

**Annual Updates 2013 - 2014
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.
Adnams PLC	<p>Adnams continues to work alongside a number of organisations in its commitment to responsible drinking. In May, our Chief Executive will lead a Business in the Community Seeing Believing visit to Focus12 which is a Suffolk-based organisation specialising in drug and alcohol addiction.</p> <p>Our Head of Corporate Affairs, Emma Hibbert has been working alongside a number of agencies in developing Alcohol Strategy for Suffolk and has recently been invited to join the Alcohol Strategy Group.</p>

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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 23 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 are published in an online journal 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 linking to responsible drinking websites for consumers is maintained via www.drinkingandyou.com. 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 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 2014, 669 people in the UK are receiving AIM Digest online free of charge.

A further 4,007 teachers, governors, PSHE specialists, local government specialists and policy makers are kept informed of alcohol education best practice, programmes, statistics and policy via a bi-termly newsletter. For further information email info@aim-digest.com.

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<p>Alcohol Education Trust</p>	<p>The Alcohol Education Trust (AET) is a charity dedicated to ensuring 11- 18 year olds and their parents receive alcohol education via schools, and to ensure that teachers have free access to evidence based and evaluated lesson plans, worksheets and training on alcohol. The key AET objectives are to raise the age of onset of alcohol consumption among teenagers and to reduce binge drinking and drunkenness among those under 18.</p> <p>The AET has pledged to work in partnership with The Community Alcohol Partnership (CAP) 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, a bi-termly newsletter and an option is given to receive teacher training.</p> <p>Between October 2011 and March 2014, The AET has supported schools in 22 CAP areas with 410 teacher work books which are PSHE Association accredited and recommended by the Department for Education.</p> <p>Training has been received in how to use the Alcohol Education Trust resources by teachers, leads in PSHE, police officers and youth workers in CAP areas as diverse as Brecon, Gateshead, Hartlepool, Mid Devon, Hampshire, Midsomer Norton, Bedfordshire, Stafford and across Shropshire. In addition schools and colleges in CAP areas have shared advice leaflets on alcohol with 17,000 older pupils and 17,000 parents to date.</p> <p>A longitudinal matched evaluation took place September 2011 – July 2013 to test the impact of the AET programme on the key objectives. The National Foundation for Educational Research (NFER) with Professor David Kerr of Bristol University and Dr John Lloyd President of the Institute of Health Promotion and Education as advisors led the evaluation involving 4,00 pupils in 15 intervention schools and 15 control schools across England between 2011 - 13. A minimum of four lessons were delivered and one hour use of the www.talkaboutalcohol.com website, with two follow up lessons the following year. The findings show statistical improvement in knowledge in the intervention schools versus the control schools and a</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 funds and supports Community Alcohol Partnerships, which tackle underage drinking in local communities through co-operation between alcohol retailers/licence holders 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.

We have invested £1million in four Addaction projects in Liverpool, Barnsley, Cornwall and Dundee. The 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. The Dundee project began in January 2014 and is being delivered in partnership with Diageo.

All four sites are served by Asda stores and the projects are based on core funding plus a partnership approach between Addaction and local Asda stores. They are fully integrated with local statutory services.

In addition to the four projects, several Asda stores continue to work with Addaction services locally to provide support for local alcohol services through fundraising, opening up store meeting rooms and facilities to run drop-in advice services in stores to allow hard to reach groups to engage with their services in an informal and safe environment, and providing colleague volunteering hours to assist with the projects.

As part of our Community Life initiative, every one of our stores and depots has a Community Life Champion dedicated to fundraising and volunteering in their local community for a minimum of 90 hours a month. Each local Champion has the autonomy to decide the priorities for their local areas and to give their time to the community to work on these issues. The Community Life Champions are frequently engaged 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.

