



Department for
Communities and
Local Government

The Alcohol Fund End of project

February 2015



The Former Government Champion for Active & Safer Communities

I am enormously proud and grateful for the work that the Alcohol Fund Projects have delivered in the past two years.

From the very beginning this project was about community empowerment, bringing people and agencies together to tackle those issues they had in common. All 20 projects have done this and more.

As a community activist myself, I have been very impressed by their achievements from tackling A&E admissions, to working with their local voluntary sector, retailers, bars and the police, not to mention huge community engagement through schools and locally targeted events.

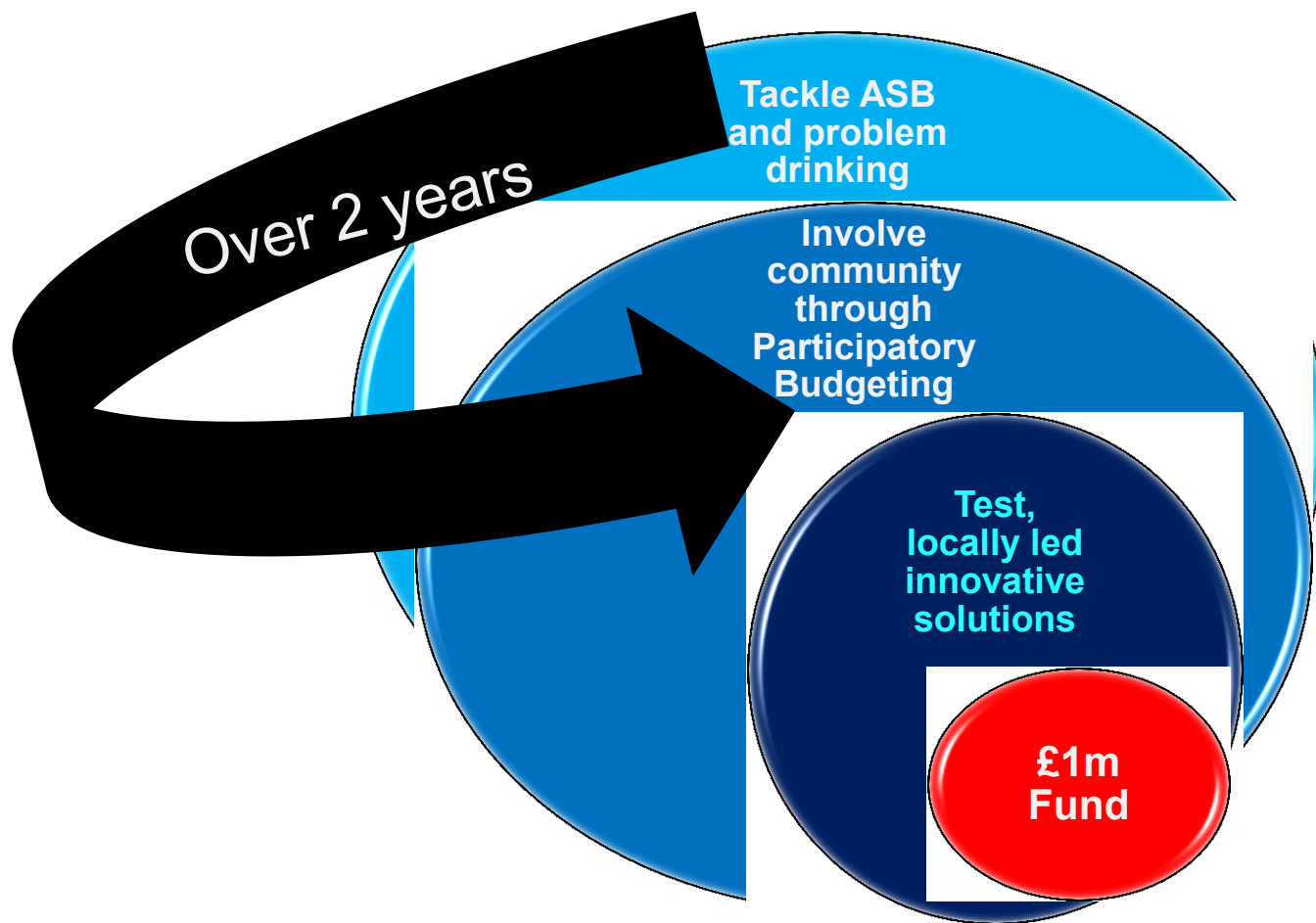
For some tackling problem drinking and anti-social behaviour was truly a first, while for others, it was part of on-going work. Whichever the group, I am so pleased with the different, local led solutions implemented and honoured to have shared some of this journey with you.



The Baroness Newlove of Warrington



The Alcohol Fund Project Process & Aims



Projects had to include:

- Community led solutions
- Plans for sustainability

Outcomes expected:

- Partnership working
- Sharing best practice
- Reduction in ASB



Overall objectives to:

- provide an opportunity for local areas to develop sustainable community-based approaches to **tackle problem drinking and associated issues**; and
- **test innovative ideas** which can be disseminated more widely.

