Introduction

Spring 2017 is proving an exciting time for Community Alcohol Partnerships (CAP). The CAP Board recently agreed a Four Year Strategy commencing in 2018. The plan is ambitious and will include expansion of scope to include young adults, faster rollout of schemes in all high harm areas and piloting a project for sustainability.

We have already seen eight new CAPs launched in 2017 and a further three are to be launched in May/June. We anticipate launching upwards of 36 new CAPs this year, more than we have ever launched in a single year. The new, second round of Local Alcohol Action Areas (LAAAs) is stimulating strong demand for new CAPs.

To celebrate our tenth anniversary year, planning is already well underway for a high profile event in Westminster on 10th October. 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 is a new co-branded resource that builds on Drinkaware’s successful “Talking to your Kids about Alcohol” resource, which is available as both a digital and printed resource - Drinkaware\Talking to your kids about alcohol leaflet - CAPS updated 270117 email version.pdf. 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.

Communications

The Communications priority this quarter has been to support CAP Officers in the launch of new CAPs and local initiatives. We have placed seven stories from local CAPs on the website, and promoted them on social media and our CAP Spring Newsletter is available to view on our website or here.

Our social media coverage is expanding - on Twitter we have expanded our followers to 256 which is 67 since January. In February 13.3k people saw our tweets. Our new Facebook page is now live - www.facebook.com/CAPUKNews where we are posting about a great range of activities including a video of Pontardarwe’s first Alcohol Action Day.
Local media coverage has been good, including the widespread reporting of CAP launches in Edinburgh, Cumbria, Lancaster and Thanet. The morning show of BBC Radio Kent also broadcast interviews with CAP Chair Derek Lewis and Henry Maybury.

*Off Licence News* reported on Sainsbury’s as the Corporate Social Responsibility Winner of 2016, saying it had proved itself as a leading advocate of CAP and the Think 25 initiative.

**Local Alcohol Action Areas**

The Home Office announced in January 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. Hastings will soon be launching their Ore CAP, which is set within their LAAA area. 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 and Luton in Bedfordshire has expressed interest in setting up a CAP and Barnsley is keen to include a CAP within their new “Alcohol Alliance”.

On the 23rd March the Portman Group hosted an extremely well run conference for LAAA areas. The quality of speakers was really high and there were excellent networking opportunities throughout the day. CAP had a stand at the event, which saw a steady stream of visitors interested to find out more about what we do. Six delegates requested further information on CAP and they have all been contacted.

**Regional News**

**North East**

A new CAP launched in Huthwaite, Nottinghamshire in March and Woodhouse in Mansfield launched a CAP on the 25th April.

Some great work has been happening in Ilkey, West Yorkshire over the past two months including the setting up of a multi-agency health stall in Tesco in April so that young people and adults could be engaged with whilst in store. A parents’ information evening will be taking place at Ilkley Grammar School in May at which CAP will have a stall and the Alcohol Education Trust will be present and the local Pubwatch have set up a scheme agreeing to ban people from all premises for six months who have tried to use false identification.

The Todmorden CAP received grant of £1000 in March to provide the ‘Oasis Bus’ which provides diversionary activities for young people across the area - 22 young people attended the last event held there.
In central Wakefield, singer/songwriter Henry Maybury performed at an event called ‘Stop the Clock’ on the 26th April, which took place in front of 130 pupils at the Wakefield City Academy.

**North West**

Some really good examples of partnership working have been taking place in the newer CAPs across the North West in the last few months - some of the highlights are below.

In Halton Police and Trading Standards undertook a joint visit on 31st March to retailers in the CAP area to check Challenge 25 is being adhered to and to raise awareness on proxy purchasing. The Alcohol Education Trust will be training teaching staff in Halton on 9th June so ‘Talk About Alcohol’ can be rolled out in schools. Planning is underway for an event on 4th August in the local park that will promote a range of diversionary activities for young people. The CAP gazebo has been booked for this event at which Henry Maybury has agreed to perform acoustically in the tent and the local housing association is featuring its involvement in the CAP in their next newsletter.

In Barrow, South Lakes the Community Champions from Tesco and Asda have been jointly visiting independent stores in the CAP area to offer training and support. Over the Easter break the Police used the CAP stencil to raise awareness of proxy purchase, this was featured on the front page of the North West Evening Mail [http://www.nwemail.co.uk/news/barrow/Barrow-police-put-the-word-on-the-street-in-crackdown-on-underage-drinking-ff9c9f11-8b7d-42c0-b316-624ae51f3b6](http://www.nwemail.co.uk/news/barrow/Barrow-police-put-the-word-on-the-street-in-crackdown-on-underage-drinking-ff9c9f11-8b7d-42c0-b316-624ae51f3b6). The first joint patrol with Police and CAP partners took place on 28th April to identify young people drinking and causing ASB and PCSOs have been regularly calling in at off licences to check refusal registers.

The Lancaster CAP has made some really good progress. Five sessions of the programme ‘Every Action Has Consequences’ has been delivered to Year 5 pupils at Ridge Primary school. The CAP Youth Ambassadors produce a quarterly newsletter around alcohol and health issues which will be sent to all pupils in Ridge Community primary as part of on-going peer education. A 10 mile sponsored bike ride will take place in June in Lancaster to encourage young people in the area to try cycling.

