

Annual Updates 2012 - 2013

Responsibility Deal Pledge:

**A7(a). Community Actions to
Tackle Alcohol Harm**

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Pledge A7(a). Community Actions to Tackle Alcohol Harms

'In local communities we will provide support for schemes appropriate for local areas that wish to use them to address issues around social and health harms, and will act together to improve joined up working between such schemes operating in local areas as:

- **Best Bar None and Pubwatch, which set standards for on-trade premises**
- **Purple Flag which make awards to safe, consumer friendly areas**
- **Community Alcohol Partnerships, which currently support local partnership working to address issues such as under-age sales and alcohol related crime, are to be extended to work with health and education partners in local Government**
- **Business Improvement Districts, which can improve the local commercial environment"**

Partner name:	Please describe how you have supported local community activity to tackle alcohol's social and health harms, over the last year.
10 International	We will provide support for schemes appropriate for local areas to help address issues surrounding social and health harms, and we have already started to talk with some of these groups.

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AIM Alcohol in Moderation

AIM - Alcohol in Moderation was established in 1991 as a not for profit independent organisation dedicated to work towards a culture of responsible drinking. Supported by a Council of 20 unpaid Professors and Medics who are specialists in the field of alcohol, AIM has strived for 20 years to ensure that if alcohol is consumed, it is drunk responsibly and in moderation.

AIM critiques and peer reviews the evidence base of emerging papers on social, scientific and medical research, which is published on line 10 times a year. In addition AIM maintains a free to use database of summaries on social, medical and scientific findings via www.alcoholinmoderation.com A global portal to responsible drinking websites for consumers is maintained via www.drinkingandyou.com The UK www.drinkingandyou.com is undergoing a re-design and update of alcohol and health content during 2013. Furthermore AIM works with Boston University Medical School to issue rapid release critiques of emerging research on alcohol through its joint management of The International Scientific Forum on Alcohol Research (ISFAR) drawing on the expertise of its 40 medic and MD members (unpaid) from around the world.

AIM is funded by subscription to its journal and responsible drinking outreach partnerships.

AIM supports the provision of its journal free of charge and ISFAR critiques to those working in the community to reduce alcohol related harm. This includes those working in local and national government, relevant charities and NGO's, the NHS and the academic community and health editors, enabling them to be informed of key national and International programmes and research regarding alcohol education, medical research, responsible drinking guidelines, drink drive initiatives and community based programmes for example. Those eligible can request a subscription by emailing info@aim-digest.com. As of March 2013 753 people in the UK are receiving AIM Digest on line free of charge. A further 2,300 teachers, governors, PSHE specialists, local government specialists and policy makers are kept informed of alcohol education best practice, programmes, statistics and policy via a free newsletter for further information email info@aim-digest.com.

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<p>Alcohol Education Trust</p>	<p>The Alcohol Education Trust pledged to work in partnership with The Community Alcohol Partnership to ensure that secondary schools in locations where CAP initiatives are in place to reduce underage drinking, supply and associated anti-social behaviour are supplied with a 100 page teacher workbook of lesson plans, worksheets, games quizzes and guidance as well as on line conversation starter film clips and up to date statistics and guidance. The schools are also supported with phone and email support and an option is given to receive teacher training in the area. Since the partnership began in 2011, 285 workbooks have been distributed to individual schools and partners, 279 DVD's. 13,948 'alcohol and you' leaflets have been distributed to older pupils and 12,428 'talking to kids about alcohol' sent home to parents via schools and colleges.</p> <p>During 2012/Spring13, teacher training sessions have been held for schools in CAP areas such as:</p> <p>Gosport and HAVANT (Hants). Leading to further training in Basingstoke and Southampton and workshops for teacher graduates at Southampton University</p> <p>Shrewsbury (Shropshire) with training for youth group leaders in April 2013</p> <p>Midsomer Norton (Somerset)</p> <p>Resources have been distributed in CAP areas via partners such as Barnsley Healthy Settings Team, Bedfordshire Borough Council, The Community Safety Partnership in Powys, East and Mid Devon Community Safety Partnership, Hastings Children Services and the standards and learning effectiveness service, Staffordshire County Council Trading Standards - Social Care & Health, Health Improvement - Children Gateshead PCT, DAAT Shropshire Drug & Alcohol Action Team as well as to schools directly or via PSHE coordinators, National Health Education and PSHE Association Group members.. The Alcohol Education Trust trustees are impressed with the level of local engagement and the reduction in underage related drinking issues in CAP areas and are committed to supporting the partnership on an ongoing basis.</p>
<p>Aldi Stores Ltd</p>	<p>We have continued to provide financial support to Community Action Partnerships that tackle alcohol harms in our local communities, according to local needs.</p>