Designated process:

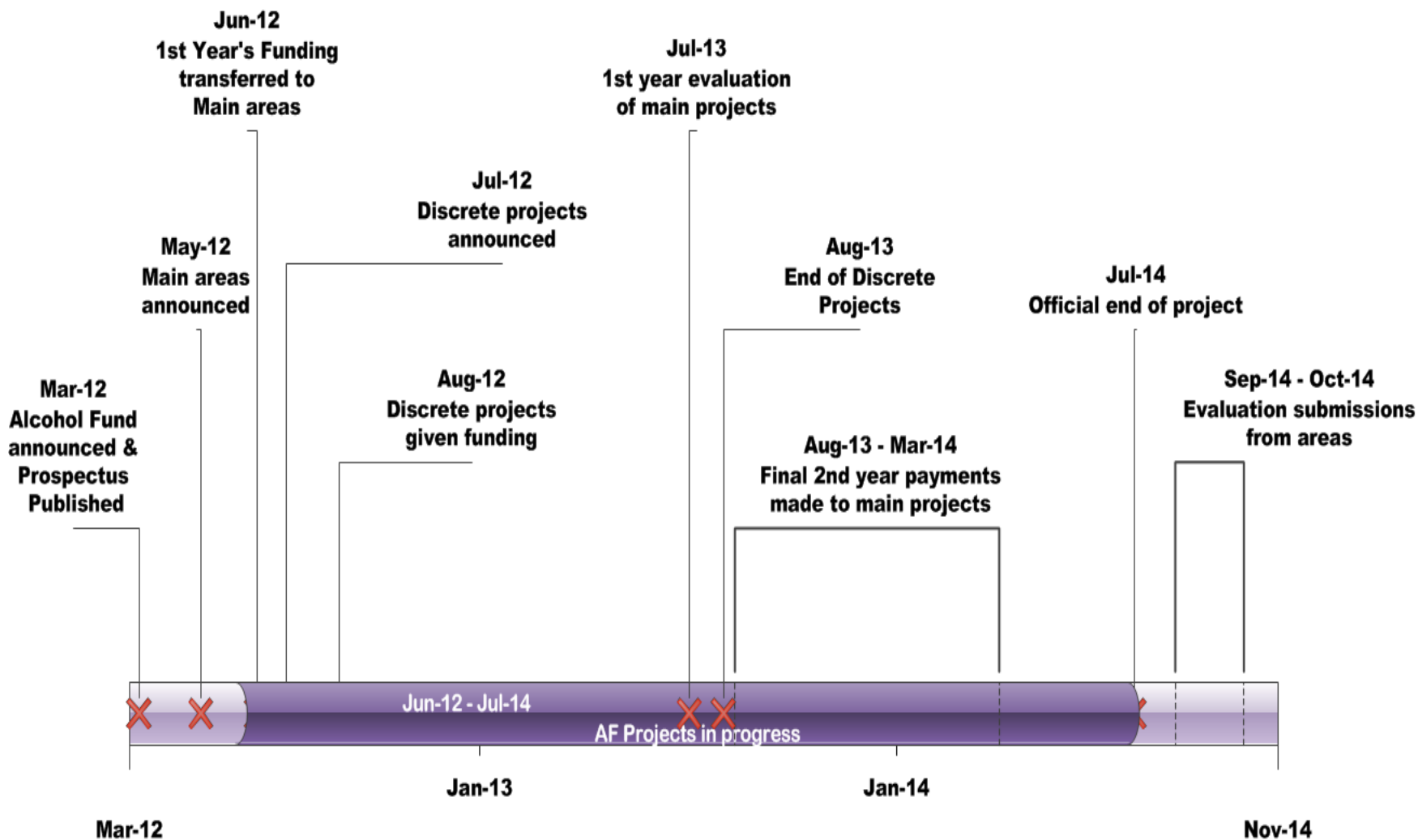
- Partnership working which engages local people was a key aim setting out how community groups, local residents, local agencies including the police, young people and retailers would be involved.
- Some, or all, of the money was expected to be allocated through a participatory budgeting exercise. Local areas were encouraged to clearly identify local problems and outline their own strategies to deal with them.

Expected Outcomes:

- a direct measurable reduction in anti-social behaviour, and;
- areas working collaboratively and in partnership with relevant bodies such as the local authority, police, health and education services, the local community, local retailers and alcohol industry representatives.



