaging

Alcohol education is always an integral part of the CAP approach. We encourage schools in CAP areas to follow an alcohol education programme of their choice, preferably one that has been evaluated with proven results, such as the Alcohol Education Trust's "Talk about Alcohol" programme.

We positively encourage interactive ways of teaching including peer mentoring, theatre in education, Dragon's Den-type competitions to encourage pupils to present team-based creative solutions to harm reduction and school action days involving a range of agencies and visiting speakers with special expertise or knowledge.

This year many of our CAPs took part in the Royal Society of Public Health (RSPH) Young Health Champions initiative, a Level 2 qualification which aims to give youngsters the skills, knowledge and confidence to become peer mentors.



In 2018 our CAPs in Scotland and Wales benefited from Smashed Live, which tours schools with a theatre performance, interactive workshops and teaching resources. These performances engage pupils creatively in a safe and motivational learning environment, enabling them to explore the dangers and consequences of underage drinking and equipping them with the facts, skills and confidence to make responsible choices around alcohol at a young age.

young people

Young Health Champions take the lead

In Pontypridd CAP a group of secondary school children attended a two month long course of weekly sessions delivered by the Youth Engagement and Participation Service supported by a qualified nurse. Whilst their optional module is primarily focused on alcohol the group decided to also include drugs, sexual health and fitness.

All the sessions were delivered in Pontypridd Park via a partnership with Heritage Lottery. The sessions included a trip to the allotments in the park where the group picked fruit and vegetables and made lunch from scratch, learning new skills along the way. The group is in the process of putting together a business plan to access funding for resources to enable them to deliver health improvement messages across the area and are keen to become part of a cross-UK Young Health Champions Network.

Sixteen year old Beck Walker is a Young Health Champion at Reading Boys School, an inspirational leader who is passionate about health and well-being. He has motivated his peers to take part in the Young Health Champions scheme at the school which has grown rapidly to a strong group of 12 members.

Miss J.M Capon, Assistant Headteacher at the school says: *"Beck's commitment to the Young*

Health Champion scheme, his leadership, his management of his peers and his delivery of the content in numerous workshops and presentations has been second to none. He galvanises people, he leads by example, he is passionate about health and wellbeing. He is one of the most driven, mature and inspirational young men I have had the pleasure to work with."

Tonbridge CAP



7.8 Alcohol education: engaging

In an article for the school magazine, Beck described setting up a stall outside the refectory for Alcohol Awareness Week. Beck said: "This event proves the whole point of the Youth Health Champions: to engage and inform others about various issues affecting them, so they are able to make informed choices in the future. The Alcohol Awareness stall also stood as a milestone for us, as it was the first open stall we had ran, where people could come and go as they pleased, and ask the questions they wanted to know the answer to. We hope to run more of these styles of events in the future to give more people the opportunity to visit them and take part."

Airedale Academy excels in education

Tracey Bell and Rachel Nickerson are the artistic directors of the sixth form performing arts section at Airedale Academy and over the past three years have set students the challenge of developing and creating a piece of theatre in education as part of their coursework. Each year the students have chosen themes/issues linking them into alcohol misuse.

This year students researched the subject with the help of CAP partners including Spectrum Health, Castleford's Neighbourhood Policing



Team and by talking to residents from Reflections House which is a local rehab facility in Castleford. The performance started with a focus on anti-social behaviour and highlights the influence alcohol has on poor judgment resulting in dangerous risk taking with unforeseen consequences. The play was aimed at younger students and designed to be thought provoking and start conversations around the reasons why some people get involved in anti-social behaviour and also go on to commit crime.

The play was performed to all year groups at Airedale Academy and targeted students from a neighbouring area as well as statutory organisations as part of Wakefield District safeguarding week. A preview performance was

young people (cont.)

seen by elected members, West Yorkshire Police and selected guests.

Yvette Cooper MP who came along to support the students said *"I was completely blown away by the talent and commitment from the students. They were great at getting the consequences of anti-social behaviour across."*

In another initiative younger students from Airedale Academy donned high-visibility jackets and approached adults in the local shopping centre to ask them to purchase alcohol for them. Police officers then stepped in, to explain that to buy alcohol on behalf of under-18s would be an offence.

This created an opportunity for the students to raise awareness of the harms caused by 'proxy sales' of alcohol and the harmful impact underage drinking has on young people, including its consequences for their health and its influence on anti-social behaviour in the community.

