



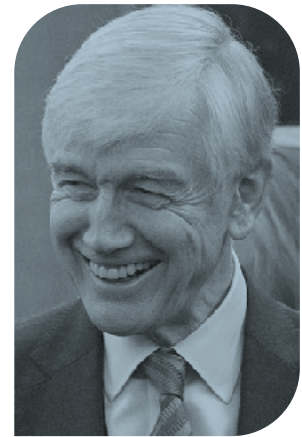
ANNUAL REPORT

2021/2022

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MESSAGE FROM THE CHAIR

Derek Lewis, Chairman



Community Alcohol Partnerships has emerged from the second year of COVID stronger than ever. Despite the pandemic, 24 new CAPs have been launched, many of them starting their lives wholly or partially in virtual mode. The overall number of CAPs launched rose to over 250, moving ever closer to our medium term target of 300.

While increasing in number, CAPs have continued to become more effective. Evaluation reports submitted during the period showed an average 62% reduction in alcohol consumption by 13-16 year olds, 98% compliance by retailers with Challenge 25, and a 42% reduction in alcohol-related behaviour.

Innovations introduced in response to the pandemic will produce benefits even post-COVID, notably greater agility and productivity from use of digital technology, as well as reductions in travel costs and carbon footprint. Other new programmes are also making an important contribution, including online training for smaller retailers, where it is difficult to accommodate face-to-face sessions, and the Young Health Champions programme.

During the year our attention was directed at the largest remaining barrier to reducing alcohol consumption and harm among under 18s – the supply of alcohol by their parents. We commissioned three waves of research to understand better why parents supply alcohol to their children, the results of which have been published in our report 'An Alcohol Free Childhood'. The answers, which include a disturbing lack of awareness of the Chief Medical Officers' advice on alcohol consumption by children, will assist us and others in developing interventions to promote better understanding and practice.

These impressive achievements have only been possible through the dedication of CAP's very small team led by our director, Kate Winstanley, with the support of an equally committed board. My thanks go to all of them.



Derek Lewis

EVALUATION

CAP Evaluation Framework

CAP's evaluation framework was developed by London Metropolitan University. It provides a means for CAP schemes 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 CAP schemes 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 carried out annually where alcohol education is being carried out.

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

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



OUR IMPACT

There is an emerging body of evidence that CAPs help to reduce alcohol-related crime and disorder and the acquisition of alcohol by under-18s. Very encouragingly we are also now seeing significant and sustained reductions in regular drinking¹ among 13-16 year olds in CAP areas.

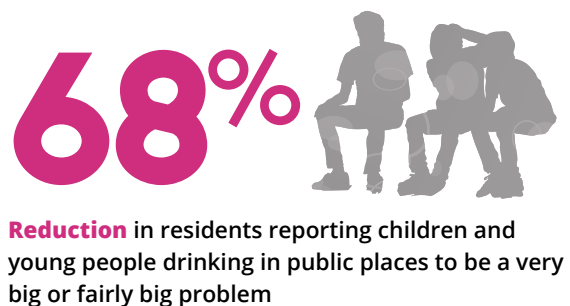
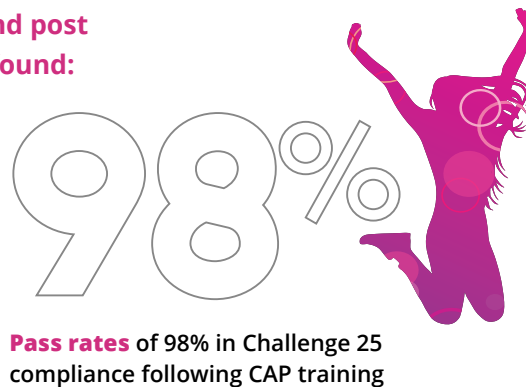
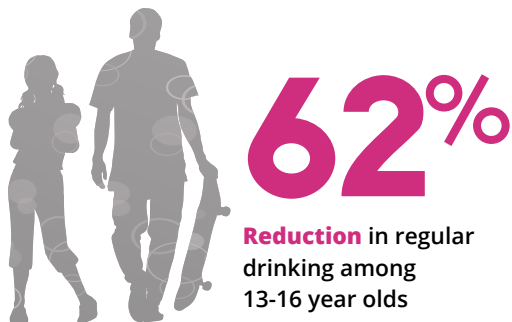
National data² shows a slow but broadly downward trend in regular underage drinking. However, recent national surveys indicate that youth drinking is no longer declining but stabilising in England; and in Scotland it appears to have increased since 2013³.

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 34 CAPs with comparable pre-CAP (baseline) and post intervention data submitted for the period 2016-2022, we saw an average 62% reduction from an average of 20.6% of 13-16 year olds drinking once a week or more at baseline to an average of 7.8% after interventions had been delivered (education, positive activity, retail strategies to reduce underage and proxy purchase).

The same surveys showed that children and young people are far more likely to access alcohol from their parents than any other source with 71% of drinkers saying they had been given alcohol by their parents in the last 4 weeks. This tallies with the data collected in the Smoking, Drinking and Drug Use survey series.

For CAPs that collected comparable baseline and post intervention data the following changes were found:



All statistics calculated from evaluation returns covering the period 2016-2022

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 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

³ 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.

WHAT IS CAP?

Community Alcohol Partnerships (CAP) is a Community Interest Company which supports local partnerships of councils, police, retailers, schools, health providers and other community groups in reducing alcohol harm among young people, improving their health and wellbeing and enhancing their communities.

CAP is funded by companies that retail and/or produce alcohol and share our mission of reducing the harm caused by underage drinking.

We receive around £400,000 per annum from our funders and often secure additional local funding for specific local projects e.g. Police and Crime Commissioner funds and (in 2016) from the Welsh Government.

CAP is governed by a Board of Directors drawn from the public sector, the third sector and the alcohol retail sector and is led by an independent Chairman, all of whom are required to act only in pursuance of CAP's constitutional objectives.