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	<p>We have established a supplier working group with our leading suppliers to work on our shared CSR agenda. The focus is on sharing consumer insight and reviewing best practice in customer and colleague communication and community engagement.</p>
<p>Association of Convenience Stores (ACS)</p>	<p>ACS continues to support Community Alcohol Partnerships as set out in our delivery plan, through ongoing funding, support and promotion of the CAP projects. ACS continues to actively promote the scheme to its membership, both to keep members updated on the work CAP is involved in, and to make sure small shops know how to get involved when and where new CAPs are being proposed.</p> <p>ACS also remains 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>Each year CAP are invited by ACS to present at a number of external events to help inform and raise awareness of the scheme amongst stakeholders. ACS also promotes CAP through its own engagement with relevant decision-makers, both locally when talking to licensing officials, police, 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>ACS is also working with the Social Responsibility Alliance to help highlight the benefits of industry best practice schemes, including CAP, to other local authorities, in a further effort to promote the benefits of partnership working.</p>
<p>Bacardi Brown-Forman Brands</p>	<p>We continued to support both Best Bar None and Community Alcohol Partnerships.</p>
<p>Brand Phoenix Limited</p>	<p>All advertising and marketing from Brand Phoenix is specifically orientated to the promotion of responsible drinking and our sponsorship of the British and Irish Lions Tour which featured a responsible drinking message including a link to the Drinkaware website on the Lions Wine Club website.</p> <p>Recently we have added a Drink Responsibly message onto our Twitter and Facebook profiles to promote responsible drinking through our social media.</p>

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<p>British Beer & Pub Association</p>	<p>BBPA continues to provide financial and in-kind support for National Pubwatch and also sits on the Pubwatch and Best Bar None committees nationally and provides support and input to their work in this way.</p> <p>We continue to promote the work that all of the schemes do in promoting a safer drinking environment to our members and encourage them to support this where they can. We have been involved in the Social Responsibility Alliance (SRA) facilitated by the Portman Group which brings together the schemes including Pubwatch, Best Bar None, Community Alcohol Partnerships, Purple Flag and Business Improvement Districts to work together to coordinate action in local areas and to collectively demonstrate the effectiveness of partnership working to tackle alcohol related harms.</p> <p>Since the announcement by the Home Office of the 20 Local Alcohol Action Areas we have been working through the SRA and with our members to promote the benefits of this kind of collaboration in the selected areas and to identify specific ways that companies can provide support for this locally.</p>
<p>British Institute of Innkeeping</p>	<p>BII supports Best Bar None, a national scheme promoting responsible licensed retail management, aiming to reduce alcohol related crime and disorder, as well as alcohol related hospital-admissions. BII's CEO, Tim Hulme is also CEO of Best Bar None, ensuring that BII has full involvement with the scheme, and encourages members to join up to schemes in their area, and to operate responsibly within their community to reduce alcohol related harms</p>
<p>Broadland Wineries Ltd</p>	<p>We have pledged to identify and provide financial donations to Community Action Partnerships that tackle alcohol harms in our local communities, according to local needs where appropriate and aligned to our CSR strategy.</p> <p>Charities will be reviewed annually that work locally to tackle the social problems associated with alcohol abuse as well as those focused on education, positive promotion and address the challenges of irresponsible drinking as a whole.</p> <p>More generally, the business supports community alcohol partnership approaches through its membership of the Wine & Spirits Trade Association.</p>

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<p>C&C Group plc</p>	<p>Our commitment to community actions is an essential part of our business. In Glasgow we have built much stronger community links over the last couple of years. This is helping to generate a better understanding of the role our products play in the local community.</p> <p>We have increased employment and launched an apprenticeship scheme in Glasgow. We have also given the local community greater access to our site through tours and open days. This all helps engender a more positive dialogue and relationship with alcohol.</p> <p>We are working with the Best Bar None and use our salesforce in Scotland to expand the reach and quality of outlets involved. we are also actively involved in the qualitative assessment of the effectiveness of Best Bar None in the Airdrie and Coatbridge trial.</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> <p>Finally, we continue to argue the case for the introduction of minimum unit pricing. We are working alongside the Scottish government in supporting this initiative. We believe this would have significant impact in addressing the harms caused by alcohol in our community.</p>
<p>Carlsberg UK Ltd.</p>	<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. This year we agreed to additionally support the Birmingham Best Bar None scheme, one of the biggest and best in the UK.</p> <p>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> <p>Carlsberg aims to continue this support through the new Social Responsibility Alliance which will better focus targeted solutions to the crucial Local Alcohol Action Areas highlighted by Government.</p> <p>for more information please visit our 'engaged with society' CSR website - engagedwithsociety.co.uk</p>

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Cellar Trends Ltd	We work with local Rotary Groups in tackling binge drinking.
Charles Wells Ltd	We continue to educate licensees on the importance of social responsibility and support local schemes such as Best Bar None. For the 2013 Bedford Best Bar None programme, the Managing Director of our pub company sat on the judging panel to monitor and keep up to date with best practice in the area
Co-operative Group (The)	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 36 CAP schemes across England, Wales and Scotland, in 2013 this figure was 32. In 2014 we aim to become involved in at least 15 additional schemes.
Daniel Thwaites PLC	We continue to work to the policy briefed in March 2009.