The Alcohol Fund Project Timeline





The Alcohol Fund – Selected projects

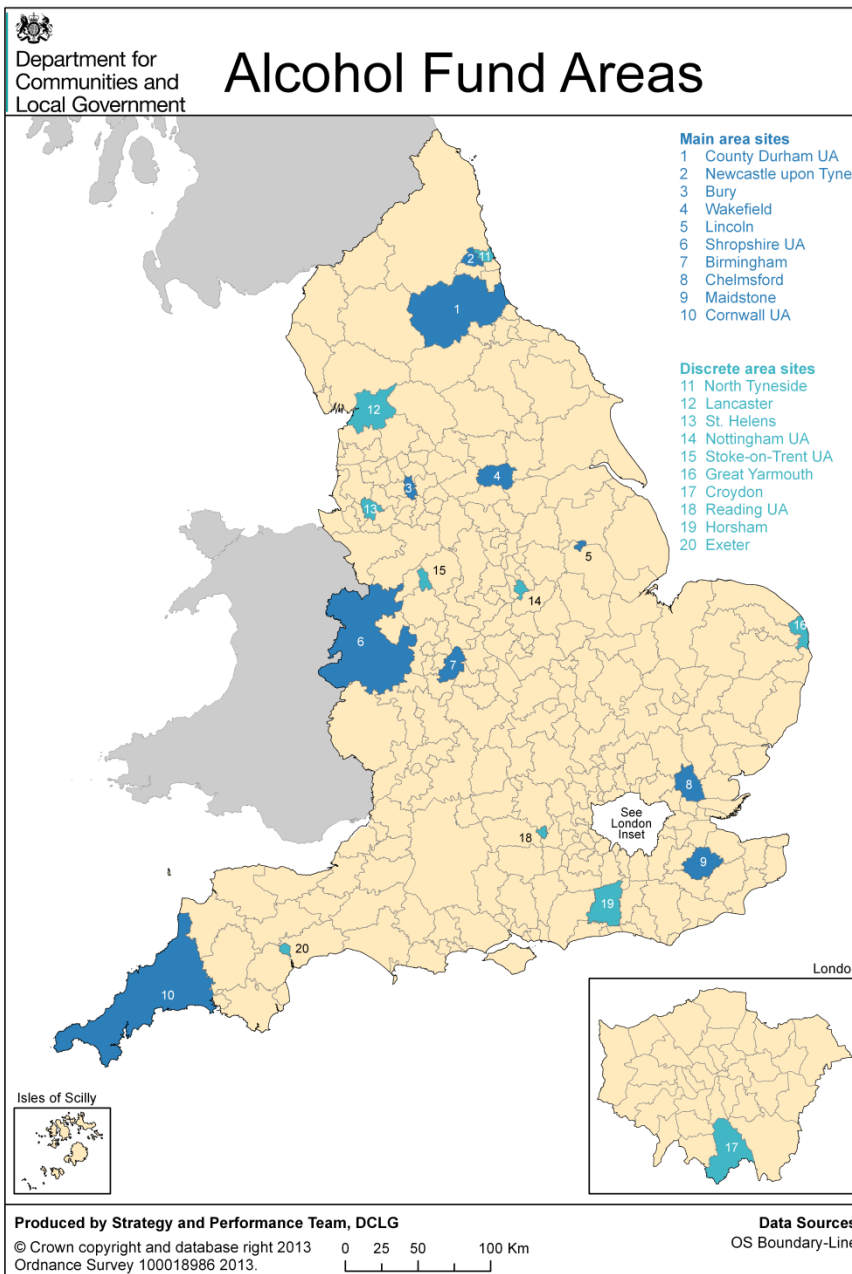
Main areas:

- County Durham
- Newcastle upon Tyne
- Bury
- Wakefield
- Lincoln
- Shropshire
- Birmingham (Moseley)
- Chelmsford
- Maidstone
- Cornwall

- **110 Applications**
- **20 successful**

Discrete Projects

- North Tyneside
- Lancaster
- St Helen's
- Nottingham
- Stoke-on-Trent
- Great Yarmouth
- London Borough of Croydon
- Reading
- Horsham
- Exeter





- Education & awareness raising (incl. youth education work)
- Youth work – outreach & diversionary activities
- Youth work – targeted work for those already with alcohol misuse issues
- Targeting hardened drinkers / street drinkers
- Police led operations
- Responsible retailing of alcohol
- Night-time economy
- Better use of data / info-sharing

= *Community engagement*



The Alcohol Fund – Types of work Main Projects

AF Area	Education & awareness raising	Youth work		Targeting hardened drinkers / street drinkers	Police led operations	Responsible retailing of alcohol	Night-time economy	Better use of data/ info-sharing
		Outreach and diversionary activities	For those with alcohol misuse issues					
Birmingham (Moseley)	✓	✓		✓	✓			✓
Bury	✓	✓	✓		✓		✓	✓
Chelmsford	✓			✓		✓	✓	✓
Cornwall	✓	✓		✓		✓	✓	✓
County Durham	✓	✓	✓		✓	✓		✓
Lincoln	✓	✓		✓		✓	✓	
Maidstone	✓	✓			✓	✓	✓	
Newcastle upon Tyne	✓	✓	✓		✓	✓		
Shropshire	✓	✓			✓	✓		
Wakefield	✓	✓			✓	✓		



Main Alcohol Fund Project Outcomes Main Areas

Birmingham

Client referral to alcohol, drug and housing services - 66 clients referred with 7 receiving long term support.