CAP action plans are uniquely tailored to target local problems but will always follow our three pillar model to EDUCATE, PREVENT underage sales and ENGAGE young people in positive activity to enhance their confidence, health and wellbeing.

Our targeted approach means that we bring effective national programmes (such as those produced by the Alcohol Education Trust and the Royal Society of Public Health) to areas with greatest harms. Since 2017 we have encouraged partnerships to include an objective of promoting moderate/safe drinking for young adults.



In 15 years CAP has supported the establishment of
OVER 250 LOCAL PARTNERSHIPS IN COMMUNITIES
where underage alcohol consumption and harm is most serious.

HOW DOES CAP WORK?

Local CAP schemes 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.

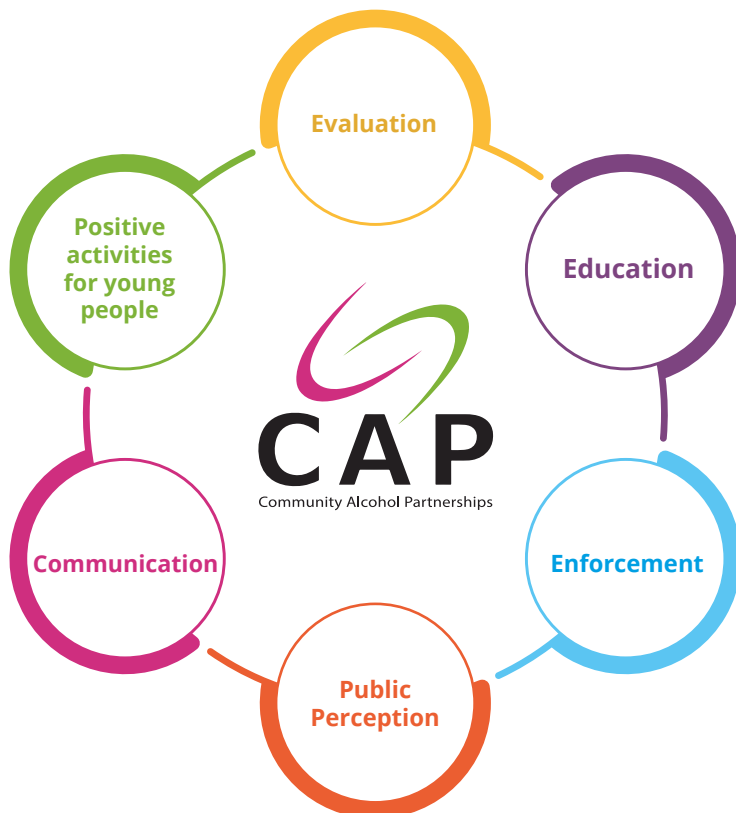
The national CAP organisation identifies local needs, facilitates the assembly of the local team, offers start-up funding and expert advice, provides a toolkit of interventions, shares best practice gathered across the national CAP network and supplies a rigorous evaluation system.

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.

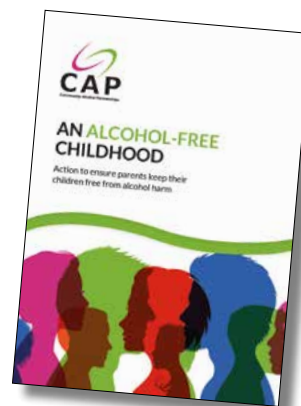
After delivering a locally tailored action plan and evaluating its impact, all CAP schemes are encouraged to join our CAP+ programme in which partners continue to meet regularly - though less frequently - to ensure that progress is maintained against key agreed objectives and metrics.



“ The CAP has a strong focus of bringing together key partners to look at a specific issue that otherwise would receive less attention and consequently lower outputs and learning opportunities. The CAP also provides effective leadership and drive.

CAP partnership value survey, March 2022

AN ALCOHOL-FREE CHILDHOOD



The parental supply of alcohol to children

Since 2003, there has been an overall downward trend in alcohol consumption by 11-15 year olds but alcohol is still the cause of serious harm for a small minority of those who drink. That downward trend has plateaued in England and in Scotland there appears to have been a slight increase since 2013.

In 2004 it was relatively easy for children to buy alcohol from licensed premises with 73% reporting they had successfully bought alcohol from a shop and 87% from a pub⁴. Thanks to the success of schemes such as Challenge 25, the principal source of alcohol for underage drinkers has now shifted away from licensed

premises towards parental supply, with 71%⁵ of young drinkers now obtaining alcohol from parents.

CAP felt that parental attitudes to the introduction and supply of alcohol to their children needed further exploration. We therefore commissioned qualitative research in 2019 followed up in 2021 by a national survey of parents of children aged 11-17 undertaken by Ipsos and a further Ipsos survey of adults aged 18-75 in 2022.

The key findings of our 2021 research were as follows:

67% 

Two thirds (67%) of parents **have never heard of, or at best know just a little about the** Department of Health and Social Care's guidance on alcohol consumption for under 18s.

67% 

Two thirds (67%) **would personally like to have a source of advice** in keeping children safe from the risks of drinking underage ("a lot" 33% or "a little" 34%) and only 13% already have such a source of advice.

53% 

Around half of parents (53%) **have allowed or would allow their children to have an alcoholic drink before they are 18** (contrary to advice that no alcohol is safe).

To a large extent, parents of children aged 11-17 feel that they should have the biggest role to play in educating under 18s about the risks of drinking alcohol (54%), followed by schools (19%), while parents (28%), supermarkets (26%) and the government (20%) are thought to have the biggest role to play in helping to ensure that the supply of alcoholic drinks to those under 18 is minimised.

Parents overestimate drinking prevalence among under-18s for all age groups. For example, the parents interviewed in our survey, on average, believed that 27% of 13-15 year old children drank regularly (once a week or more often) whereas only 8% of 13-15s do so according to the *Smoking, Drinking and Drug Use*⁶ survey.