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ASDA

Asda provides substantial funding each year to Community Alcohol Partnerships, which tackle underage drinking 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. There are now over 50 operational CAP schemes across the UK, with ten new schemes expected to launch in the near future. Future CAP development is being proactively encouraged in areas with high harms (e.g. where alcohol specific hospital admissions for under 18s are high), and evaluations continue to show good evidence of success. A new website was launched in April 2013 with a number of new features and an evaluation “toolkit” for use by CAP schemes.

We are investing £1 million over three years in targeted and effective action to tackle harmful drinking, delivered via Addaction, the UK’s leading specialist alcohol treatment charity. The project operates across three locations: Barnsley, Liverpool, and Cornwall. The three sites were chosen in order to provide a geographical spread of inner city, urban and rural locations and each area has identified challenges of alcohol misuse by young people. Each project has two components: tackling alcohol misuse in families, and prevention and intervention work with young people. Our first supported projects commenced in April 2012 and to date over 3,000 young people and over 120 families have been engaged with. The projects are realising positive outcomes for the individuals and families involved and demand for the services is exceptionally high.

As part of our Community Life initiative, since March 2012 every one of our stores and depots has a Community Life Champion dedicated to volunteering and fundraising in their local community. The Champions engage in local efforts to address alcohol misuse, including organising diversionary activities for young people, teaching customers about responsible drinking levels or raising money for local alcohol charities. The Asda Foundation also supports good causes across the UK by funding a range of projects, several of which have included substantial investment in facilities and clubs for young people so they can engage in alcohol-free activities. For example, the Foundation provided £20,000 to support the ‘Staff Bus Trailer’, a unique, custom-build vehicle which aims to reduce antisocial behaviour and substance misuse by providing high-quality diversionary activities, as well as information and advice, for young people living in the south east of Glasgow.

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<p>Association of Convenience Stores (ACS)</p>	<p>ACS continues to support Community Alcohol Partnerships as set out in our delivery plan. ACS contributes significant levels of funding to CAPs and supplements this with active promotion of the scheme to its membership, both to keep members updated on the work CAP is involved in, and to make sure small shops know when and where new CAPs are being proposed.</p> <p>ACS is a CAP Board member and, through this role, ensures small shops are an active voice as the scope and direction of CAP expands.</p> <p>ACS also provides CAP with a number of opportunities to inform and raise awareness of the scheme amongst stakeholders, having invited CAP to present at a number of external events. ACS also promotes CAP through its own engagement with relevant decision-makers, both locally when talking to licensing officials, trading standards and local politicians, and nationally, via our dialogue with central government. Information is also provided on our website to help our members learn about the scheme and how they can get involved.</p>
<p>Bacardi Brown-Forman Brands</p>	<p>We continue to support Best Bar None and Community Alcohol Partnerships.</p>
<p>Brand Phoenix Limited</p>	<p>Brand Phoenix is a full supporter of the Wine and Spirit Trade Association (WSTA) and fund through our subscription of the WSTA, all of the WSTA community action groups.</p>
<p>British Beer & Pub Association</p>	<p>National Pubwatch - BBPA continue to provide both financial and in kind support to National Pubwatch which supports the operation of local Pubwatch schemes across the country, with the aim of ensuring a safe drinking environment in licensed premises. BBPA retains a seat on the National Pubwatch Board and provides assistance with the annual conference, meeting room space and admin support. The BBPA Chairman spoke at the 2013 National Pubwatch conference.</p> <p>Best Bar None – Best Bar None supports the operation of local Best Bar None award schemes across the UK which promote best practice in the operation of licensed premises. BBPA sits on the Best Bar None board and continues to promote Best Bar None to member companies.</p> <p>Business Improvement Districts – BBPA has been a strong supporter of Business Improvement Districts (BIDS) since the beginning as they are a business-led method of managing and promoting the night time economy in areas where the focus is on a specific leisure BID. In Nottingham the BBPA Midlands Secretary sits on the BID Management Board. We continue to be vocal supporters of the BID model and promote their effectiveness widely.</p>

