



We are  
**Stronger**  
**Together**



ANNUAL REPORT 2023

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# MESSAGE FROM THE CHAIR

Derek Lewis, Chairman

2022 marked the first year for Community Alcohol Partnerships that was not severely affected by COVID, as well as the fifteenth anniversary of the launch of the first CAP. As more normal activities resumed, many lessons were learned from the COVID experience about how we could operate more effectively. As a result, CAP has continued to grow its impact in reducing alcohol harm among young people during 2022 and into 2023, including the launch of 20 new CAPs in 2022.

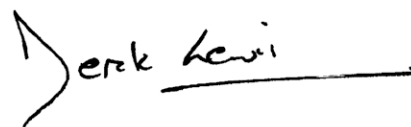
It is particularly pleasing to see significant growth in the number CAPs in Scotland, where the need in many places is greater than elsewhere and where our Scottish funders have provided additional support. Growth in England will be boosted by the recent appointment of a dedicated CAP adviser for the south-west.

In the following report you will find further hard evidence of the large positive impact that CAPs consistently produce. These data leave no room for doubt that CAPs are among the most powerful agents in the UK for reducing alcohol harm and for equipping young people with attitudes to alcohol that will serve them and their families well throughout their lives. These results illustrate the power of partnership and the ability of CAP's approach to break down the barriers of silo working within communities.

The variety of activities set out in the many case studies in the report demonstrates that individual local CAPs genuinely identify their own local problems and devise action programmes tailored to their own situation. In doing so they benefit from the tools developed nationally and locally during CAP's many years of operation as well as the counsel of CAP advisers in devising bespoke solutions to unique local problems. Therein lies another of CAP's core strengths – the power of networking to support continuous development.

At a national level, we are building on the work that led to the publication last year of our report on why parents supply alcohol to their children, 'An Alcohol Free Childhood'. This year we are undertaking research to establish the possible scope, structure and effectiveness of a wider campaign to better inform parents of the implications of supplying alcohol to children and to secure acceptance of the Chief Medical Officers' guidance that an alcohol free childhood is indeed best.

As always we are indebted to all of our funders who are listed at the back of this report, not only for their monetary contributions but also their support in many other ways. Our small team of staff and advisers, led by our director, Kate Winstanley, have continued to do an outstanding job in maintaining the momentum of our work. Special thanks are again due to my board colleagues who bring enormous value to CAP through their advice, challenge and support and who give their time unstintingly and voluntarily.



# WHAT IS CAP?

**Community Alcohol Partnerships (CAP)** is a Community Interest Company which supports local partnerships of councils, police, retailers, schools, health providers and other community groups in reducing alcohol harm among young people, improving their health and wellbeing and enhancing their communities.

CAP is governed by a Board of Directors drawn from the public sector, the third sector and the alcohol retail sector and is led by an independent Chairman, all of whom are committed and legally obliged to act only in pursuance of CAP's constitutional objectives.

CAP action plans are uniquely tailored to target local problems but will always follow our three pillar model to educate, prevent underage sales and engage young people in positive activity to enhance their confidence, health and wellbeing. Our targeted approach means that we bring effective national programmes (such as those produced by the Alcohol Education Trust and the Royal Society of Public Health) to areas with greatest harms. Since 2017 we have encouraged partnerships to include an objective of encouraging moderation and safety in young adults.



## HOW DOES THIS WORK IN PRACTICE?

Local CAP schemes are established and run by people from a variety of organisations within their communities, including retailers, to identify and tackle the problems associated with alcohol consumption by young people.

The national CAP organisation identifies local needs, facilitates the assembly of the local team, offers start-up funding and expert advice, provides a toolkit of interventions, shares best practice gathered across the national CAP network and supplies a rigorous evaluation system.

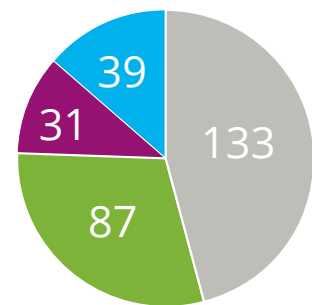
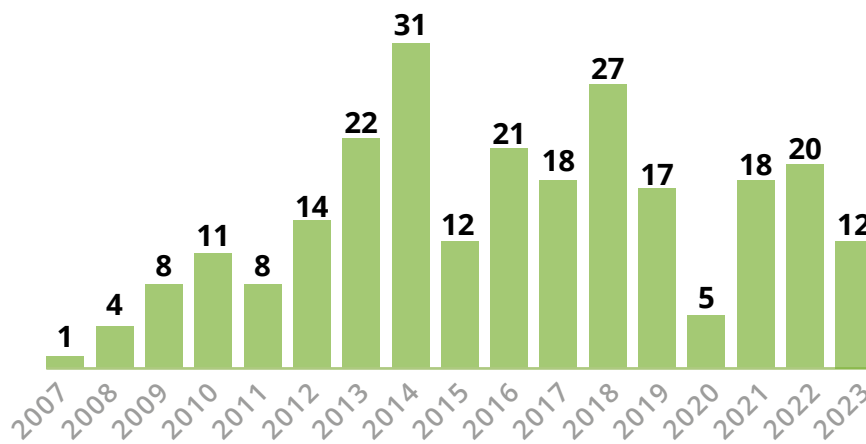
Each local partnership identifies its own priorities - these might include reducing alcohol related anti-social behaviour, alcohol litter, proxy purchase, sales to under 18s, parents supplying children with alcohol, vulnerability of children or young adults and safeguarding of children from sexual exploitation.

At an early stage, every scheme will appoint a co-ordinator who agrees to chair meetings and lead the partnership - this role is commonly taken on by someone in the Police, Trading Standards or Public Health. Partners jointly agree on an action plan which is reviewed regularly (monthly for at least a year to 18 months) and key partners take responsibility for carrying out agreed actions.

Every scheme is required to carry out a baseline and post-intervention evaluation, using key metrics and a clear, easy to use evaluation framework linked to their CAP's objectives.

After delivering a locally tailored action plan and evaluating its impact, all CAP schemes are encouraged to join our CAP+ programme in which partners continue to meet regularly - though less frequently - to ensure that progress is maintained against key agreed objectives and metrics.

**In 15 years CAP has supported the establishment of over 250 local partnerships** in communities where underage alcohol consumption and its harm is most serious.



