

CDRP ALCOHOL STRATEGY TOOLKIT



INTRODUCTION

- Leicestershire County is developing an Alcohol Strategy to tackle alcohol related harm
- This toolkit is intended to assist your CDRP in developing the Community Safety theme of the strategy
- It is intended that the Alcohol Strategy is embedded within the new Community Safety Strategy and will link into other strategies such as the local reducing re-offending plan.
- There is no specific requirement for your CDRP to create your own alcohol strategy document, as the strategy can be part of your Community Safety Plan.
- The alcohol strategy can be mentioned in the main body of the CSP and make a reference to the countywide strategy with its overall aim and three themes.
- However you may choose to create your own document with separate action plan.
- The action plan lists what are felt to reflect key priorities across the county.
- Priorities may vary in your area so you may choose to opt for some but not others.**
- The decision will rest with your CDRP, for example your CDRP may not benefit from a NTE strategy, and may choose to focus on young people and public place drinking in particular. Another CDRP may opt to choose both outcomes.
- You may also feel that a community safety alcohol related outcome is missing and create your own.
- The actions associated with each outcome are also a guide; you may choose to adapt them to meet your local needs.
- It is recommended that at least five outcomes are included in your local alcohol strategy action plan. This will assist the multi-component strategy to meet its overall sub regional aim.

OVERALL AIM FOR LLR

“To reduce the harms associated with alcohol, in order to ensure that alcohol can be enjoyed safely and responsibly, as part of a vibrant and inclusive community”.

KEY DRIVERS

CDRP-statutory requirement to have a strategy to tackle drug and alcohol related misuse by 31st March 08

PCT-as responsible authorities within the CDRP and more widely (i.e. Public Health)

Leicestershire DAAT and LLR-Joint Strategic Alcohol Harm Reduction Group

THE THREE THEMES

- **Prevention** – to provide coherent education and harm reduction programmes to prevent and reduce the negative impacts of alcohol use.
- **Community Safety** – to improve community safety by creating a safer environment in streets and town centres, reducing all alcohol-related violent crime and incidences of anti-social behaviour.
- **Treatment** – to commission structured (tiered) and effective community-based alcohol treatment and support services for those affected by alcohol misuse, including criminal justice clients.