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C&C Group plc	<p>We have strengthened our commitment to community actions. Most notably by becoming a signatory to Best Bar None over the last 12 months. We are now working with the Best Bar None to use our salesforce in Scotland to expand the reach and quality of outlets involved.</p> <p>Through our Tenents training Academy we have now trained thousands people working in the hospitality sector and responsible serving is a key element in the training programme.</p>
Carlsberg UK Ltd.	<p>Carlsberg UK continues to sponsor a number of Best Bar None awards across the UK which seek to improve safety and standards in licensed premises. For a number of years, we have sponsored and worked in partnership with Northamptonshire police to support the purple flag initiative, recognising the importance the 'night time' economy and awards those outlets which provide safe, consumer friendly areas. Carlsberg UK also support the national Pubwatch scheme.</p>
Charles Wells Ltd	<p>We include a module on social responsibility within our induction programme and this reinforces our commitment to responsible alcohol retailing. We retain an interest in the Bedsafe community programme and have just signed up as a sponsor of the Bedford Best Bar None scheme for the second year running.</p>
Co-operative Group (The)	<p>We support community action to tackle the negative impacts of alcohol misuse by taking part in local initiatives throughout the UK that reduce alcohol-related crime and social disorder, including Community Alcohol Partnerships (CAPs), Pubwatch and Nightsafe schemes. We are currently involved in 31 CAP schemes across England, Wales and Scotland, in 2011 this figure was 20. In 2013 we aim to become involved in at least 10 additional schemes.</p>
Daniel Thwaites PLC	<p>We continue to work to the policy briefed in March 2009.</p>
Diageo Great Britain Limited	<p>We continue to be very active in funding and supporting schemes and organisations which are involved in tackling alcohol related harms and anti-social behaviour. We support; Best Bar None, Purple Flag, Pubwatch, Street Pastors, Community Alcohol Partnerships, Operation Northdale in North Yorkshire and The Cheltenham Community Safety Partnership. We have also worked this year to introduce The Ascension Trust (who manage and organise the Street Pastor schemes) to several other organisations in the hope of further funding and support. These organisations include, Asda, Heineken, Accolade Wines, The ALMR, Drinkaware, The Portman Group and Luminar Leisure. We also fund and support the 'Strengthening Families Programme' run through Oxford Brookes University which is an intervention which aims to improve the 'family competency' of young people and their parents, as well as reduce the risk factors associated with substance use and other problem behaviours.</p>

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Enterprise Inns plc	Due to the nature of the Leased and Tenanted business model, Enterprise are unable to direct activity in this area. However, as previously stated Enterprise actively engage with and support our Publicans on this subject and provide various marketing and information delivery mechanisms to empower our Publicans to actively engage with this agenda within their individual businesses.
Everards Brewery Ltd	We continue to support our local Best Bar None schemes and sponsor the Leicester scheme.
Frederic Robinson Ltd	With a number of local and regional organisations we have worked with Drink Aware to make sure we are communicating the message about safe Drinking. If we sponsor an event with banners etc, we always add the Drink Aware symbol to Banners etc.
Fuller Smith and Turner PLC	We continue to encourage our licencees to take a central role in the local community and as such we highlight the importance of membership to local schemes such as Pubwatch and Best Bar None.
Greene King plc	We remain supportive of Best Bar None and we are hopeful that new management will lead to a more centralised and supporter friendly process for launching schemes and signing up pubs for those schemes. Due to the uncertainty over the Late Night Levy and Early Morning Restriction Orders, councils appear reluctant to make decisions on whether to keep their Best Bar None schemes open or to start new ones up. Trying to keep up to date with new schemes and which schemes are open or closed is a laborious task. We currently have 74 Retail sites located in scheme areas in England & Wales. Of those 74, 34 are locked out of their local scheme as they are not taking on any further sites within the scheme. Of the remaining 40, c.20 are signed up to their local scheme. We intend to sign up the remaining 20 over the next few months and then recommence talks with Ipswich Council about supporting them in their plans to roll out BBN across all of Suffolk.
Halewood International Limited	As a supporter of various trade organisations, Halewood International provides support for schemes which address social and health harms. For example, the Wine & Spirit Trade Association provides support for community alcohol partnerships. The business through its non-alcoholic drinks division has committed for several years to the British Liver Trust to financially support and promote the "Love your Liver" campaign which encourages people to take at least 2 days off alcohol each week.

