Kent Community Alcohol Partnership (KCAP)

Licensing Committee 6 March 2013
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Vision Statement

“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”
What is KCAP?

• KCAP is a multi-agency initiative whose principal partners are:
  - Trading Standards
  - Kent Police
  - Relevant departments of the local authority
  - G-Safe
  - Retail of Alcohol Standards Group

• There are 36 ‘CAP’s’ in the country with 7 in Kent
• A specific area within a borough is chosen which can easily be mapped and identifies an area which contains schools for 11-18 year olds, a mixture of different licensed premises, leisure facilities and is strongly residential

• Perry Street has been chosen as an ideal location for this project
Aims

• Reduce sales of alcohol to young people under 18

• Reduce purchases of alcohol made on behalf of under 18’s (proxy purchasing)

• Reduce anti-social behaviour related to alcohol consumption

• Reduce the consumption of alcohol by young people (18-24 yrs) to safe levels with a resulting health benefit

• Improve the general understanding of the Government’s sensible drinking message
The Delivery

EDUCATION

• Work with retailers to inform and support them in meeting their responsibilities with advice and free training

• Engage young people through schools, youth groups, parents and other community based work to raise their understanding of the implication of excessive alcohol consumption

• Raise awareness of proxy sales with the public and parents of young people
ENFORCEMENT

- Visible high profile enforcement/education activities to take place

- Multi-agency licensing visits to take place along with test purchasing by the police and trading standards

- Supply information to the public on the law regarding ‘proxy’ sales

- Regular patrols by police and PCSO’s
• Provide alternative, positive after-school activity for young people rather than them drinking in public and causing nuisance and anti-social behaviour

• Pro-active work with schools, Gravesham Youth Council and The Gra@nd

• Engage with parents pro-actively and reactively
PUBLIC PERCEPTION

• Engage the public and consult with them to see how alcohol related issues are currently perceived

• Focus on any problems identifies

• Press releases to keep project in the public eye

• Safer Socialising Awards to be given to compliant premises
Measurable Gains

• Less litter at problem locations
• Less anti-social behaviour and noise complaints from the public in the neighbourhood
• Decreased theft of alcohol from retail premises
• Fewer alcohol related police calls/incidents
• Fewer reports of minors drinking in public
• More alcohol confiscation from minors
• More refusals for supply of alcohol to minors
• Fewer proxy sales
• Increased sense of safety from young people and adults within the vicinity