

# Local Alcohol Partnerships Group

Grant Fund 2015/16 Report

BUYING FOR AN U18?



IT'S AN OFFENCE

# BACKGROUND

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## The Local Alcohol Partnerships Group

The Local Alcohol Partnerships Group (LAPG) is made up of Best Bar None, Community Alcohol Partnerships, Drinkaware Crew, National Pubwatch, Proof of Age Standards Scheme, Purple Flag and the Street Pastors, and is facilitated by the Portman Group.

LAPG works with local partners to reduce alcohol-related anti-social behaviour and drive up standards in the night-time economy to support local economic growth.

## The Local Alcohol Action Areas Programme

The Local Alcohol Action Areas (LAAAs) programme was introduced as part of the Government's response to the Alcohol Strategy Consultation in July 2013.

Supported by the Home Office, the LAAAs programme sought to reduce alcohol-related crime and disorder and alcohol-related health harms, and promote growth by establishing diverse and vibrant NTEs. The LAAAs Programme was designed to provide central support for twenty local areas and strengthen local partnerships with a view to:

- **identifying** underlying causes of local issues and develop innovative strategies to tackle them;
- **working** with mentor areas that have successfully tackled the same issues faced by LAAAs
- **monitoring and assessing** projects in an effective and standardised way
- **improving** data sharing, including health data.

**The Government's offer to LAAAs included support from LAPG and its nationally recognised partnership schemes and initiatives including:**

- Best Bar None (BBN)
- Community Alcohol Partnerships (CAPs)
- The National Proof of Age Standards Scheme (PASS)
- Pubwatch
- Purple Flag
- ATCM BIDs
- Street Pastors
- Drinkaware

# THE LAPG GRANT FUND

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**The £10,000 LAPG Grant Fund was created as a result of donations from Diageo and the Scotch Whisky Association, specifically to support the work of industry partnership schemes in the LAAAs and as part of a commitment made by both organisations, under the Government’s Responsibility Deal on Alcohol, to support targeted local action against alcohol harms in local communities.**

To ensure fair allocation of the funds, an independent LAPG Grants Committee was established to consider funding bids from LAAAs working with schemes at local level. The Grants Committee was facilitated by the Portman Group. A representative from each of the following was invited to sit on the Committee:

- Home Office
- Local Government Association (LGA)
- Association of Chief Police Officers (ACPO)/Police
- Public Health England (PHE)
- Industry

## Selection Process and Criteria

**An open application for bids was issued to the industry partnership schemes. Bids received by a given deadline were considered by the LAPG Grants Committee based on their relevance to the selection criteria as follows (for selection criteria document please see Annex 1):**

1. Is the application supported by one or more industry local partnership schemes?
2. Is the application project-led, and not for core funding to support the individual schemes, i.e. To support a specific initiative or project at local level?
3. Does the project focus on one of the key Home Office LAAA objectives (i.e. crime, health or diversification)?
4. Is there evidence of local partnership working?
5. Are there clear aims and objectives for demonstrable local benefit?
6. Is the proposal innovative?

**The Grants Committee received eight applications, with a total funding value of £12,312.93. The largest project bid was £3,500 and the smallest bid was £1,000. Following careful consideration, the Grants committee awarded funding to six separate initiatives. The initiatives had three key themes:**

1. Tackling Underage Drinking and Anti-Social Behaviour in the On-trade
2. Tackling Underage Drinking and Anti-Social Behaviour in Local Communities
3. Promoting Alcohol Awareness

# TACKLING UNDERAGE DRINKING AND ANTI-SOCIAL BEHAVIOUR IN LICENSED PREMISES

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## Hastings Business Crime Reduction Partnership

Supported by the local CAP scheme and PASS, the Hastings Business Crime Reduction Partnership (BCRP) successfully applied for a £1,500 grant from the LAPG Fund. The BCRP had identified the use of fake identification as an issue among under-18s. It wanted to develop a project, with the support of local partners, CAP and PASS, to provide enhanced training for door supervisors and others in detecting fraudulent ID and managing refusals into premises. Their objectives were to:

- protect underage people from alcohol harm;
- reduce alcohol related crime and disorder, and;
- improve the image of Hastings by reducing the fear of crime in the night time economy.

An initial questionnaire conducted across more than 100 young people in Hastings, revealed that many young people in the town were drinking regularly. It showed that 39% of Year Ten pupils in senior schools stated that they had drunk in the last seven days. Local Alcohol Profile data for England (LAPE) also indicated that Hastings had significantly higher than average rates than most for under-18s alcohol specific hospital admissions.

