

Community Alcohol Partnerships



Overview

- What is CAP?
- The evolution of CAP
- The model and framework
- Results
- How we can help you

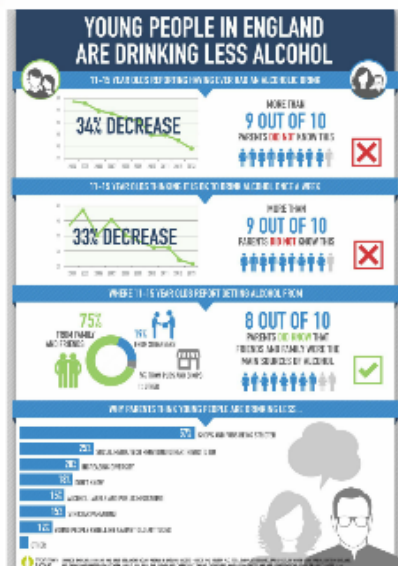
What is CAP?

- probably the most effective UK initiative to tackle localised underage drinking
- proven model that tackles supply and demand
- outstanding value
- highly measurable
- responsive & flexible
- endorsed by current Government & future proof

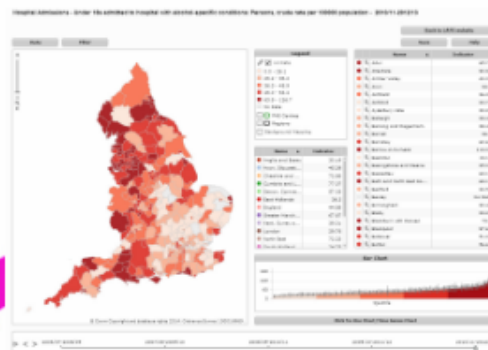
CAP's main aim:
Prevention of harm to young people



CAP is highly targeted



...to areas of greatest harm



Evolution of CAP

- piloted in St Neots (2007)
- further independently evaluated pilot in Kent (2009)
- established as a Community Interest Company (2011) with an independent Chair and a mix of industry and independent trustees
- becomes Responsibility Deal pledge (2011)
- evaluation "toolkit" introduced (2013)
- Derek Lewis becomes Chair (2014)
- 89 CAPs launched so far- a further 20 planned by 2016

The CAP Model



Pieces of the Puzzle



Community Engagement:

"You could not even sit in your living room because the crowds gathered outside. The language and behaviour was something desperate, I suffered this for 15 terrible years and came close to murder. They (the young people) now speak to you and say hello. They voted me their Pensioner of the Year, it is really fantastic."

Pensioner Lily O'Hagan, Rosemount Estate, Derry

Business Engagement

Actions



Results

Snodland

- 100% of businesses said regular visits were useful
- "The reassurance and support is helpful"

Enforcement:

Durham

Operation Staysafe: Bishop Auckland

On Friday 24th October, Bishop Auckland was the target of a multi-agency Staysafe operation. This was in answer to concerns raised by the local community around youth drinking and associated anti-social behaviour.

16 alcohol seizures were made

5 young people were taken to the place of safety and collected by parents.

Alcohol seized -

- 47 cans of fosters,
- 4 cans/bottles of stella,
- 1x can clder,
- 3 bottles of vodka,
- 1ltr whiskey and lemonade,
- 3 bottles of vodka & mixers

Education

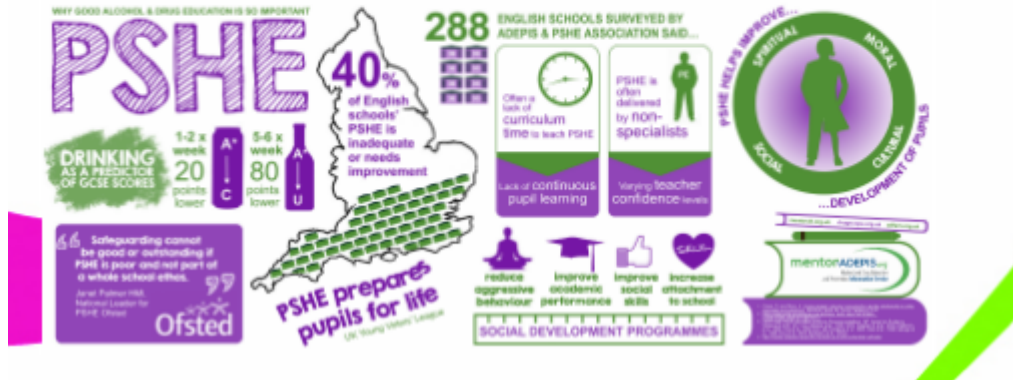
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Alcohol Education Trust Registered charity no. 1138775

TALKABOUTALCOHOL.COM advice and guidance for parents, teachers and 11-16 year olds

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About Us

The Alcohol Education Trust has a very specific remit – the provision of alcohol education in different ways, to pupils age 11 - 16, their parents and to provide coherent and up to date accurate resources and lesson plans for teachers. The Alcohol Education Trust has a dedicated website with over 600 pages of lesson plans, interactive games for parents, teachers and 11 – 16 year olds via www.talkaboutalcohol.com

If you would like more information on our resources or would like to be involved please email: jane.hutchings@aim-digest.com

Many thanks for sending the booklet – it is really impressive and has lots of information in. Our website is really useful and seems really young people friendly. I have attached it to the relevant pages on our website. *Jan Ayl Nottingham*

AET Resources for use in schools:

Our educational materials and lesson plans are listed by subject to make lesson planning simple. Hover on the 'resources' button in the menu bar above to view more detail.