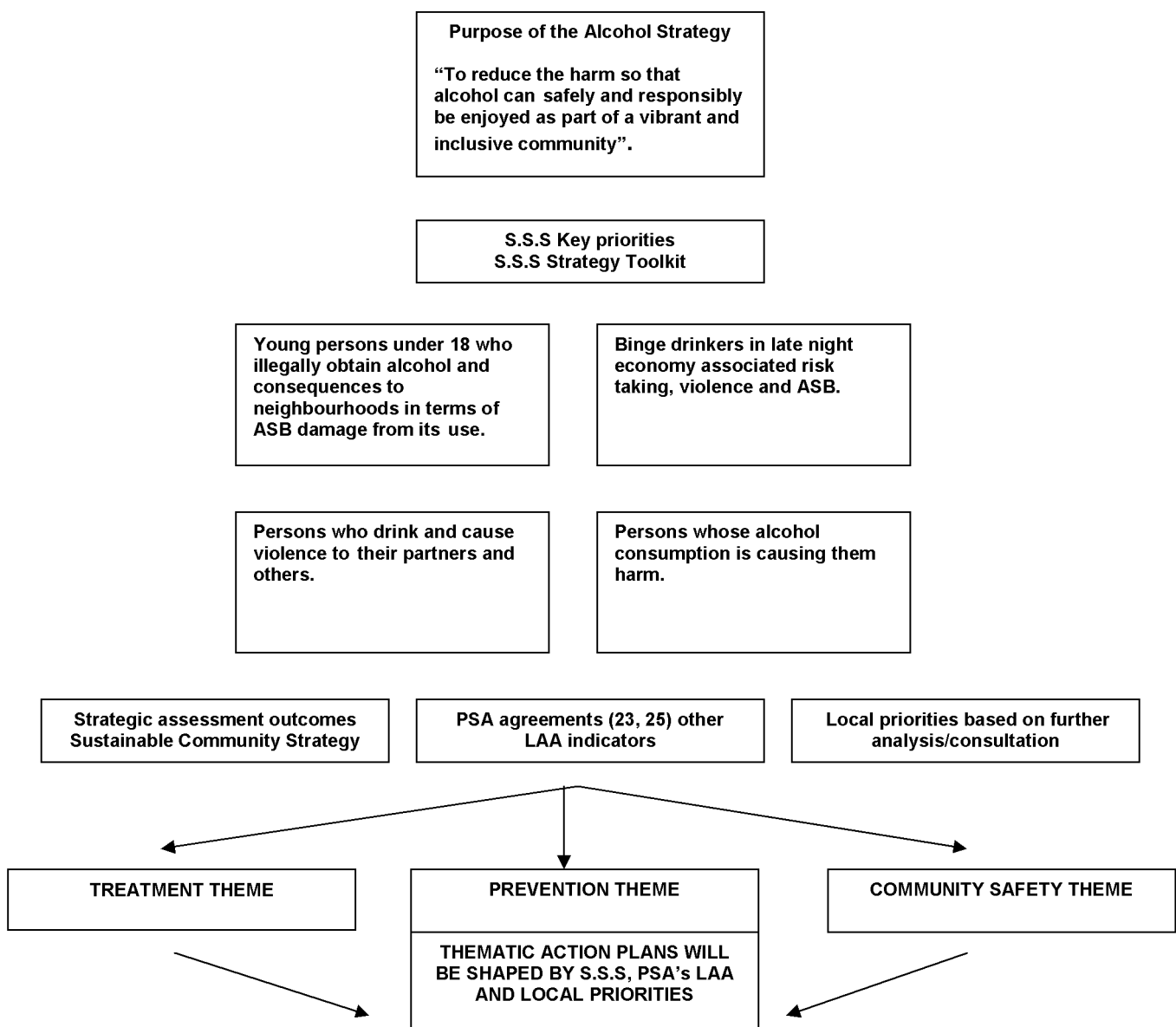
INDICATORS

- The latest draft LAA headline outcomes and associated indicators have been mapped to the action plan;
- It is recommended that these performance measures are considered as they will provide a potential for resources in line with the LAA priorities.
- Your CDRP may opt to choose its own alcohol related indicators that will fit alongside the national and county indicators.
- For a comprehensive list of local alcohol indicators see...
<http://www.crimereduction.homeoffice.gov.uk/drugsalcohol/drugsalcohol097.htm>
- If you wish to discuss additional indicators in more detail please contact Nick Jones

ACTION PLANS AND SUGGESTED PARTNERS TABLE

- The action plans are set out as a template to be adapted as necessary by your CDRP.
- At the end of the document is a table suggesting which partner can assist with achieving each outcome. Some partners may be missing from the table, if this is the case adapt the table as necessary.

DRIVERS THAT INFLUENCE THE LEICESTERSHIRE ALCOHOL STRATEGY ACTION PLAN



COMMUNITY SAFETY THEME

Leicestershire Alcohol Strategy Action Plan (CDRP template for the Community Safety Theme)