Hastings BCRP consulted with door supervisors and staff at local pubs and clubs, before developing a project plan. It was decided that the local Bar Watch Co-ordinator would take on the role of local ID Champion and a Steering Group was formed from the Police, the Council and PASS.

The Steering Group agreed to develop a good practice guide for detecting fake ID and identifying the tactics used by under-18s to obtain entry to licensed premises. This would then be used to develop a training programme for businesses and their staff to aid in distinguishing genuine from fake/borrowed ID. Key club venues were visited in order to monitor local procedures and deliver updated information on good practice. Five presentations were given in different areas across the town, disseminating the good practice guide. Flyers (see below) were also distributed to licensed premises. Communications were extended to businesses beyond pubs and bars, including the local cinema, tanning company, betting shops and other high street retailers selling age restricted products.

The project has had a clear and demonstrable local impact. The training sessions attracted attendees from a range of businesses, including licensed premises, betting shops, and a tanning studio, as well as door staff and police and local authority licensing officers. The training resulted in an increasing number of false IDs being confiscated and a significant number of entry refusals. The toolkit developed by the Steering Group has also allowed the continuation of training sessions and wider, sustained, stakeholder engagement.

## **You are Welcome to a 1 Hour FREE Training & Awareness Session** **To ensure your 'proof of age' policy is fit for purpose**

and that your front line staff can recognise and welcome holders of genuine Proof of Age material.

Your license might be at risk if you are unable to demonstrate positive methods of action

Introduce the PASS Card & its ability to prevent underage sales

There will be literature & samples about the subject for you to take away for ease of training other members of your Staff and Customers.

The Proof of Age Standards Scheme (**PASS**) is the **UK's national accreditation scheme** for proof-of-age cards

Endorsed by :-

**Home Office,**  
**Association of Chief Police Officers (ACPO)**  
**Trading Standards Institute (TSI)**  
**Security Industry Authority (SIA)**

PASS is a recognisable **national** symbol for the ease of retailers selling age-restricted products - from Gambling, DVDs to Alcohol & Tobacco.

Choose which Session is the most convenient for you to attend :-

1 <sup>st</sup>	11.00hrs	Thu 28 <sup>th</sup> May	at the Chamber in the Town Hall
2 <sup>nd</sup>	11.00hrs	Tue 2 <sup>nd</sup> June	at the Azur, Marina Pavilion. TN38 0BD
3 <sup>th</sup>	20.30hrs	Fri 5 <sup>th</sup> June	at Hastings Works 18 Robertson St. TN34 1HL
4 <sup>rd</sup>	11.00hrs	Wed 10 <sup>th</sup> June	at the Venuu, 10 George St. TN34 3EG
5 <sup>th</sup>	16.30hrs	Mon 15 <sup>th</sup> June	at LDB offices Summerfields. TN34 1UT

These Sessions will be run by The Hastings & St Leonards Business Crime Reduction Partnership. The largest BCRP in East Sussex and a Member of the National Business Crime Partnerships. There are 162 Members in our BCRP and if you wish to find out the benefits of joining, there will be information and guidance given at the end of the Session. Or phone 01424 205518

# NORTHAMPTONSHIRE

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## Re-development of Northamptonshire Best Bar None

Supported by the local Best Bar None (BBN) scheme, the Office of the Northamptonshire Police and Crime Commissioner and Food & Drink Awards, successfully applied for a £1,500 grant from the LAPG Grant Fund to help redevelop the scheme, in an effort to reduce alcohol related crime.

Since 2009 Northamptonshire Police Licensing Department facilitated a BBN Scheme in the town of Northampton. Standards had risen steadily up across the town centre but a decline in the number of licensed premises participating in the scheme led to a review and consultation in 2014. This review highlighted a number of issues, including:

- concern about duplication of policies and requirements within legislation;
- limited enthusiasm for the bureaucratic nature of the process;
- limited support from licensees for meeting the requirements;
- the need for greater flexibility and inclusion;
- a lack of recognition for the benefits of the scheme, and;
- a wish to extend the scheme to other parts of the county.

In order to reignite the countywide BBN scheme, the partnership aimed to create a toolkit for licensees to support them in improving the safety and management of their venues. To develop the toolkit, the partnership enlisted the support of a local licensing consultant, who assisted in the development of a bespoke package for licensees in the form of a training CD and supporting information and posters.