# EVALUATION AND IMPACT

## CAP Evaluation Framework

CAP's evaluation framework was developed by London Metropolitan University. It provides a means for CAP schemes to measure their performance against key objectives. The framework incorporates a number of SMART (specific, measurable, attainable, realistic and timely) targets and is based on a clear theory of change which flows logically between aims and objectives, proposed activities and desired outcomes. The framework is reviewed at regular intervals.

Since 2013, all CAP schemes have been required to carry out a baseline evaluation against the CAP evaluation framework or another agreed set of measures. At the end of the project, and sometimes mid-term, further evaluations will be carried out. School surveys may be carried out annually where alcohol education is being carried out.

**We ask CAP schemes to collect data for the following five indicators, both pre-CAP (baseline) and at the end of the initial 18-24 month period:**

- 1 Attempted purchase by under-18s**  
(measured via licensee surveys)
- 2 Proxy purchase**  
(measured via licensee surveys)
- 3 Alcohol-related anti-social behaviour among under-18s**  
(measured via residents' surveys and police crime data)
- 4 Levels of alcohol consumption for 13-16 year olds**  
(measured via school surveys)
- 5 Parents' attitudes to supplying alcohol to children**  
(measured via surveys of parents of teenagers)

## CAP's impact

There is a compelling body of evidence that CAPs help to reduce alcohol-related crime and disorder and the acquisition of alcohol by under-18s. Very encouragingly we are also now seeing significant and sustained reductions in regular drinking<sup>1</sup> among 13-16 year olds in CAP areas.

National data<sup>2</sup> shows a slow but broadly downward trend in regular underage drinking. However, recent national surveys indicate that youth drinking is no longer declining but stabilising. Parental supply remains a major concern and in England, 71% of regular drinkers aged 11-15 obtain alcohol from their parents.

CAP's projects are typically located in areas where regular underage drinking is significantly higher than the national average. For those where we have pre- and post-CAP data a majority succeed in achieving far greater reductions in regular drinking for 13-16 year olds than the underlying national trend.

In a sample of 51 CAPs with comparable pre-CAP (baseline) and post intervention data submitted for the period 2016-2023, we saw an average 64% reduction from an average of 22% of 13-16 year olds drinking once a week or more at baseline to an average of 8% after interventions had been delivered (education, positive activity, retail strategies to reduce underage and proxy purchase). A total of 22,000 pupils completed surveys.

## INFOGRAPHICS SHOWING KEY METRICS



64% reduction in weekly drinking for 13-16 year olds



After CAP training, 98% of retailers passed a **Challenge 25 compliance test** – from an average baseline of 52%



42% reduction in anti-social behaviour



40% reduction in residents reporting children and young people drinking in public places to be a “very big” or “fairly big” problem

All statistics calculated from evaluation returns covering the period 2016-2023

<sup>1</sup> Regular drinking is defined as drinking at least once a week - this is the definition used by the Health and Social Care Information Centre which produces the Smoking, drinking and drug use among Young People in England series

<sup>2</sup> As measured by the *Smoking, drinking and drug use among Young People in England* series (last published Dec 2022) and the *Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS)* series – which was replaced by the *Scottish Health and Wellbeing Census* in 2023.

# CASE STUDIES

Each CAP project will devise an action plan that is uniquely tailored to local need with the overarching aims to protect children and young people from alcohol harm, enhance their health and wellbeing and improve local communities.

All action plans are based on **three key pillars** namely:

- Alcohol education
- Provision of positive activities
- Responsible retail strategies

Since 2017, we have also encouraged CAPs to include an objective around moderate/safe drinking for 18-25 year olds.

## ALCOHOL EDUCATION

Schools in CAP areas are encouraged to take part in a wide variety of alcohol education programmes including but not limited to the Alcohol Education Trust's Talk about Alcohol programme, *Smashed* – an interactive drama-based programme - and the Royal Society of Public Health's *Young Health Champions* programme.

We also encourage schools to use interactive, innovative ways of teaching about alcohol including school action days involving a range of local agencies, competitions to encourage pupils to present team-based creative solutions to reducing alcohol harm and visiting speakers with special expertise or knowledge.

## PROVISION OF POSITIVE ACTIVITIES

CAP encourages local partnerships to assess leisure activities for young people in their area, to talk to them about what they would like to do and look at ways to increase choice and accessibility.

Most CAPs work closely with existing leisure and sports facilities, using youth clubs, youth buses and local cafés to provide opportunities for young people to drop in and meet in a supervised, safe environment.

As well as enhancing their confidence, health and wellbeing, these activities are also an excellent opportunity to deliver alcohol education in an informal setting.

## RESPONSIBLE RETAIL STRATEGIES

CAPs work closely with retailers, providing support, training and publicity materials and helping them build positive relationships with local police, trading standards and licensing officers.

