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While the vast majority of people enjoy their nights out safely, there is a small percentage who put themselves at risk of becoming vulnerable or causing anti-social behaviour through alcohol misuse. The Local Alcohol Partnerships Group (LAPG) plays a key role in targeting areas that have high levels of alcohol harm and during my first year as Chairman of the group I have been impressed by its high level of commitment to tackling local challenges and building excellent relationships with a range of partners.

The Group has developed a comprehensive offer of support for all local areas, including the Home Office Local Alcohol Actions Areas 2.0 (LAAAs), which were announced in January 2017. This package includes a number of national and regional events to help showcase and share good practice, as well as bespoke support to develop local partnership schemes where appropriate and the opportunity to participate in projects on evaluation and safe spaces.

From the Local Government Association conference in Birmingham to the National Police Chiefs Council conference in Coventry, LAPG has been visible up and down the country increasing awareness of the importance of the night time economy and partnership working. Over 120 delegates attended the Local Alcohol Partnerships National Conference in March including representatives from local authorities, the police, public health and industry.

This Annual Review captures some of the main achievements of the Local Partnership Group during 2017/18. A large part of this work has involved offering comprehensive support packages and best practice sharing to the 33 towns and cities in the government’s Local Alcohol Action Areas 2.0 programme.

We have a packed agenda for the year ahead, continuing to work with our local partners to keep the night time economy safe and vibrant as well as getting the message out that partnership working is vital to tackling problems and working out solutions.
LOCAL ALCOHOL PARTNERSHIPS GROUP

The Local Alcohol Partnerships Group (LAPG) was established towards the end of 2012, and brings together representatives from local partnership schemes which tackle alcohol harm in town and city centres and local communities.

The aims and objectives of LAPG:
• Targeting schemes as appropriate to assist those areas with the highest levels of alcohol related harms;
• To share good practice on evaluation and gather data that demonstrates the benefit of the schemes at local level

The schemes involved in this are:
- Best Bar None
- Community Alcohol Partnerships
- Drinkaware Crew
- National Pubwatch
- Proof of Age Standards Scheme (PASS)
- Purple Flag
- Street Pastors

Other industry partners also sit on the Group – Association of Town and City Centre Management, Association of Convenience Stores, UK Hospitality, British Beer and Pub Association, the Scotch Whisky Association, the Wine and Spirit Trade Association and Diageo. The Home Office and the National Police Chiefs’ Council also regularly attend meetings. The Group is facilitated by the Portman Group, the responsibility body for drinks producers in the UK.

The Group works closely with local partners to reduce alcohol-related anti-social behaviour and drive up business standards in the night-time economy and the local community to support local economic growth.
LAPG has worked with the Home Office to support towns and cities on the Local Alcohol Action Areas programme (LAAA’s) which was launched in 2014. Initially supporting 20 areas in the country, the programme was extended by the Home Office who announced in January 2017 that there would be a second phase of the programme which would cover 33 areas.

The programme has three overarching aims:

1) Preventing alcohol-related crime and disorder
2) Reducing alcohol-related health harms
3) Generating economic growth by creating a vibrant and diverse night-time economy.

LAPG has developed a comprehensive offer of support for the areas taking part in LAAAs 2.0, including:

- **Co-ordinated Local Alcohol Partnerships support:** including local meetings with scheme representatives to discuss how existing schemes are working in the LAAAs and/or the scope for new schemes.

- **Promoting Diversification:** to publish and share the findings of Portman Group commissioned research by Britain Thinks into stakeholders’ views of what makes an attractive and vibrant night-time economy.

- **Events Programme:** to develop a two year programme of events including three LAPG regional best practice events in 2017/18, in Wales, North East England and South West England to facilitate the sharing of good practice in tackling alcohol related harms, and meetings/roundtable discussions as appropriate.