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Diageo Great Britain Limited

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, especially in the night-time economy. We support; Best Bar None, Purple Flag, Pubwatch, Street Pastors, Street Angels Community Alcohol Partnerships, and Taxi Marshalls and Mounted Police at the annual Cheltenham Festival. We are also core signatories to the new “Local Alcohol Action Areas” pledge.

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

We have recently entered into a new partnership with Addaction and Asda to provide an outreach service to vulnerable young people (12-18 years old) in targeted areas of Dundee.

The aims of the project are as follows:

- To offer advice and information about alcohol
- Advise on reducing the harm of alcohol misuse
- To develop a peer mentor programme
- To reduce Anti-Social Behaviour within the community
- Offer multi-agency support to reduce alcohol related harm

The outreach programme will deliver prevention and intervention work targeted at young people who are, or who are at risk of developing, alcohol misuse problems. Brief interventions will be conducted with young people in a variety of settings to raise awareness of the harms of heavy drinking and of the support available in Dundee.

The outreach project will develop partnerships and establish referral routes with frontline services such as, the corner, A&E, police, street pastors and other frontline services who have contact with young people to ensure frontline workers are better at identifying and offering support to young people. The outreach project would conduct intelligence led outreach work in partnership with identified agencies to target young people who are drinking in public.

This is being viewed as a pilot, which can hopefully be rolled out to other areas of the UK.

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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	We support the Drinkaware campaign, and make sure that we promote this on any literature we may have promoting one of our brands.
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	<p>We have had discussions with National Best Bar None regarding a scheme relaunch based on a national template and accreditation process. The aim is to make the scheme more accessible to both operators and enforcement authorities with the objective of improving both profile and membership of the scheme.</p> <p>At a more local level, we have worked with Ipswich to roll out Best Bar None across the county of Suffolk and the accreditation process is now underway.</p>
Halewood International Limited	The business is compliant with pledge A7. As a supporter of various trade organisations, Halewood International provides support for schemes which address social and health harms. The business has met with its local MP and confirmed that it would assist in activating local community alcohol partnerships if felt desirable. More generally, the business supports community alcohol partnership approaches through its membership of the Wine & Spirits Trade Association. Furthermore, the business through its non-alcoholic drinks division, has for several years supported the British Liver Trust annual campaign to “Love your Liver” which encourages people to take at least 2 days off alcohol each week. This campaign is award-winning.

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Heineken UK

HEINEKEN funded Best Bar None (BBN) and Community Alcohol Partnerships in 2013 and has agreed a schedule of funding for both throughout 2014.

Community Alcohol Partnerships

Our continued support has helped CAP to continue to invest and grow. To date, 68 CAPs have been set up in the UK of which 54 are live or in a maintenance phase.

A total of 13 new Community Alcohol Partnerships (CAPs) were launched during the period April 2013, March 2014 in Peterlee (Durham), Maidstone rural (Kent), Edinburgh (x 2 schemes), Gateshead (x 2 schemes), Gravesham, Rotherham (x 2 schemes), Sheffield, Minsterley and Pontesbury (Shropshire), Thurrock (Essex) and Wigan (Greater Manchester). Individual CAP schemes determine their own action plans and typically will deliver as part of the CAP project any or all of the following: diversionary activity and outreach work for under 18s; enforcement activity; retailer training; alcohol education for young people; teacher training; parent education/campaigns; locally tailored campaigns designed to raise awareness of the laws on underage/proxy purchase and penalties. Quarterly progress reports with detailed information on CAP scheme actions for the period in question are available on request and are supplied to all funders and stakeholders.

The Local Alcohol Action Area (LAAA) project has given fresh impetus to new CAP development. There are plans to develop new CAPs in Doncaster, Middlesbrough, Slough and Southend-on-Sea. Positive discussions have taken place with relevant partners in Blackpool, Croydon, Halton, Greater Manchester, Northamptonshire, Nottinghamshire, Scarborough and Weston super Mare and letters offering support in setting up a CAP have been sent to Chief Executives of all other Local Authorities in remaining LAAAs. CAP is also working with the "Social Responsibility Alliance" to support roll-out of CAPs in LAAAs where relevant (CAP will not be relevant for all LAAAs e.g. Gloucester which is solely aimed at promoting diversification of its NTE). Where CAPs already exist in a LAAA e.g. Hastings, it is likely that LAAA project work will build on the existing CAP infrastructure. There are currently three existing CAPs in LAAAs - Hastings, Gravesham, Wigan (part of Greater Manchester).

