



**An Evaluation of the  
Kent Community Alcohol Partnership  
April-Sept 2009**

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# Kent Community Alcohol Partnership Evaluation Report

## 1. Introduction

Concerns over alcohol misuse and particularly among young people are wide spread in the UK (and in many other European countries) with recent a survey estimating a quarter of adults in England to be hazardous drinkers (Alcohol Concern 2009).

Kent Community Alcohol Partnership (KCAP) is a multi-agency initiative whose principal partners include Kent Police, Kent County Council, the District Councils of the pilot areas, the Retail of Alcohol Standards Group (RASG) and relevant health authorities.

The KCAP vision statement sets out the common goal of the partnership:

“To create a culture where young people drink responsibly and follow safe consumption limits and minors are only able to access alcohol under responsible and informed supervision.” (KCAP Briefing Document).

The scheme itself is based upon a Community Alcohol Partnership run in the small town of St Neots in Cambridge.

(<http://www.hubcapp.org.uk/php/displayprojects.php?status=displayprojectdescription&projectid=166>).

## 2. The Community Alcohol Partnership: Members, Aims and Objectives

The partnership is comprised of the following agencies:

- Kent County Council
- Kent Police
- The Retail of Alcohol Standards Group (RASG)
- District Councils for the pilot areas
- Health Authorities for the pilot areas

The aim of the KCAP pilot is to work with retailers of alcohol – both on and off licensed premises and to target young people aged between 12 and 24 years in order to:

- Reduce sales of alcohol minors (young people aged under 18)
- Reduce purchases of alcohol made on behalf of under 18s (proxy purchasing).
- Reduce anti-social behaviour related to alcohol consumption
- Reduce the consumption of alcohol by young people to safe levels with a resulting health benefit.
- Improve the general understanding of the strength of alcoholic drinks and safe consumption based on the Government's sensible drinking message.

The achievement of these aims would be addressed through four elements:

- **Education:** To be carried out with retailers and young people. Work with retailers aims to support, inform and assist them to meet their responsibilities. Work with young people aims to engage them through activities to be done in schools and also through other community based work. Such activities aim to raise understanding of the risks of excessive alcohol. Activities to increase the awareness of proxy sales also will seek to raise awareness with the public and particularly with the parents of youngsters.
- **Public Perception:** This area of the project aims to engage and consult the public on their perception of alcohol related issues. Areas of concern could then be addressed by diverting resources accordingly. Communication issues were identified as desirable by the partnership and the briefing document identified the need to take on board a media partner and to produce regular updates on the project to maintain a high public profile.
- **Enforcement:** High profile enforcement activities are to be carried out as necessary. Licensed premises will receive regular visits and community enforcement evening will be held.
- **Intelligence:** The partnership identified the need to generate and share intelligence on the problems being addressed by KCAP.

### **3. Management of KCAP**

KCAP was a well organised project. A lead professional from Trading Standards had been assigned to the project to co-ordinate and communicate with partners and to liaise with others as necessary – for instance in organising publicity, producing KCAP materials and ‘hand outs’ for events aimed at the public.

A two tier system of managing KCAP – through Tactical (local level) meetings and Operational (area level) seemed to work well. The local level meetings enabled detailed discussion of relevant issues and particular issues could later be fed back to the area level meetings for discussion and as part of a learning experience for all agencies.

The overall tenor of these area level meetings was highly conducive to a problem solving approach: representatives of the various agencies took a ‘can do’ attitude toward issues and jointly arrived at solutions. There was no evidence of inter-agency tensions or ‘boundary disputes’ that are sometimes encountered in inter-agency projects.

One comment made to the researcher was that, at a Tactical Level, the meetings did not focus enough on discussing or measuring specific targets which would have provided evidence of the impact of the scheme at the local level. In a wider version of KCAP, we would suggest that a standardised set of measures could be adopted in order to monitor and measure progress toward and the achievement of, targets.

Overall, the management of the scheme seemed highly professional, cordial and very positive. It took a confident approach to addressing problems and sought to solve problems as and when they arose.

If KCAP is expanded to other areas and more partners are enlisted into the scheme, meetings will, of necessity, grow in the numbers of attendees and some care will need to be taken to maintain the positive, problem solving approach developed in the Kent pilot.

In terms of financing the scheme, funding was received, following a successful bid by Kent Police, from the Home Office and from the Department of Health. Later in the project, funding for the Youth Work in Edenbridge was obtained from KDAAT.

## 4. RASG

KCAP activities have received strong support from the Wine and Spirit Trade Association's Retail of Alcohol Standards Group (RASG). RASG works to promote social responsibility amongst its members and notes on its website:

“Alcohol misuse is a complex issue that must be tackled in a targeted way by a wide range of stakeholders. Working in partnership with Government, NGOs and other bodies, industry has an important role to play in promoting sensible drinking and selling and marketing products legally and responsibly.”

(<http://www.wsta.co.uk/Social-Responsibility.html>)

RASG staff have attended both Operational and Tactical meetings and have worked to promote KCAP to their members.

As an organisation, RASG lists in its action plan several key objectives:

1. To reduce opportunities for children to buy alcohol
2. To build effective partnerships between retailers and enforcement agencies
3. To develop intelligence-led enforcement techniques
4. To better understand why underage sales are made and how best to prevent them in the future.

Part of the KCAP approach has been to encourage retailers sign up to 'Challenge 21' or 'Challenge 25', these are measures introduced and supported by RASG. Basically they entail retailing strategies that encourage anyone who is over 18 but looks under 21/25 to carry acceptable ID if they wish to buy alcohol. The idea is to eliminate the need to try to guess whether a potential customer is either 18 or not and by building in an element of error, reduces the potential for argument. This is supported by prominent notices in stores explaining the schemes.

## 5.0 The Management of KCAP

The timescale of KCAP began in late 2004:

- November 24<sup>th</sup> 2008 saw the media launch of the project at the Sainsbury store in Maidstone and key attendees include the Chief Constable, the Chief Executive of Kent County Council and the Chairman of the Retail of Alcohol Standards Group.

- Local Tactical Groups began meeting and planning the local delivery of KCAP in December 2008.
- Letters in forming local retailers in the pilot areas of the implementation of the KCAP scheme were sent out in January 2009. These were followed up by combined visits from officers from the partnership.
- Meetings were arranged in February 2009 to being to engage retailers and to commence discussion of their problems. In each of the pilot areas, hot spots and problems to be addressed were to be highlighted.
- Local launches commenced in March 2009 an the scheme was scheduled to run from March until September 2009. A tender by the University of Kent was accepted for the evaluation of the project.
- Overall the pilot scheme covered 9 months from January to September 2009 with the scheme formally commencing in March and running through to September.
- The evaluation began in April 2009.

## **6. The Pilot Areas**

Three pilot areas were agreed on by the partnership: These areas were chosen because they were considered to offer a range of settings on which to pilot KCAP.

- Canterbury City Centre
- Westwood Cross, Thanet
- Edenbridge

### **6.1 Canterbury City Centre**

Canterbury is a major tourist attraction in Kent and also has a large student population. There is a busy and active alcohol industry based around the city centre. There are approximately 220 licensed premises in the area. As can be imagined, the numerous pubs, bars, clubs and restaurants attracts large numbers of people into the city centre. As in many town and city centres throughout the country, this can lead to late night noise, litter and various types of anti-social behaviour.

### **6.2 Westwood Cross, Thanet**

This pilot area encompasses parts of two different aspects of the community. Firstly, Broadstairs sea front, an area oriented to tourism and leisure activities and on the other Newington, an area of multiple deprivation (Kent Public Health Observatory 2008). Major retailers and stores are located at Westwood Cross. This area contains some 40 licensed premises. The sea front area in particular has been identified as having a high level of alcohol-related anti-social behaviour. Intelligence indicated that proxy sales were a problem in Newington in particular, with older people sometimes family members- buying alcohol on behalf of minors.

### **6.3 Edenbridge**

Edenbridge is a small town supporting a rural community. Compared with the other two pilot sites, Edenbridge is a relatively isolated area. The town was described by several interviewees as having a strong sense of community

Edenbridge has an attractive high street and a good selection of shops, cafes, pubs and restaurants. Edenbridge was picked as a pilot area for its rural nature and size – it was said to be a similar size to the St Neots area where the CAP model was developed initially.