⁴ *Smoking, drinking and drug use among young people in England in 2004*, (NatCen, NFER, pub 2005)

⁵ It should be noted that only 17% of 11-15s reported drinking in the month before they were surveyed and the total who accessed alcohol from their parents is around one in eight according to the latest *Smoking, drinking and drug use among young people in England survey* (NHS Digital, pub 2020)

⁶ [Smoking, Drinking and Drug Use among Young People in England 2018 \(NHS Digital, pub 2020\)](#)

In order to further test public understanding of the Government advice on alcohol consumption for under 18s we commissioned four questions as part of an Ipsos Omnibus poll which took place in February 2022. This surveyed over 2000 adults aged 18-75 (not all of them parents) and found that:

ALMOST 6 IN 10 (58%) adults interviewed said they are not aware of Government guidance on the consumption of alcohol by children and young people, initially prepared in 2009 by Sir Liam Donaldson, the then Chief Medical Officer for England.

KNOWLEDGE OF THE CMO GUIDANCE WAS POOR. Just 14% of the total sample were aware of the key guideline that an alcohol-free childhood is the healthiest and best option, only 10% knew that children should not drink any alcohol before they are 15 years old and just 9% knew that children aged 15 to 17 should only drink under adult supervision (if at all).

OVERALL, AROUND 7 IN 10 (69%) adults in our survey said that they would turn to Government or NHS websites or apps for advice/guidance/information regarding alcohol consumption amongst the under

18s, if they needed it, while 43% said they would turn to a healthcare professional (e.g. a GP, a pharmacist, etc.) and a similar number (42%) would turn to alcohol education charities (e.g. Alcohol Change, Alcohol Education Trust, Drinkaware).

PARENTS OVERESTIMATE DRINKING PREVALENCE AMONG UNDER 18S suggesting a need to educate them about correct social norms. There may also be a need to challenge beliefs about what other parents do in terms of permitting/ supplying alcohol.

Further information on the survey results as well as case studies of good practice in three CAP areas can be found in our report [*An Alcohol Free Childhood - action to ensure parents keep their children free from alcohol harm.*](#)

This report makes **three recommendations:**



The UK, Welsh and Scottish Governments should **actively promote** the CMO guidance and ensure it is both widely available and accessible and that a substantial majority of parents is aware of its existence and advice.



Alcohol harm reduction organisations should promote parental advice containing the CMO guidance to **reach a wider community** of parents/ carers. They also need to provide accessible information for parents for whom English is not a first language and/or those who struggle with literacy.



Parents should be involved in alcohol education interventions. There needs to be a step change in alcohol education interventions to also include parents who are children's primary source of information on alcohol.

CAP'S VALUE TO LOCAL PARTNERS

In March 2022 we conducted a survey of stakeholders who work within CAPs and received a total of 44 responses. A significant majority rated CAP positively and headline results were:

95%

Would recommend to others that they set up a CAP in their area

75%

Said that without CAP they would have been unlikely to achieve the same outcomes

75%

Average score for level of influence CAP has had in helping deliver local objectives was 75%

Partnership, support and collaborative working

across different agencies are some of the benefits partners say they gain from working with CAP and the biggest benefit partners found was the opportunity to bring different agencies together around the table to work collectively to find solutions to local problems.





Here are some of the comments we received in response to a question about what partners most valued about being part of a CAP:

“CAP provides the opportunity for collaboration / co-creation of support mechanisms in order to ensure the return on investment can be maximised. This for me is therefore, a great space to work as a collective with a common goal.”

“With having all partners discussing and working together we get a much enriched wider picture of what is happening in our locality and we work collectively to find solutions. The partnership development that CAP has brought is invaluable at informing the work on the wider determinants of health and wellbeing.”

“[We most value] the partnership collaboration that CAP promotes to address the issues and safety concerns in the area and the targeted approaches to these including the positive activities for young people. CAP supports partners with the coordination of intervention and gives confidence on what needs to happen with good advice and an organised structure.”

“It gets organisations round the table to chat to one another. We have no other youth related meeting in Millom so would not naturally have these partners together.”

“[We most value] the in depth integration with Public Health and their evidence based analyses of the problem profile.”

“Engagement with local retailers and other agencies enables a combined and informed response to the issues that are prevalent within Boston. This results in a much better targeted effort to reduce problems. In addition when public events have taken place, such as the Skate Jam in Boston Park, staff from CAP were able to attend and support the event. The supply of campaign material also ensures that good quality marketing posters etc. are being used to support reduction activities.”

“We most value the multi-agency links that have been formed, allowing us to be aware of what is happening in our local area, who is in the most need and, conversely, who can provide the help and assistance that we may need. In addition, the information available through CAP - particularly in relation to the dangers, problems, etc that alcohol abuse can pose to young people, their families and the community as a whole is particularly valuable.”

“The availability of the Alcohol Education Trust within our local schools and the other resources available via CAP - e.g. ‘Smashed’ and mainly the support of our CAP co-ordinator - Alan Simpson - whose knowledge, experience and support is invaluable. The community engagement opportunities which open up, between the police, retailers, schools and communities, so far, it has been an excellent experience.”

“It quickly worked to assist us with issues we were having in town, years ago when CAP was first formed. It now helps us to keep issues at bay by ongoing preventative work, and fostering existing and new partnership work. CAP helps us hugely in achieving our strategic aims, principally making Lincolnshire a safe place to live, work and visit.”

“The support, guidance and networking that being part of a national scheme brings. Our CAP adviser is extremely supportive and knowledgeable about what initiatives and ideas we could look to use in Corby, but also he is equally supportive at helping us adapt and tailor our ideas.”



CASE STUDIES

Each CAP project will devise an action plan that is uniquely tailored to local need with the overarching aims to protect children and young people from alcohol harm, enhance their health and wellbeing and improve local communities.

All action plans are based on three key pillars namely:

ALCOHOL EDUCATION

PROVISION OF POSITIVE ACTIVITIES

RESPONSIBLE RETAIL STRATEGIES

Since 2017, we have encouraged CAPs to also include an objective around moderate/safe drinking for 18-25 year olds. We have three CAPs whose main focus is now the 18-25 age group having successfully delivered interventions on reducing underage drinking. We also have a strong pipeline of CAPs with university populations.



