

Local responses to national alcohol issues



Case study

drinkaware.co.uk
for the facts about alcohol

Drinkaware provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Our public education programmes, grants, expert information, and resources help create awareness and effect positive change. An independent charity established in 2007, Drinkaware works alongside the medical profession, the alcohol industry and government to achieve its goals. For further information visit **drinkaware.co.uk**

In 2010, Drinkaware joined forces with the Newquay Safe Partnership, providing strategic guidance, a national perspective and an alcohol-free cafe providing advice and support for 16 and 17 year olds visiting the area.

FOREWORD

by James Brokenshire MP, Minister for Crime Prevention



People are sick of **drink fuelled crime and anti-social behaviour** and the impact it has on their perceptions of safety in their communities. **That is why tackling the problem is so important.**

Alcohol-related hospital admissions have been increasing. And the associated disorder costs the taxpayer up to £13 billion every year. This is not acceptable in our society, let alone in the difficult economic times we find ourselves in today.

The tragedies in Newquay last year provided a stark example of the need for concerted action and for the community to come together. And the overwhelming response from the community is as impressive as it is inspirational. I visited Newquay earlier this year to see the progress that was made, and I saw first hand what happens when a community mobilises to change an area for the better.

As this report shows, the results speak for themselves. As a consequence of local people, businesses, the Police, Drinkaware, the council and other public services coming together crime was cut across the board. The rowdy and nuisance behaviour that blighted local residents lives was cut by 22% alone. This was more than just the usual "crack down." The measures were coordinated and imaginative. Resources were used effectively, focussing on the quality of results not quantity of money.

What Newquay Safe shows is that people power must be part of the solution. It was the passion and determination of local residents – appalled at the tragedy of last year – that galvanised their local public services and businesses to adapt and solve the problem.

For those in any doubt as to what the Big Society can achieve, I believe Newquay Safe is a shining example. Indeed, allowing local areas to respond in their own way is at the heart of the reforms we intend to make.

We will ensure that local people have greater control over pubs, clubs and other licensed premises. We will allow local authorities to charge more for late-night licences, which they will then be able to plough back into late-night policing in their areas. We will double the fine for under-age sales and we will allow authorities permanently to shut down any shop or bar that persistently sells alcohol to children.

By giving communities the freedom and the right tools, and trusting their passion and energy, we can reclaim our town centres in the same manner as Newquay Safe has done. My team at the Home Office will be digesting the lessons learnt in Newquay, and I urge other communities and councils to use the experiences for the benefit of their own areas.

A handwritten signature in black ink, appearing to read 'James Brokenshire'.

James Brokenshire MP

“Last summer, Newquay was blighted by a range of issues stemming from the town’s night time economy. This attracted national attention to Newquay, damaged the town’s reputation as a family-friendly holiday destination. The daily behaviour on the town’s streets created unease and inconvenience to local people. Newquay Safe was a holistic response that brought together all relevant agencies and engaged with business, visitors and residents. It’s an exemplar in joined-up working.”

Stephen Gilbert, MP
for St Austell and Newquay

“We’re delighted to have been involved in such an innovative, successful partnership. The lessons learned from the Newquay Safe Partnership will be invaluable for many other local UK communities struggling to tackle alcohol misuse. Sharing knowledge and experience is one of the key ways that, together, we can minimise the harm caused by alcohol misuse both locally and nationally.”

Chris Sorek, Chief Executive,
Drinkaware

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EXECUTIVE SUMMARY



In recent years Newquay has become a destination for an annual influx of 16/17 year olds celebrating the end of their GCSE exams. Five thousand unaccompanied 16-17 year olds arrive every year during a four-week period. This annual pilgrimage has become associated with drink-related anti-social behaviour and disorder.

In July 2009, two alcohol-related deaths and one serious injury resulting from young people falling off cliffs in Newquay led residents to demand a coordinated local response.

This led to the formation of the Newquay Safe Partnership: Devon and Cornwall Police, Cornwall Council, residents, local businesses and organisations, including pubs, clubs, off-licences and accommodation providers – all working together to tackle alcohol misuse and irresponsible behaviour in Newquay.

