CAP Period Report November 2017

Introduction

We are pleased to introduce the Autumn Period Report by reporting on our 10th Anniversary Event in October at Westminster, where we celebrated the launch of our Impact Report and Strategy for the next four years.

The event included a very supportive video link speech from Home Office Minister Sarah Newton and an insightful keynote speech about the importance of alcohol education from Dr Arrash Yassaee of the Faculty of Medical Leadership and Management. Our chair Derek Lewis outlined CAP’s four year strategy and plans to build on our success by doubling the number of CAPs around the country and providing continued support as children become young adults. Leon Livermore, Chief Executive of the Chartered Institute of Trading Standards, spoke passionately about the role of Trading Standards in CAPs and young people from the Ovenden and Boston CAPs treated guests to a drama performance and poetry on the theme of underage drinking.

Six CAP Excellence Awards were also made to individuals or teams who had made an exceptional contribution to CAP during 2017.

You can find a link to the Impact Report here or if you would like hard copies, please contact CAP Programme Manager Gillian Powell (contact details at the end of this paper).

In other news, we are making good progress to attract increased funding in the next four years. CAP Director Kate Winstanley and Chairman Derek Lewis have been busy visiting a number of potential funders to highlight our key achievements and our ambitious plans for the next funding cycle.

We have already seen 11 new CAPs launched in 2017 and a further two are launching during Alcohol Awareness week which takes place from 13-17 November. A total of eight CAPs are expected to launch between now and early 2018 including two within the Local Alcohol Action Areas (LAAAs).

CAPs first Regional Workshop will take place in February 2018 in Doncaster. CAP Coordinators and key partners will be invited to attend and we hope that a member of the Behavioural Insights Team, which works in partnership with the Cabinet Office, will give a keynote speech.

We are delighted to announce that Matthew Knight has recently joined our team as the CAP Adviser for the South West and Wales. Matthew previously helped to set up and run one of our biggest CAPs in Reading.

Communications

We received some fantastic media coverage following our 10th anniversary event in October – with more than 22 news reports in the trade, local government and regional press. A particular success was the regional coverage with some great reports covering the stories of CAP Award winners.
We tweeted widely about CAP’s impact report and about the plans to extend our work, as well as tweeting about the award winners and regional press mentions.

5,843 people saw our own tweets and more than 200 Twitter mentions and likes helped us reach an even wider audience. As a result of our activity, we have gained 30 new Twitter followers. We also posted the news on our new Facebook page where the Snodland highly commended award was especially popular.

There has been widespread media coverage of a report published by ONS and NHS: Smoking, Drinking and Drug Use Among Young People in England, which looks at the prevalence of smoking, drinking and drug use among school pupils aged 11- to 15. The report notes the success of industry initiatives like CAP, Challenge 25, the Proof of Age Standards Scheme and others which promote consistent messages to retailers about underage sales and are clearly having a positive impact.

The Telegraph carried a story on its business pages: Putting the buzz back into the night-time economy, which suggested that one way for local authorities to tackle harmful drinking and protect valuable night-time economies is through business-supported initiatives including Best Bar None, Community Alcohol Partnerships, Pubwatch, and Purple Flag – that together can deliver targeted support to boost a specific area’s desirable night-time economic activity while reducing harmful drinking: http://www.telegraph.co.uk/business/britains-smart-cities/putting-the-buzz-back-into-night-time-economy/

Regional News

North East

A new CAP launched at the Prudhoe Community High School in Northumbria on 21 September and plans for the new CAP are well underway with a week of action scheduled in January, a licensing workshop planned and educational resources being offered to local schools.

Many CAPs in the North East are using Alcohol Awareness Week (13-17 November) to create some high profile, engaging community events in their areas. Highlights include:

- In Huthwaite, Nottinghamshire Asda has agreed proxy leaflets and posters to be handed out in store and staff will use the tannoy system to air alcohol safety messages.
- Mansfield, Woodhouse CAP is putting a strong educational emphasis on the week with Henry Maybury performing at the Manor Academy and visitor speakers talking to year groups about alcohol misuse.
- Bishop Auckland CAP has secured digital displays, part funded by Clear Channel and CAP to display proxy messages outside Asda and Sainsbury’s before and during Alcohol Awareness Week.
- In Clayton, West Yorkshire a special event is being arranged at the Youth Centre - there will be a QR code treasure hunt linked to alcohol misuse and primary and secondary schools will provide information to parents. The CAP Spider Dome will be displayed in public areas as a focal point for engagement by the youth service and stencils sprayed outside off-licences.

- In Ilkley, West Yorkshire there will be an Open Evening at the Youth Club which will be attended by a number of partners including Barnardo’s for CSE advice and the Hale project for sex education. Drinks will be donated by Co-op and a drama performed by Grammar School students.

- In Ovenden, West Yorkshire, plans are underway for a football match between students and emergency services. There will be a walkabout one evening attended by Holly Lynch MP. The CAP spider dome will be used for events at schools and the local Morrisons store and proxy purchase graphics will be displayed on plasma screens in GP surgeries and schools.

**North West**

Following its launch earlier this year, work in the Burnley, Lancashire CAP work is well underway. CANSafe operations take place regularly where young people are identified and ASB issues resolved. The patrol in October identified one vulnerable underage drinker who had drunk a bottle of vodka who was taken to a place of safety and multi-agency support is now being provided. In addition a child sex exploitation issue was identified and is now being dealt with.

