



Community Alcohol Partnerships (CAP)

The most effective UK programme to reduce localised underage drinking

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CAP Director

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What is CAP?

A way of working in Partnership with other agencies to tackle underage drinking in an identified area.

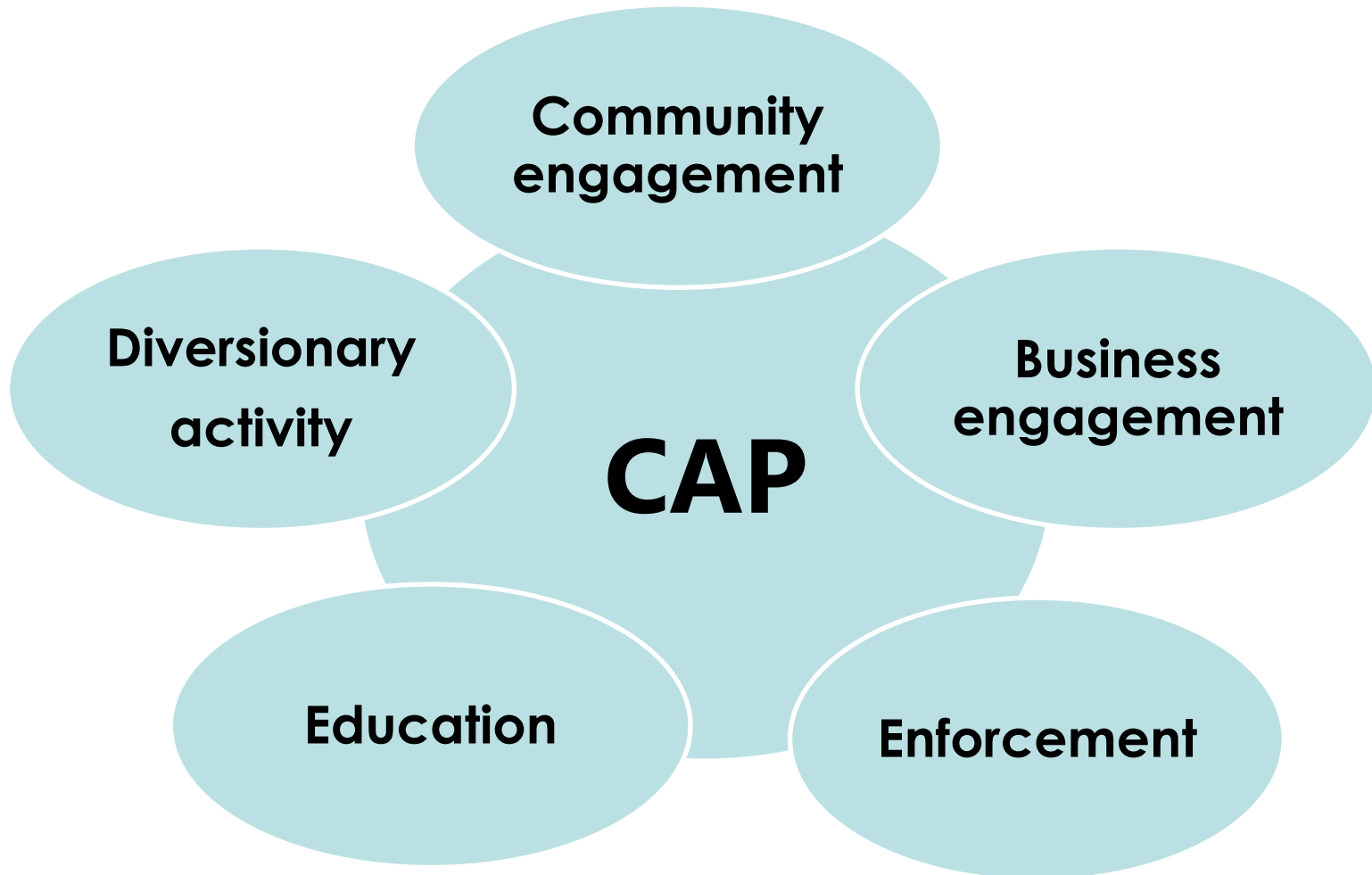


What is Great about CAP?

- Encourages partnership working
- Flexible model – no one size fits all
- Holistic model tackles supply and demand
- Independently evaluated
- Robust evaluation framework designed by London Met University
- Encouraging results



Flexible model allows tailored solutions





Proven to make a positive difference

- **St Neots (2007)**

42% decrease in anti-social behaviour ; 90% reduction in alcohol litter

- **Barnsley – (2011)**

30% decrease in anti-social behavior compared with 7% in control areas

- **Durham (2011)**

37% reduction in anti-social behavior compared with 8.8% in control areas

- **Islington (London) (2011)**

Alcohol-related ambulance pick ups reduced by 50%

- **Snodland (2013)**

50% test failure rate and 0 in 2015



Case Study – Gt Yarmouth



- 23 partners
- 45% decrease in U18's using local alcohol services
- 82% decrease in underage sales reports
- 61% reduction in crime and disorder reports linked to Street Drinking
- Winner of the Norfolk Police “Problem Solver of the Year” Award



Case Study – Derry CAP

- 54% decrease in alcohol related referrals to Youth Services
- Alcohol related youth nuisance decreased by 50%
- residents felt significantly safer
- Winner of Prestigious Municipal Journal Award – Behaviour Change Category





Case Study – Tower Hamlets CAP

- 46% decrease in anti-social behaviour
- 75% reduction in reported drunken behaviour
- 82% reduction in consuming alcohol in designated public places
- 5 schools and 1,000s of pupils engaged in alcohol education



What's next?

- Street drinking
- Proxy sales