Mini Police Project - Reading CAP

The Mini Police Project is a fun and interactive volunteering project for children in Years 5 and 6, involving them in the work of neighbourhood

police teams on local issues. Focused sessions have been designed to provide age appropriate awareness of alcohol, including risks, health impacts and associated laws.

The pupils also talk to their school friends about the work they are involved in, to spread awareness of the issues.

Bob Burrowes, Pastoral Support Worker at Katesgrove School, said: "The Katesgrove School Mini Police have really enjoyed working with the CAP. It's been an interesting, informative and fun experience for the children. We hope that some of the things that we have talked about will have a positive impact on the lives of the young people as they get older and make a real difference to decisions they make."



7.9 Connecting communities

Perhaps one of the most important aspects of CAP is that it acts as a catalyst for effective partnership working and breaks down the practice of different organisations and agencies working in silos. Partners who may not have talked to each other before the existence of the CAP now sit at the same table, make collective decisions that can significantly affect their community and – most importantly - work together towards shared goals and outcomes.

Skegness CAP - mocktails and joint patrols

A great example of the added value brought by retail partners is our Skegness CAP which was launched in November 2017. Since then, a wide range of partners have met every month to identify new ways of working together that are more effective, efficient and economic. Meetings are held at the Tesco Superstore, where bacon sandwiches are always the first item on the agenda.

Golborne CAP





Community Champions in Edinburgh

During the Summer, the CAP ran a Week of Alcohol Action in the town. Partners from public health, Tesco and police attended secondary schools in the town and engaged with large numbers of young people, speaking with them about the dangers of alcohol misuse and giving out Drinkaware unit calculator tumblers, fruit and healthy snacks.

In the town centre and in their own stores, Tesco, Sainsbury's and the Co-op teamed up with police to offer free mocktails and engage with customers. All the stores put up display tables and police cadets sprayed anti-proxy purchasing messages in their foyer areas, warning adults not to buy alcohol for children.

Partners plan to come together on joint supportive patrols to independent alcohol retailers and youth hotspot areas, and to involve local young people in their work. They are also planning a beachcomb in November to tackle alcohol litter.

Frazer Cromar (Tesco Store Manager) and Andy Leel (Sainsbury's Store Manager) have been stalwarts of the North East Edinburgh CAP for the past two years. They attend every meeting without fail and are keen to offer a wide variety of support from Tesco and Sainsbury's.

They have provided resources and space within their stores for partners to display posters, table displays, inserts for shelf talkers, provide mocktails, spray proxy themed stencils at entrances, displayed Drinkaware videos on internal digital screens and supplied prizes for competitions. Both also encourage use of their community funds and give expert advice on how to access them which has been very useful to CAP partners. They have joined forces with the local police to visit off-licences across the CAP areas to offer support, encouragement and best practice advice.

Frazer made arrangements for CAP partners to attend Hibernian Football Club as part of a Mental Health Event, in recognition that alcohol misuse can play a significant part in mental health issues.

7.9 Connecting communities (cont.)

Todmorden - a complete community response

The Todmorden CAP aims to tackle underage drinking and anti-social behaviour in the community as well as rebuilding the reputation of the area for residents and tourists.

One of its primary focuses has been working with young people in the area, targeting underage and proxy purchasing and highlighting the dangers of alcohol. Workshops have been held across primary and secondary schools, with visits from local police officers highlighting the harms and risks of alcohol, drug and tobacco use and their effect on anti-social behaviour. Students at Todmorden High School also designed their own posters to promote key messages, and to positively influence their peers.

Diversions activities have also been very effective in the area, and there have also been regular licence checks and test purchase operations.





Relationships with GPs and specialist healthcare teams have been positively maintained, to offer a complete community response.

Neighbourhood Policing Sergeant Bob Saxon said:

"All partners have been working hard since the launch to make the CAP in Todmorden a success, and to tackle issues in the area that were causing significant concern to residents and businesses."

"The holistic approach we have taken with the CAP has been very positive and our work over the last two years has had a significant impact on the community. The CAP has seen some fantastic results and everyone involved in bringing about the various activities over the last two years should be proud of the impact this is having in our local area."