Local police officers told the lead evaluator that underage drinking in the town was not a major problem. There had been, however, complaints about anti-social behaviour in areas of the town including young people drinking. (<http://www.kent.police.uk/YourNeighbourhood/location.do?id=1192>)

## **7.0 Approaches to KCAP in the Three Pilot Areas**

At an Operational Group meeting on 20<sup>th</sup> January, Tactical Groups reported their progress to date. The meeting addressed the need for consistency which, it was recognised, was difficult due to the differences between the pilot areas. It was agreed that the message of KCAP should be consistent and good practice shared between members. It was noted by the research team member attending subsequent meetings during the life of the project that there was a very high level of cooperation demonstrated by the partners and that this cooperation enabled the partners to overcome the tensions and disputes which can sometimes characterise inter-agency working.

## 7.1 Canterbury

In Canterbury, a training day in January introduced KCAP to a group of around 80 practitioners including Police Officers, Police Community Support Officers and Community Wardens as well as retailers.

The Canterbury tactical Group also noted that there were a high number of school-aged students in the area as well as large numbers of students from the two main universities. A drug/alcohol programme would also be delivered. Students would be shown a DVD produced by young people called “Don’t Walk Away” aimed at promoting responsibility for other young people who might be at risk as a result of excess alcohol intake.

Although most of the students at the two Universities are old enough to purchase alcohol legally some intervention was thought desirable in terms of reducing the amount of alcohol purchased by young people – particularly bulk buying on behalf of others.

Consumption patterns amongst students legally able to purchase alcohol raised a challenge for KCAP: whilst late night licensed premises could commit to not serving alcohol to those who were visibly worse the wear due to alcohol, many students purchased alcohol from supermarkets or shops where the prices were much lower than in bars and clubs. They then consumed this cheaper alcohol before going out, thus avoiding having to be drinks at higher prices in pubs and clubs in the city centre. This meant that many students were on the verge of intoxication when they arrived at a club but presented as being in control – until their previous consumption started to take effect once they were inside the premises.

Another issue raised was the bulk purchase of alcohol by students in order to resell to others. Some large retailers were taking steps to address this.

Canterbury was an interesting case as it was more aimed at fostering responsible drinking amongst students. In insight we wonder whether this was not taking on rather a large task for a pilot attempting to replicate a scheme developed in a smaller, less urban area. We also note concerns in the research literature pertaining to attempts to reduce drinking at higher educational establishments (Nelson et al 2009). The authors point out:

‘Addressing student alcohol use at heavy drinking colleges may require stronger, more consistent, and more comprehensive approaches, with increased emphasis on the alcohol environment.’

The size of Canterbury, in particular of its city centre night time economy is also a reason to view results from this area with care. With some 220 licensed premises, visits to establishments could not be made on the same level as in much smaller areas. Also in interview we were told by one of the partners that, with hindsight, much more could have been done to focus on the educational and informative side of work with students. Whilst clearly much work has been going on, we raise the question of whether for a variety of reasons, KCAP has an optimal size beyond which its ability to effect change may be compromised. However, we raise this a question for discussion – not as a finding.

## **7.2 Thanet**

Thanet's Tactical group identified education for retailers as a key focus for their efforts. Retailers would receive an initial visit and intelligence would be used to focus efforts as necessary. Visits to retailers were carried out as in the other two pilot areas, on a routine basis to establish and strengthen relationships and to high risk premises to make sure they were reminded of their obligations.

In addition, educational activities were organised for young people to address their knowledge of the potential dangers of alcohol abuse. All schools in the area had received information about the risks of alcohol abuse and an event had been staged, "Carmeggedon" which demonstrated the effects of alcohol and its effects, using members of the emergency services to enact a road accident. The Community Safety bus had also been used to aid publicity for KCAP at local events. Youth Intervention Officers also carried out work in schools and funding had also been directed to youth workers to reach young people outside of mainstream provision.

## **7.3 Edenbridge**

All 25 licensed premises had been visited by the start of the scheme, with the exception of 4 or 5 clubs. The KCAP initiative was well received by retailers. Many retailers were already aware of the Challenge 25 campaign when KCAP was launched. Litter sweeps in three identified hot spots were to be carried out.

Delivering activities aimed at school-aged young people was shaped by the fact that Edenbridge has no secondary schools where such activities could be delivered to their intended recipients. This meant that other ways had to be considered of delivering educational information about alcohol abuse that would reach the intended audience

The launch of KCAP in March introduced some of the issues relating to alcohol and young people to the public. Activities include the opportunity to try on 'beer goggles' and other co-ordination activities as well as a line up of young people to highlight the difficulties for retailers in making a decision as to when to refuse to serve a young person. The public were also asked for their views about alcohol in their community.

An action plan had been developed to bid for funding which would be divided between education, enforcement and support. There was a suggestion that a Youth Outreach Worker from an external agency be commissioned to work in Edenbridge 2 or 3 nights a week. Additionally, there was also the FLASH initiative which involved showing films to young people about keeping themselves safe while out drinking.

The Edenbridge Tactical Group decided to employ a detached youth work approach to working with young people, and chose Play Place Innov8 Community Interest Company (Their full report to the Tactical Group is provided as appendix 4). This company were contracted to deliver detached youth work in Edenbridge, initially for 12 weeks, a period which was then extended further having received further funding from KCAP and the KDAT summer programme.

The report from the detached Youth Work team was the most detailed information we found about educational activities being carried out. The report shows that, during the pilot, some 65 young people had contact with the detached youth work team. About 50% of these young people were aged 13 or below, the rest being between ages 14 and 18. At the time that the report was prepared, some 12 sessions had been delivered with attendances ranging from 33 to 6 young people (the low number being due to bad weather).

The KCAP detached programme delivered two differing styles of work with young people. These were Gazebo activity based sessions and 'Roaming Sessions.' The former attracted numbers of between 20 to 30 young people who came along to these sessions which were held in the car park of the local Co-Op (with the store's permission). Sessions included core and focused activities. Some directly addressed alcohol issues and aimed to promote discussion among the attendees. The focused activities included T-Shirt painting, making clay models, craft and other exercises. As part of the core delivery there were also regular discussions, ball and board games.

Roaming Sessions were initiated by staff walking around areas in Edenbridge to locate young people. This approach is designed to access young people who would be unlikely to events. For example, the detached youth workers were able to talk directly to young people drinking outdoors and to engage

them about alcohol issues in a setting where the young people felt comfortable to do so.

The KDAT summer programme saw 16 young people register and attend football coaching sessions and 14 register for and attend film making sessions. These activities were held on Wednesday and Friday nights.

As well as the ability to meet and interact with young people, the use of detached youth workers also enables a picture of young people's views of life in Edenbridge and their use of alcohol. The youth workers' reports concludes that the roaming approach seems to be more productive in terms of addressing and challenging alcohol misuse.

## **8.0 The Delivery of KCAP**

We were interested to identify the 'programme logic' of the KCAP scheme as a means of understanding how it would achieve its goals. The logic of a programme to be evaluated is of prime importance to the researchers. When we speak of the logic of a project such as KCAP, we refer to examining the ways in which the project sets out achieve its aims and examining how these aims have been realised as a result of delivering certain activities and interventions.

Below we present our comments on how we view the operation of KCAP overall, and on how we see KCAP bringing about change in the pilot areas.

As a project, overall we consider that KCAP can be seen as having two key elements. The first is an interventive element involving the Police, Trading Standards and Licensing Authorities. This element aims to provide both support and a 'light touch' regulation in order to help retailers deal with problems posed by young people trying to purchase alcohol (or adults who purchase alcohol on behalf of minors).

The major impact of the activities carried out in this element of KCAP serve to make it more difficult for young people to get access to alcohol. The combination of support and enforcement serves to reduce the possibility of retailers making sales to minors and to try to reduce proxy purchasing where this can be identified.

Where young people have obtained alcohol, an increased police focus on identifying public areas used for drinking and on the confiscation of alcohol acts to reduce instances of young people drinking in public places.

In the promotion of this element of KCAP, Visits to retailers have been made by the Kent Police Officers (PCs and PCSOs), Trading Standards Officers as

well as staff from the appropriate Licensing Authorities either singly or in various combinations of the above. Where there have been problems at licensed premises, the police have provided rapid support in order to ensure retailers are aware that they are not left to deal with problems on their own.

Training events have also been held for retailers. Some of these were not well attended, particularly in the early days of the project – on one training day, only the manager of the store hosting the day was actually present. This has highlighted more than just a reluctance to attend outside events on the part of retailers: for some small businesses, attending such events is a luxury they cannot afford – ‘who will mind the shop?’ Visits by appropriate staff to deliver training at the store have been arranged in many cases.