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Heineken UK

HEINEKEN will provide the third year of funding to Best Bar None (BBN) and Community Alcohol Partnerships in 2013 and has an agreed schedule of funding for both until 2014.

Best Bar None

In early 2013 the recruitment of the BBN National Director took place seeing Simon Jackson being appointed (commencing May 2013) to drive the development of BBN and increase recognition of the BBN brand, especially consumer awareness. There are now 86 operational BBN schemes across England, with a further 38 Best Bar None Scotland schemes. Interest in setting up schemes is still at a good level with scheme set up packs being sent out on a weekly basis.

Working with the new Chairman and Chief Executive our support is enabling significant structural and strategic changes to be made to the scheme's framework which will strengthen and stabilize Best Bar None's future good work within local communities. We are on track to deliver plans for further Best Bar None activity in support of our pledge until end 2014.

Better support networks and resources have been established to ensure the success of new and existing schemes which also works towards bringing all schemes (present and future) into alignment. - BBN continues to promote and operate an inclusive national awards scheme for all licensed premises across the UK, building on good practice and leading to an enhanced customer experience. - BBN maintains and raises standards and rewards good management of those venues that attain the award.

The 2013 National Awards are taking place in July 2013 for overall winners from individual BBN schemes throughout the UK. Overall scheme winners which demonstrate operating at a high level in their individual assessments are invited to attend along with MPs, Police Crime Commissioners and partners.

Community Alcohol Partnerships

In July 2011 Community Alcohol Partnerships was established as a stand-alone Community Interest Company, with an Advisory Board to oversee the expansion of the scheme. Chaired by Baroness Helen Newlove, the Board comprises retailers as well as senior representatives from the police, trading standards, public health and the voluntary community.

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In December a Programme Manager was appointed, completing the agreed staff restructure

– the CAP team now comprises a Director, Programme Manager and three CAP officers. There are now over 50 operational CAP schemes across the UK, with ten new schemes expected to launch in the near future. Future CAP development is being proactively encouraged in areas with high harms (e.g. where alcohol specific hospital admissions for Under 18s are high).

Evaluations continue to show good evidence of success including:

30% decrease in anti-social behavior (Dearne and Penistone, South Yorkshire 2011)

50% decrease in youth nuisance, youth diversionary referrals decreased from 114 to 40 (Derry, 2011)

50% decrease in youth alcohol related accidents requiring the attention of the London Ambulance Service (Islington 2012)

A new website was launched in April 2013, featuring a number of new features including case studies and an evaluation “toolkit” for use by CAP schemes.

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<p>Hope North East CIC</p>	<p>Throughout 2012 and into 2013 HNE delivered a structured Recovery Awareness Programme (RAP) to provide therapeutic and practical support to those individuals experiencing alcohol addiction and wishing to work towards recovery. This 12 week programme provides participants with an introduction and awareness of universal recovery principles and provides opportunities for the individual to acquire new skills, meet new people. This program provides places for up to 20 people every 12 weeks. It is our intention to expand the delivery of these programs throughout 2013 into community venues throughout Middlesbrough.</p> <p>HNE also links service users into local fellowships/mutual aid groups (such as Alcoholics and Narcotics Anonymous).</p> <p>In addition, HNE and our Service User Recovery Group has worked closely with Balance – the North East Alcohol Office to support the introduction of minimum alcohol pricing.</p> <p>Our service users, peer mentors and volunteers have also taken part in Tees Better Health at Work Mentoring Day on 6th September 2012 and lead a workshop specifically upon substance misuse, alcohol and the support available to those seeking help and support within the workplace and beyond.</p> <p>HNE has also provided residential supported accommodation to homeless prison leavers who have experienced drug/ alcohol issues. We continue to raise awareness of the services to support those who want to stop or reduce their alcohol intake.</p>
<p>Inver House Distillers Ltd</p>	<p>IHD continues to support the child safety education foundation financially and in 2012 selected and supported financially, 10 primary schools from across Scotland to take part in the campaign. IHD are reviewing how to continue this support and to roll out to more schools throughout Scotland for 2013.</p>

