Introduction

This summer is shaping up extremely well for Community Alcohol Partnerships (CAP). Plans are underway to implement our new Four Year Strategy in 2018. The strategy is ambitious and expands our scope to include young adults; it also includes proposals for faster rollout of schemes in high harm areas and piloting a project for sustainability.

We have already seen 10 new CAPs launched in 2017 and a further three are launching in July. We anticipate launching upwards of 38 new CAPs this year, more than we have ever launched in a single year. The new, second round of Local Alcohol Action Areas (LAAAs) continues to stimulate strong demand for new CAPs.

To celebrate our tenth anniversary, we are planning a high profile event at One Great George Street in Westminster on 10 October. A keynote speaker has been secured and Save the Dates will be sent out shortly. This year, award winners will be chosen by a panel of judges and CAPs have been invited to nominate entries in a number of categories. If you would like to nominate a CAP or would like to know more about the award categories please contact Gillian.

CAP recently sent out a questionnaire to all Coordinators via Survey Monkey to gauge interest in a Regional Coordinators Workshop and what topics they would like discussed. The closing date for responses is 30 July 2017. Please feel free to share your views if you haven’t done so already here: https://www.surveymonkey.co.uk/r/CAPRegional. Once the survey has closed, Gillian and Alan will work together to arrange the first Regional Workshop which is expected to take place in January 2018.

We’ve recently been developing a database which will be the primary vehicle for storing all information on CAPs, including evaluation data. The database is now ready to be populated and is expected to go live by the end of August.

Our CAP Officer for the South West, Russell Sharland will be leaving the team at the end of July. Russell has worked for CAP for five years, has been a fantastic member of the team and will be missed by us all.

Communications

We have increased our social media coverage and now have more than 300 Twitter followers, an increase of more than 50 since May. We continue to post a range of activities undertaken by local CAPs on our Facebook page at https://www.facebook.com/CAPUKNews.

In June more than 10,000 people saw our tweets. One in particular prompted interest, which related to the use of the CAP stencil in Ramsgate and Broadstairs. After seeing it, the local newspaper contacted CAP and subsequently published a very positive news story - http://bit.ly/2UuwTd.
As part of our work with Drinkaware, a new co-branded leaflet that builds on Drinkaware’s successful “Talking to your Kids about Alcohol” campaign, has now been distributed to 14,000 people within CAPs and will be handed out through schools and at summer events. A press release was issued to promote the campaign and we’ve publicised it heavily on social media.

Local Alcohol Action Areas

The Home Office is 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 continues to see an interest from some high priority areas.

In July Gillian presented to key partners in the Isle of Wight, which is one of our highest priority harm areas. The Ore, Hastings CAP was launched on 14 July, which is set within its LAAA. Devon, Somerset and Torbay Trading Standards have also confirmed that they are proposing to develop up to five new CAPs across the region. Gillian has presented to key partners in Colchester in Essex and Luton in Bedfordshire who have confirmed that they are keen to progress with CAPs. Barnsley is also keen to include a CAP within its new “Alcohol Alliance”.

Regional News

North East

Partners in Boston, Lincolnshire held a Community Health Awareness event on 2 June which was attended by local MP Matt Warman, the Police and Crime Commissioner and his Deputy. The event was a real success and visitors were able to make their own mocktails, visit the Cooperative stand and join in a range of fun activities. The CAP stencil has also been very popular across the area, with outlets in addition to off licences asking if they can have the stencil used at the entrance to their premises.

Booker’s Cash and Carry has provided the Blyth CAP with £1000 to buy metal poster frames which will be positioned outside off licences to display large Challenge 25 posters. This larger style poster should attract much more interest from the community.

Ilkley CAP held a Parents’ Information Evening on 9 May where both CAP and the Alcohol Education Trust had stalls and parents were invited to take part in a number of interactive sessions. Barnardo’s are working in partnership with the CAP by visiting retailers and advising them about Child Sex Exploitation whilst also completing Licensee Surveys for the CAP. Young people in the area who have been previously involved in anti-social behaviour are working with the youth service to raise money for days out locally.

In Ovenden a ‘Proxy Week of Action’ took place in May. The week focussed on alcohol related lessons across all year groups at Trinity Academy, health awareness sessions, the use of alcohol
awareness QR codes, community engagement, publicity, compliancy testing in licensed premises, stencilling in the town, and guest speakers at the Academy.

Todmorden CAP also took part in a ‘Week of Action’ in June. The week included publicity about the CAP, litter picks around the area, licensing and anti-social behaviour checks.

Lots of education-based activity has been taking place in the Central Wakefield CAP recently, including the purchase of an alcohol resource kit by CAP. Alcohol testing strips have been given to Wakefield Academy to use at a prom night and more widely within the school. Alcohol Education Trust will be attending the teachers’ Continuous Professional Development Day in September.

**North West**

A new CAP launched in Burnley, Lancashire on 5 May at Gannow Community Centre. A number of partners attended the launch including Burnley Football Club and their mascot Bertie Bee, which made a great photo opportunity.

In Halton, the CAP has been promoting a campaign about the fraudulent use of ID; posters have been distributed in the CAP area and across Halton and the campaign is being highlighted on social media. Licensing teams are monitoring the numbers of confiscated IDs they receive to assess the impact of the campaign.

A range of partners supported and delivered sessions at the CAP Action Day at the local High School in Halton, including public health, trading standards, police and licensing. The CAP will also be raising awareness of its work at two further events in the summer, the Phoenix Park experience and the Murdishaw family fun day.