Sharing Best Practice


During Alcohol Awareness Week 2021 we were delighted to hold CAP's first ever best practice webinar: [Reducing alcohol harm amongst young people](#). It brought together a wide range of experts to discuss how CAP helps tackle underage drinking and why its focus on providing alcohol education, working with retailers and delivering positive activities for young people is so successful.

Speakers included Joy Allen, PCC for Durham and joint lead for alcohol and substance misuse, who described how CAP functions as a catalyst for effective local partnerships; CEO of Northern Ambitions Academies Trust and CAP Board director, Liz Fairhurst, who spoke about CAP's role in education and how it fits with the PSHE curriculum; and Chris Simes, Director of Collingwood Learning, who spoke about the award-winning alcohol education programme '[Smashed](#)' and its film-based e-learning course.

We work closely with Salus in Kent which supports children, young people and families, and Youth Services Manager Roxanne Frost described the wide range of activities offered, from yoga to bicycle maintenance.

James Lowman, Chief Executive of the Association of Convenience Stores and Neil Eccles, Senior Licensing Manager at ASDA, discussed the vital role that retailers play in CAP.

If you would like to watch a recording of the webinar, go to [2021 Nov CAP best practice webinar](#) on YouTube

 CAP brings experience, resources and best practice from other areas. It's useful to know what other areas are doing so that we can learn from them.

CAP partnership value survey, March 2022




ALCOHOL EDUCATION

Schools in CAP areas are encouraged to take part in a wide variety of alcohol education programmes including but not limited to the Alcohol Education Trust's Talk about Alcohol programme, *Smashed* – an interactive drama-based programme - and the Royal Society of Health's Young Health Champions programme.

Given the importance of parents in shaping their children's attitudes to alcohol, we were delighted to see a number of innovative approaches this year in engaging parents via alcohol education initiatives.

In 2021 and early 2022 we supported alcohol education in 180 schools, Pupil Referral Units (PRUs), learning centres, further education colleges and youth outreach centres reaching an estimated 27,000 children and young people. *Smashed* did four tours of schools in CAP areas reaching around 11,600 children in 40 schools and a total of 56 young people in 6 CAPs took part in the *Young Health Champions* programme.

 *The support available to students in Scalby School has been exceptional. The resources provided and the links for additional external support have been of great benefit meaning a greater number of our students in KS3 have had access to a drama production. We currently have five students working on the Young Health Champion Award. This will give five, vulnerable students the opportunity to achieve accreditation through YHCA that otherwise would have not been available without the funding through CAP.*

CAP partnership value survey, March 2022

Young Health Champions in West Cumbria



We were pleased to see a large cohort of young people given the opportunity to become *Young Health Champions* with the skills and confidence to become peer mentors and deliver positive health messages to other young people.

This innovative course provides a valuable level 2 qualification equivalent to a GCSE. In an evaluation from West Cumbria, we were delighted to see the difference it made to young people's lives, helping them make their own informed lifestyle choices and gain the confidence to present health campaign messages.

Fourteen young people from Netherhall School, Maryport applied to take part in the first course there, and it was so successful that the following year, 14 more joined. A further 10 young people from West Lakes Academy in Egremont applied to gain the qualification.

The course had four modules, delivered by the Cumbria Alcohol and Drug Advisory Service (CADAS), which works closely with CAPs in West Cumbria:

- Principles of health improvement
- Research health improvement services
- Deliver a health campaign message
- Understanding alcohol misuse

Among the champions' activities were popular alcohol awareness presentations to their peers, engaging in Alcohol Awareness Week and attending local community events. They're now keen to find new ways of getting their health messages out to fellow pupils and the wider community.

There were lots of challenges along the way for these young people: some were off school due to COVID but CADAS was able to maintain contact with support from the schools, extra tutor time and a WhatsApp group.



In a survey, pupils reported enhanced communication, teamwork, empathy, leadership, organisation and public speaking. 100% said taking part had improved their knowledge of healthy behaviour, while 80% said the programme had helped them to develop new skills. 73% now felt comfortable talking about health and wellbeing with their peers and more than half said they had since made changes to their lifestyle to improve their health and wellbeing.

Some comments were:

- “Fun, amazing, knowledgeable, enjoyable and comfortable”
- “I now understand how alcohol can affect you”
- “I have learned all about units and effects on the body”
- “Learned how long alcohol takes to wear off”
- “This could be very helpful for people who need help”
- “It was great in helping me to learn about alcohol and helped boost my confidence”


Jen Marrs, Community Adult & Young People’s Worker at CADAS, said:

“Delivering the Young Health Champions training has been a great experience in supporting young people to achieve their full potential. Providing the young people with an opportunity to enhance their own mental and physical health and wellbeing has enabled them to gain the confidence to deliver a health campaign message to their peers and the wider community. These young health champions should be very pleased with what they have accomplished and gaining the courage to step out of their comfort zones in presenting their campaign.”


Learning through drama



It may have only launched last September but our Richmondshire CAP is already making its mark. We’re so proud of Richmond School Year 10 and 11 drama students for an outstanding performance about the risks of underage drinking, which they researched, created, scripted and produced themselves.

 *[We most value] the supportive and innovative nature of the work. Our adviser Matt is very flexible in his approach with working with Salus and the young people that attend our youth provisions. He is understanding that sometimes we need to find new and creative ways to engage the young people and is always the first to support any new ideas.*

CAP partnership value survey, March 2022

 *[We most value] the availability of the Alcohol Education Trust within our local schools and the other resources available via CAP - e.g. ‘Smashed’ and mainly the support of our CAP co-ordinator - Alan Simpson - whose knowledge, experience and support is invaluable. The community engagement opportunities which open up, between the police, retailers, schools and communities, so far, it has been an excellent experience.*

CAP partnership value survey, March 2022

Castleford – a case study in innovation that is responsive to local need

Castleford CAP is one of our longstanding CAPs that continues to deliver outstanding results and has delivered a wide range of alcohol education interventions as featured in our report [An Alcohol Free Childhood – action to ensure parents keep their children free from alcohol harm.](#)

In response to the finding from school surveys in the area that parents are the most common source of alcohol for children and young people, Spectrum Community Health CiC⁷, a key partner in Castleford CAP produced a leaflet for parents [“Young People and Alcohol – a Guide for Parents”](#) in November 2021.