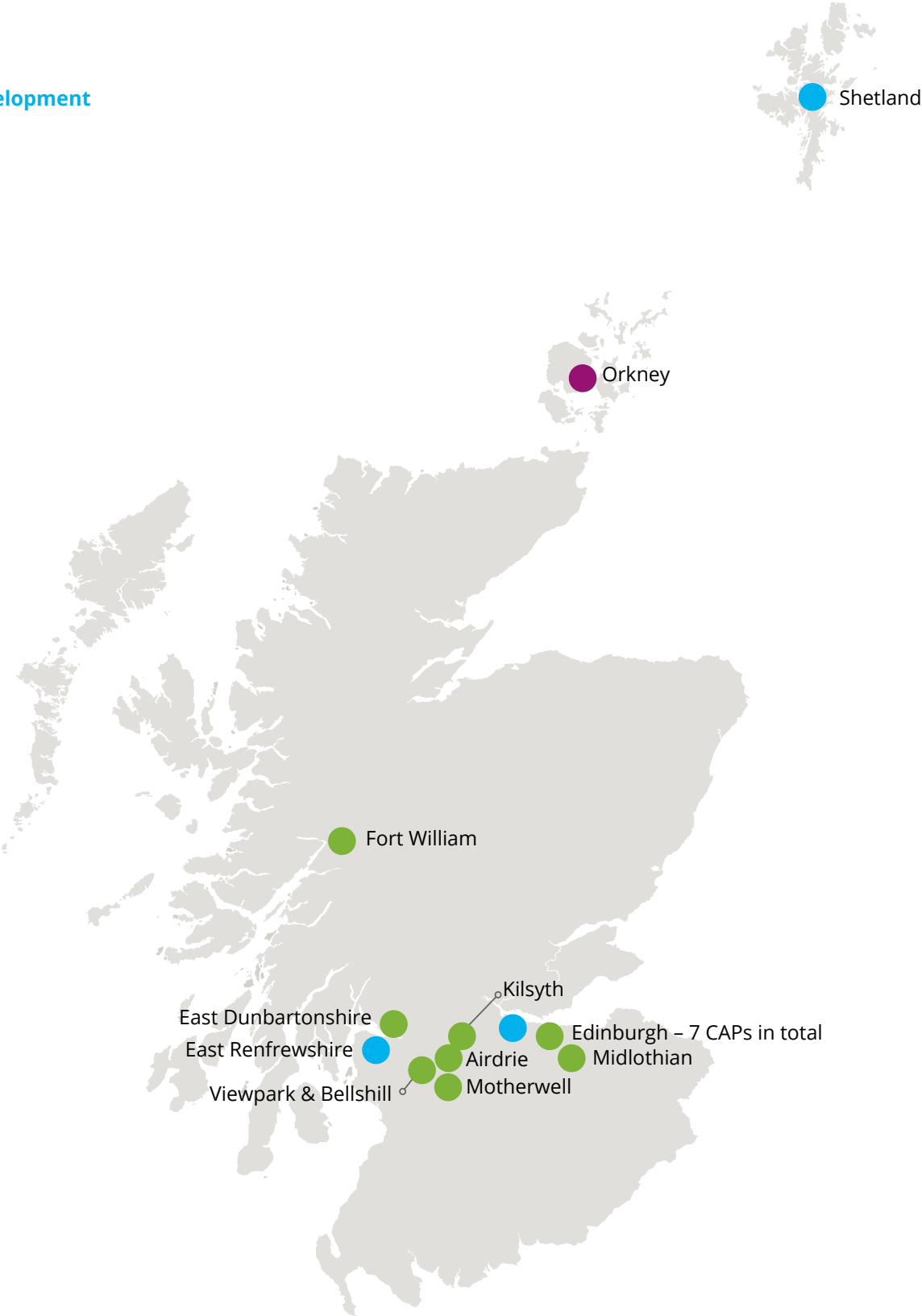
Before COVID, independent retailers were offered additional support and training from supermarket partners. This was not possible during COVID restrictions, and we also realised it was sometimes difficult for independent retailers to leave their shops to attend external training. So, we came up with a free online training course for retailers to help them prevent underage sales and proxy purchase (where adults buy alcohol on behalf of children).



# SCOTLAND

We currently have 15 CAPs in Scotland and anticipate a total of 18 by the end of 2023.

- Active
- In development
- CAP +



# SCOTLAND

Alcohol harm is higher in Scotland than the rest of the UK with adults drinking around 20% more here than in England and Wales. Regular drinking among 13-15 year olds is also higher than the UK average. Scotland is therefore a priority nation for CAP, and we have a dedicated funding stream as well as a CAP Scotland Adviser to facilitate growth across high harm areas of Scotland. We recently undertook a detailed analysis to identify which local authority areas have above average harms and have shared this with partners including Police Scotland and MSPs to begin conversations in those areas.

We currently have 15 CAPs in Scotland and anticipate a total of 18 by the end of 2023. The first CAP in Scotland was set up in Edinburgh in 2013 and there are now seven partnerships in Edinburgh as well as CAPs in Orkney, East Dunbartonshire, Airdrie, Motherwell, Mid Lothian, Viewpark & Bellshill, Fort William and Kilsyth.

Edinburgh and Orkney CAPs have already achieved significant improvements including:

- 56% reduction in weekly drinking for 13-15 year olds
- 43% reduction in residents reporting children and young people drinking in public places to be a “very big” or “fairly big” problem
- After CAP training, 100% of retailers passed a Challenge 25 compliance test – from an average baseline of 66%

Edinburgh and Orkney CAPs have already achieved significant improvements including:

56% 

56% reduction in weekly drinking for 13-15 year olds

100% 

After CAP training, 100% of retailers passed a Challenge 25 compliance test – from an average baseline of 66%

43% 

40% reduction in residents reporting children and young people drinking in public places to be a “very big” or “fairly big” problem

Recently launched CAPs in East Dunbartonshire, Airdrie, Motherwell, Mid Lothian, Viewpark & Bellshill, Fort William and Kilsyth are at the beginning of their journey and starting to deliver their action plans. All have completed their baseline surveys, and most are expected to complete their first post intervention evaluations in 2024.

## It'll Cost You Campaign

CAP is delighted to be a key partner in the “It'll Cost You” campaign in Scotland, to highlight the dangers and penalties of proxy purchase. The campaign is a collaboration between the Scottish Alcohol Industry Partnership (SAIP), Police Scotland and CAP.

*CAP is delighted to be supporting the “It'll Cost You” campaign. Proxy purchase continues to be a challenge across Scotland and the campaign will highlight the dangers and penalties that can result from adults buying alcohol for young people. As part of the campaign, CAP will use the “It'll Cost You” messaging and resources to support our work within local partnerships in Scotland to reduce alcohol harm among young people, improve their health and wellbeing and enhance their communities.”*

Grahame Clarke, CAP Adviser for Scotland



## Orkney

The Orkney CAP was established in 2017. Since then, partners within the CAP have launched several initiatives which have led to a reduction in drinking among young people, including the creation of a re-wilded space on unused land, known as Arcadia Park, which has been planted with over 600 trees. The Park is now used extensively by young people as a place to relax and have fun.

Partners on Orkney have provided inputs to secondary school pupils, highlighting the dangers of underage drinking, including an input by paramedics on alcohol and first aid. Bollard covers were also designed by Stromness Academy students on the themes of reducing proxy purchasing and leading fit and healthy lifestyles. These were placed in public areas in Kirkwall and Stromness to reinforce the proxy purchase message to adults.



Other CAP activities included free Challenge 25 training for pubs and off licences, with supporting materials, working with the Alcohol Education Trust to create age-appropriate resources to support vulnerable young people involved in anti-social behaviour and the production of pocket-sized leaflets signposting local drug and alcohol services.