This report provides a case study of the award-winning scheme, where action inspired and driven by local residents has seen significant reductions in crime and anti-social behaviour, combined with cost savings.

In its first year 2009–2010, the headline results were:

- **No** deaths or serious alcohol-related injuries
- Anti-social behaviour **down 19%**
- Rowdy / nuisance behaviour **down 22%**
- Violence against the person **down 7%**
- Alcohol-related violence **down 9%**
- Sexual offences **down 7%**
- Drug offences **down 14%**
- Theft **down 15%**

The partnership impacted not just on the summer exodus period but showed a significant effect on the rest of the year's seasonal activities.

The cost of crime to Newquay in 2008–2009 was £9.1 million. The crime reduction achieved by Newquay Safe delivered savings of £258,000.

A regime of community awareness; joined up and rigorous enforcement of licensing laws; and a higher profile police presence all contributed to the success of the scheme. The partnership's good work has been recognised with four awards, including Responsible Drinks Retailing Local Authority of the Year and CRIP Local Public Services Partnership Excellence Award.

Newquay Safe activity undertaken included:

- **Police:** High profile policing included extra resources; single patrols to maximise resources; test purchasing; plain clothes police; *Operation Brunel*, where police met trains at Newquay, seized alcohol and gave advice to teenagers; *Follow You Home* scheme – contacting parents in local areas to ensure the impact of bad behaviour was communicated back in their home towns.
- **Licensing enforcement:** Bar staff training; test purchasing.
- **Child protection:** Working with accommodation providers (hostels, surf lodges, camp sites) providing training and developing an accommodation guide including parental consent forms and code of conduct.
- **Activities for unaccompanied 16–17 year olds:** Programme of activities – known as the *Exodus* scheme, included supervised alcohol-free club nights and subsidised activities providing positive alternatives to alcohol, e.g. surfing. Drinkaware supported *Exodus* activity through its "Got Your Back Café" – a youth-focussed venue providing subsidised food and soft drinks, advice and a place to be with friends during the day.
- **Coast Safe training:** Outreach to schools in key areas for young people visiting Newquay to deliver training on coastal safety.
- **Community engagement:** Capacity building with residents associations and engagement with local businesses ensured stakeholder involvement in long term solutions for Newquay.

Many areas across the UK suffer from similar problems as those experienced in Newquay. We believe Newquay Safe Partnership holds useful lessons for those community groups and local authorities looking for proven ways to bring people together and deal with concentrated social problems.

INTRODUCTION

Tackling alcohol misuse and challenging the national drinking culture requires a multi-faceted approach specific to the local situation. This report provides a case study of the award-winning Newquay Safe Partnership where coordinated action and effective partnerships have seen significant reductions in crime and anti-social behaviour, combined with cost savings, in its first year of activity.

Aimed at practitioners, policy makers and politicians, this report shows the learnings from Newquay with the aim that other towns can adapt Newquay's model to develop their own local response to alcohol misuse. Key recommendations are highlighted throughout the document.

Newquay is the largest tourist destination in Cornwall with a population of 20,000 that rises to over 120,000 at the height of the tourist season. In recent years Newquay has become a destination for 16–17 year olds celebrating the end of their GCSE exams. In July 2009 two alcohol-related deaths and one serious injury caused by young people falling off cliffs in Newquay, led residents to demand a coordinated local response and the formation of the Newquay Safe Partnership. This includes Devon and Cornwall Police, Cornwall Council, residents, local businesses and organisations, including pubs, clubs, off-licences and accommodation providers – all working together to tackle alcohol misuse and irresponsible behaviour in Newquay. A very small budget of £20,000 was available for Newquay Safe, so activity had to be resourced through rationalisation of and more effective joint working.

The Home Office asked Drinkaware to work with Newquay Safe to assist with strategy and implementation.



THE ISSUE

Alcohol misuse in the UK is frequently documented. Whether through seeing the impact in town centres on a busy Friday night or newspaper coverage, it is hard to escape the culture of alcohol misuse. Drinking among under 18s over the summer is a key issue, particularly for destinations synonymous with holidays such as Newquay.