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In addition to supporting the LAAA project, CAP's growth strategy is to accelerate the rate of development in areas with relatively high underage harms, particularly in the North East and North West of England as well as Scotland and Wales. CAP has already identified Local Authority areas in England with high underage harms and is making good progress in developing new CAPs in the top 30 areas.

Evaluations continue to show positive effects in CAP areas:

In the Gateshead (Birtley) CAP police figures showed a 50% decrease in ASB in 2013 compared to baseline figures

In the Brecon CAP police statistics showed a 40% decrease in youth ASB in 2013 compared to baseline figures.

In the Wigan CAP trading standards/Council figures showed a 52% reduction in youths causing annoyance where alcohol was a factor at the end of 2013 compared to same period last year.

Several schemes are in the process of collating evaluations which will be made publicly available on the CAP website.

Best Bar None

Heineken is continuing to fund Best Bar None in 2014 and is currently reviewing a new two year funding agreement for the scheme. We are working actively with BBN to ensure that it can continue to invest in more schemes across the UK, with a particular focus on the Local Alcohol Action Areas.

Through the Responsible Retailing Guide that we sent to our 1200 Star Pubs & Bars Lessees in 2013 "we encouraged our Lessees to support and engage in their local Best Bar None Scheme. The Guide provided information to our Lessees about what Best Bar None involved and the benefits to their business and the wider community of being involved, alongside contact details for the Scotland and England Schemes. In addition to our financial support for Best Bar None we make sure that HEINEKEN attends their annual awards dinner and provides resources and support for these events. The most recent update we received from Best Bar None highlighted the following activity in 2013/14:

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The initial burst of activity setting up new schemes over the past few years has been rationalised down to 50 strong sustainable BBN schemes, the offer of support to re-launch schemes “on-hold” continues. Over the last six months we are delighted to see further growth and interest in the BBN scheme. At present there are around 20 areas looking at developing a BBN scheme all of which are in different stages of consultation with increasing interest for county wide schemes.

A stronger and more coordinated relationship between BBN UK and BBN Scotland has been welcomed by both organisations with alternate attendance at strategic meetings and an open dialogue.

Development of a stronger and more improved support network and resources is on-going for areas interested in BBN, including advice and support from the initial first contact, through to access to existing scheme coordinators and partners as mentors during the first year of running the scheme.

A system of active communication with all existing schemes is in place, providing valuable support and sharing of best practice and improvements. This has also enabled a more robust approach to data collection.

Interest in setting up a scheme is still at a strong level and the production of a Memorandum of Understanding which requires agreement from all new schemes is now in place providing clarity for the roles and responsibilities of both the local partnership and BBN UK.

The Social Responsibility Alliance group has now been running for the past year, with all community schemes working together with a more targeted approach on the recent LAAAs that have been approved by the Home Office. BBN will be holding two briefing days for the LAAA areas and unsuccessful LAAA areas to attend with the ability to share best practice in setting up a scheme and ask questions of current scheme coordinators from schemes already in place.

The BBN Board and Management Committee are committed to further improvements for the national scheme with a detailed business plan now in place and continued development of a communications strategy, both aimed at delivering greater awareness of the scheme and its benefits to a wide audience, a focus on scheme excellence

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	<p>and adding value for supporters, sponsors and active participants of the scheme.</p> <p>BBN continues to promote and operate an exclusive national awards scheme for all licensed premises across the UK, building on good practice. BBN also raises standards and rewards good management of those venues that attain the award through strong and active local partnerships.</p>
JD Wetherspoon PLC	<p>The company remains an active supporter both financially and practically of local Pubwatch and Best Bar None best practice schemes.</p> <p>A senior company representative sits on the national committees of both organisations.</p> <p>We expect all our pubs to participate in both schemes where running and where they are not, to participate in their establishment.</p>
Majestic Wine Warehouse Ltd	<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>In September 2013, we supported Drinkaware's SGAIP initiative in Glasgow. This initiative was to encourage consumers to swap to a lower alcohol product. We ran this campaign in our three Glasgow stores.</p>
Marks & Spencer	<p>M&S has always been proud of its commitment to support local communities. We already play a proactive role engaging with a wide range of local community groups where we operate, including those that address issues around social and health harms.</p> <p>For example, we contribute to CAP (Community Alcohol Partnerships) through our membership of the Retail of Alcohol Standards Group and we also support Business Improvement Districts where these operate locally to our stores.</p>

