

## A) Project Overview

<b>Name of project:</b>	<b>Shropshire Community Alcohol Partnership (Shrop-CAP)</b>
<b>Organisations in operational partnership:</b>	<b>Shropshire Council (Drug &amp; Alcohol Action Team, Trading Standards, Community Action Teams, Education, Youth Service, Communications) West Mercia Police, Local Retailers, Local Town Councils, Local Schools</b>
<b>List of project-wide objectives (as outlined in original bid):</b>	<ol style="list-style-type: none"> <li>1. A reduction in the public perception of underage drinking.</li> <li>2. A reduction in the quantity of alcohol related litter collected.</li> <li>3. An increase in the number of police alcohol seizures from young people</li> <li>4. An increase in the percentage of trading premises trained on preventing underage and proxy sales.</li> <li>5. A decrease in young people attempting to purchase alcohol from off licences</li> <li>6. An increase in community awareness of Shrop-CAP</li> </ol> <p>The project also works to an overarching aim of reducing underage drinking, alcohol related harm in young people and subsequent impact upon communities. Many of the actions carried out by the project aim to contribute towards this and therefore indirectly the project objectives listed above. Where these are discussed in this report they will be referenced with 'A' in the 'Covering Objectives' column to link them to the overall aim of the project.</p>
<b>List of areas of work for project:</b> <i>(max. 6 areas of work per project)</i>	<ul style="list-style-type: none"> <li>• Project Governance</li> <li>• Prevention</li> <li>• Enforcement</li> <li>• Diversionary Activities</li> <li>• Project Promotion</li> <li>• Evaluation</li> </ul>

• Area of work 1 : Project Governance						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Establish county-wide steering group.	A	Staff commitment and time	Multi-agency county wide steering group formed at outset of the project and meets on a monthly basis.  The County-Wide Steering group is accountable to the Shropshire Safer Stronger Communities Board.	This has led to a high level of information sharing amongst partners, increased understanding and support of roles, ensuring that project is focussed upon areas of greatest need and a process of timely decision making with regards to project implementation etc.	Information sharing between service areas.  Shrop-CAP is operational in areas of the county with the greatest need.	Group will continue to meet on a monthly basis in order to oversee the CAP initiative.
Establish local area steering groups	A	Staff commitment and time	Five multi-agency steering groups have been set up from the outset of the project and meet on a monthly basis	Information sharing at a local level, greater buy-in and support for local projects, communication between local and county wide steering group.	Information Sharing.  Awareness of all local CAP projects across all local area partners and services	Group will continue to meet on a monthly basis in order to oversee the local CAP initiative.

• Area of work 2 : Prevention						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Proxy purchase awareness campaign	A / 6	Retailer flyers £500 bottle marker stickers£640 Trading Standards Officers 6 x patrols - £719.32 Police 6 x patrols	Pre-Christmas 2012 proxy purchase awareness campaigns across three Shrop-Cap areas targeting 18-25 year olds	Public and local communities better informed on the issue of proxy purchasing	Patrols called at every off-licensed premise in the area - raising awareness and positive intent of the law enforcement agencies to address such activity. Small groups of youths were encountered during the patrols and engaged.	Plans for a further 2 patrols to take place over coming summer across May – August. Patrols will take place on dates when there is an anticipated issue around underage drinking, i.e., school leaver’s days and GCSE results day.
Engagement with schools	A / 6	‘Talk About Alcohol’ Training - £837  Alcohol education through Police Youth Engagement Team	Training offered to all CAP schools.  Alcohol education sessions delivered to pupils	Alcohol Education Trust resources utilised across PHSE lessons in schools. Increased alcohol awareness for young people	Staff from 5 secondary schools attended – resources being used within PHSE lessons Sessions delivered to approx. 2400 (primarily Year 6) pupils across Oswestry and Shrewsbury	Resources will be continued to be used in schools.  Engagement plans continue to be developed for 2013.
Alcohol education training for youth workers	A	Talk About Alcohol’ Training - £836	Training offered to all youth work staff	Alcohol Education Trust resources utilised across youth work sessions	26 youth workers attended training.	Resources will be continued to be used in youth provision.
Retailer training	A/1/2/4/5 /6	Training offered to all ‘off licence’ trade in Shrop-CAP Areas 10 x sessions in total, staff time (trading standards, police, lead retailer)	Sessions are currently running (2 in each CAP area) due to be completed on the 16 <sup>th</sup> May)	Understanding of underage sales prevention and CAP. Increased acceptance of Pass’ schemes. Increased communication between retailers and enforcement agencies.	To date staff from 9 stores have attended training - Feedback from retailers following training sessions has been very positive, Challenge 25 and Refusal registers adopted.	Work needs to be carried out with retailers who did not attend training sessions.
Engagement with parents	A/6	‘Let’s Talk About Drink’ Booklet for parents of Year 6 Pupils– price TBC.	Primary schools county wide currently being consulted on printing numbers	Aim is to increase parental alcohol awareness and encourage parent / child alcohol discussions.	Project yet to be completed	Intention for booklet to be produced annually as a rolling program for Year 6 pupils.