There are many alcohol issues in the UK. Awareness of unit guidelines is lower than it should be. People have limited awareness of the health risks associated with drinking to excess. Drunkenness is socially acceptable. And drinking by under 18s, while not increasing overall, is of particular concern, as those who are drinking are drinking more heavily and more often.

Overall there has been an increase in average weekly alcohol consumption for both men and women since 1992 in Great Britain¹; however this overall trend masks age and gender differences. There has been an increase in drinking amongst women, an increase in drinking among middle and older age groups and a recent decrease in drinking among 16 to 24 year olds.

Contrary to perceptions of social norms, young people are drinking less, but those that are drinking, are drinking alcohol at an earlier age² (average age of first unsupervised drink is 13.36 years), in higher quantities and more often, putting themselves at risk of health harms, injury, accident or violence.

Young people often get alcohol from adults, whether by proxy sales – where a person over 18 purchases alcohol on behalf of a minor, or from their parents. A related trend is the increase in home drinking among adults, as home is the key location where young people learn to drink, with parental influence and family socialisation of alcohol a key factor in influencing young people's alcohol consumption³.

Drinkaware's research has shown many parents are giving their children alcohol despite Chief Medical Officer (CMO) guidance⁴ with more than a third of parents (36%) preferring their child to get alcohol from them rather than an unknown source. This parental approach and lack of knowledge of CMO guidance has repercussions for young people and work is needed to support parents and build their confidence in addressing alcohol issues with their children.



53% of British parents who planned to provide their 16 and 17 year olds with alcohol for a week long summer holiday with friends would give five or more bottles of spirits or wine.

One in five (22%)⁵ parents said they buy their teenager alcohol to keep track of the amount they will drink.

ISSUES IN NEWQUAY

As the largest tourist destination in Cornwall, Newquay has a population of 20,000 that rises to over 120,000 at the height of the tourist season. Newquay has a younger overall population profile than Cornwall. Over a third of jobs in the town are within the hotel and catering sector. Newquay has 215 licensed premises.

In recent years Newquay has become a destination for an annual influx of 16–17 year olds celebrating the end of their GCSE exams, with 5,000 unaccompanied young people arriving within four weeks. While the majority are there to celebrate and have a good time, for some behaviour can get out of hand leading to serious incidents and injury.

A key problem experienced in Newquay is the "parent dealer" where parents drop off their children on holiday with large quantities of alcohol. Other issues specific to Newquay include a night time economy close to residential areas, which can lead to tensions, and steep cliffs next to the town centre posing a danger to those not used to the area.

¹ Smith, LA and Foxcroft, DR (May 2009) "Drinking in the UK - an exploration of trends", Joseph Rowntree Foundation.

² Drinkaware research shows the average age of first unsupervised drink is 13.36. Ipsos Mori Drinkaware KPI research, 2009

³ Valentine G, Jayne M, Gould M (Oct 2010) "Alcohol consumption and family life", Joseph Rowntree Foundation

⁴ Chief Medical Officer Guidance on consumption of alcohol by children and young people states any level of alcohol consumption can be harmful; therefore the safest option is an alcohol free childhood, at least up to the age of 15.

⁵ One Poll survey for Drinkaware, May 2010. Total sample size was 1,000 parents of 16-17 year olds in the UK.

THE RESPONSE

SUMMER 2009 - THE FORMATION OF NEWQUAY SAFE

In July 2009 there were two alcohol-related fatalities and one serious injury resulting from young people falling off cliffs in Newquay at night. Local residents were distressed by the tragic events and felt more should be done to make Newquay safe. Events had also attracted significant adverse national publicity which was potentially damaging to Cornwall's tourism economy. Local concern grew with public demonstrations and nearly 2,000 signatures were collected for a residents' petition to Cornwall Council demanding action and declaring "We want our town back."

Quick and decisive action was needed and led to the formation of Newquay Safe – a coalition of all interested parties including Cornwall Council, Newquay Town Council, Police, health community, residents and businesses to develop a shared vision and agree individual and collective responsibility.

Regular multi-agency meetings were already taking place between the Police and the Council. These provided the framework to bring together all agencies operating in Newquay quickly.