8. 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 of the
Wine and Spirit Trade Association (WSTA)

Neil Eccles

Senior Manager Licensing and Permitting
(SME), ASDA

Matthew Golledge

Trading Standards and Coroner Manager,
Reading Borough Council

David Looker

Risk Specialist for Total Loss and
Security, Sainsbury's

James Lowman

Chief Executive of the
Association of Convenience Stores (ACS)

Susan Morgan

Impact and Quality Manager,
Wales Audit Office

Hardish Purewal

Licensing Manager, Tesco and
Chair of the Retail of Alcohol Standards
Group (RASG)

Helen Walker

Chief Executive of Carers UK

Staff/regional advisers

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

Kate Winstanley

Director

Jayne Boote

Regional Adviser for North West England

Gillian Powell

CAP Programme Manager and Regional Adviser for South East England

Matthew Knight

Regional Adviser for South West England and Wales

Julia Shipston

Communications Manager

Alan Simpson

Regional Adviser for North East England, the East Midlands and Scotland

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 to the following individuals whose contribution to the development of their CAPs has been truly exceptional.

Thank you.

Rob Anderson-Weaver - Community Safety Officer
- Portsmouth City Council

Kathryn Arnott-Gent - North Schools and Parent Outreach Co-ordinator, Alcohol Education Trust

Samantha Beetham - Senior Officer - Lancashire Trading Standards

Imogen Best - Senior Enforcement Officer, Trading Standards- Central Bedfordshire Council

Andrew Bigginton - Station Manager/Lead Officer Margate Task Force - Kent Fire and Rescue Service

Rod Bowen - Powys Licensing Officer - Dyfed-Powys Police

Colin Brown - Health Improvement Specialist (Tobacco, Alcohol & Drugs) - East Sussex Public Health

Tessa Brunsdon - Community Alcohol Partnerships Officer - Reading Borough Council

Neil Butcher - Trading Standards Officer, Kent County Council

8. Our people (cont.)

Claire Chick - Community Safety Partnership - Rhondda Cynon Taff

Helen Cox - Director of Lower School - Hayling College

Susan Dabbs - Havant Borough Council

Gavin Davies - Anti Social Behaviour Coordinator - Rhondda Cynon Taff

Judith Davis - Community Safety Officer, Public Health Protection Unit - Northumberland County Council

Lydia Dunne - Sandwell Metropolitan Borough Council

Vincent Fajilagmago - Licensing, Officer, Tower Hamlets

Alison Finch - Safer and Stronger Communities Manager, Tonbridge and Malling Council

Tracey Greaves - Trading Standards Officer (Alcohol and Tobacco Harm Reduction) - Portsmouth City Council

Moray Henderson - Antisocial Behaviour Officer - Rushmoor Borough Council

Clive Hill - Community Safety Officer - Rhondda Cynon Taff

Yvonne Jackson - Public Health Development Officer - Luton Borough Council

Sergeant Jayne James - South Wales Police

PCSO Sian Jenkins - South Wales Police



Emily Johnson - Assistant Principal of East Kent College

Daniel Jones - Reducing Violent Crime Project Lead - South Wales Police

Claire Kennard - LAAA Project Officer - Isle of Wight Council

David Lipscombe - Community Safety Team Leader - Rushmoor Borough Council

James Maddern - Assistant Headteacher at King Alfred's Academy, Wantage and Grove

Helene Mason - Trading Standards Officer, Halton Borough Council

PC Matthew McPherson - Police Scotland - North East Edinburgh CAP

Sergeant Caroline Milligan - Barrow Police

Andy Morrice - Inspector - Lincolnshire Police

Kathy Morton - Trading Standards Officer - Wigan Borough Council

Toan Nguyen - Senior Trading Standards Officer - Sandwell Metropolitan Borough Council

Rebecca O'Grady - Business Police Community Support Officer

Rajesh Patel - Trading Standards - Sandwell Metropolitan Borough Council

Susie Rhodes-Best - Senior Licensing Officer - Nottinghamshire Police

Lisa Richardson - Director EMUES - Lancaster

Sergeant David Rogers - West Midlands Police

Inspector James Ross - Kent Police

Carol Salter - School Nurse - St George's Church of England School, Broadstairs

Sergeant Martin Severn - Nottinghamshire Police

Andy Simms - Community Development Alcohol Practitioner, Spectrum Community Health - Wakefield

Karen Sinden - Community Safety Projects Officer - Safer North Hampshire



Fay Smith - Powys Community Safety Partnership - Powys Council

Sergeant Dan Smith - Operational Partnership Sergeant - Norfolk Constabulary

Craig Spence - Senior Community Safety Manager - Corby Council

Richard Thomas - Antisocial Behaviour Officer - Rhondda Cynon Taff Community Safety Partnership