• Area of work 3 : Enforcement						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Alcohol Confiscations	A/1/2/3/6	Police Time	Police alcohol confiscations continue on an on-going basis	Details of confiscations provided to parents. Incidents also shared with all local partners.	46 young people subject to alcohol confiscations in CAP area from April 2012  Confiscation statistics collated and shared on a monthly basis.	On-going police activity (County-Wide)
Police patrols of targeted areas	A/1/2/3/6	Police time	Police have a patrol strategy in place in each CAP area which covers the targeted parks.	Increased engagement with young people	Encounters with young people occasional seizures of alcohol alcohol education opportunities some displacement of young people's drinking activities Identification of alcohol litter linked to underage drinking that has been sourced to particular retailers where advice has been given.	On-going police activity.
Alcohol Retailers – sales refusals	5	Refusal register pads £1046  Pre-paid return envelopes £51	Refusal register pads currently being distributed to retailers through training sessions	This project is just beginning	Yet to be evidenced but retailers at this point are happy to engage with the initiative.	On-going through remainder of the project.

• Area of work 4 : Diversionary Activities						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Weekend Youth Provision	A/1	Summer 2012 £4815 Winter 2012 £8924 Summer 2013 (April-June) £10,192	Friday and Saturday evening youth provision in each CAP area with the exception of Minsterley & Pontesbury where staff capacity is an issue.	Increased opportunities for young people to be involved in youth provision	394 contacts with young people aged 10-19 January – March.  Detached youth Workers have built relationships with young people. Three distinct projects, evolved in Bridgnorth around a Skate and BMX park, in Oswestry group work on alcohol awareness and in Whitchurch we operated a drop in and eat session during the winter months.	Weekend youth provision to continue throughout life of project.

• Area of work 5 : Project Promotion						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Project promotion through posters and leaflets	1/6	Posters, flyers and banners produced for all CAP areas £4000	Promotional materials utilised on an on-going basis in retailer and all public buildings in Cap areas	Increased public awareness of CAP project.  Positive impact on public perceptions of underage drinking in each area.	Public perception baselines were recorded in each area at outset of the project. (140 participants)  Perception surveys are to be carried out again over the summer '13 (June / July) – this will measure changes and communities awareness of local CAP schemes	Resources will continue to be utilised throughout life of project.
Project promotion through Website <a href="http://www.shropcap.wordpress.com">www.shropcap.wordpress.com</a>	1/6	Staff time (website hosted through 'Wordpress' which is free)	Website is updated and developed on an on-going basis	Public awareness and positive public perception.	Site has received 239 views since launch in November.	Resources will continue to be utilised throughout life of project.
Project promotion through social media (Twitter) @shropcap	1/6	Staff Time	Twitter feed is updated on an on-going basis	Public awareness and positive public perception.	94 followers on Twitter	Resources will continue to be utilised throughout life of project.
Promotion through local press	1/6	Staff Time	Local and county wide press informed of local projects on a regular basis (press stories identified in local groups on a monthly basis)	Public awareness and positive public perception.	Measured through next round of public perception surveys	
Promotion through community events	1/6	Staff Time. Promotional materials (Shrop-Cap Wristbands (5000) £1140	Shrop-Cap to attend community events in all localities over summer 2013.	Engagement opportunities with local communities Increased public awareness. Positive impact upon public perceptions.	Measured through next round of public perception surveys	Activity will continue throughout life of project.