Timeline of events

- **28 June and 6 July 2009:** Tragic deaths
- **County Hall Truro 28 July and Newquay 5 August 2009:** Resident marches
- **28 July 2009:** special multi-agency meeting including 18 separate council services/ partner agencies
- **8 August 2009:** launch of Newquay Safe campaign
- **14 August 2009:** Newquay Safe proposal presented to Cornwall Council cabinet under urgent business
- **7 September 2009:** first meeting of Newquay Safe Steering Group, thereafter bi-monthly
- **8 September 2009:** first meeting of Newquay Safe Strategic Group
- **25 September 2009:** second meeting of Newquay Safe, thereafter monthly
- **15 October 2009:** Home Office visit to Newquay
- **October 2009:** Accommodation Guide Group formed
- **February 2010:** Home Office licensing training
- **February 2010:** Accommodation Providers' Guidance launched, training given between Feb and March
- **March 2010:** awarded *Neighbourhood Pathfinder Pilot*
- **May 2010:** weekly task meetings – May 2010 until September 2010. Minuted meetings ran from 28 June 2010 until 6 September 2010
- **28 May 2010:** Police Operational Brunel launched. *Operation Brunel* operated every Friday during the summer (from 25 June to 27 Aug inclusive) and also on the second May Bank Holiday weekend (28 and 29 May) and August Bank Holiday Saturday (28 August).
- **June – August 2010:** accommodation enforcement visits
- **28 June 2010:** first young people sent home for anti-social behaviour
- **1 July – 31 August 2010:** *Go out – Be safe* awareness campaign
- **4 – 29 July 2010:** *Exodus* scheme – activities for 16–17 year olds
- **4 July 2010:** First substantial seizures of alcohol by accommodation provider
- **29 July 2010:** ministerial visit by James Brokenshire MP
- **20 October 2010:** evaluation day

HOW IT WORKED



STRUCTURE

The aim was to set up a structure to create a collective solution based on shared responsibility.

The first meeting on 28 July 2009 saw more than 15 Council services and agencies gather to develop a long term road map. An overarching project management structure and five inter-linking thematic work streams were agreed and subsequently used as the operational framework for the overall project:

- Future Strategy/Vision for Newquay
- Marketing and Communications
- Operational Coordination and Strategic Management
- Physical Environment
- Enforcement/Licensing/Legal

GOVERNANCE

Newquay Safe was jointly managed by the Council and Police with an overarching project plan identifying the key lead and deliverables for what developed into 40 projects. All involved working together, sharing responsibility and ownership of the programme and were publicly accountable to each other. There was a clear open governance structure:

- Steering Group – Cornwall Councillors, Newquay Town Councillors, Chairs of local residents groups, key local private sector organisations (met bi-monthly)
- Coordination Group – operational group including service managers and partners (met monthly)
- Operational Tasking Group – key operational staff that met weekly during the summer season

PARTNERS

Newquay Safe grew to include over 30 partner services and 40 different but related projects. Members included Police, 15 different Council services (e.g. Licensing; Localism; Trading Standards; Children, schools and families) and partners such as Newquay Town Residents Association, Newquay Association of Licensed Premises (NALP), Newquay Association of Off Licenses (NAOL); Chamber of Commerce and Tourism, NHS and Visit Cornwall. (See Appendix for full list.)



KEY ACTIVITIES

A cross section of Newquay Safe's activities included:

- **Police:** High profile policing included extra resources; single patrols to maximise resources; test purchasing; plain clothes police; *Operation Brunel*, where police met trains at Newquay, seized alcohol and gave advice to teenagers; *Follow You Home* scheme – contacting parents in local areas to ensure bad behaviour was communicated back in their home towns.
- **Community safety:** Streetsafe – a centrally sited portacabin provided early intervention to prevent minor incidents from escalating and reduce the burden on emergency services.
- **Licensing enforcement:** test purchasing; coordinated briefings with door staff.
- **Child protection:** Working with accommodation providers (hostels, surf lodges, camp sites) providing training and developing an accommodation guide including parental consent forms and code of conduct.
- **Activities for unaccompanied 16–17 year olds:** Programme of activities – known as the *Exodus* scheme, included supervised alcohol-free club nights and subsidised activities providing positive alternatives to alcohol, e.g. surfing. Drinkaware supported *Exodus* activity through its “Got Your Back Café” – a youth-focussed venue providing subsidised food and soft drinks, advice and a place to be with friends during the day.
- **Coast Safe training:** Outreach to schools in key areas for young people visiting Newquay to deliver training on coastal safety.
- **Community engagement:** Capacity building with residents associations and engagement with local businesses, including licensed trade, ensured stakeholder involvement in long term solutions for Newquay.





