



Community Alcohol Partnerships



WHY?



CHIEF MEDICAL OFFICER

Drinking at a young age associated with:

- Physical or mental health problems
- Impaired brain development
- Increased risk of accident or injury
- Missing or falling behind at school
- Violent or anti-social behaviour
- Unsafe sexual behaviour



Cost of Ambulance call out
£299

Cost of
Arrest
£1668

Cost of Intensive Care
Unit bed per night
£1509

Cost of Hospital Bed per night
£412

Minor Operation
£257



The Partnership

Trading Standards
Licensing
Police
Community Safety
ASB Team
Streetscene
Noise Enforcement

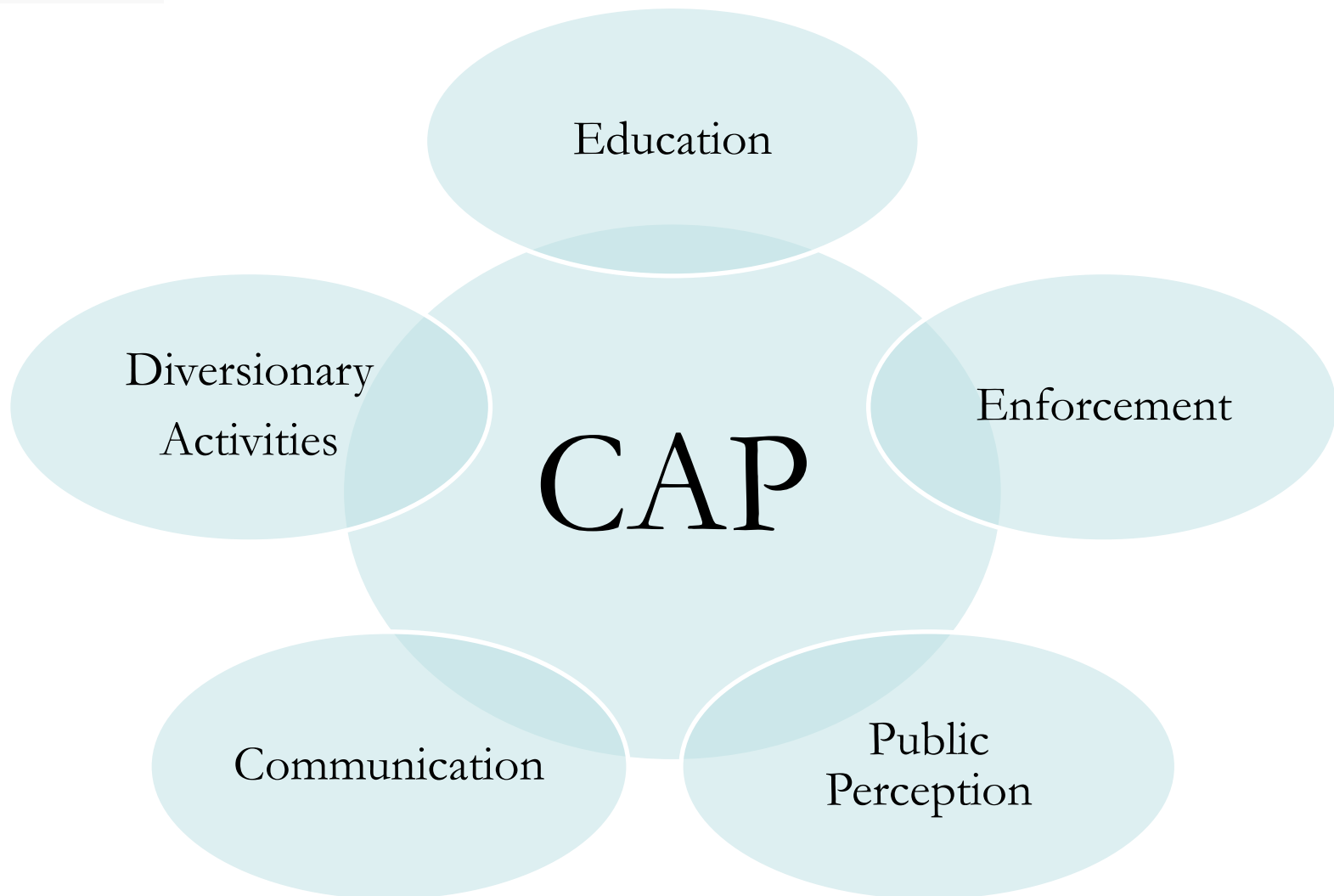
Public Health
Schools
Colleges
Councillors
Localities
Wardens
MPs
YOT
Youth Service
Fire Service
Housing
Associations

Community
Groups
Volunteers
Street Pastors
Parents
Young People
Sports Clubs

Retailers
Pubwatch
Drinkaware



What does a CAP look like?





What we offer





Working together to challenge underage drinking

What are we doing?

- Training and supporting local retailers
- Providing help and information for young people, parents and communities
- Educating young people, parents and communities
- Targeting adults who supply alcohol to young people
- Sharing information between partners

Who are we?

CAP members include Wirral Trading Standards Department, Wirral's Joint Community Safety Team, Wirral Licensing Department, Children and Young People's Department, Retail of Alcohol Standards Group Members, Merseyside Police, schools, local businesses and the community.

Contact us
0151 691 8033
www.wirral.gov.uk/cap



UNDER 25?

please be prepared to show proof of age when buying alcohol



u25

drinkaware.co.uk
for the facts about alcohol



Buying alcohol for young people... so what's the problem?

- It is illegal to buy alcohol on behalf of someone who is under 18
- Drinking alcohol can be harmful to the health, development and wellbeing of young people
- Underage drinking is often linked with anti-social behaviour, litter and other problems within communities
- A young person who has been drinking may take more risks and is more likely to become a victim of crime or violence

Don't pass it on!

Sometimes people aged over 18 buy alcohol on behalf of young people; many young people also get hold of alcohol at home

Supplying alcohol to an underage person is illegal. You could get an £80 on-the-spot fine or end up in court with a criminal record and a fine of up to £5,000

What are we doing?

East Wallasey Community Alcohol Partnership (CAP) is working to tackle underage drinking. East Wallasey CAP partners are Wirral Trading Standards Department, Wirral's Joint Community Safety Team, Wirral Licensing Department, Children and Young People's Department, Retail of Alcohol Standards Group Members, Merseyside Police, schools, local businesses and the community

For more information
0151 691 8033
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Buying alcohol for someone under 18?

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For more information
 Tel: 0151 691 8033
www.wirral.gov.uk/cap

What can you do to help?

If you have any information relating to the supply of alcohol to young people or casual drinking, please contact the police on 101.



Proud to be part of East Wallasey Community Alcohol Partnership Working together to challenge underage drinking



For more information
0151 691 8033
www.wirral.gov.uk/cap



Working together to challenge underage drinking



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Baseline Data Examples

71% of 14 year olds
had started drinking

30% of 14 year olds
who already drink
had been drunk in
the last 4 weeks

54% of 14 year olds
say young people of
their own age drink
because friends
pressure them into it

69% of residents said
u18s drinking in
public places was a
very big (44%) or
fairly big problem
(25%)

75% of residents
rated alcohol-
related litter in public
places as a very big
(44%) or fairly big
problem (31%)

63% of residents
thought there were
not enough things to
do for under 18s that
didn't involve
drinking alcohol



Official Launch





Projects





School Action Day





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