## South East Edinburgh

In our South East Edinburgh CAP, education has been at the forefront of partnership activities. Together with the school link police officers, the CAP has worked closely with young people, supporting a wide range of initiatives including interactive sessions to educate young people about the dangers of underage drinking and the importance of making informed decisions. This activity was supported with information packs for parents and carers. The CAP also provided funding for Valley Park youth club, allowing the purchase of guitars, boxing and some kitchen equipment so young people can learn how to prepare healthy meals. Challenge 25 work has been led by Community Police Officers who have offered support, resources and training to local retailers to highlight the dangers of both underage and proxy purchase of alcohol.



*The CAPs set up in Edinburgh have allowed me to develop relationships with other agencies and individuals especially the Community Police Officers which enables me to target my work towards traders who are not complying with their legal obligations. Co-ordinated work and joint interventions have seen an improved level of compliance and an improvement to the quality of life in local communities."*

**Clive Johnston, Edinburgh Trading Standards**

## North East Edinburgh

It has also been a busy year for our North East Edinburgh CAP which has worked closely with young people. The CAP supported the **"Beat Boredom"** summer holiday program, hosted by Hibernian Community Foundation, which offered youngsters a wide range of summer activities such as football, cooking, self defence, mocktail making, litter picks, computer games and a visit to a nearby adventure park. Hibernian also hosted an introduction to fencing event for young people with Keith Cook, a British fencing champion and Commonwealth medalist which the CAP supported.

An Easter **"Keep Fit"** event for young girls was held which included alcohol education inputs from local Community Police Officers. The CAP also supported the **"Beat the Cycle"** initiative, aimed at older teens and young adults. The guest speaker for this event was the BAFTA winning film maker Garry Fraser who directed *Trainspotting 2* and a series of short films about addiction entitled *Supply and Demand*.



## Kilsyth

In Kilsyth, the CAP is working with partners to engage young people with strong messaging around underage drinking and anti-social behaviour. Local retailers were reminded of the need to be on the lookout for those underage attempting to buy alcohol or asking adults to buy alcohol for them during the summer holidays. Challenge 25 integrity testing has also been conducted and best practice shared with retailers. This was followed up with some spray stenciling to reinforce the message to the wider community.

Alcohol Education Trust training has also been delivered to staff at Kilsyth Academy and to local community police officers and lesson plans and resources provided to enhance current educational inputs to young people. Given the success of the CAP in Kilsyth, it will be extended into the neighboring new town of Cumbernauld during 2023, focusing initially on three areas identified as having higher levels of underage drinking and anti-social behaviour.



*"Young people can face difficult challenges in their lives, and we need to ensure they have the confidence to help them make the right decisions, especially since alcohol abuse can severely impact on the ability to make positive choices. Youth drinking can also impact on the whole community."*

Susan Rae, Police Scotland Inspector

## East Dunbartonshire

June 2022 saw the launch of a new CAP in East Dunbartonshire. It was launched after residents expressed concerns about young people drinking in the area.

As part of CAP activity in East Dunbartonshire, partners took part in a water safety event at Campsie Glen led by Scottish Fire and Rescue. It aimed to engage with young people at known open water swimming locations, advising them of the dangers of open water swimming, cold water shock, jumping from heights and drinking alcohol. Similar events were held throughout the summer, including one at Mugdock Country Park where a small loch is used by local young people. Work was also undertaken with local retailers, sharing best practice and providing resource packs to improve signage within stores.



*"The CAP has been great as it has allowed us to bring local partners round the table and really drive activity to address the concerns that people have highlighted through our surveys, such as anti-social behaviour around local lochs."* Chief Inspector John Menzies of Police Scotland

## Airdrie

In Airdrie, CAP partners also took part in an emergency services training day at St Philip's School in Plains, giving them an insight into how the emergency services keep people safe and the specialist equipment used. A multi-agency plan was also put in place for nearby lochs, which in previous summers had attracted large numbers of young people with alcohol-related anti-

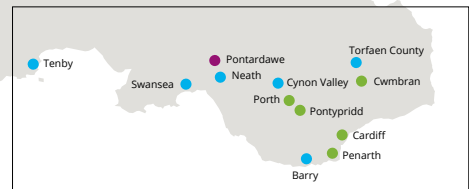
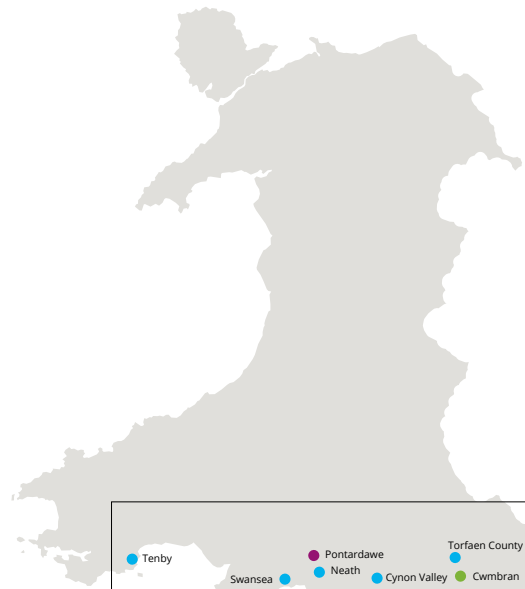
social behaviour. The plan involved a wide range of partners coming together to make sure young people were aware of the risks around alcohol and water safety. As part of the plan, which led to a significant reduction in anti-social behavior, Police Scotland Youth Volunteers were on hand to deliver leaflets in the local community.



*"The CAP has been great as it has allowed us to bring local partners round the table and really drive activity to address the concerns that people have highlighted through our surveys, such as anti-social behaviour around local lochs."* PC Ross Cupples

# WALES

- Active
- In development
- CAP +



Brecon CAP was the first CAP to launch in Wales in July 2012. In 2016, the Welsh Government provided crucial support by offering funding to facilitate the implementation of CAPs in councils across the country. It also provided endorsement citing CAP as an example of good practice in its substance misuse strategy.

This support resulted in the launch of two additional CAPs, Newtown - the second CAP in Powys - and Pontardawe in Neath Port Talbot. The latter was established with strong support from the Police and Crime Commissioner, Alun Michael.

We currently have six active CAPs in Wales: Pontypridd, Porth, Penarth, Cardiff, Pontardawe and Cwmbran - with a further two expected by July 2023, one of which will cover the entire county of Torfaen. Two CAPs (Brecon and Newtown) have completed their programmes of work. We are in early planning stages for a further four CAPs in Tenby, Barry, Swansea and Neath.