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<p>JD Wether- spoon PLC</p>	<p>The company continues to fund National Pubwatch, the umbrella organisation which provides centralised support to local Pubwatch schemes. The company agreed a 100% increase in its funding for the year 2013/2014 and also part funded an evaluation research project carried out by Leeds Metropolitan University into the effectiveness of local schemes, the full results of which will be published shortly. A company representative sits on the committee of the organisation providing legal and technical support where necessary.</p> <p>On a local level, it continues to be a requirement that all our premises participate in local Pubwatch schemes and contribute to their instigation and management where none is in existence.</p> <p>The company also supports Best Bar None and a company director sits on its Board. Our premises participate in local Best Bar Nones and this year we have 2 premises nominated for overall national winner.</p> <p>Our premises also participate in other locally based initiatives aimed at reducing the social and health harm impacts of excessive alcohol consumption and receive appropriate company level support to allow them to do so. One example is Mark Tanner, premises manager for our pub the Figure of Eight in Birmingham. Mark sits on the committee of the nationally recognised Broad Street Late Night BID as well as chairs the Broad Street Pubwatch. This year Mark was awarded an Outstanding Contribution Award at the National Pubwatch Conference in March.</p>
<p>Joseph Holt LTD</p>	<p>Back on Track – to help offenders and disadvantaged adults through rehabilitation. One-off grant £3,000.</p> <p>Barnabus – work with the homeless especially tackling those with drug or alcohol problems. Grants of £4,000 p.a. for three years.</p> <p>Lifeshare – to address needs of vulnerable and excluded young people, especially those subject to or at risk of sexual exploitation. Grants over three years at £5,000, £3,000 and £2,000.</p> <p>United Estates of Wythenshawe – sponsorship of Street Peace event tackling violent street crime. £5,000.</p> <p>These have all been via one of our charitable trusts, namely the Peter Ker-shaw Trust</p>

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<p>Majestic Wine Warehouse Ltd</p>	<p>We continue to promote responsible drinking to both our staff and customers, the measures are outlined in A1, A3, A4 and A5.</p> <p>We are committed to maximising alcohol awareness for the benefit of our customers and employees. Our free in-store wine events include teaching of responsible tasting and enjoyment of wine, plus the correct use of spittoons. This ensures consumers taste, drink and enjoy responsibly, and make positive decisions for their health and wellbeing.</p> <p>We are also in discussions with Drinkaware regarding the upcoming SGIAP initiative in Glasgow around lower ABV products. We hope to support this project in our three Glasgow stores in September 2013.</p>
<p>Marks & Spencer</p>	<p>M&S is an active participant in Community Alcohol Partnerships (CAPs) where we are part of a CAP area. We also contribute financially as a business to the schemes.</p>
<p>Marston's PLC</p>	<ol style="list-style-type: none"> 1. Our managers are participating in pub watch/town watch etc wherever one has been set up. They are encouraged to become actively engaged. Further support is provided by the company's membership of the British Beer and Pub Association [BBPA]. 2. Wherever there is a Best Bar None Scheme it is company policy that our pub managers enter the scheme. We support 'Purple Flag' via our membership of the BBPA in those areas that have applied for or obtained 'Purple Flag' although very few of the areas in which we operate have this accreditation. 3. We have participated in Community Alcohol Partnerships (CAPS) and will do so again when invited to. Whenever a Business Improvement District (BID) is proposed company policy now dictates that we vote in favour. Closer participation is via our membership of the BBPA. 4. From a corporate perspective, we actively support the BBPA in its community based activities, with a number of senior managers being involved in various BBPA committees. If asked, we also try to participate in multi-disciplinary forums looking at alcohol and its interaction with health and behaviour.
<p>Midcounties Co-operative</p>	<p>Through Co-operative Retail Trading Group we support community action to tackle the negative impacts of alcohol misuse by taking part in local initiatives throughout the UK that reduce alcohol-related crime and social disorder, including Community Alcohol Partnerships (CAPs), Pubwatch and Nightsafe schemes.</p> <p>We have also teamed up with Fairgame theatre to create the Friday night alcohol awareness project. We offered a DVD and education pack to schools and local community groups to raise awareness amongst young people.</p>