THE IMPACT

"Newquay Safe has worked hard to help the town begin to turn a corner. It has shown residents that their concerns are being listened to and businesses that there are options for working together to tackle the problem, together with a visible presence on the streets and useful prevention work in schools. There is no doubt that Newquay still has some way to go, but my faith is well and truly invested in this award-winning scheme because, already, the impact on the town has been nothing short of outstanding."

Stephen Gilbert, MP for St Austell and Newquay

"Things are moving forward very rapidly and positively indeed. I am exceptionally pleased at the way Cornwall Council is acting on this. It's good to see that we have a Council that works for the people."

Dave Sleeman, Chairman of Newquay Town Residents Association



"This is one of the most solid partnerships we have come across; the strong personal and corporate commitment is second-to-none. Every other area in the country could learn from what is being done in Newquay. It has been a real eye-opener."

Home Office spokesperson

OUTCOMES

Newquay Safe activity resulted in significant reductions in crime and anti-social behaviour in a direct monthly comparison from 2010 to 2009⁶:

- **Anti-social behaviour down 19%**
- **Rowdy/nuisance behaviour down 22%**
- **Violence against the person down 7%**
- **Alcohol-related violence down 9%**
- **Sexual offences down 7%**
- **Drug offences down 14%**
- **Theft down 15%**
- During the high profile Whitsun Run to the Sun young people's festival in 2010, **crime figures were down 16%** compared with 2009.
- **43% reduction in crime for 16–17 year olds** (cause or victim of crime)⁷.
- The estimated 2008–2009 cost of crime in the Newquay Pathfinder area was £9.1 million (based on Home Office statistics). In the 12 month period ending August 2010, crime reduction **saved £258,000**⁸.
- 21 unaccompanied under 18 visitors collected by parents.
- 2,800 alcohol "on street" confiscations made.
- 50+ major confiscations of alcohol from under 18s by accommodation providers.
- Use of Street Safe has risen by 20%, considerably reducing demand on frontline health and police services.
- In-kind contributions from local businesses resulted in an advertising campaign for young people⁹ (valued at £60k) being delivered for less than £10k.
- Coastal safety training delivered to 8,000 young people in the Berkshire area – a key area for young people visiting Newquay.
- 63% (1,100) of respondents in Parish Plan survey said Newquay Safe was working to make the town safer (September 2010).

- No serious alcohol-related casualties in the town in 2010.
- **Joint Enforcement Teams** – work is underway to join up local enforcement including planning, licensing, environmental crime, public health, trading standards and police. This will include common evidence gathering methodology, shared enforcement and deliver long term savings.
- **Shared community engagement** – through Newquay Safe all public agencies have developed a joined up approach to engaging local residents.
- **Increased profile of child protection issues** – joint working developed Accommodation Guidance, Code of Conduct, Parental Consent forms (see Appendix); multi-agency visits ensured engagement from the accommodation providers.
- Drinkaware brought the issue national attention; media activity centred on Newquay and the "parent dealer" issue led to a **12% increase in awareness among parents of 16–17 year olds of the problems of teenage drinking** and increased concern (8% rise) among parents about their children drinking alcohol¹⁰.
- Immediate local effects of targeted media campaign welcomed by local residents, rebuilding a **sense of local pride and community spirit**.
- Closure of a "surf lodge" where anti-social behaviour was prevalent.
- **National recognition** from the Home Office for the Newquay Safe Partnership with James Brokenshire MP, the Under Secretary of State for Crime Prevention, visiting the partnership.
- **Award-winning** – Newquay Safe has won awards in 2010 recognising excellent partnership and community relations including:
 - Responsible Drinks Retailing Local Authority of the Year Award
 - Chartered Institute of PR (CIPR) Local Public Services Partnership Excellence Award (See Appendix for full list)
- One-off funding (approx £25,000) received to "kick-start" the Business Improvement District.