Cardiff CAP was launched in 2018 and covers the largest city in Wales with a considerable student population. There are large campuses for several universities and colleges in the city and the nightlife in the capital is a big draw for young people.

Cardiff CAP includes membership from a wide range of organisations with an interest in reducing harm from

alcohol in 18-25s, including FOR Cardiff (local business improvement district), the Community Safety Liaison Officer for the Police, the local Police Licencing Team, Cardiff Student Union and Cardiff Met.

Much of the work from the Cardiff CAP partners is around on making the Night Time Economy (NTE) safer for those using it, particularly the student population.

## Student-led work on alcohol-free and mindful drinking

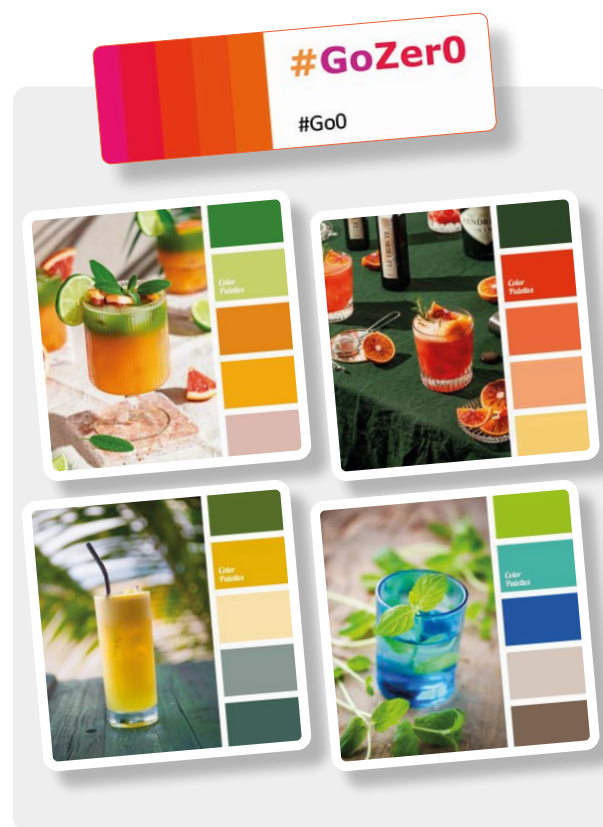
The Cardiff and Vale Local Public Health Team offers a one-year student placement each year to psychology undergraduates. This year we had two placement students who came to CAP meetings and shared their first-hand knowledge of the student experience in Cardiff.

Recognising that many of CAP's alcohol resources for work with young adults weren't aimed specifically at students and could be improved, the undergraduates helped design new targeted resources.

The students developed hashtags for social media including:

- #Feelgreatthenextday** (positives of not drinking)
- #Shakethingsup** (non-alcoholic activities)
- #StayOnTrack** (make a pledge)
- #RethinkingDrinking**
- #Sober&Social**

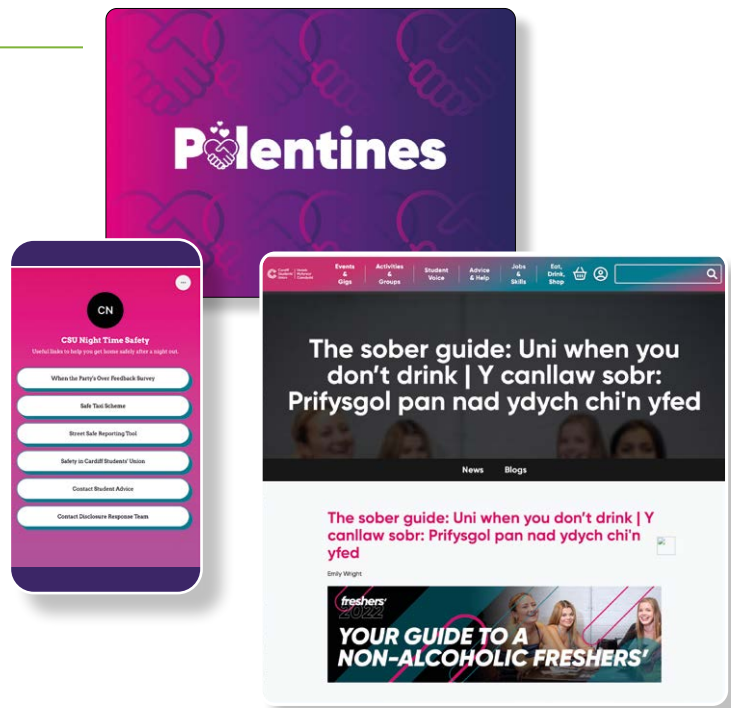
Student-led involvement is being planned at events such as Freshers Fairs to promote safer drinking and local alcohol-free activities using ideas for branding from the student placements. Planning is underway to provide alcohol free events in the city centre and Cardiff Students Union with guest speakers who have lived experience of sober living.



## Cardiff Student Union

The student union has continued to champion wellbeing and choice for its students. Popular events such as Palentines (an alternative to Valentines) have been repeated this year with a wide choice of alcohol-free activities.

A guide to Sober Freshers Week was also produced to welcome non-drinking students *The sober guide: Uni when you don't drink* *Y canllaw sobr: Prifysgol pan nad ydych chi'n yfed* (cardiffstudents.com) The Student Union also has a strong focus on safety in the NTE seeking feedback from students on measures which are in place and what could be improved.



## Free soft drinks for designated drivers

South Wales Police set up a designated driver scheme which enables designated drivers to access free drinks throughout the evening at premises displaying the DES poster. In December 2022, 16 premises in Cardiff were signed up to the scheme with more set to join.



## Training for support staff

This year CAP funded training for a group of 12 staff at Cardiff University from the Wellbeing Team.

## Licensing SAVI

The Licensing Security and Vulnerability Initiative (Licensing SAVI), is a self-assessment tool for licensed premises, designed at the request of the Home Office and supported by the National Police Chiefs Council.

Licensing SAVI incorporates a wide range of topics such as sensible drinking, preventing underage drinking, preventing drugs misuse and spiking. The benefits include reducing anti-social behaviour, alcohol/drug-related violence and associated health risks and crime.