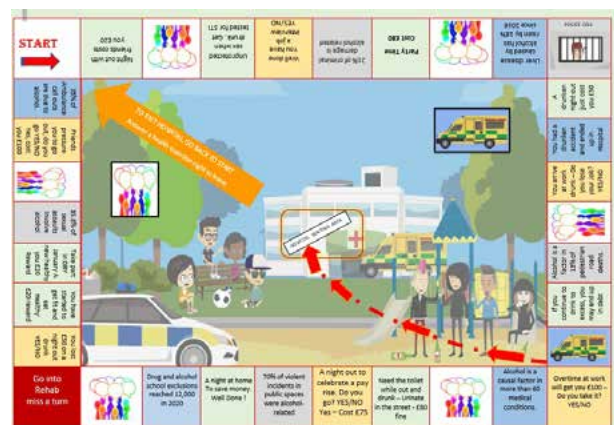
The resource pulls together a wide range of useful information relating to the physiological effects of alcohol, the law, statistics on young people and alcohol including local statistics as well as local contacts for those who may need help. It also has tips and hints to help parents have that important conversation with their children. It uses bright and engaging colours, is well laid out and easy to navigate.

The booklet is being used by schools across Castleford, Wakefield and beyond to communicate with parents via Parentmail, social media and school websites. It is also being used in work with Year Six students in primary schools and in transition packs sent to parents. The resource is now available for wider circulation in CAPs who may wish to adapt to include local statistics and contact details.

Feedback from parents has been very positive with comments such as:

- *I think this shows a strong message without overly scaring the young person too much*
- *Interesting facts, I like it*
- *Really important things a young person should know*
- *Good layout around the law specifically*
- *The leaflet is bright, clear and informative and I feel confident in discussing this with my children*
- *I like this as it's realistic and clear*
- *Good to focus on more short-term effects, 16 to 18-year-olds are more likely to be bothered by immediate consequences rather than long-term as they may feel immortal. Things such as weight gain and effects on appearance (skin) can appear shallow but are very important to young people. (Wakefield CAMHS)*

Andy Simms, who works for Spectrum CiC and is a key supporter of the Castleford CAP, also created a version of the board game Monopoly but with a novel twist. Instead of buying and selling property, players are focused on the theme of alcohol awareness and education. It also has group discussion cards and true or false cards which are particularly useful in classroom situations to stimulate debate and discussion. To create the board game, Andy used his extensive knowledge on the subject matter, identified external funding and liaised with game manufacturers. The resource will be distributed around all secondary schools in Wakefield.



⁷ Spectrum Community Health CiC is the contracted company for healthcare services on behalf of the NHS and Public Health for Wakefield.

Reaching out to parents across Lancashire

In a 2020 survey, 78% of children in Lancashire who drank alcohol said it was provided by their parents and 65% of young people drank at home when their parents were supervising. Lancashire County Council (LCC) worked closely with CAPs across the county to promote the [Where's the Harm?](#) campaign to increase awareness among parents of alcohol risks and harms and reduce young people's exposure to alcohol.

Samantha Beetham, Senior Officer in the Alcohol and Tobacco Team at Lancashire County Council's Trading Standards Service said: *"We wanted to focus on parental responsibility, 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 [Where's the Harm?](#) campaign called on parents to [#TalkBeforeTheyDrink](#), encouraging them to get the facts on underage drinking.

Key campaign messages:

- It is against the law for an adult to buy alcohol on behalf of someone who is under 18
- There are many risks associated with underage drinking
- Talk to your children about alcohol
- Key Call to action: [#TalkBeforeTheyDrink](#) - get the facts on underage drinking

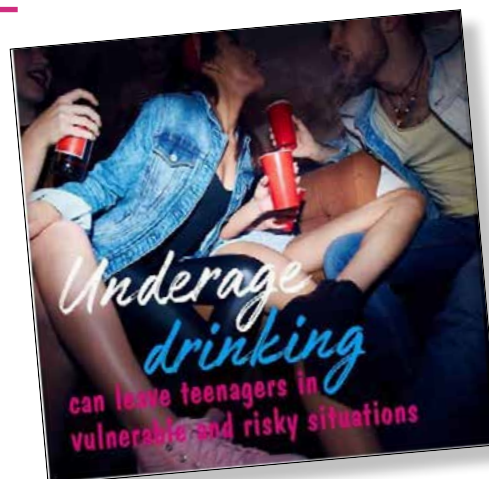
The campaign reached a total of 82,159 people via website views, radio and social media.

Getting our messages out to all young people

As well as engaging young people in schools, colleges and universities, we know that there are many of the same age in military establishments around the UK that we need to reach too.

We arranged for singer/songwriter Henry Maybury to visit the Catterick Garrison in North Yorkshire - the largest British Army garrison in the world. Henry provides great support to CAPs throughout the UK, performing, speaking and attending events to share his story and music and deliver a powerful and emotive message about the dangers of alcohol. His hit song 'Lost Days' was written in tribute to his brother, who died from an alcohol related illness at just 29 years old.

We were delighted when the young soldiers agreed to help us get proxy purchase messages out to the local



A survey of 54 parents showed:

- 75% had seen the [Where's the Harm?](#) [#TalkBeforeTheyDrink](#) campaign
- 53% said the campaign had taught them something new
- 58% were not aware of the Chief Medical Officer's advice that children should not be given alcohol before the age of 15
- 52% had given alcohol to their child before the age of 15
- 76% said the campaign had changed their view on giving their children alcohol
- 62% knew where to go for support if they were concerned about a child's drinking

community in Richmond. These temporary chalk-based stencils provide a stark warning that buying alcohol for under 18s is an offence and act as a powerful deterrent on pavements in town centres and outside shops.