Outcome	Actions	Ownership	LAA outcome (TBC)	Indicators (TBC)	Costs	
<p>1. Reduced incidents of public place/ licensed premises based alcohol related rowdy , inconsiderate and violent behaviour</p>	<p>Creation of a NTE strategy across districts to improve the public realm in the county’s town centres. (Further details on P10)</p>	<p>CDRP</p>	<p>“Everywhere in Leicestershire is a Safe and Attractive Place to Live and Work”</p>	<p>NI 6 “% Participation in regular volunteering”</p>	<p>£10000 based on Charnwood and NW TVCP projects</p>	
	<p>Consider a joint proposal for comprehensive Alcohol Arrest Referral Scheme to reduce alcohol related re-offending related to the NTE</p>	<p>CDRP</p>		<p>NI 20 “Assault with injury crime rate” (PSA 25 Reduce the harm caused by alcohol and drugs”)</p>		<p>Cost varies on scheme and also outcome of pct LDP process</p>
	<p>Work with the PCT to systematically obtain depersonalised alcohol data, such as ambulance call out and AE data. (SI 1831 Crime and Disorder Regulations 2007)</p>	<p>CDRP</p>		<p>NI 24 “Satisfaction with the way police the police and the local council dealt with anti-social behaviour”</p>		<p>Cost between £5000 and £10000 based on Nottingham and GOSE systems</p>
	<p>Consider the use of a problem profile system in addressing alcohol related crime hotspot areas</p>	<p>CPG CDRP</p>		<p>NI 195 “Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting”</p>		<p>Minimal-improved partnership working</p>
	<p>Increase voluntary sector involvement in NTE</p>	<p>CDRP</p>		<p>County public place alcohol/crime/ASB target</p>		<p>£2000 training costs for voluntary sector providers, i.e. street pastors</p>
	<p>Work with architectural Liaison Officer to contribute towards designing out risks in town centre premises.</p>	<p>Licensing Authority Police</p>		<p>Minimal-improved partnership working</p>		
	<p>Joined-up working between licensing authority and highway departments with regards to café pavement licenses</p>	<p>Licensing Authority Highways Department</p>		<p>Minimal-improved partnership working</p>		

COMMUNITY SAFETY THEME

Leicestershire Alcohol Strategy Action Plan (CDRP template for the Community Safety Theme)

	<p>Consider implementation of saturation zones in hotspot areas.</p> <p>Consider implementation of street drinking bans in problematic areas</p> <p>Closer partnership working during seasonal/specific police led operations i.e. alcohol confiscation operations</p> <p>Link Pubwatch or equivalent schemes with local economic partnerships</p>	<p>Police</p> <p>Police</p> <p>CDRP</p> <p>CDRP Pubwatch Economic partnerships i.e. HART</p>			<p>Minimal-improved partnership working- some cost for campaign materials est £3000 per annum</p> <p>Minimal-improved partnership working</p>
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
<p>2. Improved partnership working between alcohol and Domestic Violence services</p>	<p>Establish strong working links between alcohol and Domestic Violence services</p> <p>Alcohol services to be represented at DV forums</p> <p>Training for DV and Alcohol Services to increase knowledge of each field</p>	<p>CDRP/DV Forums DV Delivery Group / LCC</p> <p>Alcohol Services</p> <p>DAAT/DV Forums</p>	<p>Safer communities</p>	<p>NI 32 “Repeat incidents of domestic violence” (PSA 23“Make communities safer)</p>	<p>Minimal-improved partnership working</p> <p>Minimal-improved partnership working</p> <p>£450-£600 per one day session using an outside agency</p>

COMMUNITY SAFETY THEME

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	<p>Agree and implement protocols and service level agreements on screening clients of alcohol services for Domestic Violence and vice versa</p> <p>Develop collection of data on alcohol-related DV through police, social services, DV agencies, alcohol services and probation</p> <p>Ensure alcohol arrest referral scheme includes provision for DV offenders and victims</p>	<p>DV delivery group/DAAT</p> <p>CDRP/DV Forums DV Delivery Group / LCC</p> <p>DAAT/CDRP</p>			<p>Minimal-improved partnership working</p> <p>May be some costs to create a system</p> <p>Police, social services, DV agencies etc training time and costs. Cost of developing data collection systems will vary. NB/ For DV services this could be written into SLA's monitoring for Outreach particularly but would be the responsibility of County Council rather than district.</p>
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
<p>3. Reduction in retailers selling to under 18s</p>	<p>Consider funding further challenge 21 projects (in depth project conducted in Blaby, report available from the County Community Safety Team)</p> <p>Continued local action to enforce the law on sales to underage people (TUSAC).</p> <p>Increase public awareness on how to report underage sales and bad practice to trading standards, licensing unit and the district council</p>	<p>CDRP</p> <p>Trading Standards</p> <p>Trading Standards CDRP</p>	<p>45 "Improved health outcomes for people living in Leicestershire including a reduction in health inequalities"</p>	<p>Project rolled out across two LA's by April 09</p> <p>NI115 "Substance Misuse by Young People"</p>	<p>£40000 per year for a three year proposal rolled out county wide</p> <p>Increased capacity in trading standards, see above</p> <p>Campaign costs, materials, website usage, radio ads etc, cost will vary</p>