• Area of work 6 : Evaluation						
Activities	Covering objectives	Resources used so far (financial and non-financial)	Progress to date	Impact of activity to date	Evidence of impact (Quantitative & qualitative)	Sustainability measures or plans for activity
Public perception surveys	1/6	Staff time	Public perception surveys run in all CAP areas at outset of and throughout project.	Awareness of public perception and priorities to be addressed at a local level.	Perception surveys are to be carried out again over the summer '13 (June / July) – this will measure changes and communities awareness of local CAP schemes.  This round of surveys will also incorporate a PB element to ask local communities would they would like to see to address underage drinking.	Public perception surveys will also be conducted at the end of the project.
Young people's surveys	A/1/ 6	Staff Time	Young People's Surveys completed in all CAP areas through schools and college	Awareness of local priorities.  Opportunity for PB consultation with young people.  Opportunity to measure change in young people's drinking throughout life of project	2356 young people aged 10 – 17 completed the survey.  Results will be looked at by local Cap groups to identify local priorities for action plans.  PB results will be discussed and actioned by local CAP groups	Young People's surveys to be repeated on a 12 month basis.

## C) Narrative

Please complete the following expandable sections with a short reflective assessment of your work in these areas.

The total narrative should not cover more than 4 pages.

➤ **Successes** – what has worked well and why? What difference has the project made so far?

The county-wide steering group and local area implementation groups have been a particular success for the project – this has led to greater information sharing between partners and increased support between services on specific projects.

An example of this would be the Christmas proxy purchase campaigns where local retailers, police, trading standards worked jointly on a particular initiative which was also communicated to young people through youth services and local schools.

➤ **Setbacks** – what challenges have you faced and how are you dealing with them?

The work of the Shropshire Community Alcohol Partnership has aimed to be as holistic as possible and to address the issue of underage drinking from all points of view. We have also been keen to have the project as productive as possible, striving to progress and develop our work on an on-going basis.

Due to this the project is very time intensive from the perspective of staff resourcing and capacity. The project is coordinated county wide through the Drug & Alcohol Action Team and locally through Public Protection and Community Action Teams, staff spend a great deal of time, additional to existing workloads on the project.

At the outset of the project ensuring that we were focused on the areas of most need was also an issue. Once the funding had been awarded it was felt that perhaps the five areas cited within the original bid were not where the project would achieve the best results and have the most positive impact.

With this in mind it was decided at the outset to initially focus upon three of the areas originally proposed and to decide upon a further two areas in the autumn on 2012. By January 2013 we had established 5 CAP schemes as put forward in the funding bid.

Service capacity has also presented issues for the project. For instance, it was decided very early that diversionary youth activities on weekend evenings were a key priority to develop and funding for this was allocated. However, due to staff and voluntary sector capacity with youth services this has taken time to develop and it has taken until April 2013 for full Friday and Saturday evening provision to be held across 4 Cap areas. Youth provision is currently being developed through a range of options

Community involvement and subsequently participatory budgeting has been a challenge for the project. Each CAP area has a specific area of focus (primarily a park) which have historical issues of underage drinking. These were anticipated to be basis for community engagement. However the summer



of 2012 saw very low numbers of young people present on the parks and subsequent ASB. A result of this has seen the issue of underage drinking fall as a priority for many local communities and therefore less engagement in the local CAP schemes than we had hoped.

We acknowledge that community engagement is a priority for the project and continue to promote the work of the partnerships at a local level and will address participatory budgeting through this summer's public and young people's surveys.

Finally, collection of information to support objective 2 – a reduction in a quantity of alcohol related litter has been difficult as reliable figures have proved difficult to collect on an on-going basis. This continues to be looked at and will also feature as a question to local communities in the perception survey to measure whether the public continue to see it as an issue.

➤ **Lessons learnt** – what lessons have you learned and what will you be doing differently in future?

Key lesson learnt is that due to staff capacity and resourcing we need to ensure that we have sufficient lead in time to projects and initiatives. For example, it was initially hoped to run the young people questionnaire within local schools and colleges earlier this year, however due to capacity within the schools this was not possible.

➤ **Partnership working** – how are you working better together?

The project has increased communication, information sharing and support amongst agencies and services at both a county wide and local level.