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<p>Marston's PLC</p>	<p>(a) Our managers are encouraged to become actively involved and participate in Pub Watch/Town Watch etc wherever one has been set up. Further support is provided by the company's membership of the British Beer and Pub Association [BBPA].</p> <p>(b). 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.</p> <p>(c). 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.</p> <p>(d). 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>
<p>Maxxium UK Ltd</p>	<p>In 2013, Maxxium UK became a funding partner of Best Bar None Scotland. Our Sales Director On-Trade represents Maxxium and our shareholders (Beam Suntory and Edrington) on their board.</p> <p>We are delighted to endorse this scheme as we fully support and share their aims of providing safe and comfortable environments for customers enjoying themselves in bars and clubs. Working together with all the partners, we aim to nurture a culture of responsible drinking across Scotland.</p>

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<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 Friday night alcohol awareness project and associated educational DVD and pack. We continue to offer this DVD and education pack to schools and local community groups to raise awareness amongst young people.</p> <p>In addition to this we have also worked with Base 33, a youth organisation, to educate and divert young people from street drinking to taking up more constructive practices.</p> <p>We also continue to engage with Gloucestershire Police to promote drink awareness.</p>
<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 a company, we are involved in several projects with the authorities, including the Cross-sector Safety and Security Communications partnership (CSSC), Project Griffin and the Metropolitan Police Strategic Business Crime Forum.</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>

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Molson Coors Brewing Company (UK) Ltd

Responsible consumption of alcohol is a guiding principle at Molson Coors. We continue to support our on and off trade customers drive up standards in the retailing and consumption of alcohol via our partnership of the best responsible retailing programmes - Best Bar None (BBN) and Community Alcohol Partnerships (CAP). In 2013 Molson Coors entered its third year of sponsoring BBN and CAP.

A total of 13 new Community Alcohol Partnerships (CAPs) were launched during the period April 2013 – March 2014. To date, 68 CAPs have been set up in the UK of which 54 are live or in a maintenance phase. The Local Alcohol Action Area (LAAA) project has given fresh impetus to new CAP development. There are plans to develop new CAPs in Doncaster, Middlesbrough, Slough and Southend-on-Sea. Positive discussions have taken place with relevant partners in Blackpool, Croydon, Halton, Greater Manchester, Northamptonshire, Nottinghamshire, Scarborough and Weston super Mare. In addition to supporting the LAAA project, CAP’s growth strategy is to accelerate the rate of development in areas with relatively high underage harms, particularly in the North East and North West of England as well as Scotland and Wales. CAP has already identified Local Authority areas in England with high underage harms and is making good progress in developing new CAPs in the top 30 areas.

50 strong sustainable BBN schemes are operating in England. An additional 20 areas are currently looking at developing a BBN scheme, all of which are in different

Development of a stronger and more improved support network and resources is on-going for areas interested in BBN, including advice and support from the initial first contact, through to access to existing scheme coordinators and partners as mentors during the first year of running the scheme. A system of active communication with all existing schemes is in place, providing valuable support and sharing of best practice and improvements. This has also enabled a more robust approach to data collection.

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	<p>The Social Responsibility Alliance group has now been running for the past year, with all community schemes working together with a more targeted approach directed at the Local Alcohol Action Areas (LAAAs) recently approved by the Home Office. BBN will be holding two fact finding sessions for the LAAA areas and unsuccessful LAAA candidate areas to attend with the opportunity to share best practice in setting up a scheme and question existing scheme coordinators.</p> <p>The BBN Board and Management Committee are committed to further improvements for the national scheme with a detailed business plan now in place and continued development of a communications strategy, both aimed at delivering greater awareness of the scheme and its benefits to a wide audience, a focus on scheme excellence and adding value for supporters, sponsors and active participants of the scheme.</p> <p>BBN continues to promote and operate an exclusive national awards scheme for all licensed premises across the UK, building on good practice. BBN also raises standards and rewards good management of those venues that attain the award through strong and active local partnerships.</p>
<p>Morrisons Supermarkets Plc</p>	<p>During the year we participated in nine Community Alcohol Partnerships (CAPs), including four which launched in 2013/14. One of these (Gravesham, Kent) is in one of the newly-created Local Alcohol Action Areas, established to combat drink-related crime and disorder.</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 as well as extended invitations to local businesses to attend these events.</p>