PROVISION OF POSITIVE ACTIVITIES

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


Most CAPs 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, health and wellbeing, these activities are also an excellent opportunity to deliver alcohol education in an informal setting.

We've found that engaging young people in meaningful and enjoyable activities in the company of a positive peer group is an important step in addressing underage drinking and anti-social behaviour.

CAP is able to offer grant funding to increase the positive activities available to young people. Often,

just a little support can go a long way in reducing alcohol harm and anti-social behaviour.

Our funding has enabled some inventive projects, like mobile floodlights to continue youth outreach work in Fylde over the winter; beer goggles for events in North Yorkshire to simulate the experience of being drunk; and goal nets and football kits for the Gateside Hub in Edinburgh - an extremely deprived area which suffers from high levels of underage drinking, anti-social behaviour and a lack of positive activities for young people.

 *Through bringing various institutions together CAP provides a great opportunity for a multi-agency approach. CAP also offers invaluable resources to address many aspects associated with underage drinking that we would not have access to otherwise. Also, the funding opportunities allow for a more diverse approach and reaching a wider audience.*

CAP partnership value survey, March 2022



A gateway to support

CAP funding has supported some innovative schemes, like this project from a mobile van in Hyndburn.

This project was run in an area of Accrington with high levels of alcohol and substance misuse and anti-social behaviour, and where young people needed a safe space to come together, socialise and discuss their concerns.

It took place in a specially modified van which enabled it to go right into the heart of the community and act as gateway to additional support for those children and young people who might need it.

Young people who became involved in the project might already have been experimenting or regularly using drugs and alcohol, so sessions focussing on the consequences of their behaviour helped them understand what is acceptable and what is not and support them to make changes.

Project workers arranged quizzes, discussions and games and the young people designed and created their own 'chatterboxes' on issues that emerged.

Many of the young people involved said there were few activities for them in the area, and they were often



bored, especially in the school holidays. Asked what they'd like to do, they said they'd love to get more involved with football, so project workers arranged to take them to sessions run by Active Lancashire at nearby Accrington Stanley FC. This was so popular that after three weeks, the youngsters decided to continue and make their own way there.

The project was evaluated using the teen star outcomes model which allowed the team to identify young people who needed additional support with issues such as anger or behavioural problems, or those experiencing difficulty within the family home.

Burnley brings the community together in a festival of football



Pupils from Blessed Trinity School. Billie, front right in the high-vis, is the local Tesco Community Champion.

Pupils from Blessed Trinity School, Unity College and Burnley High School joined community groups for a 'Burnley back together' festival of football.

The idea was to find a way to bring pupils together again through their love of sport after so much was stopped due to Covid.

Blessed Trinity's Head of Year 9 and teacher of PE Mr Kelly organised the festival and said: *"Covid has ripped communities apart. For 18 months, kids have been limited in what they can do and it has had a massive impact on them. So this festival of football was designed to start bringing the community together again by playing sport."*

Thanks to our partner Tesco Burnley, for providing much-needed refreshments!

Edinburgh – a city-wide approach

Key to CAP's success is that we support local communities to create strong partnerships that identify local problems of underage and young adult drinking and design and manage their own action plans.

In Edinburgh, CAPs covering the whole of the city have made great connections with retailers, schools, the local authority and councillors, MPs, community groups, youth clubs and even the army - to investigate the use of its assault course by local young people.

All the CAPs also come together to exchange best practice and ideas, for *"Weeks of Action"* and to make sure CAP is represented at popular community events.

They use a range of educational resources to reach young people who are at risk of turning to alcohol, as well as getting messages out to adults who might be providing it to them. Especially popular have been a visit by a Hibernian footballer to Leith Academy to talk about healthy lifestyles and the use of videos by famous You-tubers including Joe Suggs' inspiring short film on the importance of avoiding peer pressure to drink.

In the North East of the City, Police Scotland wanted to target local hotspots known for underage drinking and engage with the young people gathering there. They tried an innovative approach – identifying online educational resources and converting them into strategically placed QR codes so youngsters could tap in and access information.

Officers work with Trading Standards to visit local off-licence premises, providing staff with posters, badges and window vinyls, while identifying any premises that might be selling alcohol to young people.



Underage drinking is a very complex issue to address, having various contributing and enabling factors as well as far reaching consequences, not just for the individuals but also, the community. CAP has been invaluable in terms of resources it has at its disposal. These, combined with the funding opportunities and the experience of its coordinators gained since CAP's conception in 2007 allowed us to achieve tangible results in terms of reducing the volume of anti-social behaviour reports to Police in Edinburgh.

PC Anna Morrison and PC Lauren Mitchell

The CAPs set up in Edinburgh have allowed me to make contact with and develop relationships with other agencies and individuals especially the Community Police Officers which can enable me to target my work towards traders who are not complying with their legal obligations. Coordinated



They provide training workshops and make joint patrols with Scotmid store security staff in areas where underage drinking, alcohol theft or proxy purchase – where adults attempt to buy alcohol on behalf of youngsters - are particular issues for the stores.

As part of its *'It'll cost you'* campaign warning against proxy purchase, the CAP held an event at a local retail centre, where a Halloween themed stall was set up with decorations and treats to attract members of the public and encourage them to talk about issues related to underage drinking.

It also organised two events around Bonfire Night, when there is often significant disorder. It worked with the SCRAN Academy, a catering social enterprise which supports disadvantaged young people, to provide hot food and drinks, leading to a significant decrease in calls to the police about anti-social behaviour. Police officers were able to engage more effectively with young people on the street and diffuse any issues at an early stage. They said even the 'cool kids' wanted to visit the van – and it was so popular it ran out of food!

work and joint interventions with others in the CAPs over the years have seen an improved level of compliance and an improvement to the quality of life in local communities and I hope that these partnerships continue to develop and grow into the future. My work within each of the CAPs have positively raised the profile of Trading Standards and demonstrate the effectiveness of our work.