COMMUNITY SAFETY THEME

Leicestershire Alcohol Strategy Action Plan (CDRP template for the Community Safety Theme)

	Continued partnership working in police led confiscation operations	CDRP Police			Minimal-continued partnership working
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
4. Reduced drink driving	Link into county road safety team to look at joint working in CDRP area	CDRP	45 “Improved health outcomes for people living in Leicestershire including a reduction in health inequalities”	NI 47 “People killed or seriously injured in road traffic accidents” DfT DSO	Minimal-improved partnership working
	Take part in a problem profiling exercise to identify groups who are most likely to drink and drive in locality	CPG Police			Minimal-current resource
	Link alcohol awareness into pass plus schemes	CDRP PCT Local Pass Plus Accredited driving schools			Minimal-improved partnership working, some material costs
	Investigate feasibility of improving public transport links for at risk groups/times/locations	Transport Dept CDRP			
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
5. Alcohol industry building on good practice through the implementation of initiatives	Increase uptake of challenge 21 in identified hotspot areas (on and off license)	Trading Standards, CDRP Off trade	“Everywhere in Leicestershire is a Safe and Attractive Place to Live and Work”	% coverage in designated hotspot area	Minimal-improved partnership working Some costs attached to creating materials i.e. leaflets and packs est. £3000 per annum

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	<p>Consider developing a code of practice based on nationally agreed social responsibility standards that all alcohol retailers could sign up to</p> <p>Support and increase the membership of the Pubwatch scheme and Best Bar None programme where appropriate</p> <p>Work with off trade premises to tackle proxy purchasing and to ensure robust safeguards preventing underage sales through the use of self service checkouts</p> <p>Increase availability of validate card applications in on and off trade premises</p> <p>Identify if owners and staff from off licenses meet in the locality, if so link there work into the outcome, if not create this forum</p> <p>Replace glassware with safer alternatives in hotspot premises (risked based, outcome of problem profiling).</p>	<p>BBPA Licensed premises Pubwatch</p> <p>CDRP Police Pubwatch Licensed premises</p> <p>Pubwatch Licensed premises CDRP Trading Standards</p> <p>Police LA's Local retailers Police Trading Standards</p> <p>CDRP</p> <p>CDRP Licensed trade</p>		<p>X% of companies to have a voluntary code in place by X.</p>	<p>TBC</p> <p>Improved partnership working, cost for BBN in particular</p> <p>Minimal-improved partnership working</p> <p>Between £500-1500 for materials</p> <p>Minimal-improved partnership working</p> <p>CDRP may decide to part fund replacements to promote the scheme</p>
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COMMUNITY SAFETY THEME