Establishment and implementation of S222 injunction - 35 breaches of S222, 2 ASB orders granted, 1 committal in court

Interactive, alcohol drama sessions in schools - 85% felt it will help in future to stay safe around alcohol, 70% said it will help to understand the risks involved in drinking alcohol

Bury

Street based outreach - Engaged 237 young people at risk from or participating in alcohol use in Bury East area. 12 referred to specialist young people's drug and alcohol service.

Alcohol education for primary school children – over 250 participated. 97% of children agreed or strongly agreed with the statement 'I understand the risks of drinking alcohol'

Street pastors - 34% reduction in town centre anti-social behaviour between March 2013 and March 2014.

Chelmsford

Specialist Alcohol Outreach worker - 43 clients taken onto caseload and showed an average 20% improvement in their total outcome score at the end of their intervention. 216 clients were approached in police custody or court and 48 brief interventions were delivered in a criminal justice setting. Overall 602 appointments were offered to clients and 456 were attended. A further 108 unscheduled appointments took place since the project began.

Alcohol awareness and education sessions – Project has been represented at 16 events over two years. 178 members of the public engaged during three Alcohol Awareness Weeks and a number of Freshers weeks



Main Alcohol Fund Project Outcomes

Main Areas

Cornwall

Substance misuse and Alcohol Retail Training sessions (SMART) to licensed premises - No. of staff trained (target 150) actual = 573. No. of premises represented (Target 35) actual = 133

Alcohol awareness and education in alcohol free nightclub setting - 700-850 young people aged 13-17 attended. Health professionals provided information relating to alcohol, sexual advice, health, ASB, relationships and domestic violence. 40 have since used services.

IBA training aimed at mental health and social care practitioners - 363 people attended 41 events. 76.25% demonstrated an increased knowledge of alcohol unit levels for men and women.

Assault Related Injuries Database (ARID) - identifying location of assaults and alcohol related violence in Cornwall, helping to target responsive and preventative operations

County
Durham

Engaging young people/parents following an alcohol related incident - 172 referrals to 4Real (young persons drug and alcohol service). 34% of young people engaged with service. 30% of parents engaged with service.

Proactive policing in areas identified by communities - 375 patrols been carried out in identified alcohol hotspots. 228 youths stopped with alcohol since project commencement. Reduction in alcohol related anti-social behaviour seen.

Retailer Alcohol Training - £2,000 spent by trading standards to produce a support package for training small retailers who find it difficult to attend training events. 3 sessions have been undertaken with 31 retailers receiving the training.

Lincoln

Evening Safety Wardens - A total of 947 incidents addressed including 339 incidences of ASB, 213 incidences of binge drinking and 331 issues relating to young drinkers. A 14% reduction in drunken behaviour/ alcohol related ASB was observed over the lifetime of the project.

Street pastors - 6,129 voluntary hours undertaken. Responded to over 18,000 incidences from young people who were at the risk of binge drinking.

Targeting young street drinkers - outreach work resulted in 20 former street drinkers taking periodic residence at recovery centre over 12 months with the aim of reducing their alcohol intake.



Main Alcohol Fund Project Outcomes

Main Areas

Maidstone

Test purchasing - 95% of all small alcohol retailers in region underwent test purchasing operations. 4 retailers fined for mis-selling of alcohol to under 18s

Delivery of Don't Abuse the Booze Alcohol education to students aged between 14 and 18 – Over 5000 students received information on social, legal and health implications of excessive alcohol consumption

Use of the Urban Blue Bus in Maidstone High Street on Friday and Saturday Nights – Prevented approximately 1000 ambulance callouts resulting in around £250,000 savings

Newcastle

Working with residents on local estates, to raise awareness of alcohol misuse, provide alternative's to drinking and encourage residents to take responsibilities for their actions - 115 people directly benefitted from the project with 350 people indirectly benefitting. Anti-social behaviour on the Jubilee Estate has reduced by 60%

Engaging with challenging young people drinking heavily at weekends - 40 young people engaged. Some have now found employment and training as a result of the skills/ experience learnt on project.

Shropshire

Youth outreach – Engagement with and diversionary activities offered to 1943 young people in year 1 & 1706 in year 2

Alcohol Confiscations – 46 young people subjected to alcohol confiscations in CAP areas from April 2012 - March 2013 and 59 young people from April 2013 - March 2014.

Test purchasing and independent retailer training - Test purchasing exercise using 18 year olds to test effectiveness of Challenge 25 policies undertaken in each area with fixed penalty notices and warning issued. Retail training undertaken in each CAP area.

Wakefield

Engaging with young people at ASB hotspots - 2,333 contacts (target 1200) with young people aged 11-18 at known hotspots across Castleford & encouraged to access positive, supervised activities at the HUT youth facility in Airedale. **Dry nights held at the Loft nightclub** - 17 events were held on Thursdays during school holidays between April 2012 and August 2013 and were attended by 1,850 young people.

Test purchasing operations in Castleford - in 2012-2013 23 premises were visited of which 4 failed (17%) but in 2013-2014 112 businesses were visited but only 5 failed (4%) a reduction of 13% (target 20%) in the failure rate over the 2nd year.