Clive Johnstone, Edinburgh Trading Standards

As a responsible retailer our involvement with CAP has helped us make a difference to the communities we serve and meet our licensing objectives. CAP has helped us build on relationships with Police, Trading Standards and community groups with mutual benefit.

**Ian Lovie, Licensing & Compliance Manager
Scotmid Co-operative**

RESPONSIBLE RETAIL STRATEGIES

CAPs work closely with retailers, providing support, training and publicity materials and helping them build positive relationships with local police, trading standards and licensing officers. 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.

But many independent retailers don't have the time, staff or resources to be able to take part in training courses and ensure their staff are well trained too, which puts them at risk of failing compliancy tests and even breaking the law.



Challenge 25

Free e-learning for independent retailers



Before COVID, independent retailers were offered additional support and training from supermarket partners. But this was not possible during COVID restrictions and we also realised it was sometimes difficult for independent retailers to leave their shops to attend external training. So we came up with a free online training course for retailers to help them prevent underage sales and proxy purchase (where adults buy alcohol on behalf of children).

CAP's new e-learning course can be undertaken in store, on a phone or laptop and at any time. It covers the requirements of the 2003 Licensing Act, how to refuse suspected underage sales, spot attempted proxy purchases and apply the Challenge 25 policy.

It draws on CAP's extensive knowledge of working with retailers over the last 15 years and has been created in conjunction with CPL Learning, a leader in personal licence training to the hospitality and retail markets.

The new course is available free of charge to all retailers in more than 250 CAP areas in the UK and has been adapted to take account of separate licensing laws in Scotland.

We hope independent retailers will find this short course a convenient and helpful way to ensure they have effective age verification policies in place.



Engagement with local retailers and other agencies enables a combined and informed response to the issues that are prevalent within Boston. This results in a much better targeted effort to reduce problems. In addition when public events have taken place, such as the *Skate Jam* in Boston Park, staff from CAP were able to attend and support the event. The supply of campaign material also ensures that good quality marketing posters etc. are being used to support reduction activities.

CAP partnership value survey, March 2022

Engaging young people in our work

In Reading, our CAP co-ordinator Tessa Brunsten offered a day's work experience to young people who wanted to learn more about the role that trading standards departments play in enforcing laws around age restricted products like alcohol and tobacco. It was also a great opportunity for them to understand how important retailers are in upholding these laws and protecting young people and the community.

She spent a day with the 15 and 16 year olds, describing her work for trading standards, public health and CAP, before they headed out to the town centre together to carry out some test purchases from a shop. The youngsters were supervised at all times

and if they were able to successfully make a purchase, were accompanied away from the scene while follow up conversations were held with the retailer.

The exercise prompted a great discussion and provided valuable feedback to Tessa. She says: *"The young people really understood the need for and importance of what we were trying to achieve through test purchasing. It also gave me a chance to hear about some of the challenges they face and the experiences they have of seeing peers use underage products, which was insightful and useful for my work."*

There was such a good response to Tessa's offer of a work experience day that she is already planning more.



SUPPORTING THE HEALTH AND WELLBEING OF YOUNG ADULTS

Since 2017, we have encouraged CAPs to include within their action plans an objective to promote moderate/safe drinking for their young adult (18-25) demographic, especially in areas with student populations.

Emerging best practice from Cardiff CAP

Cardiff has four large universities with local campuses: Cardiff University, Cardiff Met and the University of South Wales, and the Royal Wales College of Music and Dance.

The Cardiff CAP was set up in 2018 - the first to address alcohol use in the student population - working alongside representatives from the universities and college, students' unions, the police, Cardiff Council, the Cardiff and Vale Local Public Health Team and FOR Cardiff, and the night-time economy.

It is chaired by Lauren Idoiw, Principal Health Promotion Specialist in the Cardiff and Vale Public Health Team and Ian Tumelty, Business Crime Reduction Manager with FOR Cardiff Business Improvement District and co-ordinator of the Cardiff Business Partnership Night-Time Economy Group.

When the local Public Health Team looked at admissions to the Alcohol Treatment Centre, they could see the largest proportion (58%) was among the 18-24 age group. They set out to reduce anti-social behaviour, alcohol-related violence and health risks from high levels of intoxication among students. The first step was to carry out a baseline survey to find out where students were drinking, and what their motivation was.

This found that most alcohol consumption took place in student houses, bars and clubs – and that it was mostly to socialise with other students, to adhere to social norms as a student and sometimes to help with stress and anxiety.

79% of those surveyed felt that intoxicated or drunk students created problems with other residents in their areas and while an encouraging 72% of students felt there were good options to socialise with and without alcohol, 86% thought there could be more alcohol-free social activities.

The Cardiff CAP worked closely with partners to bring together existing initiatives, leading to the creation of a bank of resources; help points set up across the city and a safety bus service provided by South Wales Police and supported by student volunteers on busy nights to ensure students get home safely.

Vulnerability training has been developed for Street Pastors, door staff and other members of the night-time economy and also for Residence Life Assistants – existing students who provide support to new undergraduates. Cardiff City Centre is also accredited by the Purple Flag scheme, which works to help create safe and thriving locations at night for all users.



Other initiatives from the universities have included:

- Provision of no/low alcohol alternatives including mocktails, water and soft drinks especially at events during Freshers' Week
- Inclusion of information about local welfare and support services on student apps e.g. SafeZone app, NHS Student Health app, SU app
- Using social norms to reinforce positive behaviour in all communications work

A sub-group of the CAP (consisting of public health and students on placement in the team) was set up to:

- Engage with students to design and develop digital and hard-copy alcohol messages to reduce harm
- Create clear, effective messages and designs that young people can relate to
- Identify key locations for dissemination/display of messages

The resulting designs were produced after a series of student focus groups which provided feedback on messaging/design as well as location for dissemination/display of messages.

'Moderation' activities are now being piloted for students at student union sites where alcohol is available but not the focus of activity and where a good choice of alcohol-free options is available.

