

ISLINGTON COMMUNITY ALCOHOL PARTNERSHIP ACTION PLAN

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Community Alcohol Partnerships

A new way of tackling under age drinking



Retail of Alcohol Standards Group

- Launched in 2005.
 - *‘Seek to eliminate underage sales’*
- Supported by Government
- Membership of most retailers across UK

Retail of Alcohol Standards Group

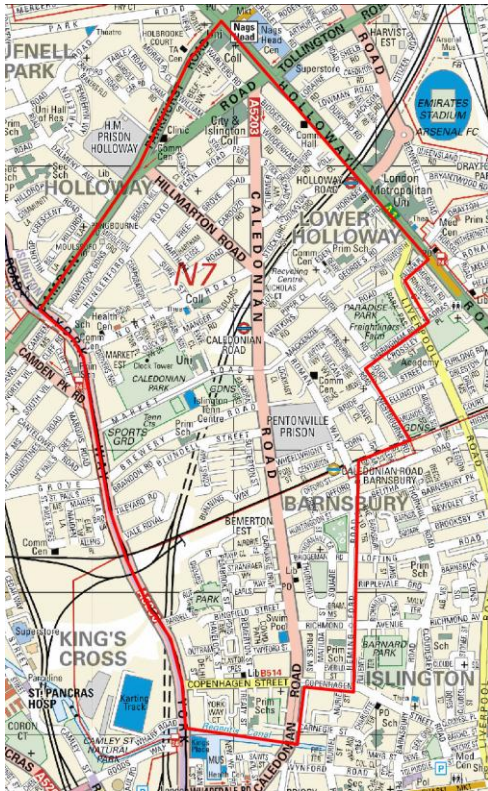
- Aldi
- ASDA
- ACS
- Bargain Booze
- Booker Premier
- BP
- Co-op
- Lidl
- Marks & Spencer
- Mills Group
- Morrisons
- Musgrave Budgens Londis
- Nisa-Todays
- One Stop Stores
- Sainsburys
- Snax 24
- Spar
- Tesco
- Total
- Waitrose
- Winemark

Key Objectives of a CAP

- Reduce opportunities for young people to buy alcohol
- Understand why underage sales are made and how best to prevent them in the future
- Build effective partnerships between retailers and enforcement agencies
- Develop intelligence-led enforcement techniques

The Islington CAP

Where is Islington CAP



- Caledonian Road and surrounding area
- Covers 2 Safer Neighbourhoods Teams – Caledonian and Holloway
- 33 Off Licences
- 16 Pubs
- First Inner London CAP

Who is involved in the partnership

Trading Standards Service
Police Safer Neighbourhood Teams
Licensing Team
Young Persons Division
Education Service and local schools
Retail Alcohol Standards Group
National Retail Business Partner
Local Community Groups
National Health Service
Local Businesses

Funding of CAP

- Islington given financial support from National Retailer
- RASG – Promotional Material, Training & other funding schemes
- But also.....
 - Doing things differently within existing resources.

What do we want to achieve

- Reduce supply of alcohol to under eighteens
- Tackle associated youth anti social behaviour issues
- Educate young people about the dangers of underage drinking
- Raise awareness in the community

How are we doing it

- Engage with young people in the area
- Work with local businesses – Trading Standards and Police
- Police patrols and campaign around proxy sales
- Produce and distribute publicity to raise awareness
- Work with local community - attend events, talks to community groups..
- Evaluation – London Metropolitan University

Young Peoples Division - Educating Young People

Y Bus

- Working in the area every Tuesday and Friday
- Goes where problems happening
- Assessment young peoples knowledge of alcohol
- Deliver simple messages about sensible drinking

Summer Activities

- Delivering school holidays programme

Young People at Risk

- Assessment and referral to relevant agency

Education in schools

- Education Service (CeA) developed alcohol education school resource
- Series of 6 lessons which cover; alcohol knowledge, attitudes, effects and risks, pressure and persuasion
- Delivered as part of Year 8 or 9 PSHE lessons
- Being delivered in Holloway School using theatre group funded by CAP to deliver lessons tackling peer pressure

Working with local businesses

- Training and support to help businesses with under age sales
- Promote Challenge 25
- Provide resources – business guidance pack, posters, badges etc
- Tackle issues of proxy sales
- Develop local Pubwatch
- Sharing information and intelligence

Patrols in local parks, estates

- Police Safer Neighbourhoods Team to co-ordinate
- Use to identify where young people getting alcohol and engage with parents
- Make referrals to other agencies where help needed



Working with the local community

- Raising awareness in local press
- Underage Sales leaflet
- Proxy Sales leaflet & poster
- Attend community events
- Talks to local groups – Young Peoples Division & others

Questions?