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	<p>Develop in partnership local, low cost training courses (including conflict resolution training) aimed at bar staff and off licence staff if Bii or equivalent courses are not available to them</p> <p>To use on and off license premise to promote sensible drinking and harm reduction messages (i.e. Dez, Safer Sex, Unit Awareness)</p>	<p>CDRP Licensed Trade</p> <p>Pubwatch PCT CDRP</p>			<p>The cost of each session may be around £10-20 for bar staff. Overall costs need to be investigated</p> <p>Material cost depending on the individual project/campaign</p>
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
<p>6. Effective communication channels with the local community to participate in shaping the alcohol strategy</p>	<p>Consult on the local strategy with service user and wider community groups.</p> <p>Link into current consultation processes</p>	<p>CDRP</p> <p>CDRP</p>	<p>16 “Stronger communities where people are involved, engaged and play a role in decision making”</p>	<p>NI 2 “% of people who feel that they belong to their neighbourhood”</p> <p>NI 3 “Civic participation in the local area”</p> <p>NI 4 “% of people who feel they can influence decisions in their locality”</p>	<p>Project costs will vary</p>
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
<p>7. New kinds of information and advice aimed at people who drink at harmful levels and cause problems in the community</p>	<p>Assess current social marketing techniques. Adapt as necessary based on results and wider evidence base</p>	<p>CDRP</p>	<p>“Everywhere in Leicestershire is a Safe and Attractive Place to Live and Work”</p>	<p>NI 20 “Assault with injury crime rate” (PSA 25 Reduce the harm caused by alcohol and drugs”)</p>	<p>Will vary-example £12000 for pilot proximity marketing project in NW and Hinckley/Bosworth</p>

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	<p>Consult with specific populations about the issues that effect them, i.e. Offenders, Young people, Street Drinkers</p> <p>Undertake a project to work with target populations.</p> <p>Training for probation staff in screening (AUDIT) delivering alcohol brief advice and support offenders under their supervision, including knowledge of local services and referral pathways</p>	<p>CDRP</p> <p>CDRP</p> <p>CDRP DAAT</p>			
Outcome	Actions	Ownership	LAA outcome	Indicators (TBC)	Costs
<p>8. Increased access to community based leisure activities for adult and young offenders and priority groups of young people</p>	<p>Analyse and pull together the evidence measuring the effectiveness of current diversionary activities for target groups in the locality and or wider regional area.</p> <p>Identify gaps and increase capacity in priority areas and with priority groups using models of good practice identified locally/ nationally</p> <p>Work in closely with partners such as youth services and reducing re offending boards</p>	<p>CPG CDRP</p> <p>CDRP</p>	<p>Improved life chances for vulnerable individuals and families (including those in priority places)</p>	<p>NI19 “Rates of proven re-offending by young offenders” PSA23</p> <p>NI18 “Adult re-offending rates for those under probation supervision” PSA23</p> <p>NI87 Secondary school persistent absence rate</p> <p>NI 110 “Young peoples participation in positive activities”</p> <p>NI112 “Under 18 conception rate” PSA14</p> <p>NI115 “Substance misuse by young people”</p>	<p>Project costs plus improved partnership working</p> <p>Project costs will vary</p> <p>Minimal-improved partnership working</p>

COMMUNITY SAFETY THEME
Leicestershire Alcohol Strategy Action Plan (CDRP template for the Community Safety Theme)

DEVELOPING A NTE STRATEGY: SOME SUGGESTED ACTIONS

- Routinely involve planning officers in licensing decisions
- Routinely involve licensing officers and the CDRP in town centre change-of-use decisions and in new developments (to ensure there is a mixture of uses)
- Make sure the NTE, and planning for the night, is part of the Local Development Framework (LDF) and Place Shaping work
- Develop the provision of affordable, safe, late-night transport
- Implement an annual night time cultural festival to stimulate engagement in the NTE among all sections of the community. For an example see Light Night Leeds (www.lightnight.co.uk) or other cultural festivals to broaden the focus of activity in the NTE
- Work with bars, pubs and clubs to ensure that clients are able to get home safely, e.g. through partnerships with local taxi companies and special bus services
- Ensure that door and bar staff in licensed premises know what to do in the event of a sexual assault, including how to preserve evidence and how to respond to and support victims
- Regarding the replacement of glassware, agree a shared definition of 'high-risk' that can then be used to identify high-risk premises
- For further guidance and a comprehensive list of possible actions please refer to the TVCP good practice document.

http://www.jdi.ucl.ac.uk/downloads/publications/research_reports/TVCP/TVCP-GoodPracticeGuide_FinalNOV2006.pdf

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EXAMPLE PARAGRAPHS TO POSSIBLY USE/ADAPT AND EMBEDD INTO THE COMMUNITY SAFETY PLANS

"The Government's new Alcohol Harm Reduction Strategy, "Safe.Sensible.Social" (SSS) published in 2007 makes the case for joined-up action at local level to tackle alcohol-related harm."