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<p>Places for People Leisure (Formerly DC Leisure)</p>	<p>We are continuing with our current policies and procedures in this area.</p> <p>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.</p>
<p>Punch Taverns</p>	<p>We continue to support the Best Bar None and Pubwatch schemes which help to address issues around social and health harms and to work with our Partners (licensees) implementing them in local communities where appropriate.</p> <p>Two of our Scottish pubs have recently been recognised by the Best Bar None scheme. Driftwood in Glasgow won the Best Bar Award and Sofi in Edinburgh won the Heart of the Community and National Champion at the recent Best Bar None Awards.</p> <p>We have also recently supported two local schemes through our Punch Community Promise Charitable Initiative. Tamworth Street Angels and Lichfield Late Night Listeners are both separate groups of volunteers who work on the streets of Tamworth and Lichfield providing care and support to vulnerable adults. Their roles range from taking underage drinkers home, administering first aid, conflict resolution and also providing aid to the homeless. A £250 donation was made to each initiative to go towards funding their supplies.</p>

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SABMiller plc; Miller Brands UK

Miller Brands UK has again pledged to be the lead sponsor for Woking's Best Bar None Scheme in 2014. This is the third year we have been involved in this capacity.

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.

The scheme continues to go from strength-to-strength with the number of participating venues on the rise each year. In the trade, premises involved in the scheme are benefiting in terms of increased standards due to the requirements of the assessment criteria. The scheme has also been recognised as a contributing factor in the improvement of anti-social behaviour rates in Woking with rates falling in the town centre by 24.1% and across the Borough by 24%. This was measured for the duration of the Best Bar None 2013 scheme (April 2012 to Mar 2013).

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Sainsbury's Supermarket Ltd

We continue to support and champion the Community Alcohol Partnership (CAP) approach, which has been hugely successful in those areas where it operates in reducing the issues associated with underage sales and alcohol-related crime. We have been involved in CAP since its inception in 2007 and have contributed to its development, both via our involvement in CAPs across the country and through its Governance structure, with our Head of Legal Services sitting on the board which oversees its governance and workplan.

We will always support a Community Alcohol Partnership when they are created in areas in which we have stores. We are currently involved in 15 CAPs, including those in Gravesham, Edinburgh, and Hastings. We are also liaising closely with CAP to see if there are opportunities to start CAPs in areas where we are opening new stores, if appropriate.

The main ways in which we contribute to CAPs are; using our experience to help train small independent retailers on underage sales policy, supporting community awareness activity to promote CAP, participating in patrols that may be taking place, if appropriate, and to help with meeting room facilities.

This year we have also built on our internal systems providing support to store colleagues involved in CAPs, by providing a central point of contact for all operational CAP issues. We have also promoted CAPs across the business more, with our internal Responsible Drinking Steering Group spending time with CAP personnel.

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<p>Scotch Whisky Association (The)</p>	<p>Activity to support delivery of pledge:</p> <p>Community Alcohol Partnerships (CAPs)</p> <p>Building on the learning from the Fife Alcohol Partnership Project, the Scottish Government Alcohol Industry Partnership (SGAIP) 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.</p> <p>During the past 12 months the Partnership has been providing information and promoting CAPs to local stakeholders. This included a seminar with local Alcohol & Drug Partnerships, organised by SGAIP, that took place in November 2013 and which led to a number of positive leads. The aim is to identify an area to launch an SGAIP supported CAP.</p> <p>Other activity</p> <p>Through the SGAIP we were also involved in investigating how we can support Safe Zones in the night time economy.</p>
<p>Shepherd Neame Ltd</p>	<p>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: two of our pubs in Guildford received Gold Awards in 2014, the Star Inn and The Britannia, the latter also won Pub of the Year. 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.</p>

