Introduction

Community Alcohol Partnerships (CAP) has got off to a flying start with three new CAPs already launched and a further seven set to be launched in the March/April. We anticipate launching upwards of 36 CAPs this year, more than we have ever launched in a single year. We are seeing strong growth in “high harm” areas and have already had considerable interest from the new, second round of Local Alcohol Action Areas (LAAAs).

To celebrate our tenth anniversary year, planning is already well underway for a high profile event in Westminster on 10th October (date tbc). This event will build on the successful formula of our two previous annual Westminster events at which we invited constituency MPs to present achievement awards to CAP co-ordinators and ambassadors who have made outstanding contributions to their local CAPs.

We are very excited to be working in partnership with Drinkaware on a campaign across all CAP areas to encourage greater parental engagement in alcohol education. The centrepiece of this will be a new co-branded resource that builds on Drinkaware’s successful “Talking to your Kids about Alcohol” resource, and the resource will be available as both a digital and printed resource. Evaluation of impact will be an important element of this partnership, given that both Drinkaware and CAP place a high value on evidence-based interventions.

We are also delighted to be working with PASS accredited proof of age card issuer CitizenCard to offer free dispensers (including stickers and posters) to retailers in CAP areas and discounted cards for young adults. For further details including how to apply for free packs contact Gillian.

You may have noticed that CAP is generating more news stories and tweets than ever. This is down to our new Communications Manager, Julia Shipston, who has been working hard to raise CAP’s profile since she joined us last November. If you don’t already follow us on Twitter please do so @CAPUKTweets. CAP also now has its own Facebook page https://www.facebook.com/Community-Alcohol-Partnerships-1183228611761191/ which provides us with a great place to post stories and pictures of what CAPs are doing. Please do ‘Like’ the page and follow our news and if you have anything you would like us to post please get in touch with Julia.

Local Alcohol Action Areas

The Home Office has announced that it will be working with 33 Local Alcohol Action Areas (LAAAs) over the next two years to tackle a range of alcohol related harms and to improve diversification of the night-time economy. CAP has pledged support for the schemes that have underage drinking issues and already has seen an interest from some high priority areas.

Gillian has been in contact with Helen Wright who is leading on the LAAA in the Isle of Wight who is enthusiastic about the development of a CAP on the island. Devon, Somerset and Torbay Trading Standards have also confirmed that they are proposing to develop up to five new CAPs across the
region, Colchester in Essex has expressed interest in setting up a CAP and Barnsley is keen to include a CAP within their new “Alcohol Alliance”.

Regional News

North East

In Blyth, Northumbria, Booker Cash and Carry have generously offered their CAP £500 in funding which will be used to purchase poster frames that can be put on the outside and insides of off-licences to display A3 Challenge C25 posters that are being supplied by CAP centrally.

Castleford CAP has seen the launch of a pilot voluntary Off-Licence Accreditation Scheme in three off-licences in Airedale, all of which received a 5 star rating. The scheme encourages retailers to tackle underage drinking and proxy purchasing. A certificate and award was presented to participating retailers by Yvette Cooper MP.

Lots of good work is taking place in Ilkley, West Yorkshire including the creation of a drama to raise awareness of the risks associated with proxy purchase by pupils of Ilkley Grammar School. A multi-agency health awareness session has taken place recently in the youth hub and a parents information evening is being planned for the summer.

In Todmorden alcohol education resources valued at £1000 have been granted to the Oasis Outreach Bus, which provides diversionary activities for young people in the area - 22 young people attended their last session which was a great turn out. The CAP is planning ahead for a Week of Action to deter proxy purchase during the summer.

Great work has been taking place in the Wakefield City Academy thanks to the CAP there. As well as the school developing their own Alcohol Action Plan, the CAP Ambassador Scheme has really taken off with 13 pupils from the City Academy becoming CAP Ambassadors. The Alcohol Education Trust (AET) is to offer a Teacher Training Session and a Parenting Workshop and singer songwriter Henry Maybury is set to perform his youtube hit “Lost Days” at the school to raise awareness of alcohol misuse.

North West

Two new CAPs launched in the North West in January, which was a great start to the year.

Barrow CAP had a successful launch on 19th January with around 50 people in attendance from the police, trading standards, public health, licensing, schools, retailers, elected members and recovery and treatment services. The launch had good media coverage; Inspector Matt Pearman (the co-ordinator) gave a live interview on Cumbria radio and there were press releases from Cumbria Police and Cumbria County Council which were featured in the local press. Following the launch a retailers’ workshop was held in the afternoon supported by Asda, Tesco and the Co-op. Five local independent retailers attended who were positive about the CAP and provided ideas on how to engage more retailers with the training. Further CAPs are being planned across the South Lakes Area of Cumbria.
Lancaster launched their CAP on 26th January at the Ridge Community Centre. It was a great event, with lots of involvement from young people in the community. Shanelle Ferguson our first CAP support volunteer talked about her role and nine young people received CAP Ambassador badges from our Chair for the work they had undertaken to develop the CAP. Lancashire Trading Standards gave their first public showing of a video resource they have developed aimed at parents to tackle proxy purchasing and the Kaizen Academy, who will be running diversionary activities as part of the CAP, discussed their work. Around 50 people attended the event including local schools and pupils, the police, staff from the community centre, trading standards, elected members, community safety, retailers, young people’s services and treatment and recovery services. All those who attended pledged to support the CAP by signing a helping hand. The Lancaster CAP is the first of several CAPs that will be launching across Lancashire in 2017/2018.

