



<u>Committee and Date</u>
Environment & Services Scrutiny Committee [formerly Protecting & Enhancing our Environment Scrutiny Committee ]
29 July 2013 at 5.00pm

<u>Item</u>
<b>7</b>
<u>Public</u>

## SHROPSHIRE COMMUNITY ALCOHOL PARTNERSHIP PROGRESS REPORT AND THE WAY FORWARD

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### 1. Summary

- 1.1 This report provides an overview of The Shropshire Community Alcohol Partnership (Shrop-CAP), detailing progress to date and development plans for Year 2 (July 2013 – June 2014).

### 2. Recommendations

- 2.1 Support Shrop-CAP over the coming year through access to local communities to promote the engagement with communities through increased participation in public perception surveys and facilitate subsequent participatory budgeting work.
- 2.2 Support Shrop-CAP in identifying key ways in which to sustain project activity following Year 2 funding.

## REPORT

### 3. Risk Assessment and Opportunities Appraisal

None applicable.

### 4. Financial Implications

- 4.1 The work of the Shropshire Community Alcohol Partnership is funded through the Department of Communities and Local Governments 'Alcohol Fund' up to and including June 2014. Future funding may be needed to continue some strands of the project beyond this date.

## 5. Background

- 5.1 Community Alcohol Partnerships (CAPs) were first developed in 2007 through The Retail of Alcohol Standards Group (RASG), a group made up of the leading alcohol retailers in the UK.
- 5.2 They were set up at the request of Central Government as a potential solution to underage alcohol misuse and associated issues such as anti-social behaviour.
- 5.3 CAPs are multi-agency partnerships tailored to address local needs through a combination of enforcement activities, education, youth engagement and improved partnership working. A key development in CAPs is the aspect of engagement with the alcohol trade, both 'on' and 'off', they are seen as part of the solution not the problem and are active partners.
- 5.4 The first CAP was piloted in 2007 in St Neots, Cambridgeshire, with very positive results. Since this pilot, CAPs have been cited as a best practice approach in the Government's Alcohol Strategy (2012). To date there are 36 CAP schemes operating nationally.
- 5.5 The first CAP scheme in Shropshire was piloted in Ludlow (L-CAP) and ran from July 2010 – January 2011. This was followed by a second scheme in Oswestry (Os-CAP) which ran from April – October 2011.
- 5.6 In March 2012, The Department of Communities and Local Government (DCLG) announced a new funding initiative, The Alcohol Fund, a fund of £90,000 over a two year period being made available to 10 local authorities in England for projects aimed at addressing underage drinking and meeting two outcomes:
- A reduction in anti-social behaviour.
  - Development of stronger partnership working between agencies and local communities.
- 5.7 The Alcohol Fund presented an excellent opportunity for Shropshire to further develop CAPs in the county, and a successful project bid was subsequently produced through the Safer Stronger Communities Board (SSCB).
- 5.8 The Alcohol Fund also presented an opportunity to develop the CAP model further, seeking to involve and work with local communities as partners.
- 5.9 Once the Alcohol Fund bid was granted a county-wide Shropshire Community Alcohol Partnership (Shrop-CAP) Steering Group was formed. This group, initially chaired by Steve Charmley, Cabinet Member with responsibilities for Public Protection, meets on a monthly basis to develop and oversee the project.
- 5.10 The Steering Group is now chaired by Councillor Karen Calder, Portfolio Holder for Health and Well Being and reports to the SSCB on a quarterly basis.
- 5.11 Services represented on the group include:
- Shropshire Drug & Alcohol Action Team
  - West Mercia Police

- Public Protection
- Community Action Team
- Education Services
- School Nurses
- Positive Activities
- Communications.
- Representative from Community Alcohol Partnerships Community Interest Company.

5.12 There are currently five CAP schemes running in the county:

- Oswestry (Os-CAP)
- Whitchurch (W-CAP)
- Bridgnorth (B-CAP)
- Ludlow (L-CAP)
- Minsterley & Pontesbury (M&P-CAP)

5.13 Local implementation groups have been formed in all areas to develop and deliver the projects at a local level. All local CAP groups are chaired by elected members.

5.14 In order to aid community engagement with the project, a decision was made that whilst local action plans would be town wide there would also be a particular focus upon specific areas within each town. Several parks, which had had historic seasonal issues with underage drinking were identified, Cae Glas Park in Oswestry, Jubilee Park in Whitchurch, Crown Meadow in Bridgnorth and Wheeler Road Park in Ludlow. M&P-CAP covers the whole area.

5.15 Since Shrop-CAP was launched in July 2012 a county-wide action plan has been developed through the steering group. The action plan covers the key areas of Prevention, Enforcement, Diversionary Activities, Project Development and Evaluation.