⁶ All figures taken from Amethyst – Devon & Cornwall Police data; monthly figures in direct comparison 2010 to 2009.

⁷ Exodus scheme of activities for 16–17 year olds began in 2007 – expanding from two weeks to four weeks in 2010. This figure is from Amethyst - Devon & Cornwall Police data; monthly figures in direct comparison 2007 to 2006.

⁸ The estimated 2008/09 cost of crime in the Newquay Pathfinder area was £9.1 million (based on Home Office statistics). In the 12 month period ending August 2010, the reduction in crime in the Newquay Pathfinder has brought the estimated costs down to £8.8 million – a saving of £258,000.

⁹ The "LOST your life... your friends... your dignity" awareness campaign was launched in August 2009 to promote safe, sensible and responsible behaviour in Newquay.

¹⁰ PSB research with parents of 16–17 year olds for Drinkaware, August 2010

ANALYSIS



What worked well and why

The evidence of Newquay Safe's success is both qualitative and quantitative, highlighting a more efficient way of working and sharing responsibility. Public sector partners and local groups combined resources – staff, money, commitment and energy – to address and deliver an agreed set of objectives with a long term approach rather than allocating “one-off” resources to an issue.

The highlighted recommendations are key to replicating the success of Newquay Safe.

Key reasons for success include:

Shared responsibility and core principles

- **Consensus on the issue** – all stakeholders including public sector, politicians at all levels, local community, night time economy and tourism trades accepted urgent action was needed. In July 2009 all worked together to find a solution rather than allay blame. Public sector officers were empowered to act decisively. [Key recommendation](#)
- **Recognition of interdependence** – all parties accepted that Newquay's existence was dependent on the tourism trade and a well-run night time economy. The local economic value of the post GCSE influx (in excess of £2.0m per annum), before the start of the main family holiday period, was recognised and activity needed to strike a balance between the needs of residents, public sector agencies and the private sector.
- **Quick fix/long term solution** – although stemming from a community safety issue, there was recognition that both the short term fix and the long term solution were much wider and would lead to the regeneration and reimagining of Newquay.

Project management

- **Project management** – Newquay Safe had simple but clear project management and governance structure; a “steering group” and a “delivery group.” Each project had an identified lead officer. [Key recommendation](#)

Police and community safety

- **High profile policing** – public policing was given a higher profile and moved from “double” to “single” patrols (backed up by CCTV) wherever possible to maximise police resources. This released resources for targeted operations such as *Operation Brunel* where police met visitors arriving by train; alcohol was seized from underage drinkers and advice given to teenagers. The *Follow You Home* scheme involved contacting parents in local areas to ensure the impact of bad behaviour did not remain solely in Newquay.

Key recommendation

- **Test purchasing** – a regular scheme of test purchasing was undertaken with only one failure in 2009 out of a total of 30 trading standards visits and also only one failure in 2010, out of a total of 12 trading standards and 77 licensing visits to licensed premises. A prosecution for “proxy-buying” is currently proceeding.
- **Street Safe** – a centrally located portacabin provided early intervention to prevent minor incidents from escalating and to reduce the burden on emergency services; although difficult to cost, the reduction of ambulance time use to the nearest A & E – approx three hours per visit – is considerable.

Enforcement

- **Enforcement** – joint work by licensing, planning, environmental health, fire and police ensured maximum use was made of their combined powers, particularly in relation to “surf lodges”, visiting 16 premises. Rationalisation of this (previously up to five Council departments looked into cases separately) will make future enforcement more effective with significant efficiencies, e.g. single joint visits, co-locating staff. [Key recommendation](#)
- **Bar Crawls** – there was a public view that organised bar crawls were not the image Newquay wanted to portray, with most issues coming from participants travelling between bars rather than in the bars. A voluntary code of practice – covering issues such as numbers, marshalling and behaviour between licensed premises was introduced which contained the issues and reassured residents.