Lauren and Ian gave a presentation to CAP's 18-25 webinar in March 2022, which discussed CAP's partnership approach to reducing alcohol harm among young adults. The webinar brought together some brilliant speakers who addressed a wide range of issues, from drink spiking to the *Women's Night Safety Charter*. If you missed it, a recording is still available [here](#) using the password **CAP2022**.



I really enjoyed the webinar, it was really well presented, the speakers were informative and it was kept to a tight frame. I learned a lot, and think that your work on 18 to 25 is really solid and needed. It is really good to have built the first CAP 18 to 25 with Cardiff.



THANK YOU

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OUR PEOPLE

Board

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.

Derek Lewis

Chairman

Miles Beale

Chief Executive
The 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
and County Councillor in Pontnewydd

Hardish Purewal

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

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 Scotland

Gillian Walters

Head of Business, Events and Operations

CAP AMBASSADORS

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Rowland Baxter

PCSO, North Yorkshire Police

Samantha Beetham

Senior Drugs and Alcohol Officer,
Lancashire County Council

Lisa Bird

Police Inspector, South Yorkshire Police

Melanie Blayney

Cwm Taf YEP co-ordinator - Rhondda
Cynon Taff County Borough Council

Ian Brookes

Sports Development Officer
Fylde Borough Council

Richard Brown

Community Safety Officer
Burnley Borough Council

Tessa Brunsdan

CAP Officer - Reading Borough Council

Neil Butcher

Trading Standards Officer
Kent County Council

Scott Butler

Community Safety Unit Team Leader -
Canterbury City Council

Brook Buttfeld

ECS Project Officer
Swale District Council

Jacqui Colleyshaw

Teacher - Airedale Academy, Castleford

Susan Dabbs

Neighbourhood Quality Officer
Havant Borough Council

Laura Dando

Senior Community Safety Officer
RCT Council

Sam Davison

Police Constable - Police Scotland

David Duthie

Police Inspector - Police Scotland

Helen Ellison

Health Opportunities Officer
Newark & Sherwood District Council

Alison Finch

Community Safety Manager
Tonbridge and Malling Borough Council

Jessica Ford

PCSO - South Wales Police

Roxanne Frost

Youth Services Manager - SALUS

Chris Giddens

Police Sergeant - Norfolk Constabulary

Lesley Graham

Public Health Locality Manager
Cumbria County Council

Helenor Gwatkin

PCSO - North Yorkshire Police

Sarah Hall

Police Constable - Police Scotland

Natalie Harris

Police Sergeant - South Wales Police

Francesca Harrod

Police Inspector - Lincolnshire Police

Richard Hay

Police Sergeant - Northumbria Police

Terry Hughes

Community Safety Manager
Tunbridge Wells Borough Council

Lauren Idowu

Principle Health Promotion Specialist
Wales Public Health

Rochelle Jackson

PCSO - Cumbria Police

Bob Mackenzie

Partnership Co-ordinator - Orkney CAP

Jen Marrs

Community Adult and Young Person's
Worker - CADAS

Linda McCarthy

Community Safety Manager
Hyndburn Borough Council

Sam McConnell

Principal Officer, Trading Standards -
Lancashire County Council

Karen McKenzie

Police Constable - Police Scotland

Barry Mercer

Police Sergeant - Police Scotland

Lauren Mitchell

Police Constable - Police Scotland

Anna Morrison

Police Constable - Police Scotland

Rick Mosley

Police Sergeant - Lincolnshire Police

Roisin Mullee

Safer Together Officer
Office of the Lincolnshire PCC

Andy Nederpal

Community Safety Manager - Borough
Council of King's Lynn & West Norfolk

Kate Odlin

Police Sergeant - Lincolnshire Police

Cliff Owens - Community Safety Officer -
West Lancashire Borough Council

Suzanne Preston

Safer Corby Partnerships Officer
North Northants Council Corby

Susie Rhodes - Best

Senior Licensing Officer - Mansfield
District Council

Kate Roberts

Senior Health Promotion Specialist -
Wales Public Health, Cardiff and Vale
Public Health Team

Samuel Sharples

Police Inspector - Norfolk Constabulary

Laura Shaw

Safer Communities Manager
North Northants Council Corby

Jon Shipp

Town Centre Manager
Bournemouth Borough Council

Daniel Smith

Police Sergeant - Norfolk Police

Lindsay Stuart

Police Sergeant - Cumbria Police

Emma Thompson

Allerdale Hub Manager
Allerdale Borough Council

Laura Thompson

PCSO - North Yorkshire Police

Ian Tumelty

Business Crime Reduction Manager
FOR Cardiff

Mick Urwin

Partnership Co-ordinator - Bishop
Auckland Alcohol Partnership

John Whittington

Community Safety Manager
Hastings Borough Council

Leigh Williams

Chief Officer - CADAS



www.communityalcoholpartnerships.co.uk

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CONTACT DETAILS

Jayne Boote

CAP Adviser responsible for the North West

m: 07813 908646

e: jayne@communityalcoholpartnerships.co.uk

Grahame Clarke

CAP Scotland Adviser

m: 07905 705858

grahame@communityalcoholpartnerships.co.uk

Matthew Knight

CAP Adviser for Southern England and Wales

m: 07396 096687

matthew@communityalcoholpartnerships.co.uk

Julia Shipston

CAP Communications Manager

m: 07713 163003

julia@communityalcoholpartnerships.co.uk

Alan Simpson

CAP Adviser responsible for North East and East England

m: 07772 471158

alan@communityalcoholpartnerships.co.uk

Gillian Walters

Head of Business, Events and Operations

m: 07825 225018

gillian@communityalcoholpartnerships.co.uk

Kate Winstanley

CAP Director

m: 07825 155225

kate@communityalcoholpartnerships.co.uk



Community Alcohol Partnerships (CAP)

Unit 9, Baden Place, Crosby Row

SE1 1YW, London

admin@communityalcoholpartnerships.co.uk

www.communityalcoholpartnerships.co.uk



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