



# Alcohol fund prospectus

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## Context

Crime and anti-social behaviour caused by alcohol abuse is a widely recognised problem across England. According to a 2010 Home Office Impact Assessment<sup>1</sup>, alcohol-related crime is estimated to cost £8bn-£13bn a year. This estimate takes into account the costs in anticipation of crime, the direct physical and emotional cost to victims, the value of lost output, and the costs to the health service and the Criminal Justice System.

In her third report as Government Champion for Safe and Active Communities, Baroness Newlove set out the importance of tackling the damage associated with problem drinking<sup>2</sup> and announced a new Government fund to help address this, which she will lead. To read a copy of the report please visit:

<http://www.communities.gov.uk/publications/communities/buildingsafecommunities>

Problem drinking and the new fund are covered on pages 26-27. There are also examples of good practice and participatory budgeting in the report.

The new fund will be available for up to 10 community partnerships, through local authorities, to spend over a two-year period with each successful bid receiving in the region of £45,000 per year.

**We are looking for partnership working which engages local people to be central to how this money will be used.**

- Applicants will therefore be asked to set out how community groups, local residents, the police, young people and retailers are central to the action that will be taken.

We will also be looking for some, or all, of the money to be allocated through a participatory budgeting exercise. In other words, local people and community groups must be included in choosing projects the money supports.

<http://www.participatorybudgeting.org.uk/>

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<sup>1</sup> <http://www.parliament.uk/documents/impact-assessments/IA10-149.pdf>

<sup>2</sup> E.g. binge drinking and under age drinking

## To recap

**The group bid for funding must include representatives from interested bodies such as the local authority, police, health and education services, the local community, local retailers and interested private sector alcohol industry representatives. The bid should clearly identify the local problems and outline a strategy to deal with them.**

**Annex B provides an example of what a project might look like, including outcomes. This is an example and it is not necessary to have all those partners.**

**We are looking for local solutions to local problems so send us your ideas.**

## Outcomes of the fund

As outcomes of the fund, we expect to see:

- 1) a direct measurable reduction in anti-social behaviour, and
- 2) the development of stronger partnership working between agencies and local communities, in those areas in receipt of funding.

We expect the individual groups making up the partnerships to play a role in determining how anti social behaviour is measured, but this would be consistent with criteria agreed with the police to ensure evaluation is recognised across the areas.

Baroness Newlove will work closely with all successful areas and take a keen interest in their progress. We would expect the successful areas to network together and potentially take part in media opportunities so that their progress can encourage others. Indicators we would expect partnerships to consider for use in measuring their success include:

- there is less binge drinking and affected areas become calmer – indicator would be a reduction in the number of anti-social behaviour incidents related to alcohol consumption
- the consumption of alcohol by young people reduces to safe levels – indicator would be fewer A&E admissions to the local hospitals or fewer ambulance call outs as a result of drinking
- there is a reduction in purchasing of alcohol made on behalf of under 18s (“proxy purchasing”).

## Funding arrangements

The Department for Communities and Local Government has committed £1m to support this Fund, to be equally split across the 2012/13 and 2013/14 financial years (i.e. £500,000 per financial year). The Fund is applicable to England only.

The Fund will expect to award in the region of £90,000 in total to successful bids (up to 10 communities). Payment will be made to the lead Local Authority of the bid through a Section 31 grant under the Local Government Act 2003 and will be made in two equal annual payments. At the end of the first year we would expect to hold a progress review for the 10 areas.

The purpose of this funding is to provide an opportunity for local areas to test innovative community-based approaches to tackle the issues arising from problem drinking.

We are also encouraging applicants to highlight within their overall application, any discrete projects, to be undertaken in partnership with a community group, which could proceed with a smaller amount of funding (in the region of £10,000) even if the overall bid were unsuccessful. Recipients of these smaller grants will be notified at the same time as successful bidders for the main funding.