For the alcohol trade, it is clear that KCAP involves more than just a means of enforcement. Clearly, where retailers failed to comply with the law, there was always the possibility of enforcement action being taken. However it was also clear that enforcement was seen as a last resort and that it was far more preferable to assist and support retailers in their work, so that a confident and well trained retail trade would be able to deal with pressure on them by either minors seeking to purchase alcohol or others purchasing it on their behalf (proxy sales).

During the pilot period, test purchases using young people were carried out periodically by Trading Standards. Some of the results of this were surprising – in one case the number of retailers prepared to sell alcohol without challenging a very young looking ‘test purchaser’ went up after several months of the pilot. However, it does seem this was something of an anomaly.

The test purchases are carried out within KCAP as a means of evaluating retailers’ practice in challenging and refusing sales to someone who appears to be too young to purchase alcohol. The KCAP Accreditation agreement explicitly states that these test purchases are carried out to help and support business and are not intended to be punitive. Clearly where retailers fail to take responsible and required actions with regard to the selling of alcohol to young people, there remains the possibility of sanctions being taken – as was the case prior to KCAP.

During the course of the pilot KCAP scheme, key activities of KCAP have been encapsulated into the Accredited Retailer and Publican document which is attached as an appendix to the main report. This document is a strong statement of how the central elements of KCAP can be embedded into the activities of the alcohol trade to the benefit of all in the community. It will undoubtedly provide a model which other areas will wish to emulate.

The Accreditation Agreement (Appendix 2) we believe, is a valuable document since it sets out standards for retailers which enable them to organise their business practice in such a way as to both contribute to KCAP's aims and objectives and also to behave in a socially responsible manner in the communities in which their premises are located.

The effects of such activities to reduce alcohol consumption are clearly desirable. However, young people can, of course, also obtain alcohol through other means, notably from home, either by taking alcohol without permission or actually being given alcohol by parents or guardians. Wider cultural aspects of alcohol consumption and the need to inform and educate also need to be addressed if young people are to be encouraged to drink more responsibly and to have a better knowledge of the risks posed by excess alcohol intake. This was acknowledged at the planning stage by KCAP partners.

The KCAP vision stated a wish to bring about cultural change with respect to young people and the consumption of alcohol. We would suggest that this, though desirable, was perhaps somewhat over optimistic in terms of a pilot project. Cultural change will need to be delivered and sustained over a long period of time in order to bring about lasting change in attitudes and beliefs toward alcohol and will need to be embedded into a wide range of social settings in order to have a lasting effect.

This brings us to the second part of KCAP which was an informational and educative element. This element, however, varied between the three pilot areas. In Canterbury, the target population largely comprised students; in Edenbridge, underage drinkers and in Thanet underage drinkers as well as proxy sales - which intelligence had indicated was a problem in the area.

These differences in approach mean that we need to take care when comparing the effects of KCAP in each of the pilot areas since these educational and informational aspects of the scheme differed considerably as well as focusing on different groups of people. This complicates evaluation somewhat as results cannot be directly understood as being produced by the delivery of exactly the same package of services in each area. This is not a criticism: local circumstances and problems require local solutions and KCAP is structured in a way that has a well-defined core involving the regulation and support of the licensed trade whilst allowing for flexibility and creativity in addressing wider aspects of education and information.

We consider that the enforcement aspects of LCAP and the work done with retailers has been more clearly developed than the educational and informative side of the scheme and has arrived at a well-developed model of practice which is set out in the Accredited Retailer and Publican Agreement.

This is not to criticise the work which has been done, far from it, but we do question whether educational and informative work should not have been the province of other agencies such as Education, Health and Youth Work and we see the incorporation of these and other relevant agencies and bodies into the KCAP framework as being highly desirable for two main reasons: i) In order to draw directly on their expertise in developing a wider awareness of alcohol and its effects amongst young people and ii) to avoid over-burdening agencies such as the Police, Trading Standards and Local Authority Licensing Officers with additional tasks to their main KCAP roles by enlisting as partners agencies whose main responsibility is working with young people.

Further, we suggest that the alcohol industry could make a contribution to the delivery of KCAP. The accreditation scheme offers retailers an industry standard and, for example, educational and training activities for retailers to inform them of the requirements, responsibilities and necessary actions needed to gain accreditation could be funded by the industry itself.

## **9.0 Measuring Aspects of KCAP**

In order to examine changes in types of offence type, anti-social behaviour and public perceptions, we were given access to monthly CDRP Performance packs containing the relevant data for both recorded crime and the results of Kent Police's regular surveys of public perceptions of problems in their areas.. For the pilot areas, it was considered that any changes in the two large areas – Canterbury and Thanet, would impact on the overall area figures. For Edenbridge we have obtained local figures for crime and anti-social behaviour since the area is considerably smaller than the police area in which it is located and statistics would be distorted by those from the larger towns included in that area.

The impact of various forms of work upon subsequent alcohol use with young people is difficult to measure. Some activities have taken place in schools through Intervention Officers and other activities have been public events. The Detached Youth Workers in Edenbridge provided a detailed report which sets out numbers of attendees, activities and so forth. There are existing surveys of alcohol use in schools and amongst young people which can provide overviews of young people's attitudes to alcohol use. However the timing of such surveys means they did not coincide with the life of KCAP. We suggest that if, as we recommend below, KCAP takes on partners in Health and Education, that these agencies address this issue of surveying young people's attitudes and reported behaviours. However, the work done in Edenbridge by the detached youth workers also highlights the fact that young

people sometimes need to be accessed in order to ask their views or to discuss issues with them.

Throughout the evaluation, we have been mindful that a key element of KCAP has been work with retailers to support them, educate them and enable them to be confident in managing sales of alcohol responsibly. Throughout the pilot period, members of the partnership spoke of the high degree of interest shown by retailers who, for the large part, appreciated having the support of the police and Trading Standards. With this in mind, we have sent out a Retailer Survey to gather retailers' views on KCAP and their experience of the scheme. Questionnaires were prepared by the research team and were shared with RASG for their comments on the appropriateness of the questions asked.

All retailers were assured that responses would be treated in utmost confidence and that all information from the survey would be reported anonymously. The survey went out at the end of September to all licensed premises in Thanet and Edenbridge and to a sample in Canterbury City Centre.

## **10.0 The Impact of KCAP**

At the outset of KCAP, its stated objectives were somewhat behavioural – for example to bring about cultural change and to foster responsible attitudes to drinking. There is nothing wrong with this and we do not criticise it but to be successful, behavioural change requires very c However, the three pilots have all taken slightly different approaches to slightly different problems. There is, accordingly, some difficulty in saying whether one version of KCAP is 'better' or 'worse' than another.

During the KCAP period between March and September 2009, the KCAP pilot areas have seen a decline in offences of Criminal Damage – one of KCAP's targets- the fall in such offences was some 6% greater than in non-pilot areas.

However, whilst the differences between pilot and non-pilot sites provide an indication of the potential impact of rolling out the scheme to other areas of Kent, we also draw attention to the differences between the pilot areas and their focus on alcohol consumption by young people.

There are, we believe, a number of lessons to be learned from each of the Pilot areas, given that circumstances and activities had to be tailored to the individual areas. For example, in Canterbury, the sheer scale of the licensing trade in the city centre (over 220 premises) contrasts with around 25 premises in Edenbridge. Similarly, the focus in Canterbury was mainly on those drinking

legally (a large proportion students but by no means all) and making use of the night-time economy.

These differences between pilot areas need to be borne in mind in interpreting quantitative findings. Implementing KCAP County wide would require extensive consultation with local practitioners and authorities as to the scale and nature of problems in particular areas and implementation would require (as has been the case in the pilots) local management structures to address and deliver services to address these locally identified targets. An impressive aspect of KCAP so far is that it has highlighted just how complex addressing alcohol-related issues of crime and anti-social behaviour can be. The differences between reductions in offence types and public perceptions of anti-social behaviour indicate the need to consider local factors during any future implementation of KCAP in Kent.

One issue which was drawn to our attention was that KCAP is largely preventative – this makes quantifying some aspects of success difficult and also highlights the fact that recorded incidents may not tell the whole story. A second issue is that KCAP is incremental in nature: working with retailers, managing behaviour amongst those using the night-time economy and so forth. Some of the solutions to problems – for instance the use of PCSOs at each end of a residential street asking students leaving the University after the club there had closed down to be quiet – are practical, unobtrusive and effective, yet it is hard to measure each and every such activity. But this kind of activity is frequently what people want: telephone calls to local police were very positive in this case. This complexity of the effects and potential effects of KCAP needs to be kept in mind when examining the results.