- **Data Sharing:** to work with a small number of areas to pilot a multi-agency approach to using the Evaluation Toolkit for Best Bar None and Pubwatch, which requires a range of data to be shared, for example on local crime figures A&E admissions, footfall etc.
• Vulnerability in the Night-Time Economy and Safe Movement of People: to work with areas to address vulnerability issues and promote good communications at local level between all agencies operating in the night time economy, including licensed premises, door supervisors, street pastors and public sector partners.

• Safe Spaces: to publish the outcomes of research commissioned by the Portman Group from Make Associates on good practice relating to Safe Spaces, including how to ensure they remain sustainable, and to seek opportunities to support new and existing Safe Space projects, working with pilot areas to explore potential interventions to effect behaviour change.

• Not serving drunks: to continue to promote good practice on not serving drunks, including campaigns developed by National Pubwatch and the British Beer and Pub Association.

LAPG HIGHLIGHTS - LAAAs 1.0
• LAPG National Conference – April 2014

• Nottingham LAAA: Club Hosts Pilot (re-named Drinkaware Crew); Midlands Regional Best Practice Seminar; Countywide Best Bar None Scheme; new CAPs in Mansfield and Sutton in Ashfield, Purple Flag award in Mansfield

• Croydon: Regional London and South East event, November 2014

• Greater Manchester: discussions on student drinking and building community resilience and self reliance, culminating in a strategic roundtable event in June 2015

• Stoke on Trent: participation in the Big Alcohol Debate

• LAPG Grant Fund: £10,000 donated by Diageo and the Scotch Whisky Association for partnership projects specifically in LAAAs supported six projects in Northamptonshire; Doncaster; Nottinghamshire; Hastings

• Evaluation Tool for National Pubwatch and Best Bar None, developed by Leeds Becket University, was piloted in Nottinghamshire.
2017 CONFERENCES, EXHIBITIONS & EVENTS

FEBRUARY
National Pubwatch Conference

• LAPG had a stand at the 2017 National Pubwatch conference in Reading on the 28th February. It was an excellent event, bringing together like minded people from across the country who are committed to promoting social responsibility through local Pubwatch schemes.

MARCH
Local Alcohol Partnerships National Conference

• On 23rd March, LAPG held a successful National Conference in partnership with the Home Office and the Local Government Association, to support the new round of LAAAs by highlighting good practice in the management of the night-time economy. The event took place at Glaziers Hall, London, and was chaired by Dame Vera Baird, Police and Crime Commissioner for Northumbria and Chair of the National Police and Crime Commissioners’ Association. A packed programme included presentations on diversifying the night-time economy, a multi-agency approach to care planning for High Frequency Users & Complex Patients, effective data sharing and analysis, the Drink Less – Enjoy More campaign and Safe Spaces.
Parliamentary Reception Promoting Local Alcohol Partnerships
• LAPG joined forces with the All-Party Parliamentary Beer Group to hold a Parliamentary Reception in the House of Commons on 28th March. This was to promote the importance of local partnerships in the night-time economy. There was a key note speech from the Home Office Minister, Sarah Newton on the need to work together to tackle alcohol harms and many MPs signed a pledge to support local partnerships

MAY
National Police Chiefs Council National Licensing Conference
• On 10th May, LAPG was one of the exhibitors at the National Police Chiefs Council National Licensing Conference in Ryton, near Coventry. This was a great opportunity to speak to police from forces across England and Wales about what was working well in their areas when it comes to partnership working and any opportunities to develop additional schemes and initiatives.

Sarah Howsen
City Centre Officer, Wakefield Council
“Wakefield received LAPG funding to deliver a project which had stalled due to lack of available finance to deliver the project. The funding has transformed the delivery of the scheme and allowed us to commission an external designer to produce a professional information pack for applicants. We are now confident we will have a successful adoption rate due to the high quality of the rebranded scheme and information provided.”
JUNE
Association of Town and City Centre Management Summer school

- At the end of June, the LAPG supported the Association of Town and City Centre Management Summer School in Bournemouth. Our stand was very well received by delegates, most of whom were from a town centre management or Business Improvement District background, and were interested in the solutions to local issues that the local alcohol partnership schemes can provide.