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<p>Mitchells & Butler plc</p>	<p>We strongly support local 'Pubwatch' schemes and crime prevention initiatives and aim to participate fully in the drive against 'binge drinking' and its related effects. It is Company policy for all managers to join and support a local 'Pubwatch' scheme if one exists. We also actively support our managers in participating in local Best Bar None schemes.</p> <p>As well as being engaged with the Government's Public Health Responsibility Deal pledges, we are also a major funder of the Drinkaware Trust. The Trust's aim is to promote responsible drinking by finding innovative ways to challenge the national drinking culture. In turn, this helps reduce alcohol misuse and minimise alcohol-related harm.</p>
<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>Community is a fundamental part of "Our Beer Print"- Molson Coors' approach to corporate responsibility.</p> <p>In 2012, we have undertaken a number of initiatives to support this pledge:</p> <ul style="list-style-type: none"> - this was our second year of funding Best Bar None where Molson Coors, alongside Bacardi Brown-Foreman, Diageo and Heineken, became a national strategic partner of Best Bar None in England and Wales for the next three years as well as a partner of the Scotland Best Bar None programme. Collectively including all industry strategic partners, this represents an investment of over £500,000 over the next three years. - Pubwatch: as a full member of the British Beer & Pub Association, Molson Coors is an indirect supporter of Pubwatch as funded by the BBPA. - Community Alcohol Partnerships: Molson Coors is now in the second year of its national sponsorship of Community Alcohol Partnerships as run by the Wine Spirits Trade Association for the next three years. This is also alongside some other drinks producers.
<p>Morrisons Supermarkets Pic</p>	<p>During the year we participated in six Community Alcohol Partnerships (CAPs) although by the end of 2012/13 this had fallen to three due to closure and consolidation. Morrisons has committed to assistance on a further four CAPs and we also sit on the CAP Advisory Board.</p> <p>CAPs aim to tackle public underage drinking through co-operation between alcohol retailers and local stakeholders, such as trading standards, police, local authority licensing teams, schools and health networks.</p> <p>Our stores have provided trainers and materials for stand-alone training sessions</p> <p>as well as extending an invitation to local businesses to attend these events.</p>

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Places for People Leisure (Formerly DC Leisure)	What we now offer: We work with local community groups to help address issues around social and health harms. This is linked with work with community groups involving other public health responsibility deal pledges to emphasise the depth and scope of the Deal. Individual sites are responsible for supporting their local community in local schemes where appropriate. Local initiatives are reported to the food and beverage support team who will then communicate schemes and ideas to the rest of the group.
Punch Taverns	We continue to support schemes such as Best Bar None and Pubwatch which help to address issues around social and health harms and work with our licensees to implement them in local communities where appropriate.
SABMiller plc; Miller Brands UK	<p>Miller Brands UK has pledged to be the lead sponsor for Woking's Best Bar None Scheme in 2013. Our commitment goes beyond financial support and includes in kind support in media, use of office space and marketing the initiative. Under the auspices of the scheme we are supporting the development of national standards for restaurants in this field. Through the Surrey Alcohol Responsibility Initiative (SARI) the Woking Best Bar None scheme continues to draw on the support and involvement of a wide coalition of community stakeholders including the police, NHS, and Surrey Chambers of Commerce.</p> <p>In it's both its first and second year's the scheme has well surpassed the average number of entries and in year one the police credited the scheme as a contributing factor in a 25% reduction in town centre crime</p> <p>We are currently organising an event to communicate the benefits of the scheme and the Woking experience to all boroughs in Surrey.</p>
Sainsbury's Supermarket Ltd	<p>We have been a partner in the Community Alcohol Partnership (CAP) scheme since 2007 and our Head of Legal Services is a member of the board which oversees CAP.</p> <p>We will always support a Community Alcohol Partnership where we have a store in the catchment. We are currently actively involved in CAPs in the following areas:</p> <p>Edinburgh, Islington, Derry, Oswestry, Whitchurch, Bridgnorth, Hayling Island, Hastings and Great Yarmouth.</p> <p>Our key role is to use our experience to deliver Think 25 training to small independent retailers and get involved in community awareness events to promote the CAP in the local area. We also provide meeting room facilities for the meetings and ensure store managers play a key role in the local area.</p>

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Scotch Whisky Association (The)

Activity to support delivery of pledge:

Fife Alcohol Partnership Project

The Association supported the Fife Alcohol Partnership Project. This project is a Scottish Government Alcohol Industry Partnership (SGAIP) initiative, established two community projects in the Fife Region of Scotland.