## **10.1 Changes in Recorded Crime**

We note that Thanet and particularly Edenbridge have seen substantial falls in recorded crime. It is possible that KCAP activities, because they are visible and frequently involve an increased public presence of Police and PCSOs, may deter the commission of some forms of crime that were not the original focus of the scheme. Accordingly, it may be that the scheme will have unintended benefits that accrue through increased policing in certain areas.

## 10.2 Total Recorded Crime

The Pilot areas had a very similar decline in total crimes recorded in 2009 compared with 2008 to the non-pilot areas.

Edenbridge	- 46%
Thanet	- 19%
<u>Canterbury</u>	<u>- 11%</u>
Pilot Areas	-16%
<u>Non-Pilot Areas</u>	<u>-16%</u>

As the figures for the pilot areas above show, Edenbridge had a dramatic fall in recorded crime. The percentages calculated for Edenbridge are based on smaller numbers than the other two areas, as would be expected given the demographic differences between pilot areas. However, this should not be seen as a reason for taking the results for Edenbridge any less seriously: it is clear that there have been substantial reductions in various types of crime in the Edenbridge area. We suggest that many of these reductions can be explained by a combination of the KCAP approach combined with professional local knowledge and experience of the area and the ability for the police to respond very quickly to incidents. We also believe that the sense of community in smaller areas is more likely to be conducive to KCAP than in urban areas.

## 10.3 Violent Crime

The Pilot areas had a similar proportionate fall in violent crime as non-pilots (14%)

Edenbridge	- 32%
Canterbury	- 17%
<u>Thanet</u>	<u>- 10%</u>
Pilot Areas	-14%
<u>Non-Pilot Areas</u>	<u>-14%</u>

Edenbridge has seen violent crime fall by almost a third from the 2008 figure. Even allowing for the fact that Edenbridge is a comparatively smaller area than the other two pilots, this is an impressive finding. Canterbury also has seen a considerable decrease in violent crime. Given that much of Canterbury's KCAP activities were focused on the City Centre at night, we would expect that the increased police presence in the heart of the night-time economy has served to either deter or defuse violent incidents by those using licensed premises in the city centre area.

## 10.4 Assault resulting in lesser injuries

The Pilot areas had a 3% reduction in lesser assaults compared with a fall of 11% in the non-pilots.

Edenbridge	- 27%
Thanet	-4%
<u>Canterbury</u>	<u>-3%</u>
Pilot Areas	-4%
<u>Non-Pilot Areas</u>	<u>-11%</u>

Overall, in two of the KCAP areas, the proportionate reduction in lesser assaults was considerably smaller than in the non-pilot areas. The exception being Edenbridge, where such assaults have fallen by 27%. Again, we believe that this reflects the combination and interaction of KCAP with the particular circumstances of a small community.

However it could well be that these less serious assaults are not just the result of alcohol consumption and spring from other situational and motivational circumstances (or combinations of these) that are present in the two more urban and densely populated pilot areas.

## 10.5 Criminal Damage

The Pilot areas had a 28% reduction in recorded offences of criminal damage compared with 22% in non-pilot areas.

Edenbridge	- 43%
Thanet	- 36%
<u>Canterbury</u>	<u>- 16%</u>
Pilot Areas	-28%
<u>Non-Pilot Areas</u>	<u>-22%</u>

Drinking by minors is frequently associated with various acts of criminal damage and this was a key issue which KCAP sought to make an impact upon. The evidence suggests that KCAP has done this.

Overall, then, the pilot areas saw a 28% reduction in criminal damage, a decrease 6% higher than the figure for the non-pilot areas. In Edenbridge there was a striking 43% fall and in Thanet a 36% fall.

Criminal damage in Canterbury fell by 16%. This may reflect the differences between pilot areas and those young people they focused upon. In Edenbridge, the focus has been very much upon minors drinking in public places as in Thanet where KCAP practitioners were also particularly concerned to address proxy sales to minors which were seen as a particular problem in the pilot areas at the start of the KCAP project. Canterbury's focus was aimed at a different group of young people – students and was also aimed at the city centre. Accordingly, we are not comparing like for like in an exact manner.

## 11.0 Public Perceptions of Anti-Social Behaviour

*(Taken from the Kent Police monthly CDRP Information pack)*

### 11.1 Teenagers hanging around

The reduction in this problem in Pilot Areas was twice that of the Non-Pilot Areas: 4% compared with 2%.

	March 2009	Sept 2009	Change
Thanet	28%	19%	-9%
Canterbury	18%	15%	-3%
Edenbridge	13%	13%	0%
All Pilots	20%	16%	-4%
Non-Pilots	21%	19%	-2%

The issue of teenagers hanging around in public places is one that many members of the public find problematic – and is often made more so if the young people are drinking.

In the Pilot Areas, Kent Police's survey of members of the public indicates that, during the life of the KCAP pilot, concerns about teenagers fell by 4% compared with a fall of 1% in non-pilot areas.

The highest change in the 3 pilot areas was in Thanet, where concerns about teenagers dropped by 9% between April and September 2009. This was an impressive figure, the more so since, in April 2009, Thanet and one other area in Kent had the highest proportion of residents who said this was a large problem in their area.

At the end of the pilot period, KCAP pilot areas had an overall figure of 16% of members of the public who considered teenagers hanging about to be a problem in their areas compared with 19% in the non-pilot areas.

## 11.2 People Drunk or rowdy in public

The Pilot areas had a 3% reduction compared with 1% for non-pilot areas

	March 2009	Sept 2009	Change
Thanet	21%	16%	-5%
Edenbridge	10%	6%	-4%
Canterbury	13%	13%	0%
All Pilots	15%	12%	-3%
Non-Pilots	14%	13%	1%

Concerns about people being drunk or rowdy in public were higher in the pilot areas at the start of KCAP in April 2009 with 15% of respondents citing this as a concern compared with 14% in non-pilot areas.

By the end of the pilot period, concerns in the pilot areas had fallen to 12% whilst in non-pilot areas, the proportion had fallen to 13%. With a focus upon alcohol consumption in public places, such a reduction was to be expected although 3% is quite a modest impact. That said, however, Thanet had the highest proportion in the county of residents who said that people being rowdy or drunk in their area was a large problem (21%) suggesting that the reduction of 5% represents a considerable achievement.

## 11.3 Vandalism, Graffiti Or Deliberate Damage

Pilot Areas were down by 1%, Non-Pilot Areas were unchanged

Concerns about vandalism, graffiti or deliberate damage were expressed by 15% of respondents in KCAP pilot areas in April 2009 compared with 14% living in non-pilot areas. By September 2009, the figure for pilot areas had fallen by 1% to 14%.

However, the overall figure for the pilot area masks individual effects. In Thanet, the proportion of residents concerned about vandalism, graffiti or

other deliberate damage fell considerably from 21% to 14%. In the other two pilot areas, the proportion of concerned residents actually increased slightly.

(We speculate that some increase in public concerns may actually occur in survey results as members of the public become aware of the introduction of new policing methods or activities focusing on certain crimes or behaviours. Longer term use of survey material might provide some insight into whether this actually occurs.)

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Thanet	21%	14%	-7%
Edenbridge	14%	15%	+1%
<u>Canterbury</u>	<u>11%</u>	<u>14%</u>	<u>+3%</u>
Pilot Areas	15%	14%	-1%
<u>Non-Pilot Areas</u>	<u>13%</u>	<u>13%</u>	<u>0%</u>

## **11.4 Rubbish/Litter**

Pilot Areas saw a 1% reduction compared with no change in Non-Pilot Areas

There was no change in the proportion of residents expressing concerns about rubbish and litter in non-pilot areas during the KCAP period with the figure remaining at 17%. In the pilot areas, the figure fell by a modest 1% from 18% to 17%.

Edenbridge and Thanet both exhibited declines in the percentage of residents saying Rubbish and litter were a big problem in their area, Canterbury's figure, however, rose by 2%.

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Edenbridge	15%	11%	-4%
Thanet	27%	25%	-2%
<u>Canterbury</u>	<u>13%</u>	<u>15%</u>	<u>+2%</u>
Pilot Areas	18%	17%	-1%
<u>Non-Pilot Areas</u>	<u>17%</u>	<u>17%</u>	<u>0%</u>

## **11.5 Noisy Neighbours/Loud Parties**

No change in either the pilot or non-pilot areas.