JULY
Local Government Association conference

- In the first week in July, the LAPG stand headed to the Local Government Association Conference and Exhibition for the third year in a row. The interest from elected councillors, senior officers and Council Chief Executives in the work of LAPG was phenomenal. We had over 60 signatures on a pledge board that we ran encouraging officials to support local partnerships in the night-time economy.

OCTOBER
Best Bar None conference

- The LAPG stand was on the move again, this time to Glasgow for the city’s Best Bar None Conference on 3rd October. Speakers included Annabelle Ewing MSP, Scottish Government Minister for Community Safety and Legal Affairs and Mandy Haeburn-Little, Chief Executive of the Scottish Business Resilience Centre. They spoke alongside a line-up of expert panellists including Paul Waterson, chief executive of the Scottish Licensed Trade Association; solicitors Archie Maciver and Stephen McGowan; Mairi Millar, Legal Manager (Licensing) at Glasgow City Council; and Stuart Patrick, Chief Executive of Glasgow Chamber of Commerce.
Diversification roundtable and report

- The following week, the Portman Group hosted a roundtable discussion at The Telegraph Smarter Cities Conference on diversification in the night-time economy. They officially launched the “Encouraging a Thriving and Diverse Night-Time Economy”, report commissioned from Britain Thinks to analyse the ingredients for a successful night-time economy.

The discussions were chaired by Professor Mark Tewdwr Jones, Director of Newcastle City Futures, John Timothy, Chief Executive of The Portman Group, Kate Nicholls, Chief Executive of the Association of Licensed Multiple Retailers and Anastasia Knox, Research Director, Britain Thinks, led the discussions with delegates.

The delegates represented a range of local areas, including the London Borough of Waltham Forest, Sheffield, and Southend-on-Sea. The Report was very well received by delegates and has since been widely distributed to a network of local partners.

John Timothy was also interviewed for The Telegraph.

Encouraging a thriving and diverse night-time economy – joint report from Britain Thinks, Portman Group and LAPG.

We commissioned research to look into what the ingredients are for a vibrant and attractive night-time economy. The report found that a safe and clean environment, attracting a diverse crowd, creating an attractive environment and providing a unique and exciting offer are the key to successful night-time economies.

NOVEMBER
Diversification seminar

- LAPG attended a Diversification Seminar held at the Home Office on 10th November. The Seminar aimed to help areas in the LAAA programme learn about how diversifying their night-time economies can play an important part in reducing alcohol harm. While there was broad agreement that this can be challenging, especially when it is difficult to attract investment into a particular town or city, it was recognised that each area did have an identity that could be maximised and harnessed.
Welsh Best Practice seminar

• LAPG, the Welsh government and the Office of the PCC for South Wales jointly hosted a Wales Best Practice Seminar and Networking Event on the 30th November which had over 120 delegates attending. It was a forum for sharing best practice in partnership working in the night time economy and included examples of areas that have a successful track record of tackling alcohol related harm as well as advice about how to build safe and vibrant night-time economies. Speakers and panel chairs included the Deputy Police and Crime Commissioner for South Wales, Emma Wools, the Police and Crime Commissioner for South Wales, Alun Michael and and the Assistant Chief Constable Richard Lewis of South Wales Police. LAPG looks forward to continuing to work with the Welsh Government.

DECEMBER
Safe Spaces project

• Home Office Minister Victoria Atkins, MP announced that Swansea, Weston-Super-Mare and the London borough of Havering would be participating in the LAPG Safe Space projects for 2018.