Launched in 2009 it brought together a number of local and national stakeholders, including SGAIP and the Fife Alcohol & Drug Partnership (ADP) which includes representatives from the voluntary sector, NHS Fife, Fife Council and Fife Constabulary.

Initial aims for the pilot were to:

- reduce alcohol related harm and the impacts of alcohol misuse
- promote responsible and safer drinking
- increase awareness of alcohol misuse issues
- reduce underage drinking, related youth disorder and proxy purchasing
- reduce anti-social open air and street drinking
- reduce alcohol related crime

It was a multi-component programme approach with defined outcomes based on the implementation of an intensive series of interventions to establish the cumulative effect of a multi-component and targeted approach to tackling and reducing alcohol harm.

The pilot areas are:

Rosyth a small town with a population of 12,000. The aim of the pilot was to tackle underage drinking. The defined high level outcome was to reduce alcohol related crime & disorder offences by young people under 18 years old.

Touch (pronounced Toouch) was a small housing estate in Dunfermline. The defined high level outcome for this pilot was to reduce the impact of alcohol-related harm on individuals, families and the community.

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Additional work was undertaken in 2012 to embed the learning and continue to support the two local communities involved.

The formal project came to an end in March 2012. The project was independently evaluated. The evaluation report is available at:

<http://www.scotland.gov.uk/Topics/Health/Services/Alcohol/Partnership/FAPP-Research-Sept12>

An event was held on 7 November to share the key learning from the project attracting around 100 stakeholders (police, NHS, voluntary, industry and education services) from across Scotland.

Community Alcohol Partnerships

Building on the learning from the above project, the Scottish Government Alcohol Industry Partnership is supporting the adoption of Community Alcohol Partnerships as one of the work streams under the Partnership agreement. The SWA is a member of this work stream, which is aiming to support a number of CAPs in Scotland. Initial work has involved identifying potential areas to launch a CAP.

Shepherd Neame Ltd

We have excellent levels of engagement with local licensing officers and Shepherd Neame's property and tenanted Trade Director, George Barnes is the Chairman of the Institute of Licensing for the South East region. In recent years Shepherd Neame has won several awards for corporate social responsibility and sustainable development, including: a Queen's award; Kent Business award; and XL Business award. We support numerous schemes in our pubs' locales to address issues around social and health harms: Pubwatch - across our estate, we support licensees (sometimes financially) working in partnership with their communities and their peers in an effort to provide a safe environment for socialising. Safety Thirst, City of London: this is a police-led scheme which aims to achieve the highest standards of safety and security for customers and to minimise any impact on neighbours. The scheme is supported by annual awards at the Guildhall, with grading for each house to allow them to monitor their progress. We have three managed houses and three tenanted houses within this area. Best Bar None - Bricklayers Arms, Bromley. This popular community local recently won the award for the Bromley area - presented for exceptionally high standards of innkeeping. There are more than 60 components focusing on health and safety, staff training, risk assessments and fire risk management, among other areas. We operate more than 250 pubs within Kent and are active members of the Kent Community Alcohol Partnership (KCAP), which is widely considered as one of the UK's most successful Community Alcohol Partnerships.