The Alcohol Fund – Types of work Discrete Projects

AF Area	Education & awareness raising	Youth work		Targeting hardened drinkers / street drinkers	Police led operations	Responsible retailing of alcohol	Night-time economy	Better use of data/ info-sharing
		Outreach and diversionary activities	For those with alcohol misuse issues					
Exeter	✓						✓	
Croydon	✓		✓		✓	✓		
Great Yarmouth	✓			✓				
Horsham	✓	✓				✓		
Lancaster	✓	✓						
North Tyneside	✓	✓	✓		✓		✓	
Nottingham	✓							
Reading							✓	
St Helens	✓							✓ (Research)
Stoke-on-Trent		✓						



'Discrete' Alcohol Fund Project Outcomes

Discrete Areas

Croydon

Alcohol education - 17 sessions delivered to approximately 284 young people aged 10/11 years.
Buddy wallet - containing key messages around alcohol & contact numbers in credit card size wallet), developed & distributed at all local youth services.

Anonymous reporting system - local residents encouraged to report underage/proxy sales incidents & ASB activity to new Addington Partnership, as an alternative to reporting to council. Three police operations carried out following intelligence gathered.

Exeter

Taxi Marshalls employed at the principal Taxi ranks in Exeter on Saturdays - 24,174 people passed through taxi ranks over 20 week pilot. 86 incidents dealt with, only 23 (26%) of these required assistance from emergency services. Year on Year comparisons show that 17 Directions to Leave were issued in 2012 compared with 3 in 2013 in Exeter City Centre (ASB). Only 57 alcohol related offences (violent crime, sexual crime, public order, drunkenness, other) were committed in 2013, compared with 77 in 2012.

Distribution of online treatment access cards - Approximately 1500 cards offering confidential, at home treatment for drugs & alcohol were distributed across Exeter. 12 cards were activated within the pilot period.

Great Yarmouth

Parenting & Life skills for young families & mothers - 46 young families & mothers supported. Over 50% requested additional support & advice on alcohol/substance use. Around 30% on sexual education.

Peer advice sessions on problematic alcohol & substance use - 32 beneficiaries directly discussed issues & experiences (personal or peers/family related). 3 beneficiaries are now regularly attending weekly recovery cafe drop-ins & 5 vulnerable older people with long term alcohol use are accessing services

Horsham

Mocktail project - 6 off-timetable School enrichment days in 5 secondary schools, involving 700+ students aged 13/14 years. 88% involved said they would chose a Mocktail as an alternative to an alcoholic beverage. 2013 winning Mocktail on sale in local bars / pubs.

Community events - 4 community events held over 4 days. Engaged over 450 members of the public in discussions regarding the Mocktail Alcohol Project and their alcohol consumption, leading to brief interventions. Over 200 Mocktails sold at 'Sparks in the Park' event & re-invested into the project. 84% said they would chose a Mocktail as an alternative to an alcohol beverage. 57% commented that there were not enough alternatives to alcohol beverages on the market.



'Discrete' Alcohol Fund Project Outcomes Discrete Areas

Lancaster

Diversionary physical activities for young people - Police reported a 38% drop in ASB for the duration of the projects, within the designated area. Some activities resulted in an AQA qualification upon completion

Alcohol awareness session using educational films – 61 attended. 70% stated that films 'opened their eyes' to the negative results of drinking. **Alcohol Awareness Programme Delivered to Primary Schools** – 14 sessions delivered to 10 primary schools in the area. 340 children attended sessions with 83% of the participants stating that the sessions made them "think about the dangers of alcohol" & 71% now want to be "more careful of the choices" they make.

North
Tyneside

Targeting Young people in community settings at risk of intoxication - 170 young people engaged in parks and street settings. 120 Agreed to alcohol brief advice and information intervention.

Engaging and targeting young people and parents who have an A&E attendance/ Admission - Over a 12 month period 78 young people presented at A&E. 49 presented as a result of alcohol/ drug use. All young people's parents and carers were contacted and offered an intervention.

Nottingham

Alcohol Awareness school sessions - 300 year ten students engaged in alcohol awareness project. Feedback questionnaires showed that 97% of students' knowledge had increased around the health risks of alcohol and 98% had increased their understanding of units. Partnering with the Amy Winehouse Foundation to continue schools work in Nottingham.

Support for staff involved in alcohol awareness project - 30 teachers involved. Relevant options available for teachers discussed when coming in to contact with students who may require support for themselves or their families due to alcohol issues.

Reading

First Stop bus - unadvertised pilot undertaken with St John Ambulance for two nights across the Christmas period 2012 in Reading town. 37 individuals used the service. 26 would have otherwise gone to A & E. The pilot cost £1,600 to run and was estimated to have saved £7,228 on A & E costs. Between December 2013 and September 2014 323 people accessed the service resulting in the prevention of an estimated 240 ambulance call outs resulting in £16,800 savings and further estimated savings of £18720 in relation to A&E treatment costs .



'Discrete' Alcohol Fund Project Outcomes Discrete Areas

St Helens

Media campaign –A five week newspaper campaign, informed by the focus groups and using case studies from those affected by alcohol, was launched. One of the case studies focusing on a mothers struggle with her son's drinking and the support she received from local agency Footsteps, resulted in seven people seeking support.