5.16 The overarching objectives for Shrop-CAP are as follows:

- A reduction in the public perception of underage drinking.
- A reduction in the quantity of alcohol related litter.
- An increase in the number of police alcohol seizures from young people.
- An increase in the percentage of trading premises trained on preventing underage and proxy sales.
- A decrease in young people attempting to purchase alcohol from off-licences.
- An increase in community awareness of Shrop-CAP

5.17 In May 2013 the Shrop-CAP Year 1 Evaluation was submitted to the DCLG, this set out progress made over Year 1 of the project as well as detailing the positive impact of the project (Appendix 1)

5.18 Main achievements in Year 1 include:

- Friday and Saturday evening diversionary youth work in all CAP areas, with the exception of Minsterley & Pontesbury which has been delayed due to staff capacity; this is to be resolved during summer 2013. This work will lead to

increased opportunities for young people to become involved in youth provision, create opportunities for informal alcohol education and build positive relationships with appropriate adults.

- Proxy purchase campaigns addressing adults purchasing alcohol on behalf of under 18's across all CAP areas in December 2012 and summer 2013, leading to increased public awareness, particularly 18 – 25 year olds of the impact and legality of supplying under 18's with alcohol.
- Retailer training sessions in all CAP areas promoting Challenge 25 (requesting valid ID from all individuals who appear to be under the age of 25 when purchasing alcohol) and prevention of underage sales leading to a reduction in sales and a robust challenge procedure across all retailers both national and independent.
- Alcohol education training to PHSE (Personal, Social, Health & Economic Education) leads in all CAP area secondary schools and also youth workers promoting effective education resources created by the Alcohol Education Trust.
- Production and distribution of 'Let's Talk About Drink' booklets to parents of all Year 6 pupils county wide promoting alcohol awareness amongst parents and encouraging parents to discuss alcohol with their children from an early age.
- Community days / youth events across all CAP areas over summer 2013 period providing positive activities for young people and an opportunity to promote the work of the local CAP schemes.
- Public perception and young people's surveys across all CAP areas providing local CAP areas with an overview of key priorities for action as well as baseline data and information for evaluating the project and measuring change.

Public perception surveys were initially completed at the outset of the project with a view of measuring public perception of a range of issues including where and young people access alcohol, public safety and vulnerability and prevalence of a range of issues such as anti-social behaviour, criminal damage and alcohol litter. However low sample sizes across CAP areas has meant that the subsequent results were not wholly representative of community views. The public surveys will be repeated across summer 2013 in order to establish a more significant baseline which will aid future project evaluation.

The young people's survey was completed throughout April 2013, primarily via CAP area secondary schools. A total of 2368 young people aged 10 – 17 responded. This consultation has provided information on a range of issues including how young people access alcohol, drinks consumed, and locations of drinking, consequences of alcohol use and preferences for diversionary activities. We are currently producing area profiles for each CAP area which will be used by local implementation groups to inform local action plans. The surveys will also be repeated towards the end of Year 2 in order to measure behaviour change amongst young people and contribute to the evaluation of the project.

- Communication campaign including local press stories, Shrop-CAP website and social media providing an opportunity to promote the positive work of the partnership as well as challenge and address key community concerns.

- 5.19 Although we are yet to receive formal feedback from the Alcohol Fund Management Board, discussions with the DCLG have led to further development of the Year 2 Action Plan with a greater emphasis on the evaluation of activities through the setting of SMART measures and further developing comprehensive public perception surveys in order to enable us to measure shifts in the perceptions of local communities
- 5.20 The DCLG has also requested a greater emphasis on Participatory Budgeting within Year 2 of the project, by which local communities will have a greater input into the local actions of each CAP scheme and how funds are allocated. The Shrop-CAP steering group has allocated £15,000 of Year 2's funds for this purpose, £3000 for each CAP area. Local communities will be consulted on appropriate projects which will address the main community concerns as identified through a Public Perception Survey which will be conducted over the summer period.
- 5.21 Throughout Year 2, The Shrop-CAP Steering Group will also begin to explore sustainability of the project, whilst some activities, i.e., enforcement, fall into partners core responsibilities, other key strands of the project such as weekend youth work are funded solely through Shrop-CAP. If these are to be continued from June 2014 alternative funding streams will need to be identified.

## **6. Conclusions**

- 6.1 This report has detailed the progress for Year 1 of Shrop-Cap as well as plans for the coming Year.
- 6.2 A future priority for the project will be to address the sustainability on several of the key actions of the project, particularly the detached youth work element which runs on Friday and Saturday evening across CAP areas. This is an issue which will be addressed and developed further by the Shrop-CAP Steering Group over the coming year.

**List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)**

N/A

**Cabinet Member (Portfolio Holder)**

Councillor Karen Calder

**Local Member/s**

All Members

**Appendices**

1: Shrop-Cap Year 1 Evaluation

2: Shrop-Cap Year 2 Action Plan