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Edenbridge	3%	2%	-1%
Thanet	10%	10%	0%
Canterbury	6%	6%	0%
Pilot Areas	6%	6%	0%
Non-Pilot Areas	6%	6%	0%

Problems with noisy neighbours or loud parties were reported by only a small percentage (6%) of Kent residents in the survey. For both the pilot areas and non-pilot areas, the proportion of people who said these issues were a large problem in their area remained at 6%.

In the individual pilot areas, Thanet had the largest proportion of respondents who reported this problem (10%) and this proportion had not changed in the September survey results. Canterbury's figure was unchanged at 6% and only Edenbridge had seen a slight fall of 1% in the proportion of respondents saying these issues were a large problem in the area.

## **11.6 People Using or Dealing Drugs**

Pilot areas were 2% down at the end of the pilots compared with no change in Non-Pilot Areas.

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Thanet	16%	16%	0%
Edenbridge	12%	9%	-3%
Canterbury	10%	7%	-3%
Pilot Areas	13%	11%	-2%
Non-Pilot Areas	11%	11%	0%

Although the KCAP project did not focus on drug use as such, the slight decline in the proportion of members of the public who perceived drug use/dealing as a problem in their area may be due to increased and highly visible police activity.

Thanet had the highest proportion of respondents who identified the use or dealing in drugs as being a large problem in their area. This figure was unchanged at the end of the KCAP period. Edenbridge and Canterbury both

had 3% falls in the proportion of people identifying drugs as a major problem in their area.

Even though the overall aims of KCAP were not to do with drugs being used or sold per se, it is interesting to consider how the change in public perceptions of these activities as problems may reflect an indirect effect of the activities carried out as part of KCAP.

## 11.7 High Levels of Anti-Social Behaviour

Two pilot areas saw the perception of High levels of ASB fall. In one pilot area it rose by 1%. The non-pilot areas saw no change.

	March 2009	Sept 2009	Change
Thanet	13%	9%	-4%
Edenbridge	5%	3%	-2%
Canterbury	4%	5%	+1%
Pilot Areas	7%	6%	-1%
Non-Pilot Areas	5%	5%	0%

The proportion of survey respondents in the pilot areas reporting high levels of anti-social behaviour in their area fell by 1% whilst there was no change in the non-pilot areas. The proportion who thought there was a high level of ASB in their area (13%) was double that of the other two areas. Thanet's figure fell between March and September 2009 by 4%.

## 12. Public Perceptions of Safety

The fear of crime can have damaging effects upon the lives of citizens. In order to examine whether those living in the KCAP areas changed their views about their personal safety, we have used three measures of public concern regarding safety, taken from the police surveys of the public. For each, we examined the proportionate responses at the start of the KCAP period in April 2009 and at the end in September 2009.

### 12.1 Overall Feelings of Safety

Pilots had a 4% improvement compared with 2% in the Non-Pilots.

At the start of the KCAP pilots, 92% of residents in the KCAP and Non-Pilot areas said that, overall, they felt safe in the area in which they lived.

By the end of the pilot period, the figures had increased to 95% for KCAP areas and 94% for the Non-Pilot Areas.

The figures for the individual Pilot Areas were:

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Canterbury	95%	97%	2%
Edenbridge	93%	97%	4%
Thanet	87%	92%	5%
All Pilots	92%	95%	3%
Non Pilots	92%	94%	2%

We also note that Thanet's increase in feelings of overall safety was achieved from a figure considerably lower than the other two areas.

## **12.2 Walking Alone In Daytime**

98% of people in Kent responding to the police survey said that they felt safe walking alone in their area. This figure had not changed when survey results were examined at the end of the KCAP period. 97% of Respondents in KCAP pilot areas said they felt safe at the start of KCAP compared with 98% of non-pilot areas. The pilot areas had increased 1% in feelings of safety by the end of the KCAP period and the non-pilot areas remained unchanged.

	<b>March 2009</b>	<b>Sept 2009</b>	<b>Change</b>
Canterbury	98%	98%	1%
Edenbridge	97%	98%	1%
Thanet	97%	98%	1%
All Pilots	97%	98%	1%
Non-Pilots	98%	98%	0%

## 12.3 Walking Alone In The Dark

In Kent in March 2009, 65% of survey respondents said they felt safe walking alone in their area at night. By September 2009 this proportion had increased to 68%. As would be expected, responses differ between areas and this can be seen in the figures below:

	March 2009	Sept 2009	Change
Canterbury	72%	73%	1%
Edenbridge	69%	71%	1%
Thanet	53%	63%	10%
All Pilots	65%	69%	4%
Non-Pilots	65%	67%	2%

Of note here is that respondents in Thanet said they felt considerably less safe than those in the other two KCAP Pilot areas. This figure changed quite dramatically in the results of the survey for September, with a 10% increase in the proportion of people feeling safe walking alone at night in Thanet.

In the KCAP pilot areas and in the non-pilot areas at the start of the project, 65% of people said they felt safe walking alone in their area at night. By the end of the 6 month pilot period, the figure for KCAP areas had increased by 4% whilst that for non-pilot areas had increased by 2%. The overall proportion of people feeling safe walking alone at night in Kent was 68%.

## 12.4 The Overall Impact On Perceptions Of Anti-Social Behaviour And Personal Safety

To summarise the impact of KCAP on anti-social behaviour and public perceptions of safety, the table below takes all measures of ASB (7 measures)/Public perceptions of safety (3 Measure) and gives the percentage of this total where areas had experienced positive change. For example, Canterbury experienced positive change in 50% of measures relating to ASB/Public safety.

**Positive Change in Measures of Anti-social Behaviour and Perceptions of Public Safety**

	All Factors in an area where positive change recorded as a % of Total Factors Measured
Canterbury	50%
Edenbridge	90%
Thanet	80%
Pilot Areas	90%
Non-Pilot Areas	60%

*(Full table given as appendix 5)*

Using this standardised form, we can compare the overall impact on the various measures of ASB/Public protection. Bearing in mind the modest size of each of the changes, it is still fair to say that KCAP areas overall have made a substantial impact on reducing concerns about anti-social behaviour and improving public perceptions of personal safety in their areas.

## 13.0 Recommendations and Comments

1. Alcohol misuse in the UK is a major issue and yet, on a cultural level, is not always taken seriously. KCAP will need to work with others in communicating, on a sustained basis, the problems associated with alcohol consumption by young people – both to young people, to retailers and to parents as well. We recognise that this is much easier said than done. We think that KCAP should be seen in the context of ‘step change’ – as one part of a wider process to promote sensible and healthy attitudes to alcohol.
2. The KCAP programme’s multi-faceted approach is supported by research evidence: Wagenaar et al (2004) note:

“the current literature does offer evidence for the effectiveness of particular alcohol control measures deserving of trials and further study among young adults. These measures affect the availability of alcohol, social messages about alcohol, and enforcement of current laws” (Wagenaar et al 2004).

KCAP encompasses these identified issues.

3. Whilst we believe KCAP offers a viable means of addressing alcohol misuse, we do think that the delivery of wider, educational aspects of KCAP should involve relevant agencies such as Education, Youth Work, PCTs and of course, the alcohol industry itself- particularly in the delivery of education and training to retailers. These agencies should be represented on KCAP management bodies. Whilst the three pilot areas have worked hard to deliver KCAP, it makes little sense for the Police and Trading Standards to spend time on services that could be arranged and delivered by others. There would be several benefits here:
  - a. By expanding educational and other work with young people and making this the responsibility of the relevant agencies, KCAP would be better placed to try to achieve the ‘cultural change’ mentioned in the KCAP Vision Statement.
  - b. The burden of KCAP work would be spread out more leaving partner agencies to deliver their specialist contributions, thus enabling them to focus on their relevant tasks.
  - c. The expansion of partners in KCAP may open up opportunities for bids for funding etc based on some or all of the components of the scheme.
4. The recording of practitioner activities would be best accomplished (if it is to continue) using a database which would allow practitioners to enter data more quickly and easily and which would record activities carried out as part of the scheme in a format that would allow routine interrogation of the data. A simplified

and standardised format would also facilitate analysing trends and outcomes in the future.