Children and young people

- **Activities for unaccompanied 16–17 year olds** – The *Exodus* scheme was established in 2007 to deal with the impact of the influx of unaccompanied 16–17 year olds. Local businesses were involved in this partnership programme which allowed young people to have fun in a safer and controlled environment.
- **Safeguarding Children** – the post GCSE influx of 16–17 year olds (technically still children) presented the Local Safeguarding Children Board with a challenge. The backing of legislation and multi-agency visits ensured engagement from the accommodation providers who were then involved in the development of guidance including a Code of Conduct and Parental Consent forms. Accommodation providers played a key role in confiscating alcohol from under 18s, seizing over 50 major confiscations.

Community engagement

- **Enhanced local capacity** – Cornwall Council and police worked to support local groups, in particular local residents associations, budget accommodation providers (surf lodges) and the night time economy (via the Newquay Association of Licensed Premises) ensuring they had the capacity to be actively involved and be part of the solution. **Key recommendation**
- **My a'th Kar Newquay** – emerging from the Newquay Safe Partnership, a group of local young people and local artists, facilitated by cultural services, have developed a project to use public art to enhance public spaces in Newquay and market the town in a way local young people want. Involvement of local children and young people is central to the future development of this project.

Communications

- **Media liaison and communications** – a clear media strategy was developed with a single point of contact established for the enormous local and national media interest. A variety of methods, including local press, kept the local community informed and involved. **Key recommendation**

External partners

- **Help and support** – Newquay Safe consulted the Home Office and Drinkaware and other areas such as Liverpool and Brighton for support and advice.



DEVELOPMENTS FOR 2011 AND BEYOND

- **Engaging the off-licence trade** – Newquay has a mixture of small local independents and large multi-site retailers. Current work involves building a representative stakeholder group and identifying a solution that gives multi-site retailers the ability to act locally.
- **Proof of Age** – In 2009 at the height of the problems in Newquay there was local confusion over acceptable proof of age. To address the immediate issues, the *No ID: No Newquay* challenge 21 scheme was given a high profile public launch, with passport and provisional driving licence as the only acceptable form of ID. For 2011 a partnership with PASS to include the PASS card will be implemented.
- **Activities for unaccompanied 16–17 year olds** – For 2011 the organisation and coordination of the *Exodus* scheme of activities and entertainment will be managed by the private sector.
- **Engaging local young people** – Newquay Safe is working with local young people to establish a Newquay and St Columb Youth Forum.
- **Long term sustainability** – in the short term Newquay Safe was dependent on significant targeted action by Cornwall Council and the Police. Work is now ongoing to develop a long term model that is not dependent on public sector intervention and is jointly owned and delivered by Newquay including local community groups, public sector and the private sector.
- **New Partners** – Newquay Safe is already looking to extend work to other areas within Cornwall and have been asked to work with Torbay in Devon as well as other national UK audiences.
- **International interest** has been shown from Belgium, Bulgaria and Australia.



CONCLUSION

While developed in response to a local need, Newquay Safe's Partnership working is a model that can be replicated in any town experiencing similar issues by following these guiding principles:

Checklist

- Identify the problem and build consensus on the vision with all stakeholders
- Establish a clear project management and governance structure – ensure staff are empowered to act decisively
- Build and enhance local capacity – ensure residents and businesses are able to participate actively in the process
- Ensure high profile public policing
- Join up enforcement (licensing, environmental health, fire and police) combining powers and single joint visits
- Develop a communications strategy utilising local media to keep residents informed and engaged

Newquay Safe started as a marketing campaign and became a partnership with an integrated programme of over 40 projects. The partnership working has become embedded within statutory agencies, local residents, community groups and the private sector all working together under the full spotlight of the local press; but most importantly, Newquay Safe became a common goal that brought a community back together, reflected in the words of John Coltman, Vice Chair of Newquay Town Residents Association at a meeting in June 2010:

"We have progressed so far since the first Newquay Safe presentation last year... when I looked round that table and saw all the fantastic work that the team are actually active with, not just talking about, I got very emotional... all these people are doing this with and for us...the residents of Newquay."

John Coltman, June 2010

Reinforced by the words of John Higgins, the father of Paddy Higgins, one of the young men tragically killed in 2009:

"....can you pass my thanks and congratulations to all involved. It is a genuine credit to the conscientiousness and humanity of such a wide group of people. They have my greatest admiration."