The assessment is venue focused but has clear impact in other public spaces. For example, it encourages staff at venues to consider safer transport routes (for customers and staff), supports campaigns to prevent violence against women and girls and has a female safety policy template within the platform that venues can adapt for their own use.

Launched in Cardiff in Christmas 2022 with the full support of South Wales Police and FORCardiff, who will cover the cost of the scheme for the first 30 venues, use of Licensing SAVI in Cardiff is in the early stages of implementation. As of June 2023, seven venues were accredited, whilst others were working their way through the assessment.

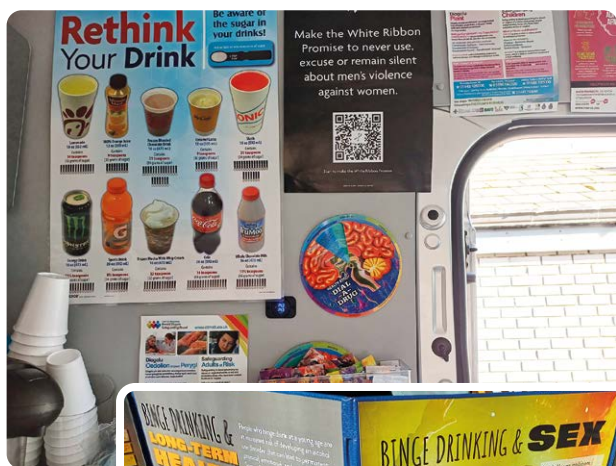


## Safety Bus

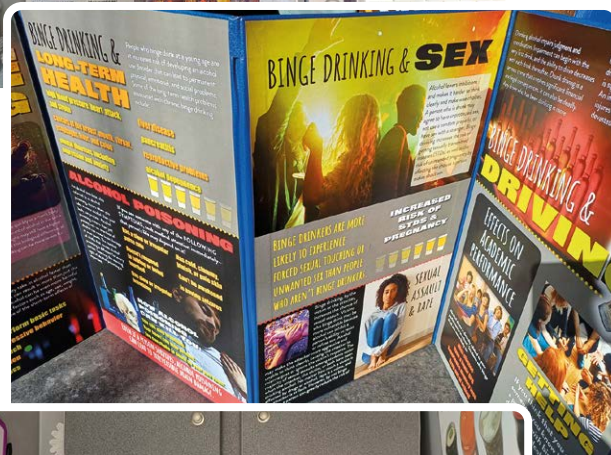
Cardiff Safety Bus provides support on Cardiff's busiest nights to lone, vulnerable members of the public (mainly aged 18-25) to ensure they get home safely or to access services such as the Alcohol Treatment Centre. The Safety Bus has been running for several years and this year, South Wales Police were successful in a bid to the Home Office "Safer Streets Funding" which has enabled them to purchase two more buses. Volunteers work in pairs alongside a Police Officer to respond to licensed venues in Cardiff. The volunteers support vulnerable individuals to a place of safety. CAP is providing funding that will support training of volunteers in conflict management, first aid training and radio skills.



## Youth Engagement Bus in Rhonda Cynon Taf



Mel Blayney co-ordinates the Pontypridd and Porth CAP and will soon co-ordinate the Cynon Valley CAP. She has played a key role in obtaining funding for and running the Youth Engagement bus in all three CAP areas in Rhonda Cynon Taf. The areas in which the bus operates are primarily identified through intelligence and referrals from the strong partnerships in place via CAP.



The bus provides free teas, coffees, hot chocolate, biscuits, sweets, fidget toys, sanitary items, toothpaste, shower gel, condoms, information boards and education resources about alcohol, cannabis and substance misuse and there is even a toilet available for young people to use. There are light up footballs for impromptu games of football in the dark, whistles and torches and even a light up speaker for music in the park.





Underage drinking – and the associated harms – are unevenly distributed across England with highest harms in the North East, South West and North West of England. However, there are also pockets of high harm in other regions, with seaside communities particularly affected. We are working hard to offer the benefits of a CAP to all areas with above average rates of harm, as evidenced by alcohol related hospital admissions for under 18s.

In order to facilitate growth in the right areas, we have Regional Advisers based in the North East, South West

and North West of England whose job is to set up and support CAP partnerships in areas with evidence of an underage drinking problem and especially those who have a high Local Alcohol Profiles for England (LAPE) ranking for under 18 alcohol hospital admissions.

We are making good progress in increasing our network of CAPs across many hotspot areas across England and particularly in regions experiencing above average harm. With current funding we can increase our UK network of CAPs at a rate of 25 CAPs per year.

## NORTH WEST ENGLAND

We have a strong and growing network of CAPs across Lancashire and Cumbria. In Cumbria we have CAPs in Barrow and Longtown and will soon be creating new CAPs in South Cumberland and Workington. Since 2016 CAP has been strategically partnered with the Alcohol and Tobacco Team

within Lancashire County Council. The team works on policy and strategic approaches to tackling alcohol and tobacco harms as well as enforcement. Working together CAP and Trading Standards have identified areas that would benefit from the presence of a CAP. Currently there are eight CAPs in operation across the county and the ambition is to have a CAP in all 12 districts.

## Hyndburn - Clayton-le-Moors

**Vulnerability Awareness Training**

A good working relationship and clear communication between management, bar staff and door staff can help prevent your customers from coming to harm and enjoy their night out in a safer environment.

Lancashire Trading Standards have developed a short on-line training course to support you in your duties around preventing crime & disorder, public nuisance, public safety & the protection of children from harm.

We highly recommend that you enrol yourself and all staff members onto this short course.

**It aims to:**

- Raise awareness around the issues of drink / food poisoning and how you can help prevent it.
- Help you recognise the risks to vulnerable people in and outside licensed premises.
- Help you identify actions you can take to protect vulnerable people from harm.

You will receive a certificate on completion of the course (sent to your email address) this should be kept by staff at your business as evidence for your due diligence training records. (Trading Standards and Licensing Teams will also receive a record that your premises have completed the course.)

To log in to the Vulnerability Awareness course please scan the QR Code (Register using your email address as your username)

**CLUB**

**CHECK 25**  
Working together to keep young people safe

Test purchase operations are carried out by Trading Standards or the police to check that you are following a Check 25 policy. This means anyone who looks under 25 should be asked for proof of ID.