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<p>Southern Co-operative (The)</p>	<p>The practice of “proxy purchasing” where parents, friends or older siblings purchase alcohol from off licences to give to under 18s, is a concern long raised by The Southern Co-operative (TSC). The UK think-tank “Demos” published a report in November 2013 that cited as best practice an initiative between TSC and Portsmouth City Council, a “Proxywatch” scheme that was the first of its type in the UK. This delivers a 24-hour hotline for members of the public and shop staff to report incidences of proxy-purchasing. An important part of this campaign is raising awareness of the issue amongst retailers, which has helped see the test-purchase failure rate for alcohol and tobacco within the city fall significantly.</p> <p>In partnership with Hampshire police, TSC has continued to be the lead retail partners in a CAP (Community Alcohol Partnership) trial that covered Hayling Island and Gosport. Involvement came from a number of agencies that also included Children Services, Community Safety Partnership, Primary Care Trust, Trading Standards and members of the local licence community. Amongst the aims were the delivery of a reduction in alcohol related incidents, and educating parents and young children of the consequences and risks associated with drinking irresponsibly. The finalised report published by the Police (lead authority) in 2013 hailed the project trial a success and further possible CAP sites are now being identified throughout Hampshire.</p>
<p>SPAR (UK) Ltd</p>	<p>SPAR UK continues to be committed to selling alcohol responsibly and is an active supporter of the Community Alcohol Partnership (CAP) initiative both in cash and in kind. Community Alcohol Partnerships tackle underage drinking in local communities through co-operation between alcohol retailers/licensees and local stakeholders. By providing advice, guidance and resources, CAP’s supports communities in developing their own capacity to deliver a co-ordinated, localised response to underage alcohol misuse. SPAR UK actively participates in the development of Community Alcohol Partnerships throughout the UK as opportunities become available.</p>
<p>St.Austell Brewery Co. Ltd</p>	<p>Local Pubwatch meetings are regularly attended by our managers and we encourage them to enter Best Bar None.</p>
<p>T&R Theakston Ltd</p>	<p>Theakstons continue to provide support for a number of local charities including a local alcohol and drug addiction charity. The company also supports a scheme providing mentoring and support for young people.</p>

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Tesco PLC

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 147 Tesco stores belong to Business Improvement Districts across the UK; one of the common objectives of BIDs is to tackle antisocial behaviour caused by excessive alcohol consumption.

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The SHS Group Drinks Division (formerly Beverage Brands)

We are one of the funders and supporters of Community Alcohol Partnerships and engage with this scheme in any way we can (more detailed report from CAP is below).

In addition, we support our local police force and university with responsibility and harm reduction schemes (such as sponsoring a student night bus, giving out Drinkaware materials at freshers fairs and soft drinks at a Christmas safety event aimed at shoppers in local town centres), we have also engaged with our nearby authority in Gloucester City Council to see how we can support them with their LAAA diversification project.

We also provide soft drinks for all our sponsored events and those of our customers and partners where possible (such as Gloucestershire Police, CAP, Portman and Drinkaware).

COMMUNITY ALCOHOL PARTNERSHIP REPORT APRIL - MARCH 2014:

A total of 13 new Community Alcohol Partnerships (CAPs) were launched during the period April - March in Peterlee (Durham), Maidstone rural (Kent), Edinburgh (two schemes), Gateshead (x two schemes), Gravesham, Rotherham (x two schemes), Sheffield, Minsterley and Pontesbury (Shropshire), Thurrock (Essex) and Wigan (Greater Manchester). To date, 68 CAPs have been set up in the UK of which 54 are live or in a maintenance phase.

Individual CAP schemes determine their own action plans and typically will deliver as part of the CAP project any or all of the following: diversionary activity and outreach work for under 18s; enforcement activity; retailer training; alcohol education for young people; teacher training; parent education/campaigns; locally tailored campaigns designed to raise awareness of the laws on underage/proxy purchase and penalties. Quarterly progress reports with detailed information on CAP scheme actions for the period in question are available on request and are supplied to all funders and stakeholders.

The Local Alcohol Action Area (LAAA) project has given fresh impetus to new CAP development. There are plans to develop new CAPs in Doncaster, Middlesbrough, Slough and Southend-on-Sea. Positive discussions have taken place with relevant partners in Blackpool, Croydon, Halton, Greater Manchester,