We acknowledge that not every service will be directly involved in each individual strand of the action plan, however it is important for all services to be aware of the each individual strand in order to present to the public and local communities that we are working together in order to address local issues.

A number of activities, i.e., delivery or retailer training sessions, have been delivered through partners providing time and resources as opposed to using the funds available.

➤ **Community engagement** – what have you achieved in this area, including through participatory budgeting?

Community engagement has been an issue for the project – a low number of issues over the summer 2012 period has led to underage drinking becoming less of a priority than it has been in previous years.

However the project has been very successful in engaging with young people through the Young People's Survey and has some valuable feedback on what young people would like to see in their local areas as an alternative to alcohol use which will fulfil participatory budgeting requirements and inform local action plans.

Shrop-CAP has also been a key contributor to the on-going development of a skate park in Bridgnorth – the Friday evening youth work being funded through the project has engaged with young people and has created an opportunity for young people to become involved and contribute to this work.

As part of the funding Bridgnorth Youth Centre held a full activity day for this group using the mobile skate/bike ramps and this was attended by 40 young people, 10 local residents, local councillors, Police and the town Council. This was a really good opportunity to bring this group together with a wide range of people from the community and break down some of those barriers to communication and the negative perception of young people. One visitor on the day, a local tradesman said what a great atmosphere there was on the day and how good it was to see young people taking part in something so positive.

We will continue to engage with local communities through perception surveys and via the local press, website, social media and local community events.

➤ **Governance** – how have your governance structures worked including monitoring/reporting arrangements?

The project is overseen by the Shrop-Cap County Wide Steering Group which meets on a monthly basis.

The County Wide Steering Group consists of representatives from:

- Substance Misuse Portfolio Holder – Chair of Group
- Shropshire Drug & Alcohol Action Team
- West Mercia Police
- Trading Standards
- Youth Services
- Public Health
- Education Services
- Community Alcohol Partnerships National Company
- School Nurses.
- Community Action Team
- Community Engagement
- Communications and Promotion

Each of the 5 local CAP areas has a local implementation group which also meets on a monthly basis.

Local Implementation Group membership consists of local representatives from services noted above as well as:

- Schools and Colleges
- Local Retailers
- Local Community Representatives

- Elected Members
- Voluntary Sector Youth Agencies
- Town and Parish Councils

The local Implementation Groups are coordinated by staff members from a range of services including Community Action Team, Safer Stronger Communities Team and Trading Standards.

On a countywide basis the project is coordinated by the Shropshire Drug & Alcohol Action Team – this involves regular contact with our Relationship Manager at the DCLG – monthly reporting to the DCLG consists of:

- The Shropshire Wide project Action Plan.
- ASB Figures across all local CAP areas.
- Police Alcohol Confiscation Figures across all CAP areas.
- Alcohol litter figures across all Cap areas.
- Youth provision monitoring figures.
- Budget Update.

The county wide Shrop-CAP Steering Group is accountable to the Shropshire Safer Stronger Communities Board.

- **Expenditure** – What is your anticipated spend for the end of year one including any reasons for being over or under budget? This should include both current expenditure and projected to end June 2013.

Currently the project budget stands at

There are a number of projects and projects still to run in year 1 of the project:

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| • Post Licensee Training 'Challenge 25' Test Purchase Operations x 5             | £1975   |
| • Local Cap Community Days x3 (Remaining 2 will be late summer – Year 2 funding) | £1500   |
| • 'Let's Talk About Drink' Booklet Printing                                      | £2000   |
| • Proxy Purchase Patrols x3 (Remaining 7 will be late summer – Year 2 funding)   | £673.50 |

This will leave approximately £3972.78 to carry into Year 2 of the Project – this will be utilised to enhance Participatory Budgeting results identified through the Young People & Alcohol Survey results and next round of Public Perception Surveys, as well as activities which were initially planned for Year 1, i.e., 'on' licence retailer training which were not able to be completed due to capacity issues.

**YEAR 2 Plans:**

**Priorities for Year 2 include:**

- Continue to develop and deliver weekend based youth provision, incorporating feedback and consultation from young people (gained through youth surveys).
- Development of parental engagement as a key priority for the project
- Retailer training focused upon 'On' trade premises.
- Explore further community involvement and engagement based upon local issues raised this summer.
- Continue to further develop alcohol education provision within schools.