It is essential that you keep within the law and have systems in place that could act as a legal defence to an underage sales allegation. Underage sales have serious impacts on young people, the community and consequences for businesses and staff.

Trading Standards have developed a short online course to support staff working in pubs or retail to help prevent underage sales.

**Key learning:**

- How to prevent underage sales.
- What forms of ID are recommended by Lancashire Trading Standards, Lancashire Constabulary and the Security Industry Authority.
- How to make a successful ID check.

On completion of the course, you will receive a certificate (sent to your email address) this should be kept by staff at your business as evidence for your due diligence training records. Trading Standards and Licensing Teams will also receive a record that your premises have completed the course.

To log in to the Check 25 course please scan the QR Code. (Register using your email address as your username.)

www.lancashire.gov.uk/lancan

Lancashire County Council

The Hyndburn CAP was launched in 2019, with partners agreeing to focus on tackling alcohol and substance related anti-social behaviour (ASB), vulnerability and risk-taking behaviour amongst under 18s. Hyndburn's alcohol specific hospital admissions for under 18s is significantly higher than England's overall rate.

Hyndburn CAP identifies and works in hotspot areas for ASB and alcohol related issues. In January 2020 Clayton-le-Moors was identified as an area of concern.

Clayton-le-Moors has had numerous complaints about ASB involving groups of young people, drinking, and drug taking and causing distress to residents. In 2021 information was received from the Police that a shop was selling alcohol to underage youths. Through the CAP, Trading Standards and the Children and Family Well Being service worked together to tackle these issues.

The Children and Family Well Being Service targeted activity and outreach work in the area and engaged with various groups of young people which resulted in some of them accessing the service's core offer in the evenings at the centre in Accrington. Young people were also provided with general advice and guidance in relation to any issues they raised and were also provided with support services information to suit their needs.

Staff worked with a specific group of young people and gathered their views and lived experience using photos and videos to evidence this work.

Trading Standards undertook test purchase activity based on intelligence provided to the CAP, and business support compliance visits providing resources and training information to retailers. Following specific intelligence through the CAP about underage sales to minors, Trading Standards worked with Hyndburn Council's District licensing to tackle the problem premises. An application for review was submitted by Lancashire County Council Trading Standards Service on the grounds that licensing objectives were not being observed.

### Outcomes

Trading Standards successfully obtained a licence revocation for the premises, preventing the supply of alcohol to vulnerable young people in the area. This helped to reduce anti-social behaviour.

All retail premises in the Clayton area have been visited twice by Trading Standards or Police Officers and most of the stores are now fully compliant.

Since this targeted work took place youth ASB incidents have decreased by 69% (between July and December 2021).

During 2022, the strong partnerships developed in Clayton le Moors continued to deliver reductions in youth ASB. A new community facility opened with a range of sessions available for young people in the area, which the CAP has continued to promote.

Hyndburn Leisure, Let's Move Hyndburn and local young people service and employment providers held a Community Youth event in December 2022 to discuss what they would like to see in their area. Plans are underway to develop a young persons' forum to support and shape the activities that take place in the area.

In 2022, the ASB reductions have continued, when comparing July to September 2021 to July to September 2022 there has been a 75% reduction in youth ASB in the area and a further reduction of 89% from January – March 2022 to January – March 2023.

*"This is true partnership working and a great example of the Hyndburn CAP sharing information and coordinating activity to provide a whole system approach in addressing anti-social behaviour in this particular location with a sustained directive and a long-term focus."* Linda McCarthy, Community Safety Manager, Hyndburn Borough Council

## Burnley

Burnley CAP was established in May 2017 and has grown into a well-established partnership that has undertaken a range of initiatives over the years including proxy campaigns at local stores, an inter school football tournament, delivery of SMASHED, targeted youth work and test purchase operations.

In January 2022 there was a particular problem with increasing anti-social behaviour (ASB) levels in the town centre. At CAP meetings partners discussed the issues and looked at how they could work together to reduce youth ASB in the town centre. This work is ongoing. Key activities include:

- Organisations working with young people used the CAP meetings to share information and co-ordinate outreach work in the area. Partners signposted young people to each other's activities and worked together to deliver activities.
- The Market Hall in Burnley has been a hotspot for youth ASB as many young people pass through the market after school and college. Youth work has been taking place on Friday afternoons and since January 2023 over 250 young people have engaged with the work. This successful engagement has led to Participation Works taking on a stall in Burnley



market. Young people can call in at the stall and access information and guidance on a range of issues including alcohol and substance misuse and activities and services on offer. As an incentive, young people who take part in activities receive a voucher to spend at the market

- 12-week workshops have taken place in schools with targeted groups covering a range of issues including ASB, mental health and substance misuse
- Support and online training have been provided for licensed premises.

## NORTH EAST ENGLAND

The North East of England is a key priority region for CAP as it includes some of England's highest harm numbers of alcohol-specific hospital admissions

for under 18s. We have set up a total of 34 CAPs in the region. Of these, 21 have completed their programmes of work and 13 are currently active. There are a further 10 areas that are considering setting up CAPs in the region.

## North Yorkshire

CAPs have been exceptionally well received in North Yorkshire where we currently have eight active CAPs and five CAPs set to launch soon. The region has many areas of high deprivation and relatively high rates of underage drinking and alcohol fueled youth anti-social behaviour. Our network of CAPs seeks to address these issues by supporting each other in a variety of ways.

Each CAP has up to three secondary schools or academies, all of which have identified levels of weekly underage drinking amongst 13 to 16-year-olds that are higher than the national average.

A single bid for funding was authorised by CAP to purchase a large range of resources that could be shared across the county, not only with the schools, but with organisations that engage with young people such as youth clubs, scouts, guides and army cadets.



## York

One of our first projects in North Yorkshire was York.

In 2021 youth anti-social behaviour increased considerably – drunk teenagers in Foxwood and Chapelfields were getting involved in fights between themselves or residents as well as damaging cars. The CAP located a store in one area that was suspected of selling to young people. Trading standards were able to test purchase and confirmed this to be the case – the CAP now works closely with this store to help and support them.

Local supermarkets around Tanghall were seeking help from the Police with youths running in and stealing food and alcohol. Lidl in Foxwood had youths coming in, distracting the staff and leaving with crates of alcohol. The Youth Bus idea came after a number of residents meeting. The Youth Bus has been a way of reaching out to these young people, assessing what they need and sign-posting them to clubs and groups that they never knew were there. The police are supporting this project and funding and resources provided by CAP means they can hold sessions with



these young people about healthy living, alcohol, drugs, education and job prospects.