**South East**

The Broadstairs and Ramsgate CAPs are set to launch in Kent on the 10th March 2017 at East Kent College. Henry Maybury will be performing at the launch alongside pupils of St George’s Church of England School who will be presenting their experiences of alcohol to an audience which will include local MP Craig Mackinlay. Kent Fire and Rescue have kindly funded the CAP £500 for the launch and over 50 people are set to attend. Following the launch of the two CAPs, work will be underway to develop the third Kent CAP in Herne Bay.

Ore in Hastings will be launching its CAP on the 28th April 2017 at the Hastings Academy and Home Office Minister Amber Rudd has confirmed attendance. Prior to the launch Gillian has been working with the National Social Marketing Centre who have been commissioned to carry out a project to reduce underage drinking in the area.

Biggleswade CAP has recently successfully bid for funding of £500 from Biggleswade Town Council for educational resources to allow them to hold an Alcohol Awareness day in the summer. The day will include presentations from key partner agencies, use of educational resources and a live performance from Henry Maybury. Recent test purchases of alcohol from pubs and takeaways have led to fixed penalty notices of £90 being issued to 5 premises that sold alcohol to the underage volunteer. Premises that failed are being urged to undertake free training provided by Sainsbury’s.

Momentum for new CAPs has been growing across the South East recently with expressions of interest from the Isle of Wight, Colchester and Luton all of which fall within the new Local Alcohol Action Areas.

**South West**

In Reading a parent survey called “How much is enough?” has been trialled and, following feedback from Public Health, amended and will now be formally piloted in two secondary schools, one an all-boys school and one an all-girls school. Once the trial is complete and the data reviewed, the survey will be launched across the Borough with the aim of establishing a positive social norm for parents in the context of whether alcohol should be given to a 16 year old son or daughter to take to a party.
Two young pupils who successfully completed the Youth Health Champion accreditation too in Reading and they have both received CAP Youth Health Champions awards for their efforts.

Wantage and Grove CAP saw the first of two Alcohol Action Days take place at King Alfred’s in February for Year 9s. Half of the year group (150 students) attended with the other half attending in March. A wide variety of partners were involved including David Looker from Sainsbury’s. CAP Award Winner, Henry Maybury, delivered his full assembly in the afternoon. An evaluation of the event showed that over 85% of young people rated the whole event as “Great” or “Good” and the mean score out of 5 (5 being “a lot” and 1 being “not much”) for how much students had learnt about CAP and alcohol was “3.66” (with 59% rating at 4 or above.

Thames Valley Police Licensing premiered their in-house film production involving local young people, retailers and Police officers during the event. It shows a variety of scenarios – underage alcohol purchasing, the use of false ID documents, proxy purchasing, anti-social behaviour and a young person incapacitated by alcohol. The film was used to “play and pause” so that the issues, the law and best practice could be discussed. The film will soon be available to CAP to use across other schemes as required. Following the second Action Day event in March, King Alfred’s School will be running a competition in conjunction with CAP where young people will be invited to design a new “pavement stencil” on the theme of responsibility and respect. The winning design will be chosen by CAP and will be used to create a final stencil which will then by used by local partners in conjunction with other stakeholders including RASG members.

Plans for the CAP School Action Day led by Public Health are progressing well too in Fratton and Milton, it is being styled as a Conference with students receiving delegate packs and name badges etc. There are a wide array of partners and other stakeholders involved including Sainsbury’s and the Citizencard free cards programme will also be involved and CAP Award Winner, Henry Maybury, will be performing his song “Lost Days” at a school assembly.

**Wales**

Pontardawe CAP has recently undertaken its first Alcohol Action Day. Feedback was very positive and the co-ordinator PCSO Sian Jenkins described it as an “amazing day”. A full assembly also took place called “Paul’s Pledge”. Paul suffered life-changing injuries after being on the receiving end of a single punch on a night out by a person who was extremely drunk. A short film clip with highlights of the day can be viewed here [https://www.youtube.com/watch?v=pWYpea-X1mY](https://www.youtube.com/watch?v=pWYpea-X1mY)

**Scotland**

We were proud to see the launch of a new CAP in North West Edinburgh on the 13th February 2017 at a packed reception in Drumbrae Library with support from local MSP Ben Macpherson. The CAP is being coordinated by Police Scotland and is the first of two CAPs to be launched in Edinburgh this spring.
The second new CAP this year in Scotland will be launching in North East Edinburgh on the 28th March 2017. The new CAP is an extension of the previous Piershill and Portobello CAPs and will add a total of seven electoral wards to the original East Edinburgh CAP area.

On the 9th February Alan visited the Orkney Islands and presented CAP at two meetings, both of which were well received. A further presentation to additional partners and the ADP will take place on 5th April 2017 and it is hoped that the formal launch will take place in Summer 2017.

7th March 2017

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