John Higgins, November 2010





APPENDICES

- Appendix 1:
Project management
structure of Newquay
Safe
- Appendix 2:
Newquay Safe partners
- Appendix 3:
Awards won by Newquay
Safe
- Appendix 4:
Resources available from
Newquay Safe
- Appendix 5:
Contact details



APPENDIX 1

1. Project management structure of Newquay Safe

The matrix below was produced following the stakeholder meeting on 28 July 2009. It shows the overarching project management structure and five inter-linking thematic work streams subsequently used as the operational framework for the overall Newquay Safe Project.

Coordination Research / Project Management / Evidence / Funding				
1. Future Strategy / Vision for Newquay	2. Marketing & Comms	3. Operational Planning & Projects	4. Physical Environment	5. Enforcement / Licensing / Legal
Future Strategy / Vision for Newquay	Marketing & Communications	Operational Planning and Projects	Physical Environment	Enforcement, Licensing, Legal
Community Network to develop a long term strategy for Newquay	"LOST" advertising campaign	Extend <i>Exodus</i> activities in 2010	General beach and cliff safety	Test purchasing scheme fake IDs
Investigate a "Alcohol Disorder Zone" (ADZ) or Business Improvement District (BID)	Websites and accreditation particularly for youth hostels and surf lodges	Immediate Safeguarding Children issues for under 16s	Signing of Alcohol Zones	Ban on street advertising and flyers
Develop stronger links with residents groups	National Marketing Newquay	Street Safe portacabin	Enforcement of designated public places order (DPPO) on Towan Beach	Training for new licensing members
Links with Newquay Association of Licensed Premises (NALP)	Use Bluetooth technology to communicate with young people	Alcohol testing strips/night marshalls/street pastors/Best Bar None	Fire safety of youth hostels/surf lodges	Youth hostels and surf lodges
Safeguarding Children policy for 16-18 year olds	Screen advertising in clubs/streets	Wireless CCTV		Proxy-buying of alcohol

APPENDIX 2

2. Newquay Safe Partners

Newquay Safe grew to include over 30 partner services and 40 different but related projects:

Community and other groups

- Newquay Town Centre, Porth and Treloggan Residents Associations
- Newquay Association of Licensed Premises (NALP)
- Newquay Chamber of Commerce
- Local press
- My a'th kar Newquay (youth group)

Cornwall Council

- Localism
- Town Centre Manager
- Licensing
- Trading Standards
- Environment
- Legal
- Health and Safety
- Children, Schools and Families
- Planning
- Communications
- Economic Development

Partners and partnerships

- Police
- Community Safety
- Drug and Alcohol Action Team
- Cornwall and Isles of Scilly NHS
- West Country Ambulance Trust
- RNLI
- Ministry of Defence
- Marine and Coastguard Agency
- Newquay Town Council
- Local Safeguarding Children Board
- Visit Cornwall

Strategic partners

- Home Office
- Drinkaware
- Department for Education

APPENDIX 3

In 2010 Newquay Safe won the following awards:

- CIPR Local Public Services Partnership Excellence Award
- CIPR PRide Community Relations Award
- Responsible Drinks Retailing Local Authority of the Year Award
- Devon and Cornwall Community Watch Association Award

Finalists for (and awaiting results):

- LGC Community Involvement Award 2011

In 2009 shortlisted for:

- LIAS (Local Innovation Award Scheme) Policing our Communities Together Award 2009

APPENDIX 4

Downloadable resources are available from the Cornwall Council website
cornwall.gov.uk/newquaysafe

• Guidance for Accommodation Providers

This includes: duty of care; recruitment; CRB checks; disclosures; parental responsibility; booking arrangements; Fire Safety Guidelines; Health Services in the Newquay Area; Alcohol and Young People: The Law.

• Bar Crawl Code of Conduct – Guidance for Enforcement Officers

Code of Conduct produced in association with NALP (Newquay Association of Licensed Premises).

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Photographs courtesy of Newquay Safe; Cornwall Council; Cornish Guardian.

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drinkaware.co.uk
for the facts about alcohol

Drinkaware is an independent alcohol awareness charity

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