Sergeant Mick Urwin - Alcohol Harm Reduction Unit - Durham Constabulary

Laura Warner - Licensing Officer, Thames Valley Police

John Watts - Wantage and Grove Street Pastors

John Whittington - Community Safety Manager, Hastings Borough Council

Rick Wilson - Principal Officer, Lancashire County Council Trading Standards Service

9. Funding

Funding in 2018

CAP is grateful to our funders without whose contributions our work would not be possible. In 2018 we received a total of **£360,832** from the following companies:





If you would like to find out more about CAP
including how to support us contact

Kate Winstanley, CAP Director

kate@communityalcoholpartnerships.co.uk

07825 155225

@CAPUKTweets

Appendix 1

CAP evaluation framework

CAP's evaluation framework was developed by London Metropolitan University for CAP in 2012 and revised in 2017 following a review by Arcola Research. The key changes in 2017 are as follows:

- Expansion of the list of indicators from 17 to 21 indicators, from which CAPs should select at least one primary indicator for each of the objectives (normally 6-8) in their action plan
- All CAPs should collect baseline and post intervention data for the following five indicators:
 - Attempted purchase by U18s (measured via the CAP licensee survey)
 - Proxy purchase (measured via the CAP licensee survey)
 - Alcohol related anti-social behaviour among under 18s and young adults (measured via the CAP residents' survey)
 - Pupils' drinking behaviour (weekly drinking among Year 9-11s as measured by the CAP school survey)
 - Parents' attitudes to supplying alcohol to children (as measured by the "How much is enough?" parents' survey)

Guidance notes

We will continue to provide guidance to all CAPs to encourage consistent replication of the CAP methodology. This includes provision of templates for all key surveys referred to in the evaluation framework.

CAP regional advisers are on hand to provide training and support for CAPs. In particular, all CAPs are encouraged to:

- Identify target population and target geography for CAP interventions and conduct before/after comparisons only within these populations/geographical areas
- Identify an area outside the CAP intervention area for comparison purposes (ideally with similar demographics and problems). We realise this will not be possible in every case but is considered best practice for evaluation purposes - similar surveys should be run for both the intervention and comparison areas
- Use similar survey methods for baseline and post intervention surveys - for example conduct surveys at the same time of day, same time of year, same location and using the same survey methods
- Take steps to obtain as large and as representative a sample of the survey target audience as possible. This is relatively easy in the case of licensees and pupils but can be more difficult in the case of residents
- Use third party evaluators and/or make use of interns and/or local university students to assist with data analysis and evaluation

Appendix 1 (cont.)

CAPs are encouraged to make full use of all available datasets (e.g. local NHS hospital admission data or ambulance pick up data, police crime records) that can provide an additional means of measuring the existence of underage drinking problem (for example from public health and/or police partners within the

local CAP) as well as seeking to make alliances with local universities and/or agencies who have the appropriate skills to help with data analysis. Volunteers can be a great way to help carry out surveys and local supermarkets/ licensees are happy to provide staff or simply a centre to help with resident surveys.

No.	Outcome indicators	Outcome measures	Data source
1.	Attempted purchase of alcohol by under 18s	Either Percentage of licensees that refused the sale of alcohol to someone in the last month because they appeared to be under the age of 18 and were unable to prove their age. Or Percentage of licensees that refused the sale of alcohol during a test purchase operation	Licensee survey Test purchase data
2.	Attempted purchase of alcohol by under 25s	Percentage of licensees that refused the sale of alcohol to someone in the last month because they appeared to be under the age of 25 and were unable to prove their age	Licensee survey
3.	Compliance with Challenge 25 policy	Percentage of licensees that refused the sale of alcohol on a Challenge 25 compliancy test	Data from agency completing Challenge 25 compliance test exercise