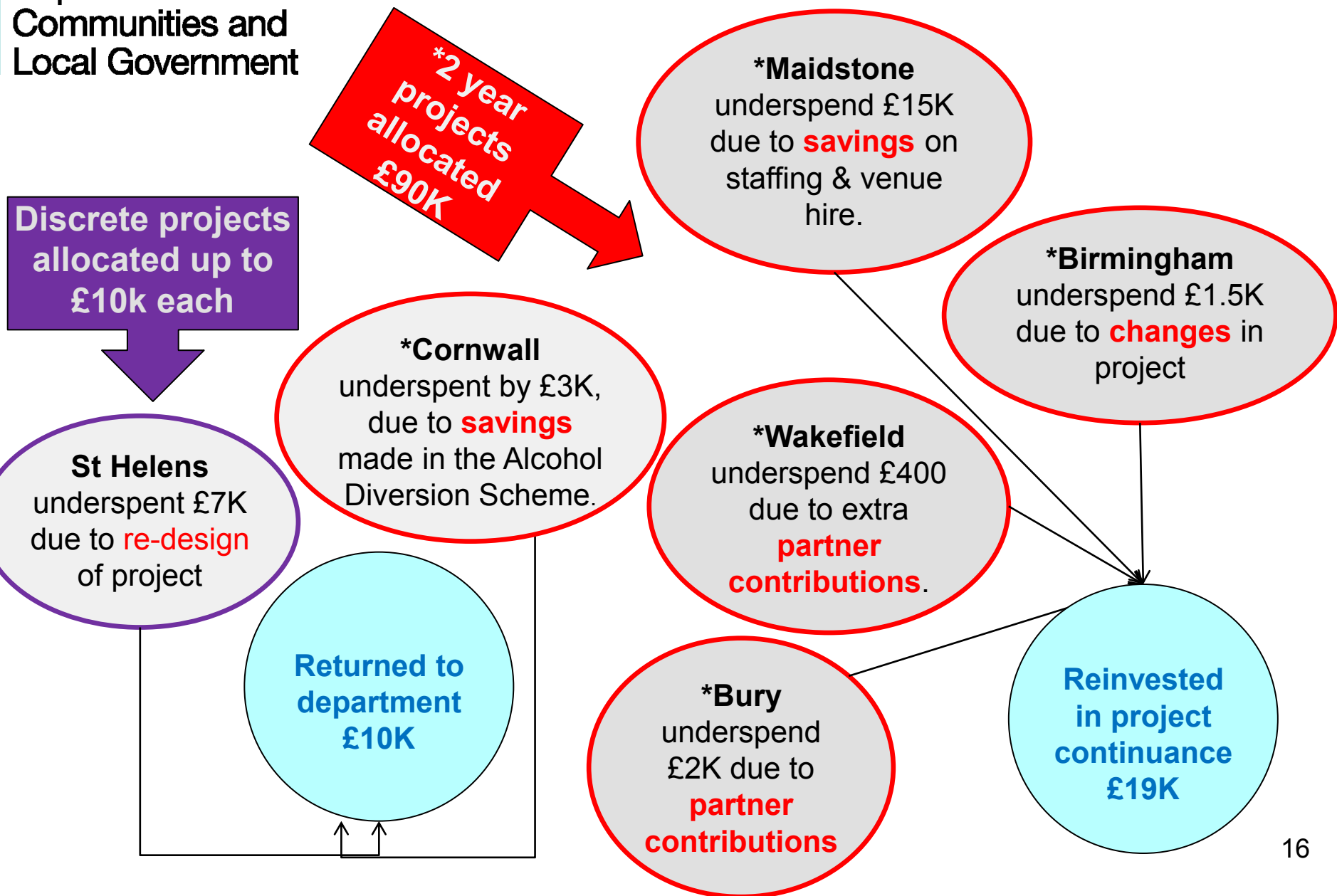
Research - number of local focus groups were held to develop a meaningful dialogue with local people in order to explore their beliefs, attitudes and motivations in relation to drinking alcohol. Findings helped increase understanding of how future public health promotion campaigns could be shaped to be more effective

Stoke

Diversionary sports sessions at local park - 180 young people engaged in sports activities during grant period. 40% of young people classed as regular attendees. 35 young people participated in three sports tournaments. Park survey results showed an increase in people using the park and families attending and that the perceived safety of the park rose by 20%.