Diversion



Increasingly recognised as an exemplary private-public partnership model



Health Minister Jane Ellison MP finds out about CAP (Feb 2015)



Former Scottish Justice Secretary Kenny Macaskill at launch of Edinburgh CAP (July 2012)

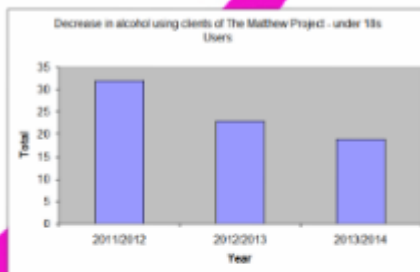


Eric Pickles MP and Business Newlove launch Gt Yarmouth CAP (2012)

Consistently positive results

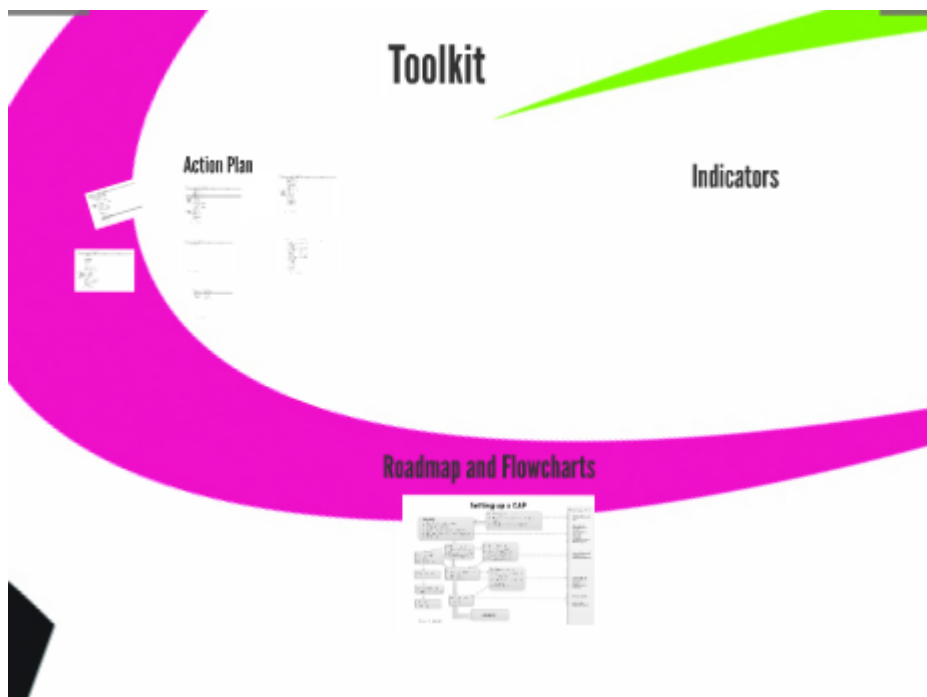
- In the Durham CAP (2012), early intervention patrols resulted in a marked reduction in associated ASB (37.2%) compared to the rest of the County (8.8%);
- The Barnsley CAP (2011) saw a 30% reduction in alcohol related ASB compared with 7.4% in the control areas;
- Brecon CAP (2013)- 90% of the retailers questioned said that the CAP has definitely or probably had a positive impact on the town.
- In Islington (2011), the first inner city CAP, youth alcohol related accidents requiring the attention of the London Ambulance Service were halved during the life of the CAP.
- In Tower Hamlets (2014)- 46% decrease in ASB compared to a maximum 5% decrease in other nearby areas.
- Great Yarmouth CAP (2012-14) the number of Section 30 letters sent to parents of young people found drinking alcohol reduced from 31 in 2011/12 to 5 in 2013/14 with officers reporting that they are simply not finding groups of young people congregating in public drinking alcohol anymore.

Great Yarmouth



How CAP can help you ...

- CAP helps deliver targeted local solutions (increasingly favoured by Government) with short-term and long-term impact
- CAP stimulates local action and places resource where the problems of harmful drinking by young people are most serious
- Increasingly recognised as an exemplary private-public partnership model
- Robust toolkit



Action Plan



Setting up and launching a CAP - Action Plan Template

Objective	Activity	Lead	Assist	Due Date	Progress Report
	2.6 Take follow up action, provide supportive intervention with parents/guardians of young people found with alcohol	Police	YP alcohol service		
	2.7 Conduct proxy purchasing campaigns/activities on key dates	CAP			
3. Develop a responsible retailing ethos and effective partnership approach in the CAP area	3.1 Ensure the sharing of best practice between licensees and agencies	CAP			
	3.2 Conduct survey of licensees before launch & end of pilot period				
	3.3 Provide licensees with CAP and Challenge 25 point of sale materials	Trading standards			
	3.4 New licensees to receive CAP advisory visit / offer of training if required.	Trading standards			
4. Reduce anti-social behaviour associated with youth alcohol consumption	4.1 Map 'On' and 'Off' Licensed premises, schools ASB & UAB hotspots in and around the identified areas	Police			
	4.2 Produce a baseline for the identified areas using current statistics and anecdotal evidence	Police			

Roadmap and Flowcharts

Setting up a CAP