5. KCAP planning for the future should attempt to learn from experience so far. The positive changes found in Edenbridge suggest that the scheme can produce excellent results in a smaller area presumably due to such an area being more manageable and having better local means of communication and a clear and more developed sense of community. The activities by the youth workers have also engaged substantial numbers of the town's children in positive and creative activities as well as raising alcohol issues with them.
6. The issue of community awareness is important to any local scheme. However, we noted the experience of Canterbury where KCAP contacted a number of community groups but received no reply from any of them. KCAP cannot create community awareness but it will benefit from considering how to communicate its messages and intentions to a wider public and identifying which community groups can contribute to the scheme. There are of course limits, however, KCAP cannot force community groups to take an interest in its activities even though – from the findings above - contribute toward communities feeling safer and more pleasant to live in.
7. The quantitative impact on crime made by KCAP is difficult to evaluate using measures of recorded crime since it is likely that much of the anti-social behaviour by young people drinking alcohol goes unrecorded (This was stressed to us by a number of representatives of different agencies). In terms of an expected impact, KCAP areas saw a substantial reduction in criminal damage – an offence type which is associated with alcohol misuse.
8. KCAP areas saw public perceptions of problems of antisocial behaviour fall in 5 out of 7 measures of different antisocial behaviour. In non-pilot areas, there were changes in only 3 of these measures. We see this as a more reliable measure of KCAP's impact since people's perspectives of anti-social behaviour are likely to be affected by factors which are not actually being measured directly. Overall, as we have noted in 12.4 above, the Pilot areas achieved changes in a high proportion of all possible areas measured.

The question will arise as to why one pilot area – Edenbridge- has achieved such substantial results. Without detracting from the efforts and professionalism of the local police officers, we believe that the size of an area is likely to affect the impact of KCAP. In Edenbridge, officers not only knew their 'patch' but also many of the local youngsters as well.

Many people we spoke to about Edenbridge pointed out a sense of community – and of course in a small community, word spreads about initiative like KCAP more extensively than in the relative anonymity of urban areas. KCAP cannot

generate community spirit on its own but this is something well worth considering when planning extensions of the scheme.

In considering the positive findings across the measures of ASB and Public safety, we were again reminded of the Kent Police aim of 'step change.' KCAP clearly offers a means of contributing to such change.

9. Overall, KCAP appeared as an organised and well-managed approach to a difficult social problem. Pilots such as this enable fine tuning of programmes and, with the Accreditation Scheme which has emerged from KCAP, the expansion of the scheme to other areas will be greatly facilitated by the work which has gone on in the 3 pilot areas during this year.
10. The Accreditation Scheme for licensed Premises is a sensible and well-thought out move and will be of great use in future implementations of KCAP since it provides a set of clear and achievable guidelines for retailers and publicans. It also is in line with research findings that find programmes and interventions with clearly stated means for attaining their goals are more likely to actually achieve these.
11. With any new programme, there is often a tendency toward over-expectation. KCAP has operated, in slightly different versions in different settings and the results show that there has been a positive change in perceptions of anti-social behaviour in those areas. The challenge now is to take KCAP into new settings and to develop the services and activities needed in particular areas to complement the well developed core element. We stress again the need for a wider partner group in order to involve relevant agencies and institutions and to spread responsibilities and workload across these appropriately.
12. Our final comment pertains to finances. KCAP activities were boosted by the funding obtained by Kent Police prior to the start of the project. In conversation with Police Officers, we understand that many KCAP activities were carried out as overtime as would be expected. However, this does mean that any expansion or indeed continuation, of KCAP will need to address budgetary issues in order to fund adequate extra activity. It may well be possible to build some activities into the an agency's mainstream work, but any expansion of an agency' workload is always likely to require some extra funding.

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## Appendices

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## Appendix 1: Kent Community Alcohol Partnership (KCAP) Accredited Retailer and Publican Agreement

KCAP is a partnership between Kent County Council, Kent Police, the Retail of Alcohol Standards Group (RASG), local retailers, local publicans, the local District Councils and health authorities. The partnership aims to change attitudes to drinking by:

- **Informing** and advising young people on sensible drinking
- **Supporting** retailers to reduce sales of alcohol to underage drinkers
- **Promoting** responsible socialising
- **Empowering** local communities to tackle alcohol related issues

By becoming an accredited retailer or publican your business is demonstrating support and a commitment to the principals of KCAP.

### Criteria for membership:-

#### All licensed premises

- Business adopt an effective system to prevent underage sales. Examples of this include;
  - All staff are trained in the law relating to age restricted goods and how to have confidence in challenging young people
  - Appropriate records of this training are kept proportionate to the scale of the business
  - Appropriate management information systems in place to monitor compliance with age restricted products legislation with regular monitoring and reviews.
  - Appropriate point of sale material relating to underage sales is displayed proportionate to the size and scale of the business.
  - The DPS is regularly on the premises and is exercising good oversight
- Businesses adopt as a minimum “Challenge 21” but preferably “Challenge 25.”
- Businesses actively and positively promote KCAP and its principles in the wider community.
- Businesses share their own intelligence including the results of any “mystery shopper” exercises they carry out with public authority partners.
- Businesses will welcome local authority partners carrying out “Challenge 21/25” test purchasing. Such test purchasing is to be carried out with a view to helping and supporting businesses and is not intended to be punitive in any way.

#### Off Trade

- Age restricted products should be displayed in such a manner as to minimise the risk of theft. Ideally this would mean that the goods are under constant

supervision or that any person picking them up will have to pass a till before leaving the premises

- Positive authorisation is required where sales of alcohol pass through self service tills or till staffed by operators who are under 18 years of age.

### On Trade

- Wine will be available in 125 ml measures and as well as the larger sizes.
- Spirits will be offered in 25 ml single measures as a preference but measures not to exceed 35ml for a “regular” serving.
- Some marketing prominence given to soft drinks and alcohol free (or reduced) drinks.
- Premises to encourage responsible socialising by having dispersal policies in place where relevant and avoiding drinks promotions that encourage binge drinking.

### **Criteria for maintaining the integrity of the accreditation scheme:-**

You as an accredited member to the scheme will show commitment to KCAP by complying with the criteria outlined above. In the interest of maintaining the integrity of the scheme for all members, it is important to consider appropriate actions where the conduct of a member falls below the standard expected. It is important to note that you will be given every opportunity to engage with the partnership.

Actions considered to demonstrate disregard for the partnership will include;

- Failure to meet the criteria of the accreditation scheme
- Lack of training for staff
- No Challenge 25/21 policy in place
- Failure to attend planned training sessions offered by the partnership
- Selling alcohol to underage youngsters
- Failure to share information with the partnership
- General lack of engagement with the partnership by failing to display KCAP posters, attend events and promote the principals

The recommended remedial steps are therefore as follows:

- If the Premises License Holder is a RASG member or a tenant of a brewery such as Shepherd Neame, a suitable contact for these organisations will be made aware of any issues.
- The Premises License Holder will be invited for a meeting with the key partners to plan the best route forward.
- If this is not fruitful and the Premises License Holder is unwilling to cooperate then it may be necessary to issue a notice of intention to

withdraw accreditation. This would be decided by the KCAP Operational Group to ensure consistency.

- Appeals against this can be submitted to the KCAP Strategic Group.

## Appendix 2: Changes in Type of Recorded Crime

**Table 1: Recorded Crime in Kent April-September 2008/2009**

( Source: Kent Police CDRP Packs for months in question)

	<b>April-Sept 2008</b>	<b>April-Sept 2009</b>	<b>% Change</b>
Kent	63,425	53,422	-15.8%
Non-Pilot areas	51,546	43,488	-15.6%
Pilot Areas	11,879	9,934	-16.4%
Edenbridge	356	192	-46%
Thanet	6,616	5,390	-19%
Canterbury	4,907	4,352	-17%

**Table 2: Violent Crime in Kent April-September 2008/2009**

( Source: Kent Police CDRP Packs for months in question)

	<b>April-Sept 2008</b>	<b>April-Sept 2009</b>	<b>% Change</b>
Kent	13,950	12,142	-13%
Non-Pilot areas	11,043	9,629	-13%
Pilot Areas	2,907	2,513	-14%
Edenbridge	75	51	-32%
Canterbury	1,148	952	-17%
Thanet	1,684	1,510	-10%

**Table 3: Assault resulting in lesser injuries**

( Source: Kent Police CDRP Packs for months in question)

