

**To the Chair and Members of the
LICENSING COMMITTEE**

Update on Askern, Campsall and Norton Community Alcohol Partnership

EXECUTIVE SUMMARY

1. This is information to accompany an update to the Licensing committee on a Community Alcohol Partnership in Askern, Norton and Campsall.

EXEMPT REPORT

2. not applicable

RECOMMENDATIONS

3. The report gives members an update on a Community Alcohol Partnership currently running in the north of Doncaster

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

4. The Community Alcohol Partnership looks to address underage drinking and associated behaviour. It will mean a safer CAP area and also young people will have a greater awareness of alcohol and related harm.

BACKGROUND

5. Community Alcohol Partnerships tackle underage drinking and associated behaviour in local communities through co-operation between alcohol retailers/licensees and local stakeholders by providing advice, guidance and resources. CAP support communities in developing their own capacity to deliver a co-ordinated, localised response to underage alcohol misuse.

The CAP model is unique in that it recognises that retailers and licensees are part of the solution and has been shown to be more effective than traditional enforcement methods alone. Each CAP scheme operates in a clearly delineated and usually compact local community and draws on local partners to develop and implement delivery at grassroots level. Currently there are 95 CAPs across England and Wales.

CAP activity will always be locally determined but will generally encourage and include a focus on education, enforcement, public perception, communication, diversionary activity and evaluation.

The CAP model has a major focus on education in the school setting and also raises awareness to parents. National studies have shown consistently

that only a small proportion of under 18s buy alcohol themselves and that it is mainly adults – usually parents, but also older friends or strangers – who purchase alcohol on behalf of young people. CAP encourages communications targeted at parents and other adults about the importance of not giving children and younger teenagers alcohol and highlighting the offence of proxy purchase (buying alcohol for or on behalf of an under 18).

The Askern, Norton and Campsall CAP has been running nearly 1 year. Over this time we have secured extra funding from The Kings Fund to buy £1300 of interactive alcohol educational resources designed for teenagers which is kept by the Youth Service for use within the CAP area and other parts of the borough. Retailers and licensees have had training by Tracy Heard, Operations Trainer for COOP on responsible retailing relating to underage sales/proxy purchases etc. The CAP has secured Flying Futures to deliver ‘Streetgames’ for one evening a week for three years within the CAP area. Hotspot areas for underage drinking have been highlighted by a resident’s survey and extra patrols by PCSO’s put in place. Regular CAP adverts/updates in Askern Town Council newsletter. On-going discussions with Campsmount School to include CAP alcohol educational resources into PSHE lessons. Monthly CAP Action Plan meetings are held with members from the local community, councillors, Public Health, local vicar, St Leger Homes, SYP, Youth Service and Campsmount school.

OPTIONS CONSIDERED AND REASONS FOR RECOMMENDED OPTION

7. Not applicable

IMPACT ON THE COUNCIL’S KEY OUTCOMES

8.

	Outcomes	Implications
	<p>All people in Doncaster benefit from a thriving and resilient economy.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Be a strong voice for our veterans</i> • <i>Mayoral Priority: Protecting Doncaster’s vital services</i> 	N/A
	<p>People live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>Reducing underage drinking and associated behaviour will impact positively on the local community. One of the core priorities of the CAP is diversionary activities, sourcing local initiatives into the CAP area to give young people an alternative to drinking.</p>
	<p>People in Doncaster benefit from</p>	

	<p>a high quality built and natural environment.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	N/A
	<p>All families thrive.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	N/A
	<p>Council services are modern and value for money.</p>	N/A
	<p>Working with our partners we will provide strong leadership and governance.</p>	N/A

RISKS AND ASSUMPTIONS

9. There are no risks and assumptions associated with this report.

LEGAL IMPLICATIONS

10. There are no legal implications associated with this report

FINANCIAL IMPLICATIONS

11. CAP is an alcohol industry funded initiative receiving funding from both alcohol industry retailers and producers. Each CAP receives £1200 to start up and has the opportunity to request further funding. There is no funding obligation to DMBC.

HUMAN RESOURCES IMPLICATIONS

12. Doncaster Youth Service are actively involved as part of their on-going work in the north of Doncaster.

TECHNOLOGY IMPLICATIONS

13. There are no technology implications associated with this report.

EQUALITY IMPLICATIONS

14. There are no equality implications associated with this report.

CONSULTATION

15. A stakeholder event was held before the launch of the CAP which included Askern town councillors, local residents, public health, the local vicar, and representatives from local off licenses and pubs. A survey has been carried out by residents of identified hotspots for underage drinking along with a year 8 alcohol questionnaire by Campsmount pupils.

BACKGROUND PAPERS

16. None

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