Howard Pothecary
Community Safety Manager, North Somerset Council

“MAVISbus is a partnership scheme that operates to make the night-time economy safer and reduce demand on medical and enforcement agencies. It aims to provide a combination of medical assessment, supervised recovery and discharge with individuals coming on board for help who are injured, intoxicated (from alcohol or illegal drugs) and/or vulnerable for another reason. It is also a source of general care and advice to those who are lost or need to get home, offering phone charging, directions, a freephone to taxis and/or a hot drink. MAVISbus also acts as a physical base for the local partners managing the night-time economy so that they can share information and work together to keep the town safe after dark. The support we have received from LAPG both in terms of financial and the advice and guidance from Rita and Ali has been invaluable. We knew MAVISbus was a great resource but we did not feel that we were truly using it to its maximum effect. The LAPG support has helped us to identify and take advantage of opportunities to significantly improve our SafeSpace so that it is in a far better position of achieving its vision of reducing vulnerability in the Weston-super-Mare night time economy and reducing demand on local agencies.”
As the PASS Scheme enters its 16th year the scheme has benefited from a number of changes out in at the beginning of 2017. A newly constituted Board and creation of a Company of Community Interest to form PASSCO CiC was put in place to manage and operate the scheme. The Board was joined early 2018 by Baroness McIntosh as the Chair of the Board.

We were very pleased to work with National Pubwatch, and to receive support from Poppleston Allen to produce a video promotion of the scheme on the PASS website (http://www.pass-scheme.org.uk/).

New auditors, Underage Sales Ltd, were appointed towards the end of 2017 who have been conducting the bi-annual auditing process which is nearly now complete. While this has been progressing the PASS Scheme Standards Committee has also almost completed its review of the Standards which are to be introduced later in the year.

We continue to work with our partners in the LAPG to promote the scheme that aids them in providing much needed assistance to the retailers of alcoholic drinks in the prevention of underage sales and the wherewithal for over 18s to be able to enjoy a safe night out.

Baroness Ann McIntosh, Chair, Proof of Age Standards Scheme

COMMUNITY ALCOHOL PARTNERSHIPS (CAP)

We have launched 14 CAPs within the LAAAs and there are plans for CAPs in a further 3 areas, all of which have a primary focus on preventing underage drinking.

• In the Ryde CAP on the Isle of Wight, Ryde Academy is proactively providing students with opportunities to explore their relationship with alcohol and Network Ryde will be offering an alcohol-themed art project.
• The Wakefield CAP has facilitated innovative and engaging alcohol education using the medium of drama within the Airedale Academy and it is very rewarding to see that weekly drinking levels for 13 - 15 year olds has fallen from 31% in 2016 to 7% in 2018.
• In Hastings (Ore) 11 students have passed the Royal Society of Public Health Alcohol Misuse module of the Young Health Champion course and will now act as mentors to other students.

Kate Winstanley, Director, Community Alcohol Partnerships
BEST BAR NONE

BBN continues to go from strength to strength. This year has seen scheme numbers increase by over 20% already. With new schemes being launched in Doncaster, Greater Manchester and South Wales to name but a few areas. It is hoped that we reach 50 schemes by the end of 2018.

A New Central Scheme launched in October 2018 which will see BBN become available to all licensed premises across the UK that do not have a scheme operating in their local area. BBN also continues to work with a number of airports across the UK aspiring to establish a standard for licensed premises within the airport environment.

Mick McDonnell, National Co-ordinator, Best Bar None

PURPLE FLAG/ASSOCIATION OF TOWN AND COUNCIL MANAGERS (ATCM)

2017 was an actioned packed year not only for Purple Flag as an individual programme but also for us being part of the LAPG family. There has definitely been a rise in our individual programme profiles as well as the LAPG profile at local level and government level, which in its self is something to be proud of.

The highlights over the past year for us: Local Alcohol Partnerships conference attracting 120 delegates to discuss the alcohol related issues they are facing and to show case the work that is going on that can help them tackle the relevant issues that they are facing as well as diversifying their ENTE.

Promoting diversification – Britain Thinks research findings on what makes an attractive and vibrant ENTE, and as programmes what we could be doing more to achieve this as a group and individually

Finally the Safe Spaces commissioned research, to which many PF areas already had one or something similar set up, it gave us a deeper insight into their worth and the savings to the NHS along with how they affect behavioural change.

Sarah Walker, Programme Manager, Purple Flag/ENTE, ATCM
National Pubwatch celebrated its 20th anniversary in 2017. Our aim is to create safer drinking environments throughout the UK by supporting the fantastic work of local Pubwatch schemes.