	<b>April-Sept 2008</b>	<b>April-Sept 2009</b>	<b>% Change</b>
Kent	5,900	5,393	-9%
Non-Pilot areas	4,515	4,065	-11%
Pilot Areas	1,293	1,255	-3%
Edenbridge	30	22	-27%
Thanet	841	805	-4%
Canterbury	514	501	-3%

**Table 4: Criminal Damage**

( Source: Kent Police CDRP Packs for months in question)

	<b>April-Sept 2008</b>	<b>April-Sept 2009</b>	<b>% Change</b>
Kent	14,776	11,381	-23%
Non-Pilot areas	11,815	9,250	-22%
Pilot Areas	2,961	2,131	-28%
Edenbridge	104	59	-43%
Thanet	1,669	1,071	-36%
Canterbury	1,188	1,001	-16%

# Appendix 3:Edenbridge Detached Youth Programme Report

20<sup>th</sup> October 2009

**Play Place Innov8 CIC** (Community Interest Company) are an established children, youth and family social enterprise. Our business has delivered projects and services across 55 estates in London, Croydon and across areas of Kent. During the period 2008 - 2010 we have worked with IRO 3,000 children and young people (per year). We are delivering 14 regular junior and young people's clubs and have provided summer schemes on 21 target estates and short term programmes/delivery days on 20+ estates. We retain a volunteer Board of Directors who ensures that our work is delivered in line with our key objectives of: Targeted Services, Innovative Learning Opportunities, ICT and Research Programmes.

## **Introduction and Concept**

Play Place Innov8 CIC were delighted to be asked to deliver the KCAP programme in Edenbridge. Key to the success of the KCAP programme has been the interface and partnership working relating to two diverse strands:

- 1) **Enforcement:** The education and enforcement relating to the law around alcohol, promoting good sales practice, challenge 25 and dealing with adults and young people who break the law.
- 2) **Youth Work:** An educative and relaxed approach to challenging young people using a variety of different methods and tools in a constructive and informative way.

The co-existence of these two roles worked well and the two strands were complementary. Communication and co-operation was enhanced through the regular KCAP updates and steering meeting that was of great benefit. Additionally communication with the Police, Parish Council and the support of the Co-op were integral to the success of the youth programme.

Play Place Innov8 CIC were contracted to deliver detached youth work. Initially this was planned for a 12 week period; however it was extended to the 16<sup>th</sup> October 2009 following receipt of additional funds from KCAP and the KDAT summer programme.

The delivery report is being presented in two parts:

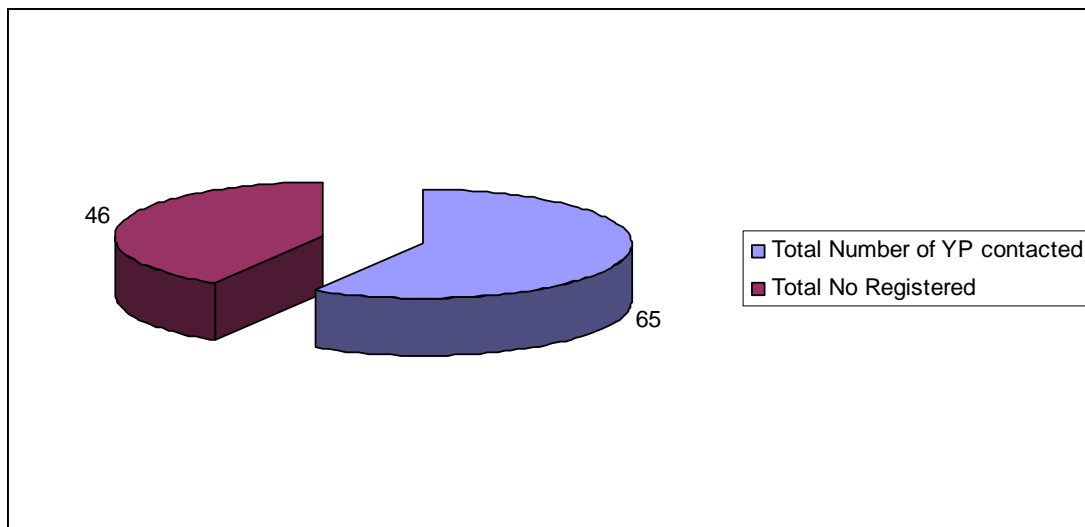
- 1) **KCAP Core delivery**
- 2) **KDAT Summer Programme**

The number of registered young people was reported prior to summer. These total numbers are unchanged and are shown in the KCAP section below.

Some young people may have attended both the KCAP and KDAT Summer programme, however for funding reasons we have recorded these statistics separately. The number of summer attendees additional to the core KCAP funding is around 8 and can be identified as extra (if required).

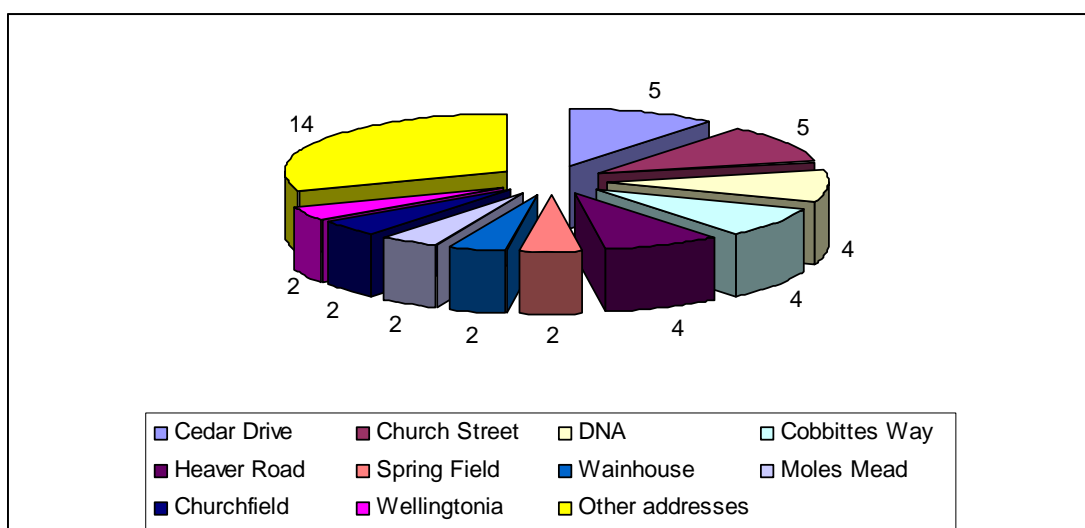
## 1) KCAP Core Delivery

### Registers and non registered attendees to Oct 09

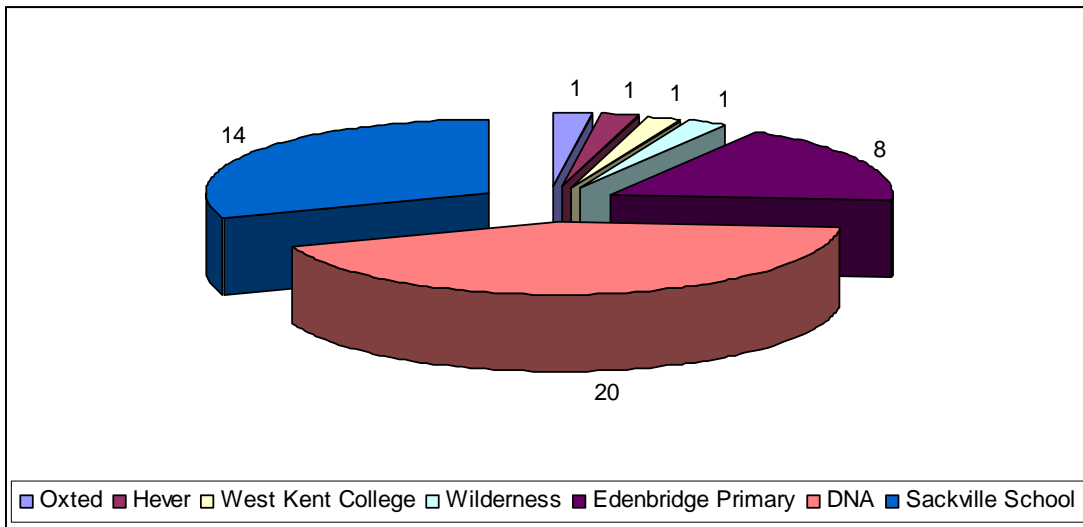


65 young people in total have been in contact with the youth work team.