In February the CAP Youth Ambassadors took part in a fundraising day at Sainsbury’s to raise money for the CAP. £312 was raised and they have used the money to create their own CAP Ambassador “hoodies”. Alongside this great work, the Prince’s Trust delivered a two week community project helping to improve the outside area of the community centre, painting over graffiti and cleaning up alcohol related litter. Two of the volunteers stayed on for a two week placement working with the young people and getting involved in community activity across the area.

**South East**

The Broadstairs and Ramsgate CAPs launched in Kent on the 10th March 2017 at East Kent College. The launch was extremely well attended and included representatives from local retailers, pupils from St George’s Church of England School and East Kent College, as well as Kent County Council, local councilors and Kent Fire and Rescue. Henry Maybury performed live, pupils of St George’s
Church of England School presented their experiences of alcohol and MP Craig Mackinlay stayed throughout the launch.

The agreed work programme is now well underway in both areas - CAP Coordinator Neil Butcher and Gillian presented to over 15 Heads of Schools across Thanet, which generated a lot of interest in the CAP Ambassador Scheme, Alcohol Action Days and training resources from the Alcohol Education Trust. Waitrose is kindly leading on the training of 13 independent retailers on the 8th June. With the permission of Kent County Highways, CAP proxy stencils are being deployed on pavements throughout both of the seaside towns in the run up to summer.

Ore in Hastings were due to launch their new CAP on the 28th April 2017 at the Hastings Academy. Unfortunately due to the snap General Election and local council elections, the launch has had to be postponed until mid-June. Prior to the launch surveys had been carried out with retailers, the local community and pupils from the Hastings Academy. Gillian is building a sound rapport with the Academy and 9 pupils have agreed to train up for the Royal Society of Public Health’s Youth Health Champion module on Alcohol Harm which will enable them to be CAP Ambassadors and provide advice to peers.

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. Following test purchases of alcohol from pubs and takeaways in January all pubs and takeaways have been invited to attend a training session, which is due to take place on the 22nd May and will be led by Sainsbury’s. The premises that failed the last round of test purchases (plus 7 other pubs) in January were all re-visited in April and all passed, which is really positive.

Mile End CAP in Tower Hamlets has been making some real progress. Two of their underage sales volunteers used within the CAP have recently become the Young Mayor and Deputy Young Mayor in Tower Hamlets. Due to their interest in youth diversion and sport, they have directed their first project towards re-opening a disused gym in Mile End which will be run by volunteers for young people and is set to open in July. Levels of anti-social behaviour in the area have seen a vast reduction since the launch of the CAP and co-ordinator Vincent Fajilagmago is looking to arrange a celebration event once the evaluation is completed later in the summer.

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 to persuade them against giving alcohol to a 16 year old son or daughter to take to a party.
branded t-shirts and hoodies have also been produced to allow engagement projects to be undertaken which are then easily identifiable with the CAP project.

Russell has been involved in a number of highly successful Alcohol Action Days within his CAPs over the past few months. After each educational day, pupils have completed feedback forms and their comments about the day have been overwhelmingly positive.

Wantage and Grove CAP held its second Alcohol Action Day at the King Alfred Academy in March. 240 young people have now received this education. Each student completed a feedback form and, again, the overall evaluation was extremely positive with some quite remarkable comments from young people showing that the holistic nature of the day really resonated with them on a number of levels.

An evening session was also delivered at King Alfred’s Academy where all parents of the year group were invited to attend an hour session which included Henry Maybury’s performance plus information regarding the CAP young person survey results. This event was attended by the Head Teacher who has stated that she would like these events to be run annually.

The Academy is now running a CAP competition for all young people who attended the Action Day inviting them to design a new “pavement stencil” on the theme of responsibility and respect around alcohol. The winning design will be chosen by CAP and will then be used by local partners.

Fratton and Milton CAP also held their first Alcohol Action Day in April, which was delivered in a conference theme, led by Public Health. Dr Jason Horsley, the new Director of Public Health provided the keynote address to a full assemblage and then four classroom sessions were delivered by Public Health on a carousel basis. There was also a main exhibition hall where a wide array of partners and other stakeholders hosted stalls including Sainsbury’s (via the always-excellent David Looker). Lidl, Co-op and Tesco also assisted with the provision of information and items for the delegate packs. Free cards were provided by Citizencard which proved popular with many students signing-up. CAP Award Winner, Henry Maybury, performed his you-tube hit “Lost Days”.

The evaluation of the event showed that 63% of students rated the event as “great” and “33%” as good, which is remarkably high.

Wales

In Pontardawe, a local nightclub had started running under 18 nights (14-17 year olds) on Fridays, finishing at 11pm. Around 450 young people attended the first event and there was a large amount of alcohol seized from young people in the vicinity of the venue. The CAP partners were concerned about a high risk of child sexual exploitation (as some over 18s were identified entering the premises with young people as young as 12) and anti-social behaviour. The premises agreed to work with the CAP and introduced a number of controls and since then by working closely with the Police and Licensing, the negative impact of the events has reduced to almost nil.

In March Newtown in Powys saw the introduction of a free training session for retailers. This was a particularly positive event, which was supported by Police, Trading Standards and Licensing and was
attended by owners, managers, DPS and front-line colleagues alike. All but one delegate rated the training as “very good” (the other rating as “good”).

**Scotland**

We are seeing some really positive momentum in Scotland at the moment, which is a huge achievement. We have launched two CAPs so far this year in Edinburgh, both of which are quite densely populated and geographically extensive. Planning is underway for a new CAP in the Orkney Islands, which we expect to launch later this year.

5th May 2017

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