The Alcohol Fund: Underspends





The Alcohol Fund Project Impact: testimonials

Lancaster: Without the [Alcohol Fund] that started this whole project off Lancaster would not have an appropriate, structured & coherent Alcohol & Drug Awareness programme for young people. The funding provided a foundation for a coherent & Structured programme to be developed & delivered by local people for local people....[it] allowed us to provide (free of charge) Alcohol & Drug Awareness educational workshops to Yr 10/11, in local High Schools. It acted as a door opener for other projects. Because of this funding & the work we did, it opened doors for follow- up sessions & workshops to be facilitated to those who would not normally engage in such projects...the project was & still is a success that has gone from strength to strength attracting other funding allowing us to develop further than what we originally expected. **Paul Ireland**

Lincoln: Without the alcohol fund, none of it {the work} would have happened e.g. Evening Safety Wardens on 2for1 nightsThe funding has allowed Lincoln to take a multifaceted approach including street pastors, evening safety wardens schools education projects & other alcohol Awareness projects & has allowed us to engage with a wide number of Stakeholders in the area
Marion Cooney (Evening Economy Manager)

Bury: Another positive outcome of the project is that having focussed on PB, Greater Manchester Police are now utilising the Bury Project's experience to scrutinise their own PB project before launching.
David Thomas (Township Co-ordinator)



The Alcohol Fund Project Sustainability examples

- **Birmingham** City Council will continue programme of test sales across Birmingham to support the city Alcohol Strategy. On-going work will be taken on by Moseley and Kings Heath Street Warden project.
- **Lincoln** A permanent evening safety manager position has been created at Lincoln BIG and will continue beyond the lifetime of the project.
- **Newcastle:** Test purchasing was reinvigorated as part of the Newcastle Neighbourhood Project and will continue as part of core business. The awareness that alcohol is also a public health issue has increased. This is one of Newcastle's key aims and work will continue to build on. Whilst not all of the projects will continue, they have spawned mini projects in other areas. Eg. Police have received funding to set up a Friday Night Project in another part of the City.
- **Wakefield:** A significant number of projects were designed to be self-sustaining, using the grant to purchase equipment and resources with delivery undertaken by committed volunteers or teaching staff working with students in after-school provision.
- **North Tyneside** have obtained funding to continue this outreach work due to the evidence of the impact.
- **Great Yarmouth** have successfully applied for Troubled Families funding and extended the programme of work to run the Den Family Connectors. A project designed to engage Families directly, and working to prevent 'troubles' later down the line.
- **Horsham:** Received recognition in 2013 as the "West Sussex County Times Volunteer Group of the Year" and are offering 1-2-1 sessions for Under 18's with Alcohol or Drug problems in youth organisation (youth Clubs etc) as well as PHSE lessons in Schools. The project has (with the backing of the Sussex Safer Roads Partnership), now been spread across Sussex to a further 10 secondary schools.



The Alcohol Fund Project Share learning

- **16** Alcohol Fund areas have agreed to act as mentors for the Home Office Local Alcohol Action Areas
- There has been a lot of local, national and international interest in the project and the Alcohol Outreach Practitioner role has been viewed as best practice. **Chelmsford** have been asked to attend and present at seven conferences, including those held by the Local Government Association, National Community Safety Network and internationally, a World Health Organisation annual conference in October 2012 which was held in Taipei and a Healthy Communities conference in Athens in October 2014.
- **Newcastle:** Held a 'Sharing Learning event' - over 1000 people attended with 300 attending the alcohol project stands.
- Having focussed on PB, Greater Manchester Police are now utilising the **Bury** Project's experience to scrutinise their own PB project before launching.
- **Horsham:** The Mocktail Apprentice has now been fully copyright(ed) with an aim for it to spread further afield in the future.
- **Lincoln:** The partnership are working better together through an established steering group which meets regularly to discuss alcohol related ASB, and has continued to meet beyond the life time of the project. The group has evolved into the Evening Economy Strategy Group, and broadened its remit to also include current relevant issues (eg legal highs).
- **DCLG:** Made contact with and facilitated discussions between the Home Office and areas (Lincoln and Maidstone) that were seeking advice on tackling shops selling legal highs. This led directly to the Home Office publication of a guidance document for Local Authorities, on how to take action against 'head shops' selling new psychoactive substances (NPS) - available on the Government's website [here](#)."



The Alcohol Fund Project Partnership working

Project have feedback that the Alcohol Fund acted as a catalyst to bring local agencies together and to work in partnership to solve a common problem – a key aim of the project. Through partnership working, areas are now offering a joined up service, e.g. from identifying problem drinkers, to community outreach, to referral support services. Some specific examples have been extracted below:

- **Main projects:** All the main projects included participatory budgeting exercises, which involved the community. In addition to this **Chelmsford** has recently successfully applied for Purple Flag status, and **Birmingham** has encouraged their local pubs to take part in best bar none awards.
- **Horsham:** The initiative included Horsham District Council, Sussex Central YMCA and Horsham Matters. The Mocktail project acted as a catalyst resulting in greater engagement with local businesses including the alcohol industry, a local rotary club, Waitrose, the police, London Hilton Gatwick and Sussex Safer Roads as well as companies such as Barclays bank who have provided time and resources for free. PCC Katy Bourne backed the project and has provided £5000 in additional funding.
- **Newcastle:** Trading Standards, Environmental Health, the Police and Public Health have developed a collaborative approach to licensing which has helped a number of new off-licences be challenged in these areas. This is down to the intelligence, knowledge and experience from this project.
- **Shropshire:** Partnership is a key achievement of this project. Though the levels of partnership varied across the five areas, they have set up community alcohol partnerships in each of their park areas.
- **Wakefield:** The Alcohol Fund also acted as a catalyst in bringing key partners together, both statutory & VCSE to tackle a key issue affecting our young people & their communities. Being able to test delivery in their way has ensured that elements like joint engagement patrols will continue in Castleford & has in fact resulted in them being rolled out across the district. As well as this, they have been working with the police, trading standards, small retailers and others to roll out PASS ID cards.



