Festive Greetings - a message from the Chair

With the old year almost over, this is a good time to reflect on what has been achieved in 2012. This year has seen exceptional progress made with the total number of CAPs having grown to 46 operational schemes and a further 8 schemes set to launch in the New Year.

Almost every CAP brings with it significant and often marked improvements in key indicators such as access to alcohol by U18s and alcohol-related anti-social behaviour and health harms. CAP facilitates really effective partnership working at local level, which in difficult economic times means that scarce resources are being maximised. CAPs also build confidence, helping retailers, teachers, parents and the enforcement authorities to perform their respective roles even more effectively and giving young people the knowledge and skills to make safer choices about alcohol.

The new evaluation toolkit being developed for CAP by London Metropolitan University is highly significant as it will enable us to more accurately measure the effectiveness of CAPs, allowing for comparison between CAPs and measurement of cumulative impact. We are striving for nothing less than positive behaviour change, improving the health and safety of our children and the communities in which they live. We believe that the toolkit will enable us to show how effective CAPs are in doing just that.

Last but not least, I am delighted that our organisational restructure is now complete. With our new CAP Programme Manager in place and newly strengthened team of three CAP Officers and one Director we are well placed to deliver even greater results in 2013.

I would like to take this opportunity to wish all those who have worked so hard to make this such a successful year for CAP a very Happy Christmas and all the very best in the New Year.

Baroness Helen Newlove
Chair, CAP

Rosyth report – praise from ACPOS Licensing Lead

In Scotland, the long standing CAP in Rosyth was the subject of a report published in September by Dr Cathy Sharp and Mark Bitel of Research for Real, who were commissioned by the Fife Alcohol Partnership Project. The report was very encouraging and highlighted the success of CAP in the reduction of crime & disorder offences and under age sales. There were signs of reduced demand by young people and an improvement in their awareness of the dangers and risks involved with alcohol. Fife Chief Constable and ACPOS Licensing Lead Andrew Barker commended the value of alcohol industry contribution to the Rosyth CAP.

London Met University Toolkit and Evaluation Process Update

This important project, highlighted in the Autumn Newsletter, is nearing completion. It will provide a set evaluation process for CAP schemes to enable comparison against each other and quantify cumulative impact. The project includes a revised “Roadmap” with a full suite of measurement surveys for retailers, residents, and young people together with an interview check list for key stakeholders and agencies. There will be links to good practice ideas for working with young people e.g. interactive educational games and quizzes and a section on working with the local community. The entire evaluation toolkit will be available in a members’ only section on the website.
Focus on... Alcohol Awareness Week

Alcohol Awareness Week (19th – 25th November) saw a flurry of CAP activity with no fewer than four new CAP launches in Whitchurch, Bridgnorth, Gateshead and South Crewe. Members of the CAP Board made time to visit a number of schemes. Here are some highlights of the week:

Baroness Newlove visits Snodland

Baroness Newlove visited Snodland on 22nd November to find out more about this Kent Community Alcohol Partnership district scheme. The Baroness met with the Mayor of Tonbridge and Malling, Cllr Dave Davis and Kent Trading Standard’s Gillian Powell plus local retailers and other members of KCAP. The Baroness also made a visit to Holmesdale Technology College to meet with pupils.

Bridgnorth (Shropshire) CAP launch

A successful launch was held on 19th November for the Bridgnorth CAP scheme. CAP Board member Adrian Hill (Co-op) was in attendance at the launch. A focus on proxy purchasing by all partners was planned for the same evening to coincide with the switching-on of the Christmas lights.

Gateshead new CAP

The launch was supported by Dave Anderson MP and Council Cabinet member for Healthy Communities Mary Foy. The MP made an inspiring speech that urged all residents and persons working in Birtley to actively support the initiative. CAP Board Member James Broadhurst Brown attended the launch.

Whitchurch (Shropshire) CAP Launch

The launch event featured information stalls from Shropshire Youth, Tesco, Sir John Talbot’s school, drug and alcohol charity Shifties, DAAT and West Mercia Police. Visitors included a significant number of local independent retailers and on-licence holders along with the Co-operative, Bargain Booze and the soon to be opened new Sainsbury’s store.

Midsomer Norton visit by Miles Beale

Sainsbury’s delivered two retailer training sessions during Alcohol Awareness Week in Midsomer Norton, one of which was observed by Miles Beale, Chief Executive of the Wine and Spirit Trade Association and CAP.

A youth diversionary "battle of the bands" project is underway, promoted by the local radio station. If successful, this should become a regular monthly event with the possibility of a similar "battle of the DJs" event as an alternative musical option. Sainsbury’s have offered support by way of providing food and soft drinks.
Hampshire CAP results in 41% decrease in anti-social behaviour

The Hayling Island CAP is acknowledged as the major contributing factor in a 41% decrease in anti-social behaviour together with a reduction in reports of under 18’s drinking in public.

Hayling College has been a great supporter of the initiative, undertaking a whole school focus day to educate young people about the dangers of irresponsible drinking and its effect on health.

Young people found with alcohol on police patrols attended an alcohol education workshop with their parents, and took part in a series of alcohol related activities. Time was also given to parents to discuss parenting issues and alcohol related scenarios. Feedback was positive with attendees saying that it was useful and should be offered to a wider audience.

CAP appoints new Programme Manager

December saw the appointment of Kate Winstanley as CAP Programme Manager. Her appointment completes the restructure of the CAP team. Kate has over 15 years’ experience working on alcohol harm reduction projects sponsored by the alcohol industry, having previously worked as Head of Policy and Information for the Portman Group and Director of Campaigns for Drinkaware. Since 2007 she has managed the Proof of Age Standards Scheme (PASS), a role which she will continue alongside her position as CAP Programme Manager.

FOR MORE INFORMATION ABOUT CAP SCHEMES PLEASE CONTACT:

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In Brief: CAP Round Up

Website redesign

We will be re-launching the CAP website in the New Year. The new-look website promises to be more interactive and will contain a new and improved members’ only section.

CAP wins Norfolk Safer Communities Award

The Great Yarmouth CAP has received the Norfolk Safer Communities “Problem Solver of the Year” Award, sponsored by Norfolk Police Authority.

Barnsley Youth/Parent Workshop

Alan Simpson is working with Barnsley Youth Services to deliver a workshop for young people found with alcohol. The workshop teaches intervention and behavioral techniques to young people and their parents.

Training Teachers

Experience has shown that supporting the training of teachers to deliver alcohol modules within PSHE may offer better value than many other training initiatives. For this initial trial in Gosport, Hampshire, CAP funded the cost of replacement teachers to cover those being trained.

Police Master Classes

CAP was delighted to be invited to contribute to a series of master classes for front line Inspectors run by South Yorkshire police. These events gave us the opportunity to promote CAP to senior members of the South Yorkshire force.

Community Alcohol Partnerships are supported by: Association of Convenience Stores, Aldi Stores Ltd, Asda Stores Ltd, Bargain Booze Limited, Booker Premier, British Retail Consortium, BP, Co-operative Group Ltd, Lidl, Marks & Spencer plc, Musgrave Retail Partners, Wm Morrison Supermarkets plc, Nisa Retail, Rontec, Sainsbury's Supermarkets Ltd, Spar, Snax 24, Tesco Stores Ltd, Waitrose Ltd, Winemark, SHS Group, Brown Forman Bacardi, Diageo, Heineken, Molson Coors, Wine and Spirit Trade Association