The CAP also worked in partnership with social care to contextually safeguard several young people who were engaged in risk taking behaviour, low level criminal behaviour, under age sexual activity and alcohol use, and the CAP partnership was able to support some vulnerable young people.



*The outreach work and the response from the young people has been amazing, they are wanting more each week and look forward to the next session. We have engaged with over 85 different young people throughout the duration of the pilot, with an average of 20 young people attending each session at two locations. Although it was a short pilot (difficult to measure with outcomes) we are confident from our feedback from those attended, but also comments from others in the community as to the difference we have made in the communities feeling safer, and young people being more aware of their actions and how they may change behaviours."*

Jess Ward, CEO and Founder of Inspire Youth Yorkshire (who worked on the Youth Bus project)

## **Filey, Eastfield and Hunmanby**

Filey, Eastfield and Hunmanby is a new partnership. The area is by the sea and has very little for young people to do, and underage drinking was causing concern. Eastfield has significant problems in terms of anti social behaviour and underage drinking. Hunmanby does not have anti-social behaviour to the same extent but the Police were concerned that off-licences in the area could be pressured by young people to sell alcohol to them and needed support. The partnership came together to offer that support to all off-licences in the CAP area.

## **Northallerton**

The Northallerton CAP has its fair share of anti-social behaviour. Although there are two youth clubs, young people were not using them due to the lack of resources. CAP supported the youth clubs by providing interesting activities for young people to do and this has encouraged them to attend.

## **Ripon**

Ripon is a city with large open spaces and attracts a large number of tourists. The city centre has seen regular instances of underage drinking and anti-social behaviour. After discussions at CAP meetings on how to reduce this anti-social behaviour the City Council opened a youth club in a local park. A key partner in Ripon CAP is SPARK (an organisation focused on detached youth work) which was created by the Ripon YMCA. SPARK addresses topics with young people such as alcohol, drugs, vaping and other risky behaviours and encourages safer and healthier choices. Open to all young people in Ripon aged 11 and older, SPARK attracts a large number of young people.

## **Richmondshire**

The Richmondshire CAP covers a large countryside area and also an army base at Catterick. Part of CAP's work was to engage with young soldiers who visited Richmond town centre to drink as their behaviour would concern local residents. Partners engaged with the Garrison Sergeant Major and their education staff to provide speakers including a visit from singer songwriter Henry Maybury, resources and outdoor activities.



## Scarborough

Scarborough is a seaside town that has a large influx of tourists during the summer season but also significant areas of deprivation. Schools have seen an increase in underage drinking. One school has created bollard covers - promoting healthy lifestyles to young people and encouraging adults not to buy alcohol for minors. They have been used extensively around the town centre.

Another school has started working with students who need a boost in their self-esteem or who are vulnerable and prone to alcohol misuse by offering the Royal Society of Public Health Young Health Champions qualification with CAP funding.



## Selby

Selby is a market town with a history of anti-social behaviour, underage drinking, cannabis use and more recently vaping. The partnership recognises that alcohol and other substances often go together and whilst funding is only available for alcohol related issues, most partners will seek to use the engagement opportunities that CAP creates to address all of these concerns.



## Whitby

Whitby is a seaside town that attracts large numbers of tourists. Research has shown that young people in Whitby are drinking alcohol more frequently than the national average. The CAP seeks to give schools the best resources available to raise awareness about drinking alcohol underage. The CAP also provides information for parents on how to support and guide their children so that alcohol does not affect their potential achievements in education, health and fitness.



# THANK YOU TO OUR FUNDERS

Funding for CAP is provided by companies who produce or retail alcohol. We are grateful to the following companies who funded CAP in 2022/3.



TREASURY WINE ESTATES



Uber Eats



Waitrose





# OUR PEOPLE

## Board

CAP's Board of Directors, which is responsible solely for the furtherance of CAP's objectives and mission, includes people drawn from the alcohol retail sector, the third sector and the public sector. We are grateful to our Board for their wise counsel and sound governance.

### **Derek Lewis**

Chairman

### **Miles Beale**

Chief Executive  
The Wine and Spirit Trade Association

### **Neil Eccles**

Senior Manager Licensing and Permitting (SME)  
ASDA

### **Elizabeth Fairhurst**

Chief Executive Officer,  
Northern Ambition Academies Trust

### **Matthew Golledge**

Trading Standards and Coroners Manager  
Reading Borough Council

### **Andrew Leaper**

Retail Health and Safety Manager, Co-op

### **James Lowman**

Chief Executive  
The Association of Convenience Stores (ACS)

### **Andy Morrice**

Inspector, Lincolnshire Constabulary  
(Observer status)

### **Hardish Purewal**

Licensing Manager, Tesco and Chair  
The Retail of Alcohol Standards Group (RASG)

## National team and regional advisers

We have a small but highly experienced and dedicated team consisting of two full time employees, one part-time communications manager and five part-time regional advisers. Between them, the CAP team has a wealth of knowledge and experience in building effective local partnerships.

### **Kate Winstanley**

CAP Director

### **Annie Ashford-Barnden**

CAP Regional Adviser for the South West

### **Jayne Boote**

CAP Regional Adviser for North West England

### **Grahame Clarke**

CAP Scotland Adviser

### **Audrey Eager**

CAP Programme Manager

### **Matthew Knight**

CAP Regional Adviser  
for South West England and Wales

### **Sam Patel**

CAP Communications Manager

### **Alan Simpson**

CAP Regional Adviser for North East England,  
the East Midlands and Scotland

### **Gillian Walters**

Head of Business, Events and Operations  
(currently on maternity leave)

# CAP AMBASSADORS

This report would not be complete without paying tribute to all those who co-ordinate, chair and otherwise play an active role in contributing to the effective day to day operation of CAPs. We would particularly like to thank the following individuals whose contribution to their CAPs has been truly exceptional.

**Sally Andersen**

Senior Commissioner  
Reading Borough Council Public Health

**Pauline Appleton**

Tenancy Management Officer  
Community Gateway Association

**Val Ayre**

Public Health Locality Manager  
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Council, Ollerton, Boughton and  
Edwinstowe CAP

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