In Lancaster Bulk Ward our Young Ambassadors are working on their second quarterly newsletter around alcohol and health issues which will be sent to all pupils of Ridge Community Primary School as part of ongoing peer education. In February 2018 the Young Ambassadors are planning to come together at a residential course. The CAP will launch a campaign in November called Where’s the Harm? which is aimed at parents to increase awareness of the harms of alcohol and drugs.

Lancaster CAP was delighted to win the CAP award for Excellence in Education at the 10th Year Anniversary. Local MP Cat Smith who presented their award has now offered to come and visit the Community Centre where the CAP is coordinated.

Ribble Valley and Barrow CAPs both held proxy purchase campaigns in the run up to Halloween and Fireworks Night to raise awareness in their communities.

**South East**

Two Local Alcohol Action Areas within the South East have gained support to launch new CAPs. Luton in Bedfordshire plans to launch a CAP in Luton South in early 2018 and the Isle of Wight (which is in one of the highest harm areas) is set to launch an Island-wide CAP in early 2018.

In Broadstairs and Ramsgate, Kent, large posters have been displayed in foyers of supermarkets in both areas which has increased public awareness of the CAPs. Sainsbury’s in Ramsgate has remarked that a recent decrease in refusals may be a direct impact of the posters. Plans are underway for an
alcohol awareness education event in both areas on 30 January, with Henry Maybury booked to perform alongside stalls from Young AddAction and Kent Fire and Rescue Services.

Kent CAP Coordinator Neil Butcher is working to launch the Herne Bay CAP in early 2018 and partners have shown a keen interest to launch another three CAPs in the county next year.

The Ore, Hastings CAP was launched on 14 July at the Hastings Academy. Although the local MP and Home Office Minister Amber Rudd was unable to attend the event, a message of support was received and the launch was well publicised locally. The National Social Marketing Centre joined forces with our CAP to undertake a Mythbusters campaign aimed at parental supply of alcohol — and since completing the project has supplied CAPs with its resources to use across the UK.

Mile End CAP in Tower Hamlets held a celebration event on 27 July to highlight its key achievements and launch its evaluation, which showed real evidence of engagement with hard to reach young people. As a result of this work, the CAP won the Award for Innovation. Coordinator Vincent Fajilagmago is now planning the next Tower Hamlets CAP in Poplar, which is expected to launch in early 2018.

South West

The Reading CAP was well prepared for the Reading Festival which took place between 25-17 August this year. Flyers were distributed to all retailers highlighting due diligence. The CAP successfully bid for extra recycling bins to be placed in hotspots that were renowned for alcohol related litter. Significant decreases in alcohol related litter were reported which is really great news.

CAP Coordinator Tessa Brunsden has been working with Durham Constabulary to launch Reading’s own Mini Police project in January 2018. 9-11 year olds will be able to engage in volunteering to support police priorities and participate in community events.

A community bus will soon be piloted in Whitley, Reading – an area which suffers from high levels of A&E admissions involving alcohol, child sexual exploitation and anti-social behaviour. CAP Coordinator Tessa is keen to ensure that the bus is relevant and engaging and has been consulting with a range of services and providers who will deliver sessions on the bus. The bus will be trialled for six months and if successful will be rolled out in other areas of Reading.

Plans are well underway for a new CAP in Thatcham/Tilehurst/Calcot/Theale in West Berkshire. Tessa Brunsden has been seconded on a one day a week basis to help West Berkshire Trading Standards set up and launch the CAP.

CAP Adviser Gillian Powell and Matthew Knight attended The Aldershot CAP meeting in September – its first meeting since March. Although the CAP was originally launched in Aldershot South, partners have since extended its work across the borough. Evaluation of the CAP is underway with plans to formally extend the CAP across the borough in 2018.

Wales
The Newtown, Powys CAP continues to be a strong partnership with a well-coordinated working group. The local college and another local school are engaging in the Citizencard free cards programme to offer free nationally-recognised proof of age cards.

The working group held a planning meeting in August to offer the local High School a CAP Alcohol Action Day which was a multi-partner education event aimed at Year 9. The CAP was also represented at the College Open Day and at the Fresher’s Fair in September. CAIS, the young person’s drug and alcohol service in Powys, is supporting the Young Champions initiative in schools which includes a workshop using peer-mentoring including an alcohol message.

A Day of Action was held in October which included the use of the dual-language temporary chalk stencilled proxy purchasing warning and there will also be a compliance operation designed to educate adults regarding the criminality of buying alcohol on behalf of under 18s.

The Pontardawe Festival took place over four days in August. It is traditionally a very successful event for the town and attracts large numbers of visitors but there have also been some concerns in the past regarding underage drinking and ASB. The CAP was involved in early planning and engagement with licensed premises and free due diligence training was offered to all licensed premises and delivered in July. CAP and WACADA had stalls at the festival and pavement stencils were used to deter proxy purchasing.

The Brecon CAP which launched in 2011 has been resurrected as a result of the good work of its sister CAP in Newtown. It is now being run jointly by the Police and Police Licensing. Resident and licensee surveys have been completed with young person surveys to follow shortly, and Challenge 25 compliance testing has taken place.

Scotland

In North East Edinburgh police and Tesco employees went out to visit off-licences again, publicising and encouraging people to attend a licensing workshop which took place on 25 October 2017.

A new CAP in the Orkney Islands will be launching on the 21 November.

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