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	<p>Northamptonshire, Nottinghamshire, Scarborough and Weston super Mare and letters offering support in setting up a CAP have been sent to Chief Executives of all other Local Authorities in remaining LAAAs. CAP is also working with the “Social Responsibility Alliance” to support roll-out of CAPs in LAAAs where relevant. Where CAPs already exist in a LAAA e.g. Hastings, it is likely that LAAA project work will build on the existing CAP infrastructure. There are currently 3 existing CAPs in LAAAs - Hastings, Gravesham, Wigan (part of Greater Manchester).</p> <p>In addition to supporting the LAAA project, CAP’s growth strategy is to accelerate the rate of development in areas with relatively high underage harms, particularly in the North East and North West of England as well as Scotland and Wales. CAP has already identified Local Authority areas in England with high underage harms and is making good progress in developing new CAPs in the top 30 areas.</p> <p>Evaluations continue to show positive effects in CAP areas:</p> <ul style="list-style-type: none"> • In the Gateshead (Birtley) CAP police figures showed a 50 percent decrease in ASB compared to baseline figures • In the Brecon CAP police statistics showed a 40 percent decrease in youth ASB compared to baseline figures. • In the Wigan CAP trading standards/Council figures showed a 52 percent reduction in youths causing annoyance where alcohol was a factor at the end of the year compared to same period last year. <p>Several schemes are in the process of collating evaluations which will be made publicly available on the CAP website.</p>
Wadworth	<p>Wadworth continues to support local community activity through charitable fund raising within the local pubs. The Wadworth Training Centre at the brewery runs alcohol awareness programmes with local schools to promote the ongoing awareness of the potential risk of alcohol abuse.</p> <p>Wadworth supports the Community Foundation for Swindon and Wiltshire which provides funds and grants within the community relating to wellbeing and education. This is in line with the Drinkaware focus on the education of younger audiences being the primary preventative measure for alcohol misuse.</p> <p>Wadworth pubs participate in local pubwatch scheme where they are available to manage the impact on the local community.</p>

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Waitrose

This year we have donated £15,000 to Community Alcohol Partnerships, an organisation that specifically works to reduce alcohol related harms and especially underage drinking. We continue to support, and have been actively involved in, the Caversham and Bunhill (Islington) CAPs providing requested support for local retailers and the community. We are going to be involved in the Croydon CAP.

Some of this year's CAP donation will be used to fund a pilot 'Re-thinking Street Drinking' initiative to tackle street drinking.

We have complied with all police requests not to sell alcohol in instances where antisocial behaviour was predicted to occur. We have also signed up to voluntary schemes committing not to sell alcohol above a specific ABV to prevent alcohol related issues from occurring.

We don't sell spirits that are traditionally associated with pre-loading in our convenience shops.

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Wine and Spirit Trade Association (WSTA)

The WSTA continues to provide significant in-kind support for Community Alcohol Partnerships including the administration of the CAP Board, support for the CAP Director and CAP Officers and for CAP as a Community Interest Company.

Further to this the WSTA promotes Community Alcohol Partnerships across our website and in our publications, and most importantly to our members. The WSTA continues to administer the Retail of Alcohol Standards Group, which developed CAP and provides 4 of the retailer board members to the CAP board.

A total of 13 new Community Alcohol Partnerships (CAPs) were launched during the period April 2013, March 2014 in Peterlee (Durham), Maidstone rural (Kent), Edinburgh (x 2 schemes), Gateshead (x 2 schemes), Gravesham, Rotherham (x 2 schemes), Sheffield, Minsterley and Pontesbury (Shropshire), Thurrock (Essex) and Wigan (Greater Manchester). To date, 68 CAPs have been set up in the UK of which 54 are live or in a maintenance phase.

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which is solely aimed at promoting diversification of its NTE). Where CAPs already exist in a LAAA e.g. Hastings, it is likely that LAAA project work will build on the existing CAP infrastructure. There are currently three existing CAPs in LAAAs - Hastings, Gravesham, Wigan (part of Greater Manchester).

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Worcestershire County Council

There has been a countywide reduction in Alcohol related violent crime. Street pastors schemes are now in place in most of the locations with significant night time economy venues across the county.

The Health and wellbeing team are now in receipt of A&E data regarding those who have been admitted with an alcohol related injury. Working in conjunction with other partners we will establish the most appropriate method to share this data and utilise it following analysis.

The Countywide alcohol plan includes a section entitled creating a community environment where sensible drinking is the norm. This includes actions around supporting national campaigns and training and awareness raising.

Drug and alcohol treatment services are in the process of being re-commissioned across the county, with a focus being upon early access to appropriate services and treatment, and preventative services. The contract will be for an integrated drug and alcohol service for adults and young people.

A comprehensive piece of analysis was undertaken to identify any causal links between Domestic Abuse and alcohol misuse, this has been presented to the Worcestershire Forum Against Domestic Abuse and will be used to inform future projects and actions.

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