No.	Outcome indicators	Outcome measures	Data source
4.	Proxy purchase of alcohol for under 18s	Either Percentage of licensees that have refused the sale of alcohol to someone in the last month because they suspected that it may be a proxy purchase (i.e. an adult purchasing on behalf of a minor) Or Number of people issued with Fixed Penalty Notices (PNDs) for the offence of proxy purchasing	Licensee survey Police crime records
5.	Residents' perceptions of anti-social behaviour (ASB) related to young people's alcohol consumption – this to be collected separately for under 18s and young adults (18-25s)	Either Percentage of residents reporting that alcohol-related ASB among youths/young adults is a fairly big or very big problem Or Percentage of residents reporting that they do not feel safe due to young people drinking alcohol in public Or Number of phone calls to the Police from the public regarding alcohol related ASB by young people	Residents' survey Police crime records
6.	Incidents of alcohol-related crime by young people	Number of reported crimes by young people from the CAP area that are alcohol-related Number of arrests of under 18s for crimes that are alcohol-related	Police crime records
7.	Levels of alcohol consumption by under 18s	Percentage of year 9, 10, 11 pupils surveyed reporting that they have drunk alcohol on at least a weekly basis	School survey

Appendix 1 (cont.)

No.	Outcome indicators	Outcome measures	Data source
8.	Young people's views on diversionary activity	Percentage of young people surveyed reporting that there is not enough to do locally that doesn't involve drinking alcohol	School survey
9.	Alcohol related health harms for under 18s	Number of alcohol-related A&E admissions Ambulance pick ups For Under 18s in the CAP area	Public health data
10.	Relationship between licensees and enforcement agencies	Percentage of licensees reporting a good – excellent relationship with enforcement agencies (e.g. police, trading standards)	Licensee survey
11.	Theft of alcohol by under 18s	Percentage of licensees reporting theft of alcohol by U18s	Licensee survey
12.	Availability of illicit alcohol	Either Number of outlets Or Volume of illicit alcohol (measured by number of containers or litres)	Enforcement agency records
13.	Residents' views on the extent to which public services are successfully tackling public underage drinking	Percentage of respondents who agree that public services are dealing effectively with young people drinking in public in their local area	Residents' survey
14.	The number of public spaces identified as being 'problem areas' with young people consuming alcohol	Number of problem or "hotspot" areas identified by residents or enforcement agencies	Residents' survey Or Stakeholder interviews
15.	Key stakeholders' views on effective partnership working	Percentage of key stakeholders reporting that CAP has improved effective partnership working	Stakeholder interviews

No.	Outcome indicators	Outcome measures	Data source
16.	Confiscations of alcohol from under 18s	Number of containers or volume of alcohol confiscated from under 18s drinking alcohol in public	Police records
17.	Knowledge and awareness among young people of health risks of underage drinking	New from 2017. Already covered in the school/pupils' survey	School survey
18.	Knowledge and awareness by parents of health risks of underage drinking	New from 2017. "How much is enough?" parents' survey	Parents' survey
19.	Parents who refuse to supply alcohol to their children for unsupervised consumption	New from 2017. "How much is enough?" parents' survey	Parents' survey
20.	Number of secondary schools in CAP area that agree to deliver alcohol education via PSHE or other agreed means	New from 2017. CAP partners should indicate all participating schools on CAP database	CAP partner list
21.	Alcohol litter	New from 2017. Data to be obtained from waste collection service logs	Council records

Licensee Survey

Baseline: <http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Licensee-Baseline-Survey.pdf>

Final: <http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Licensee-Final-survey.pdf>

Residents' Survey

Baseline: <http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Community-Baseline-Survey.pdf>

Final: <http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Community-Final-Survey.pdf>

School Survey

<http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Young-People-Survey.pdf>

Stakeholder Interviews

<http://www.communityalcoholpartnerships.co.uk/images/Surveys2017/Stakeholder-interview-final.pdf>

Appendix 2

Glossary of Abbreviations

AET	Alcohol Education Trust
ASB	Anti-social behaviour
ACS	Association of Convenience Stores
CAP	Community Alcohol Partnerships
CiC	Community Interest Company
KCAP	Kent CAP
LAAA	Local Alcohol Action Area
NEET	Young person not in employment, education or training
NSMC	National Social Marketing Centre
PASS	Proof of Age Standards Scheme
PCSO	Police Community Support Officer
PSHE	Personal, Social and Health Education
RASG	Retail of Alcohol Standards Group
TS	Trading Standards
WSTA	Wine and Spirit Trade Association



39-45 Bermondsey Street, London SE1 3XF
Tel: 020 7089 3861/07825 225 018
Email: admin@communityalcoholpartnerships.co.uk
www.communityalcoholpartnerships.co.uk

CiC number: 07478097
© Community Alcohol Partnerships 2018
Design & Infographics: Mark McLellan