This project was about community empowerment and social change. It is therefore difficult to quantify the impact – especially as in some cases, eg educational work, the results won't be known until further down the line. However, we were pleased to find that some areas could demonstrate tangible results. Example as follow:

- **Birmingham** City Council survey Sept 2013 showed 84% people said there were “fewer street drinkers/beggars; whilst **Wakefield** PCC public satisfaction survey reported a reduction in ASB incidents, related to young people in Castleford of 29% May 2012 May 2014 Target was 15% reduction
- **Bury:** Bury East saw a reduction in ASB across all three wards, during the life of the project, against the backdrop of ASB levels rising across Great Manchester. E.g. March 2013 & March 2014 statistics show a 34% reduction in town centre ASB.
- **Chelmsford:** All agencies reported a reduction in street drinking & ASB in central Chelmsford. Police data shows a 7% reduction in alcohol related crime between the financial years 2012/3 & 2013/14.
- **Lincoln:** Deployment of evening safety manager to support the wardens contributed to a 20% reduction in alcohol related crimes over the lifetime of the project
- **Maidstone:** Use of the Urban Blue Bus in Maidstone High Street on Friday and Saturday Nights prevented approximately 1000 ambulance callouts resulting in around £250,000 savings. Police report 40% drop in complaints about ASB compared to the same period last year. 95% of all small alcohol retailers in region underwent test purchasing operations by Jan 2014 and 60% regularly using challenge 25 policy.
- **Newcastle:** ASB on the Jubilee Estate has reduced by 60%
- **Reading:** 323 people accessed their First Stop Bus service resulting in the prevention of an estimated 240 ambulance call outs which would have cost £16,800 over nine month period



The Alcohol Fund Project Impact: testimonials

*The aims of the fund were perfectly aligned to the work Chelmsford wanted to tackle such as street drinkers & putting in measures to reduce reoffending by those in criminal justice settings who had misused alcohol. As a direct consequence of being able to fund the outreach worker, Essex County Council is continuing to fund this work having seen the positive impact it has had. The project has [also] helped forge closer working relationships with partner organisations & the police, who now refer clients to the outreach worker for support. **Spencer Clarke (Public Protection Manager)***

*Wakefield (Castleford): Without the Alcohol Fund; these strands would have remained key but unconnected projects & we wouldn't have had participatory budgeting as a tool to engage the local community. We wouldn't have been able to fund 31 projects, offering positive activities to 1,096 young people, strengthening & empowering groups through the provision of equipment & resources to enable them to continue supporting young people after the fund had ended - **Inspector David Bugg***



The Alcohol Fund Project Challenges & Lessons learned

- Much of this work was either at a small or incremental scale, so it is difficult to measure the impact of these and provide quantitative data.
- Participatory Budgeting: A number of projects found it a challenge to engage communities and get enough applications for PB. The majority have learned valuable lessons from this experience about the challenges and how to do things differently.
- Governance/time required for project : Some projects underestimated the amount of time and processes that would be required to manage the project. Including putting in place plans for reporting and financial management.
- Budget cuts & changing priorities: Changes in personnel (including at least one PCC) and cuts meant that resources thought to be available changed and the projects had to adapt
- Data Access & Measuring success/impacts: Accessing A&E figures has been an issue for some areas whereas for some baseline data was unattainable – making it difficult to measure success
- Engaging with target community; For example, getting young people to provide information and complete survey information or low take up of products (eg retailer training). This proved more challenging in some cases than envisaged.



The Alcohol Fund Project

Impact: testimonials

Alcohol related ASB was a growing issue in West Sussex with few initiatives to tackle & prevent this problem...the alcohol fund enabled Horsham council to do something about its growing alcohol problem. The Mocktail project..., has acted as a catalyst resulting in greater engagement with local businesses including the alcohol industry as well as local companies who have provided time & resources for free. The project will continue with support from PCC Katy Bourne who has provided £5000 in additional funding, Barclays Bank & Sussex Safer Roads Partnership, who have invested heavily in its continued success & allowed it to spread across Sussex

Dann Morris (Horsham Matters)

Great Yarmouth: The Fund helped galvanise 'The Den Life Changes' project ...gave volunteer a greater sense of pride & confidence knowing they had been chosen as one of the Alcohol national projects. The Den was already a trusted place....but this publicity helped [it] gain a greater kudos .. tackling difficult issues such as mental, illness, family breakdowns & domestic violence....{it}.....gave... the group the confidence & experience to ... co-design 'The Den Family Connectors' initiative, which was Successful in receiving Troubled Families funding.

Holly Nottcutt (Community Development Manager)