

# 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?**