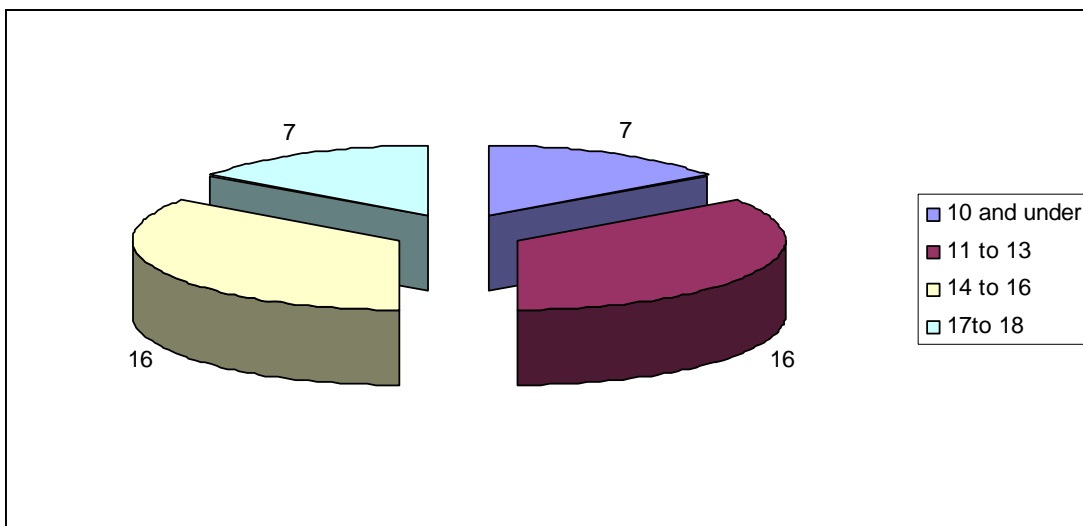
### Address Summary



## Schools Summary



## Age Groups



## Highlights

12 sessions have been delivered to date (including two long sessions), the best attendance recorded is 33 young people and worst is 6 young people (rain stopped play!).

Date	Attendance
Launch Event	35
22/4	18
29/4	6
1/5	14
6/5	20
8/5	22
13/5	22
15/5	13
20/5	18
22/5	26
3/6	10
5/6	8
11/6	12
19/6	18
24/6	9
26/6	7
1/7	5
3/7	15
Summer Scheme	
29/7	3
5/8	4
7/8	6
12/8	13
14/8	11
19/8	10
21/8	8
26/8	6
26/8	4
Roaming Detached Work :	
28/8	7
4/9	8
11/9	7
18/9	5

## **Core KCAP Report**

The detached programme delivered two styles of detached work.

1) Gazebo activity based evenings

2) Detached 'roaming' session

Both the session worked well in different ways.

### **1) Gazebo style sessions:**

- ✓ These were attractive with very large numbers of young people attending 20 to 30 per session in the early stages and when the nights were lighter.
- ✓ Limited to young people who were willing to seek us out at the Co-Op. Sessions were particularly appealing to younger group members (10-13's) as well as older members.
- ✓ We enjoyed a period of good attendance and diverse groups of young people. The numbers recorded during this period are very high (65), this is reflective of lots of different groups attending at different times. Perhaps also a reflection of the make up of groups that move around areas of Edenbridge week by week.
- ✓ The gazebo session offered both core and focused activities. Some activities were directly linked to alcohol and related issues which lead to positive informal discussion. These were a key part of the learning process.
- ✓ Focussed activities included activities such as: Badge Making, T-Shirt Painting, Clay Models, Craft, Team Challenges activities, Thought Shower Exercises etc.
- ✓ Core delivery included regular discussion, pool table, ball games, and board games.

### **2) Roaming Sessions**

These session involved staff walking around parts of Edenbridge to locate the young people. The lower number recorded in the attendance is somewhat reflective of this style of working. The benefit of this is that we tend to access young people who are less likely to come to us but lacks the consistency that some yong people would prefer.

This style of working does enable us to talk directly to young people who are drinking in around parks and under the bridge. One example may include sitting with a group of 5 young people (Friday 16<sup>th</sup>) whilst they were drinking vodka from a pop bottle, we discussed a

number of issues including keeping safe and alcohol 'the dangers'. This link was made as a result of us going to them and them being comfortable for us to speak with them. Late in the evening we moved on to find two very young men (13, sitting on a bank rolling a cigarette). We talk about lots of general 'stuff' before asking them about health issues; we discussed cannabis with regards to the law and its outcomes.

Discussions covered whilst working with the young people was broadly delivered. Types of discussions included:

1. Cost
2. The Law
3. Broken Glass
4. Peer Pressure/Alcohol and Self Image
5. Health and Effects
6. Alcoholism and Addiction
7. Alcohol – Keeping Safe
8. Getting Pissed 'The Aftermath' – Binge Drinking
9. Drinking and driving
10. Substance misuse
11. Keeping Well & Healthy
12. Alcohol/Marketing and What Turns You on

## 2) KDAT Summer Programme

### **Registered attendees for the summer programme**

Football coaching session: 16 young people registered and attended

Filming session: 14 young people registered and attended

### **Introduction**

- ✓ During the summer we delivered two youth project, a football coaching session and a drama/ filming session. These summer projects have been funded by KDAT (Kent drug and alcohol team)

### **Football coaching session**

- ✓ Delivered by Ian from Kent kicks on a Wednesday night at Lingfield recreation ground, 5pm till 7pm over a five week period.
- ✓ When the session started the numbers were low but as the weeks progressed the total of young people that attended the session improved.
- ✓ During the session Ian would help the young people develop there football skills, he would do this by setting out activities for the young people to participate in. At the end of the session the young people would play a football match.
- ✓ Total numbers were 16 young people aged between 8 and 13, there were also parents involved within the session.

## **Drama/ filming session**

- ✓ Delivered by Wild Wings on Friday nights from 7 till 9.
- ✓ Sessions started at the co-op with the core young people we met although they did not show much interest.
- ✓ Tamara from Wild Wings invited the young people from her drama session in Edenbridge to come and participate. The sessions were then held at st Paul's church hall.
- ✓ We made a film about young people and drinking alcohol, and the effects on them.
- ✓ Filming started early summer and rolled out over a period of four weeks.
- ✓ Total number of young people is 14 aged between 9 and 15 years of age.
- ✓

## **Final Reflective Notes**

- 1) Young people use the bridge as a place to hang out.
- 2) Young people also hang out at the recreation ground/swings in Lingfield Park.
- 3) A group of young people may be using cannabis however this is not evidenced.
- 4) Some parents accept drinking as normal behaviour for their children/young people.
- 5) A number of the young people have been arrested due to anti- social behaviour (alcohol related) recently. This includes young women. It is not clear if this is in Edenbridge however this has happened 3 times.
- 6) The younger boys look up to the older group/s as role models - strong relationships.
- 7) Edenbridge has a large number of groups who do not necessarily socialise together; this is reflective of the school set up.
- 8) Young people state that boredom and a lack of affordable things to do is the main reason why they all drink at the weekends.

Exploring the success of the two models of delivery (Gazebos or Roaming) highlighted the need to offer a non advice approach to education. Youth workers can challenge without fear or consequence (within the boundaries of confidentiality) with the young people that we are working with.

Working with this small group of 7 young people; we have to ask was this more beneficial due to its direct approach than working with larger groups of 15 – 20 young people under the gazebo? From an educative youth work perspective the street based work can feel more productive in relation to addressing alcohol misuse.

## Appendix 4: Changes in Measures of Anti-social Behaviour and perceptions of Personal Safety

### Overall Impact on ASB and Public Perceptions of Safety

	ASB							All ASB	Safety					% of All
	Teens	Rowdy/ Drunk	Vandalism	Rubbish Litter	Noise	Drugs	High ASB		Overall	Alone Day	Alone Night	All Safety	All ASB/ Safety	
Canterbury	-16%	0%	3%	2%	0%	-3%	1%	3	2%	0%	1%	2	5	50%
Edenbridge	-43%	-4%	1%	-4%	-1%	-3%	-2%	6	4%	1%	2%	3	9	90%
Thanet	-36%	-5%	-7%	-2%	0%	0%	-4%	5	5%	1%	10%	3	8	80%
Pilot Areas	-4%	-3%	-1%	-1%	0%	-2%	-2%	6	4%	4%	4%	3	9	90%
Non-Pilot Areas	-1%	-1%	-1%	0%	0%	0%	0%	3	2%	3%	3%	3	6	60%