Twenty four packs were distributed to licensees participating in the new 2015 scheme. Fifteen venues were subsequently awarded Best Bar None following assessment by trained professionals from police, fire service, and environmental health teams. Successful premises were honoured at the prestigious Northamptonshire Food & Drink Awards ceremony.

Feedback from licensees about the new direction of the scheme was positive, particularly regarding the level of guidance given to assist them and the recognition of increased interest in their venues following public exposure in the Food & Drink Awards.

The Northamptonshire Police and



Crime Commissioner committed to funding and supporting the process again, with the hope of broadening the BBN schemes' reach and continuing to improve safety within the night-time economy and wider licensed trade. In 2016, there were 38 entries from across Northamptonshire to the schemes with 23 premises successfully being awarded Best Bar None.

## TACKLING UNDERAGE DRINKING AND ANTI-SOCIAL BEHAVIOUR

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### **Street Stencilling, Performance Art and Street Football Sutton-in-Ashfield**

**The LAPG Grants Committee awarded Sutton-in-Ashfield Community Alcohol Partnership (CAP) a grant of £1,000 to support a street stencilling initiative, designed to raise awareness of proxy purchasing, and warn those who may be involved in illegally purchasing alcohol for under 18s of the legal penalties.**

Sutton-in-Ashfield CAP has been in operation since 2014. A number of actions have been taken to tackle proxy purchasing in the Nottinghamshire town; including a CAP leaflet campaign highlighting penalties associated with proxy purchasing and regular visits to licensed premises by Police, Licensing and Trading Standards Officers.

To help raise awareness at the point of potential offence, Sutton-in-Ashfield CAP used highly visual warning messages, written in liquid chalk, on the pavement outside licensed premises, using a technique known as street stencilling. The £1000 grant was used to design and purchase a polycarbonate street stencil and semi-permanent chalk paint. Members of the partnership decided that simple messaging such as 'buying for an U18?' and 'it's an offence', positioned in close proximity to the entrance of licensed premises would have the highest impact.

Those involved in the project identified a number of demonstrable benefits, including;

- the delivery of a clear message that proxy purchasing is illegal;
- opening a dialogue for future partnership working between local licensees, police, local authority and CAP members, and;
- increased public awareness of proxy purchasing, following coverage of the first stencil being laid in local print and film media.

The project was widely praised by local and national stakeholders. According to Sutton Police Sergeant Martin Severn, the associated risks of

buying alcohol for under-18s are significant. There are health risks and anti-social behaviour risks which result in a number of calls to the police. The stencil delivers a sharp message to people as they enter the store. He believes that it has generated considerable interest both locally and further afield, and no proxy purchase attempts have been picked up in the area since its introduction.

Cllr Tony Page, Local Government Association (LGA) Licensing Spokesman has expressed support for the project, recognising that retailers have taken positive steps to prevent sales direct to under 18s, but incidents where adults are buying alcohol for young people to drink outside the home are increasing. He has commented that many people are unaware of the law around this and the LGA is pleased to support Sutton CAP's innovative way of bringing the issue to public attention.

Several other areas, including Edinburgh and Northampton, are now looking at proxy purchasing and using identical stencils in their areas.



# NORTHAMPTONSHIRE

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Supported by PASS and the local CAP, Northamptonshire successfully applied for a £3500 grant from the LAPG Fund.

Initially, a partnership between PASS and Northants Police commissioned the production and dissemination of proxy purchasing literature, with content tailored to Northants and Nottingham.

Following this, two key projects were agreed by CAP and PASS as follows:

## Street Stencilling

Following the success of the Sutton-in-Ashfield project, street stencils were used to deliver warning messages immediately outside of licensed premises deemed to be at risk of being targeted for proxy purchases. The design included a wine bottle enclosing the words “For an U18?”, with “It’s an offence” situated below the bottle. The street stencilling initiative was welcomed by premises supervisors and staff. An additional benefit was that the initiative opened up a valuable dialogue between local licensees and PASS, CAP and Local Authority Stakeholders.

## Performance Art

To support the street stencilling project being undertaken in Northamptonshire, the CAP partnership are engaged with the local Mansfield Stagecoach team, led by Victoria Elizaga, to produce a piece of ‘performance art’. Performed by secondary school students, the piece will focus on the effects alcohol can have on young people and their attitudes to it, with the aim of delivering a strong message about the implications of supplying alcohol to those under the age of eighteen. Performances will be recorded and used as a sustainable resource to assist other local alcohol education programmes.

It is envisaged that partnering with Stagecoach will create further opportunities for similar projects across the country. Stagecoach is a nationally franchised drama school, providing performing arts education to young people aged four to eighteen through three hundred and twenty performing arts schools.