In Lancaster our Young Ambassadors are working on a quarterly newsletter around alcohol and health issues which will be sent to all pupils at Ridge Community Primary School as part of ongoing peer education. They are also planning a celebration/fundraising event. The Community Centre has recently delivered a Healthy Eat and Cook session to young people.

Due to their strong partnership locally, Sainsbury’s has provided £500 towards CAP activities at the Ridge Community Centre and confirmation of £5000 grant from the Youth Social Action Fund has been received. This funding will assist with training and mentoring the Young Ambassadors to help them deliver the CAP activity. Training has been scheduled for August/September.

**South East**

Action Plans are well underway in the Broadstairs and Ramsgate CAPs since they launched at the end of March. The CAP stencil has been really well received locally, and the doorsteps of all licensed premises in both towns have been spray painted. Our stencils have attracted a lot of attention and prompted interest from the local paper, which published a very favourable article about our work. The main supermarkets in the area all held high visibility events at their premises in June and offered
a member of staff during their highest footfall periods to take resident surveys. Large A0, A1 and A2 posters have been displayed in foyers of supermarkets in both areas, which has made the CAP highly visible to the public. Waitrose also held a training session for independent retailers from both towns in June, which was really well received by those who attended.

East Kent College asked Broadstairs CAP about support for pupils with Special Educational Needs (SEN) on its campuses. CAP has agreed to fund the Alcohol Education Trust to train a teacher who will now work throughout the campuses to give extra support in educating SEN pupils on alcohol and risk taking behavior.

The Ore, Hastings CAP was due to launch on 28 April at the Hastings Academy. Unfortunately, due to the snap General Election and local council elections, the launch was postponed until 14 July. Although the local MP and Home Office Minister Amber Rudd was unable to attend the event she sent a message of support and the launch was well publicised locally.

The National Social Marketing Centre (NSMC) has been commissioned by East Sussex Public Health to undertake a project looking at parental supply of alcohol in Ore. CAP has been working with the NSMC, which has helped with the collection of resident, retailer and young people surveys. Posters have been displayed around the town with the theme of ‘mythbusting’ and a radio campaign is planned.

Biggleswade CAP held an Alcohol Focus Day at Stratton Upper School on 6 July that was attended by 280 year 9 pupils. 11 carousel sessions took place, with a wide range of partners including Army Cadets, Trading Standards, Police, the Fire Service, David Looker from Sainsbury’s and CitizenCard. The day finished with an assembly address by singer/songwriter Henry Maybury. Feedback has been exceptionally good, with the Deputy Head saying that the day is something that ‘all schools should do’.

Mile End CAP in Tower Hamlets is evaluating its CAP and will be holding a celebration event on 27 July to highlight its key achievements.

Momentum for new CAPs has been growing across the South East 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**

Tessa Brunsden, the CAP Coordinator for Reading, held an assembly in May for 150 Year 13 pupils who will be going to University in October. Russell has also provided the CAP with training resources so it can now run its own retailer training sessions independently. Preparations have been taking place for the Reading Festival in July, including significant licensee engagement.

The third Hayling Island Alcohol Focus Day took place on 10 July, again involving a wide range of partners including David Looker from Sainsbury’s and Henry Maybury. CAP contributed 50% of the funding for this popular event.

Wantage and Grove CAP held a competition for students to design pavement stencils around the theme of responsibility and respect. Nine entries were shortlisted by the CAP working group and the
winners were chosen by the national CAP team. The winning design was manufactured and publicised at an event at Sainsbury’s on 10 July.

In Tipton, Sandwell CAP now holds a weekly roller skating session with 30–40 young people regularly attending. The CAP is now moving forward with these students and setting up a constituted group so they can apply for funding independently. Plans are also in place for a celebratory event for the young people that come to the disco, with discussions around a BBQ, with Fire, Police, youth service etc.

This diversionary activity has been very successful in engaging girls in an exercise activity they had not taken part in at school. The CAP has put together a free offer to schools called “21st Century Child” - a two tier approach working with both young people and parents, providing an interactive programme to help develop understanding about the risks associated with alcohol (and also drugs, social media, crime and other trends). It is based on the carousel model of interactive sessions used within other CAP school events.

**Wales**

The Pontardawe Festival will take place over four days in August within the CAP area. It is traditionally a very successful event for the town and attracts large numbers of visitors. However, there have also been some concerns in the past regarding underage drinking and ASB. The CAP has been involved in early planning and engagement with licensed premises and will also have a stall at the festival, with pavement stencils being used to deter proxy purchasing.

In Newton CAP, premises were visited as part of a Challenge 25 compliancy operation. Out of seven premises, five sold alcohol to the volunteer. As a result of this Russell offered a free training session to all those retailers which failed. There has been some excellent feedback.

Powys County Council has offered to translate the new Drinkaware ‘Talking to your Kids about Alcohol’ into Welsh. This has now been produced for distribution to CAPs in Wales.

**Scotland**

The North West Edinburgh CAP has been utilising the CAP stencil on pavements outside off-licences and this will soon be passed to the North East Edinburgh CAP. During the Leith Gala in June Tesco offered free workshops for independent retailers in the area.

Alan attended an Action Planning meeting in Orkney on 21 June. The ADP representative felt that the proposal for the CAP should be discussed at the next ADP strategic meeting on 29 August to gain authority to proceed. All other partners are enthusiastic about launching a CAP in the area and are hoping that come August, approval from the ADP will be forthcoming.

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