"Alcohol misuse affects individuals, families and the wider community whilst placing a huge burden on our health and social care systems and the criminal justice system".

"The Leicestershire Strategy (Sensible Measures) has been informed by SSS the PSA to reduce drug and alcohol related harm, the new National Indicators, Models of Care for Alcohol Misusers (MoCAM), Choosing Health: Making Healthy Choices Easier, elements of the DAAT Treatment Plan for Adults and Young People and the Leicestershire County Strategic Assessment process".

"The Alcohol Strategy will contribute towards the new Community Safety Strategies, the Children and Young People's Strategic plan 2007-10 and the developing Local Area Agreement".

"Reducing alcohol related harm requires commitment and effort from everyone – including the Council, the PCT, local health services, the police, schools, Social Services, licensees, parents and drinkers".

"Leicestershire DAAT, the LLR Joint Strategic Alcohol Harm Reduction Group and CDRP led Community Safety Partnerships will oversee the development and implementation of the strategy at a regional and local level accordingly".

"An annual action plan will be embedded within 2008-11 Community Safety Plans"

"Components and actions not driven by local CDRP's (Treatment, Prevention, please refer to page one for the three themes) can be led by the Leicestershire DAAT and the LLR Joint Strategic Alcohol Harm Reduction Group. They will create tasking and finishing groups as appropriate to achieve the objectives contained in the action plans".

"The strategic lead groups and CDRP's via sub groups will work closely together to ensure that the multi component themes of the strategy are implemented across the county."

IF YOU REQUIRE STATS RELATED TO YOUR AREA-Please contact Nick Jones

COMMUNITY SAFETY THEME
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Suggested partners to work with in achieving the identified outcomes

Named partners	Action plan outcome number							
	1	2	3	4	5	6	7	8
AA, Al-Anon, Alateen members								
Alcohol and entertainment licensing	√		√		√			
Alcohol services		√			√	√	√	
Arts/culture	√							√
CCTV teams	√		√					
Chamber of Commerce								
Community safety/crime and Disorder Reduction partnership (CDRP)	√	√	√	√	√	√	√	√
Connexions						√	√	√
Domestic violence strategy coordinator		√		√			√	
Drug and alcohol action teams (Adults and YP)		√					√	√
Environmental health (noise and food safety)	√							
Fire service	√							
Homeless services								
Licensed trade/Pubwatch/Best Bar None	√		√		√			√
Local authority housing								
Local residents	√		√			√	√	
Local Safeguarding Children Board								
Parents			√					
Parking management	√							
PCT		√			√	√	√	
Planning	√							
Police	√	√	√	√		√	√	√
Probation service						√	√	√
Public conveniences	√							
Regeneration/economic development	√							
Registered social landlords								

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Named partners	1	2	3	4	5	6	7	8
Refuse collection	√							
Service users CONT...						√		
Specialist substance misuse services								
Street engineering (paving, lighting, design, urban realm)	√							
Street cleansing	√							
Street wardens	√		√					
Social services								
Supporting People								
Tourism/visitor economy/marketing	√							
Town centre management	√							
Trading standards	√				√			
Transport planning	√			√				
University/College	√			√	√			
Young people			√			√		√
Youth Inclusion and Support Panels (YISPs)			√				√	√
Youth Offending Team							√	√
Youth service			√			√	√	√

Contact details:

Nick Jones
 Alcohol Strategy Officer
 Leicestershire DAAT
 Unit Q
 Troon Way Business Centre
 Humberstone Lane
 Leicester
 LE4 9HA
 Tel: 116 2744210
 Mob: 07917552676
 Eml: nick.jones@drugs.org.uk