# KINGSTHORPE AND ST DAVID'S

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Supported by the local CAP scheme, the Northamptonshire Street Football Project received a £1,500 grant from the LAPG Fund to support on-going initiatives which sought to reduce alcohol related anti-social behaviour among young people.

The Northamptonshire Street Football Project originally came to fruition in 2004, following a £151,034 donation from the Football Foundation. Since 2010 a range of partners have sought to maintain the street football project, which has been vital in providing activities and support for young people in the local area, aged eight to nineteen.

The Project has specifically aimed to provide sessions between 5.30-7.30pm, which Northampton Police and Community Safety Partnership identified as peak times for anti-social behaviour (ASB) in Kingsthorpe and St David's. The Street Football project aimed to provide young people with diversionary football based sessions, between the peak windows for ASB identified by the Local Authority.

Sessions are run by qualified coaches and supported by local volunteers. The sessions are engineered to provide young people with positive activities which seek to encourage community engagement, and distract them from the causes of petty crime and antisocial behaviour in the local area.

Sessions are constructed with eight core aims and objectives:

1. Increase the participation and opportunities for young people, such as player or coaching pathways for young leaders and local volunteers
2. Use football and sport as tools to reduce anti-social behaviour and crime
3. Create and promote a healthier lifestyle amongst participants and deliver health related messages in partnership with key strategic partners
4. Improve social and communication skills, helping to build confidence and self-esteem in young people
5. Raise awareness, respect and usage of the multi-use games areas (MUGA) within their communities
6. Improve community cohesion with the different community groups in Northampton
7. Strengthen links with local residents and empower local volunteers
8. Link to young people and volunteers local football clubs

The Street Football Project delivers sessions for fifty weeks of the year. During holiday periods the Street Football Project facilitates football festivals, bringing all fourteen project locations together for a themed tournament. Themes include

national and local public health campaigns such as smoking cessation, drug and alcohol awareness and sexual health.

As well as, providing young people with free activities, supported by community cohesion and public health messaging, the Project provides volunteers and coaches with capacity building opportunities and opportunity for development via nationally recognised courses and volunteer recognition schemes.

## PROMOTING ALCOHOL AWARENESS

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### **Doncaster**

Supported by Askern CAP, Doncaster successfully applied for a £1,313 grant from the LAPG Grant Fund. The grant was used to create a resource pack aimed at raising awareness among young people of alcohol-related health harms.

Established in 2014, Askern CAP brings together representatives from Doncaster Metropolitan Borough Council (DMBC), South Yorkshire Police, Doncaster Youth Service, St Leger Homes and the local Town Council. The CAP was introduced following a period of decline since mid-1990 and the growth of health inequalities across the region. The CAP has sought to provide young people with diversionary activities, away from alcohol consumption. This has involved developing partnerships between the local secondary school and Youth Services, as well as capitalising on the large expanses of countryside surrounding Askern.

Following a two year guarantee to support a Streetgames initiative, delivered as part of the CAP by Flying Future, the partnership identified a need to disseminate information on the potential health harms of alcohol consumption. The LAPG Grant Fund award was used to purchase a suitable package of resources, which could be used to support the local partnership work being undertaken in Askern, and across Doncaster. Further to this, the resources have been used at youth clubs and the local secondary school, as part of health awareness events. The resource pack has also been used by the local policing team to educate young people in other parts of Doncaster on the potential harms surrounding alcohol consumption.

## SUMMARY

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The LAPG Grant Fund project supports and celebrates partnership working both locally and nationally. At a local level, the project encourages innovation and demonstrates the impact that even relatively small grants can have on the ground. The project also demonstrates how effective partnerships across different stakeholder groups – including the police, public health, national and local government and industry - can result in practical and successful solutions to tackle alcohol related harms.

## Acknowledgements

The Local Alcohol Partnership Group (LAPG) Grants Fund was created as a result of contributions received from Diageo and the Scotch Whisky Association (SWA) to support partnership working in the first round of the Home Office Local Alcohol Action Areas. The total Fund was £10,000.

### **The grants were awarded by the LAPG Grants Committee:**

Douglas Meikle, Scotch Whisky Association

Jez Stannard, Public Health England

Ruth Fowler, Home Office

Chief Inspector Dave Spencer, Association of Chief Police Officers (now the National Police Chiefs' Council)

Ian Leete, Local Government Association

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## Contacts

For copies of this report or more information on the Local Alcohol Partnership Schemes

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