Introduction

It’s been a busy and exciting start to our year with plans to launch eight new CAPs in the first part of the year. These will be in South West Edinburgh; Farley Hill, Luton; Haworth and Oakworth, West Yorkshire; Herne Bay, Kent; Ryde, Isle of Wight; Poplar, Tower Hamlets; Golborne, Manchester and Thatcham, West Berkshire.

We’re sad to announce the retirement from our Board of Nick Grant, Head of Legal Services, Sainsbury’s and Adrian Hill, Group Regional Risk Manager, Co-operative Group Ltd., who have made a huge contribution to the CAP Board over the last 10 years. We will shortly be announcing two new Board Directors.

CAPs first Regional Workshop will take place on 27th February in Doncaster. A member of the Behavioural Insights Team will give a keynote speech providing examples of its work and showing how behavioural science could be applied to enable help parents to make positive choices about not supplying alcohol to their children. Other topics to be discussed are communications, best practice in engaging schools, funding and the Royal Society of Public Health’s (RSPH) Youth Health Champion Course.

We are pleased to have become an approved training centre for the RSPH Youth Health Champion Course. The Youth Health Champion model is designed to give young people the skills, knowledge and confidence to act as peer mentors, increasing awareness of healthy lifestyles and encouraging involvement in activities to promote good health. Young people within CAP areas will now be offered to undertake at least the module on ‘Understanding Alcohol Misuse.’

Communications

There has been very positive regional coverage of the Orkney and Prudhoe launches, a new alcohol awareness campaign by Lancaster, Burnley and Ribble Valley CAPs, free PASS cards distributed by colleges in Wales and Christmas proxy purchase campaigns in Burnley and Ribble Valley, which were featured on 2BR, the Lancashire Telegraph and the front page of the Clitheroe Advertiser.

In December NHS Digital published new findings showing that underage drinking among 8-15 year olds has fallen to record lows, declining 67% since 2003. A quote from the Portman Group that drinks producers and retailers have put a huge amount of effort into tackling underage drinking through robust ID schemes, Community Alcohol Partnerships and
effective self-regulation was featured widely in the trade press including The Spirits Business, The Drum, Drinks Retailing News and Harpers.

The winter newsletter was the most successful so far, viewed by 587 people and with a high click-through rate to articles on the website. We also promoted the newsletter on social media.

We are encouraging people to see our news via social media: @CAPUKTweets and www.facebook.com/CAPUKNews. Our top tweets alerted people to our newsletter and highlighted regional newspaper stories about CAP. During December and January more than 7,000 people saw our tweets.

Regional News

North East

In Castleford, the emphasis has been on engaging with schools, with CAP stalls at parents’ evenings at Airedale Academy, links forged with the newly elected members of the Youth Voice student council and a Christmas Alcohol Misuse QR Code questionnaire distributed to schools with prizes donated by Sainsbury’s.

The Ovenden CAP is working with The Fire Service to prepare presentations to use in schools. It’s good to see that the local youth alcohol ASB hotspot - Ovenden Rugby Club – has become a CAP partner.

In Boston, a test purchasing operation resulted in just one failure. CAP has been involved in parent information evenings and Drinkaware resources and the CAP 'How much is enough' survey have been distributed to schools here and widely across the region.

Our new Prudhoe CAP has also been busy. It plans a retailer workshop in February, led by the Co-op. The CAP is engaging with Youth Councils and has gained permission from the Highways Department to spray proxy stencils.

In Bradford, youth surveys are being conducted at the secondary school. Compliancy testing by police is planned, which will be followed by stencilling, multi-agency support and a potential licensing workshop. Anti-social behaviour has reduced between 2016 and 2017 by 18.4%.
North West

In Burnley pavement stencils were used to great effect to highlight the issue of proxy purchase in the run up to Christmas. The Ribble Valley CAP also launched a Christmas crackdown on adults attempting to buy alcohol, with shops displaying posters and handing out leaflets warning that a £90 on-the-spot fine or prosecution awaited adults attempting to buy alcohol on behalf of under-18s.

The ‘Where’s the Harm?’ Campaign launched by Lancaster, Burnley and Ribble Valley CAPs has been very successfully increasing awareness of parental responsibility to monitor, supervise and prevent young people’s exposure to alcohol consumption and related harm. CAPs have made particularly effective use of social media to promote the campaign.

Schools in Ribble Valley are keen to develop the Royal Society of Public Health’s Youth Health Champions scheme and will look to roll this out in the New Year. A youth activities group has been set up to develop diversionary activities which will focus on the CAP area.

In Burnley, Tesco and Spar reported a positive response to the stencilling at their stores, and the story received good media coverage. CAP partners are starting to map youth provision so this can be better publicised and Police cadets are carrying out resident surveys. A task and finish group is being established to look at how partners can work with taxis, hotels and on and off license premises to identify and report CSE issues. CAP partners have been invited to the group.