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<p>Southern Co-operative (The)</p>	<p>We focus on building relationships and collaborations with local authorities, police partners, other businesses and agencies, including the Hayling Island & Gosport Community Alcohol Partnership and the Portsmouth Business Crime Reduction Partnership (BCRP). The latter was set up and trades as a co-operative and includes a Southern Cooperative representative on its Board of Directors. We are looking at extending our involvement into other area partnerships and the Portsmouth BCRP itself, is currently looking at twinning opportunities with the Brighton and Southampton Business Crime Reduction Partnerships. We work closely with Portsmouth police on alcohol awareness projects like Operation Drink Safe which is helping to reduce anti-social behaviour, crime and harm associated with alcohol and making entertainment venues within the city safer places to visit. Targeted posters and leaflets in our stores have been used to highlight issues with proxy buying in problem areas, accompanied by local media support and engagement with community partners. Some of these materials have been adopted or adapted by other local authorities.</p>
<p>T&R Theakston Ltd</p>	<p>Where possible and appropriate within our limited budget, we support local charitable activity to help in the area of alcohol harms.</p>
<p>Tesco PLC</p>	<p>Tesco is currently participating in 31 Community Alcohol Partnerships around the country, including as the lead retailer in the first CAP in central London. All of our Community Champions are briefed on Community Alcohol Partnerships so they can actively engage with schemes in their local areas and seek out opportunities to cooperate where schemes are not in place. Currently 98 Tesco stores belong to Business Improvement Districts across the UK and we sit on the Heart of London BID Board; one of the common objectives of BIDs is to tackle antisocial behaviour caused by excessive alcohol consumption.</p>
<p>The SHS Group Drinks Division (formerly Beverage Brands)</p>	<p>At a national level we signed up as a partners to support the Community Alcohol Partnerships (CAP)...currently 50 operational schemes (10more in planning in higher harm areas)</p> <p>Locally, we have developed initiatives with the Gloucestershire Constabulary. These include sponsorship of a student night bus, which ensures students, for £1, are safely transported back from the town centre directly into the campus until 3.30am. The bus also carries prominent Why Let Good Times Go Bad branding.</p> <p>We have attended Freshers' Fairs & Student Unions delivering responsible drinking messages to the students.</p> <p>We have distributed reading materials (from Drinkaware) to our 800 employees about how parents should speak to their children about the Harms of Alcohol. This is a simple way to hit a large number of people about a subject they may find difficult to approach & the children are unlikely to have had this topic covered at school.</p>

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<p>Wadworth</p>	<p>The key focus for the business has been to involve licensees with their local pubwatch. In our local community near the brewery the pubwatch scheme had ceased and we have undertaken to revitalise it from the brewery.</p> <p>Many of our outlets have a stipulation in their licence that they must be part of the local pubwatch.</p> <p>Engagement with other groups has been low and a more cohesive plan to work with communities and their local outlets needs to be put in place.</p>
<p>Waitrose</p>	<p>We have donated £12,000 to Community Alcohol Partnerships, an organisation that specifically works to reduce alcohol related harms and especially underage drinking. We have been actively involved in the Caversham and Bunhill (Islington) CAP's providing requested support for local retailers and the community.</p> <p>We have complied with all police requests not to sell alcohol in instances where antisocial behaviour was predicted to occur. We have signed up to voluntary schemes committing not to sell alcohol above a specific ABV to prevent alcohol related issues from occurring.</p> <p>We supported the Government's proposed introduction of minimum unit pricing and the broader Alcohol Strategy.</p>

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**Wine and Spirit
Trade Association
(WSTA)**

In July 2011 Community Alcohol Partnerships was established as a stand-alone Community Interest Company, with an Advisory Board to oversee the expansion of the scheme. Chaired by Baroness Helen Newlove, the Board comprises retailers as well as senior representatives from the police, trading standards, public health and the voluntary community.

In December a Programme Manager was appointed, completing the agreed staff restructure – the CAP team now comprises a Director, Programme Manager and three CAP officers. There are now over 50 operational CAP schemes across the UK, with ten new schemes expected to launch in the near future. Future CAP development is being proactively encouraged in areas with high harms (e.g. where alcohol specific hospital admissions for Under 18s are high).

Evaluations continue to show good evidence of success including:

- 30% decrease in anti-social behavior (Dearne and Penistone, South Yorkshire 2011)
- 50% decrease in youth nuisance, youth diversionary referrals decreased from 114 to 40 (Derry, 2011)
- 50% decrease in youth alcohol related accidents requiring the attention of the London Ambulance Service (Islington 2012)

A new website was launched in April 2013, featuring a number of new features including case studies and an evaluation “toolkit” for use by CAP schemes.

More information can be found at:

<http://www.communityalcoholpartnerships.co.uk/>

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