Whilst the Fund is not a precursor to a more wide-spread Government – supported fund, it is envisaged that those approaches that are successful can be replicated by other local areas.

## Broad timetable for delivering the fund

Timetable for completing the alcohol fund prospectus	
23 March 2012	Publication of prospectus on DCLG's web site and other appropriate networks
1 May 2012	The deadline for local authorities to submit completed applications is 1 May 2012 (sent by 5pm)

The Government is inviting applications, structured around the selection criteria below and no more than 5 pages in total, from anywhere in England (rural or urban, combination of Local Authorities) to be sent no later than 5pm on 1 May 2012 to: [baroness.newlove@communities.gsi.gov.uk](mailto:baroness.newlove@communities.gsi.gov.uk)

Applications should be submitted by the local authority on behalf of the respective partnership members. It should be accompanied by a short supporting covering letter from the local police, trade representatives and a community group or residents' association. A template for this covering letter is attached at Annex A.

## Selection process and timetable

23 March/1 May 2012	There will be a recorded video message from Baroness Newlove on the DCLG website encouraging bids
1 May 2012	Deadline for applications
2 May – 11 May	Assessment of bids against the selection and ranking criteria. Applicants <b>may</b> be asked for additional supporting information during this period so please ensure contact details are available to provide if asked.
14 May	Decision and announcement. DCLG to agree and inform successful local authorities, and provide feedback to all areas.

## Bid criteria

Proposals will be assessed against the following criteria:

<b>1. Clear partnership working</b>	Bids will need to demonstrate clear partnership working led by a local authority with multiple partners (which could include other local authorities) to ensure value for money. This will need to include the local community, representation from the Police Authority and retailers as a minimum requirement. We would expect the strongest bids to include health and education services and interested private sector alcohol industry representatives. Evidence of successful partnership working in communities especially with young people on previous projects will be welcome.
<b>2. Evidence of governance</b>	Evidence of a governance/operational board which would meet regularly to manage the funding. We are happy for local areas to adapt existing structures for this purpose, rather than setting up new boards.
<b>3. Clarity of purpose</b>	Clear identification of the issues/problems arising in the area covered by the bid and a clear strategy prepared to address those issues.
<b>4. Funding</b>	Well- developed proposals on what the money would be spent on. The proposals should include how some or all, of the funding will be allocated through a participatory budgeting exercise, and that local people have been consulted.
<b>5. Sustainability</b>	Whilst this fund is a one-off, proposals should provide evidence of how the project will continue, after the conclusion of the funding period, or if it is to be completed within the lifetime of the funding provision, that it should have reference to an exit strategy.

<b>6. Community involvement</b>	Clear evidence that the bid has been collaboratively developed around expressed views of the local community, including young people (for example, recent community engagement work) and all or some of the funding set out in the proposal will be allocated through participatory budgeting.
<b>7. Monitoring</b>	Clear evidence of what the objectives of the proposals are and how these will be measured. The Department will be looking for regular updates of progress, including evidence for what approaches have worked and what they have delivered.

For those bids that have strong evidence in support of the bid criteria and are able to become one of the recipients of this fund, the following criteria will also be used to help rank and select Local Authorities' proposals:

<b>Ranking criteria</b>	
<b>8. Ambition</b>	A clear statement of the aspiration and scale of ambition to tackle the issue of problem drinking in the local community, including any innovative approaches.
<b>9. Sharing learning</b>	Government wants to share the learning and good practice from the selected recipients. It would be useful if proposals could set out how learning from these pilots might best be captured and shared with other areas.

As noted above, in the case of unsuccessful main bids, smaller grants may be available for discrete projects. Such projects must be clearly identified in bids and will be considered against the following criteria:



Assessment criteria	
<b>10. Clear partnership working</b>	Projects must evidence clearly how they have been developed in partnership with a community group
<b>11. Clarity of purpose</b>	Projects will need to have clear tangible action that helps local people to address the effects of problem drinking in their neighbourhood.
<b>12. Community engagement</b>	Projects will need to set out how they are bringing residents and local agencies together.