In Barrow in Furness, Lived Experience talks were delivered by The Well Communities to two high schools. Young people were able to ask any questions they liked and the schools were very impressed by their level of engagement. There has been an increase in ASB in the town centre, and the CAP has ordered alcohol testing strips to see if alcohol is a contributing factor. Consultation on the Bus Project is continuing - 400 surveys have been completed by young people on its potential usefulness and focus groups will now take place in schools.

In Clitheroe, test purchasing was carried out in December at a number of pubs in the area, resulting in a high failure rate. A training event will be held in February for all premises that failed.
South East

In December Gillian met with Tower Hamlets CAP co-ordinator Vincent Fajilagmago who reported on efforts to re-engage young people following a recent stabbing. Partners have pulled together to get young people back to the youth club at the East London Tabernacle and reinstate the Rapid Response bus.

In Ore, Hastings, the Life Stage 3 campaign that was run by the National Social Marketing Centre this summer has gained further funding from East Sussex Public Health and plans to start up again in Spring, focusing on parents. The Hastings Safe Space launched in December, providing a free service for vulnerable young people in the night-time economy where they can access support and advice. The views of the Hastings Youth Council have been used to shape the service and the data they collect from service users will be fed back to the CAP.

Nine pupils from the Hastings Academy had a day out of lessons to complete the RSPH Youth Health Champion module on understanding alcohol misuse. Once the module has been marked all of those that pass will receive a CAP Youth Ambassador certificate and badge. AET resources have also been offered as part of the LAAA2 programme.

Singer songwriter Henry Maybury visited The Holmesdale School in Snodland in January to warn pupils of the dangers of underage drinking. This was a very successful event and Deputy Headteacher Neil Golding said the students were clearly inspired and moved by Henry’s story.

In Broadstairs, presentations led by Henry Maybury, Young AddAction, Kent Fire and Rescue and the Pie Music Factory took place during an Alcohol Action Morning for Year 9 pupils at St George’s C of E School, and Educational Life magazine came along to write a story for its next issue. 11 pupils became CAP Ambassadors at the event and received badges and certificates.

Feedback from the event was exceptional with one pupil tweeting about the positive effect it had on her. She thanked Henry, saying “I am so grateful for everything you do for our young community.”
In Biggleswade, the Fire Service plans a campaign warning of the danger of mixing alcohol with going near water. They will visit schools and engage with young people. The CAP hopes to complete its evaluation by March and there are discussions about the possibility of it being piloted as a CAP+ model.

**South West**

CAP Adviser Matthew Knight has settled in well with many exciting plans for new CAP areas including the launch of the Ryde CAP on the Isle of Wight and Thatcham; West Berkshire.

The evaluation of the Fratton and Milton CAP is due in May. In the meantime, the CAP has been involved in a range of positive activities including an Alcohol Action Day at Miltoncross School with 90 Citizen cards distributed at the same time. CAP stencils have been used to highlight the issue of proxy sales and the Co-ordinator attended the Fratton Family Day where he used Mood Bowls to gauge residents’ perception of the issues of alcohol across Portsmouth.

Following the success of the Tipton CAP it was decided that the CAP should be expanded to cover the whole of the Sandwell Borough. A briefing note was presented to the councillors at the beginning of January who fully supported the expansion. The CAP will be part of the Sandwell's 21st Century School Programme and it is looking to launch both projects in early 2018.

**Wales**

The Newtown, Powys CAP continues its partnership with local colleges, encouraging the distribution of free PASS cards, a proof of age scheme to encourage responsible alcohol consumption among young people. The first event took place at Newtown College in December, when 46 cards were distributed, and the second took place in January. The evaluation of the CAP is currently ongoing and the current estimate for completion is April 2018.

In Porth, the evaluation of the CAP is due to be completed shortly.

In Neath Port Talbot a retailer training event is planned for February 12th and a meeting has been arranged with the manager of Home Bargains to increase their engagement with the Pontardawe CAP.
Scotland

In North East Edinburgh, a week of action focussing on proxy purchasing is planned for April and Tommy Sheppard MP has been invited to join partners on an evening walkabout to engage with young people and support retailers. Discussions are underway with a local community cinema to show alcohol misuse videos as trailers during the week of action.

In North West Edinburgh free footballing sessions will be held throughout the Spring with a 15-minute input on alcohol before each session starts.

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CAP Team Contacts

Kate Winstanley, CAP Director
Kate@communityalcoholpartnerships.co.uk
0207 089 3882
07825 155225

Jayne Boote, CAP Adviser for North West England
jayne@communityalcoholpartnerships.co.uk
07813 908646

Matthew Knight, CAP Adviser for the South West of England, West Midlands and Wales
Matthew@communityalcoholpartnerships.co.uk
07882 731728

Gillian Powell, CAP Programme Manager and Adviser for the South East of England
Gillian@communityalcoholpartnerships.co.uk
07825 225018

Julia Shipston, Communications Manager, Community Alcohol Partnerships
Julia@communityalcoholpartnerships.co.uk
07713 163003

Alan Simpson, CAP Adviser for the North East of England and the East Midlands
Alan@communityalcoholpartnerships.co.uk
07772 471158