In 2017 we continued to build on the range of free materials available to members; such as our well received short training films which can be found on our YouTube page. We have also actively promoted good practice. Our annual Diageo NPW award highlighted the work of Romford Town Pubwatch which demonstrated that it had reduced crime by a credible 56% in the last year.

We currently support in excess of 650 local schemes and we strongly believe that they make a real difference to the safety of all staff and customers working and socialising in the pub and hospitality sector. We also fully support the work of other good practice schemes working in the NTE and are committed to working alongside them through the Local Alcohol Partnership Group.

Steve Baker, Chairman, National Pubwatch

PUBWATCH

STREET PASTORS

Street Pastors is an initiative of Ascension Trust; our mission is to provide a late night outreach service diffusing and preventing violence, street crime and anti-social behaviour. Street Pastors has gained considerable experience and credibility as a result of our engagement with the vulnerable and disadvantaged and because of their well-developed network of relationships with the Police, local councils, statutory and voluntary organisations and the wider community. There are 31 active patrols in the Greater London Area.

Street Pastors engage sensitively with a view to caring, listening and helping and signpost those in need to other services. They also identify the most vulnerable and seek to ensure a safe passage home or away from trouble. Street Pastors engage with business owners, shop keepers, night club owners, bus drivers and other members of the general public and contribute to the sense of community and general safety on the streets. It is a privilege to be part of the LAPG; working with other organisations to consider how we ensure people have an enjoyable and safe experience of the nighttime economy.

Mary-Bridget Flynn-Samuels, Street Pastors (Ascension Trust)
Drinkaware Crew is a programme to train venue and nightclub employees in protecting the welfare and wellbeing of young adults on a night out. Working in pairs, Drinkaware Crew, who are employed and managed by the venue, mingle with customers to help promote a positive social atmosphere and help those who may be vulnerable as a result of drinking too much. The value of the Drinkaware Crew programme was recognised by the Home Office in its 2016 Modern Crime Prevention Strategy.

Drinkaware Crew and the accompanying awareness-raising campaign You Wouldn’t Sober, You Shouldn’t Drunk were first developed as a result of the Local Alcohol Action Areas (LAAA) Phase 1 programme. Now UK-wide in 21 areas, the scheme has worked with five of the LAAA 2.0 areas in 2018: Derbyshire; Nottinghamshire; Swansea; Wakefield; Westminster.

The Drinkaware Crew training has also evolved into an Alcohol Vulnerability Awareness e-learning programme for staff in night time economy venues. The programme can help ensure a consistent area-wide approach to vulnerability training and is now being taken up by a range of organisations.

Brett Crabtree, Head of Business Development, Drinkaware
2017 in numbers

Across the 33 LAAAs, LAPG has engaged with 24 areas.

- **87** Pubwatch schemes across the LAAAs
- **3** LAAAs already Purple Flag accredited and **4** of the areas looking to apply for Purple Flag
- **15** Community Alcohol Partnership Schemes already established in LAAAs with **4** new schemes under discussion in LAAAs
- Drinkaware Crew running in **5** LAAAs
- **36** Street Pastor schemes running in the LAAAs
- **2** national events in England and Wales attended by **250** delegates, with representation from **21** LAAAs at the National Conference in London
- Attended **6** exhibition events speaking to over **200** delegates about the work of the local alcohol partnerships schemes
TWITTER ENGAGEMENT

Over the year, the twitter account @loc_alc_partner averaged 17 tweets, 14.6K tweet impressions (views), 26 new followers and 410 profile views per month.
The Portman Group is the social responsibility body for alcohol producers in the UK. The Portman Group facilitates the Local Alcohol Partnerships Group (LAPG), which is a collaboration between a range of partnership schemes to maximise their impact on reducing alcohol related harm in local communities and diversifying the night time economy.

The Local Alcohol Partnership schemes are supported by the following organisations.

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Contacts

For copies of this report or more information on the Local Alcohol Partnership Schemes contact the Portman Group on 0207 290 1460 or email localpartners@portmangroup.org.uk

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