Applicants are asked to indicate in their applications which elements of the overall proposal they would like to be considered for this funding.

## Further information

Further information on this fund can be sought from Baroness Newlove's recorded video message on the DCLG website: [www.communities.gov.uk](http://www.communities.gov.uk)



**Annex A**

Partnership Declaration

Name of Authority/Area:

Project Title:

Council representative signature (lead on Alcohol Policy):

Police representative signature (lead on Alcohol Policy):

Retail Representative signature (lead on Alcohol Policy):

Community or Resident Group Representative signature:

Please provide a brief summary of your proposal and how this meets the criteria in this prospectus:

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.....  
.....

Please indicate whether you would be happy to work with Baroness Newlove's team to record progress and produce feed back on the project. Y/N

Please indicate whether you would be happy to work with other successful areas and part of a wider group to share best practice. Y/N

Please indicate whether you would be happy to take part in publicity and promotion of good practice. Y / N

have you received any government funding if so from where, when and how much? (Does not mean you will not qualify for this Fund)

.....  
.....  
.....

Please list other organisations that you will be working with on this project:

e.g. Health representative, Youth representation etc.

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.....  
.....

## Annex B

### Best practice example and outcomes: Anytown Partnership

'Anytown' has a problem with groups of teenagers illegally drinking, abusing passers-by, littering, and using a local park to "hangout". Parents with young children cannot use the facilities because of the loud and sometimes foul language. Elders living close by to the park are intimidated and feel trapped in their homes.

1. A group of concerned residents and parents complain to the Local Neighbourhood Policing Team who raises the issue with the Anti Social Behaviour Officer at the Local Authority. They call a meeting at the town hall, as they all agree something has to be done. They form the **'Anytown Community Partnership'** to tackle these ongoing problems together.
2. The Police enforcement officer sets up a proxy alcohol purchasing project asking young people to buy drink from a corner shop they suspect are selling alcohol illegally to underage young people. When confronted, the sole trader and his wife are ignorant of the law and penalties. The Partnership enlist the help of the local branch of a national supermarket who then offers small alcohol retail outlets, including the owner of this shop, free training on alcohol legislation, responsibilities and the penalties, alongside their own staff.
3. A local charity involved in supporting parents and young people help by going into local schools, colleges and youth clubs explaining why this Anti Social Behaviour caused by young people is unacceptable and enlisting the co-operation of the parents. They stress the negative health aspects alongside irresponsible and underage drinking. They are accompanied by an A&E doctor, a parent of a child killed by a drunk driver, and an ex offender who talk about the devastating effects of alcohol abuse. A similar programme runs in the local University tackling the effects of binge drinking among students.
4. The partnership gets a local nightclub owner to open early for totally alcohol free events targeting young people so they have somewhere to enjoy themselves without being a nuisance or a danger to others.
5. The Partnership would look to test a range of technology including alcohol meters, alcohol test strips and sobriety 24/7 (reducing reoffending from alcohol induced violence and crime) as their local Chief Constable is right behind their work.
6. The outcome is that the community as a whole is a safer and happier place to live and work in. The partnership has pulled together statutory agencies, voluntary sector, and local people. They go on to address other issues together and develop a better understanding, not work in

isolation. Money saved in this reduction in anti social behaviour (removing litter, graffiti, calling out Police through incidents from irate residents etc.) is used in more positive youth engagement programmes and other neighbourhood improvements, which the whole partnership vote on, and help deliver.

The “Anytown” partnership can prove it has local people, local authority, police, education, young people and health practitioners working together to tackle anti social behaviour issues connected to alcohol. They have asked for funding for a multi agency strategy which they have ALL decided is the best way to eradicate the problems they face.

Some factors in the winning bid include:

- Youth and community engagement
- Parent/victim support
- Community mediation
- Training and development
- Youth diversionary projects

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March 2012

ISBN: 978-1-4098-3403-8