The Community Alcohol Partnership scheme in Great Yarmouth was launched last month by Baroness Newlove, the Chairman of the Community Alcohol Partnership (CAP), Communities Secretary Rt Hon Eric Pickles MP and local MP Brandon Lewis.

At the launch extra funding was announced for the TS Warrior Naval Cadet Corps. The TS Warrior Naval Cadet Corps Scheme provides hands on experience, accredited learning sessions and certified courses to children and teenagers within Great Yarmouth to help them get jobs in the local maritime based industry.

Some of the key aspects of the scheme include:

- **Education** – All local retailers will be offered free training by Asda, Tesco and Sainsbury about the sale of alcohol, particularly using the ‘challenge 25’ scheme; young people in schools and youth clubs taught about the health effects of alcohol; adults approached through leaflets and information about the law relating to proxy purchasing.

- **Enforcement** – tests will be made among retailers as to the robustness of their systems and advice offered where necessary; police and the ACSOs will patrol areas for under-age drinking with alcohol confiscated and parents informed.

- **Public perception** - 2 emphasis will be placed on community reporting, but will also include questionnaires (before and after the CAP launch), an assessment of police intelligence, crime reports and anti social behaviour reporting.

**Baroness Newlove** said: “I have been delighted to see the tremendous work CAPs have done to help reduce under-age drinking and associated anti-social behaviour. I am particularly pleased that in Great Yarmouth we are able to combine our efforts with an enormously worthwhile alternative offering young people the skills they need to get a good job and prosper in life.”
Durham, Barnsley and Islington see strong results and independent evaluations

- **Durham**
  The CAP in Durham focuses on the Stanley area and is supported by Durham’s Chief Constable Jon Stoddard. It has been independently evaluated by the University of Teeside who found the following:
  - Early intervention by CAP patrols resulted in a marked reduction in associated ASB (37.2%) compared to the rest of the County (8.8%). The number of ‘repeat seizures’ from individuals remained low.
  - Both the Business and Neighbourhood surveys identified a decline in the reports of underage drinking as a problem issue.
  - In a recent series of 30 test purchases undertaken by police and trading standards only one retailer failed.

- **Barnsley**
  The CAP in Barnsley was one of the first CAPs to be led by the Police. They also worked closely with the local pub watch to ensure that the CAP included both the on and off trade. The evaluation found there had been significant reductions in street drinking and ASB in the piloting areas compared to the rest of Barnsley. The BCAP areas saw a reduction in ASB in Dearne of 30.5% and 29.6% in Penistone. This compared much more favourably with the control areas whose average reduction was just 7.4%.

- **Islington**
  The Islington was the first inner city area to pilot the CAP model. The areas targeted, Holloway and Caledonian, were known for having some of the greatest problems of crime and anti-social behaviour. Following the CAP interventions an independent evaluation funded by Tesco and conducted by London Metropolitan University found:
  - Young people were less likely to attempt to buy alcohol as retailers were more aware of the law and better equipped to comply with it
  - A test purchase program was run at the end of the training period with no failures
  - Youth alcohol related accidents requiring the attention of the London Ambulance Service were halved during the life of the CAP

**FOR MORE INFORMATION CONTACT:**

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**New Community Alcohol Partnership Officers Appointed**

Community alcohol Partnerships has doubled its team of dedicated Project Officers to support the expansion of the schemes across the UK.

Two new officers have been appointed to support existing CAPs and drive forward new CAPs in the South and South West of England and Yorkshire and the North East.

Russel Sharland, an experience Trading Standards Officer, will be taking on responsibility in the South and Alan Simpson, a former Police Inspector, will be taking responsibility for the North East and Yorkshire. They are both due to be in post by August.

**GOVERNMENT’S ALCOHOL STRATEGY PRAISES CAPS**

Community Alcohol Partnerships have been highlighted as a best practice scheme in the Government’s alcohol strategy. The Strategy highlights CAPs as good evidence of the industry showing leadership and promotes a major extension of the schemes. The Strategy can be read here: http://www.homeoffice.gov.uk/publications/alcohol-drugs/alcohol/alcohol-strategy?view=Binary

**NEW CAP BOARD MEMBERS**

James Brodhurst-Brown, the Legal Compliance Officer from Morrison’s has been appointed as a retailer member of the Community Alcohol Partnership Board following the departure of John McLaughlin.

In addition, the Community Alcohol Partnership Board agreed to co-opt David Ward, Senior Council at Tesco’s, to the board.

For more information on any of the CAP Board members please contact: carlo@wsta.co.uk