



Focus on Alcohol Angus Project

Overview of Project

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www.alcohol-focus-scotland.org.uk



Background to the project:

- Beginning of 2006, there was an agreement made by the Angus Community Planning Partnership (ACCP) to have a 'focus on alcohol'
- In October 2006, the post for the Project Manager was recruited
- It was agreed that the project would work across the ACCP to identify relevant action to tackle alcohol problems and that it would have a focus on community engagement
- It was agreed that the project would utilise the business project management model; PRINCE2; (Projects in Controlled Environments)
- A high level officer 'Project Board' supported and governed the project from the beginning

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Stages One and Two of the Project

- Piperdam Action Day; February 2007; created '44 Pledges of Action' made from local community members
- A Scoping Exercise was undertaken to identify gaps in provision / interests of partners to tackle alcohol problems

Initial Project Initiation Document (PID) was produced in March 2007. Action included;

- Introduction of polycarbonate glasses for nightclubs
- Social work staff training and induction
- Forfar Community Council 'Noise Nuisance' campaign
- Development of www.focusonalcohol.org

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Continued

- Development of a young people's arts event, 'think b4u drink 2nite'
- Establishment of Best Bar None Angus
- Public information in relation to alcohol related attendances at police stations and minor injuries and illness units
- Licensed trade 'Roadshows' and training events
- Production of an Angus Alcohol Information and Services Guide
- Establishment and development of the 'Healthy Happy Communities Project' in Kirriemuir and Brechin

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Other important factors at play at this stage within the project

- Agreement from the Scottish Government and Health Scotland to jointly fund Craigforth Consultancy and Research to undertake an evaluation of the project and develop an outcome focused scope for the project
- Flexibility of project in relation to community engagement
- Project activity with the media, in-house publicity and marketing
- External local and national requests to find out more about the project

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Stage 3 and 4 of the project (from December 2007)

Specific community engagement projects;

- The Sattire Friday Nite Project
- The Kirriemuir Friday Nite Project
- SHOUT Learning Disability Group; Alcohol Awareness Project
- Migrant Workers; sponsorship of handbook 'sensible, safe' alcohol message
- Total Dry Up; Tayside Police engaging and supporting parents
- Ongoing support to local Community Planning teams to engage communities in relation to tackling local alcohol issues

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The Scottish Government and Health Scotland: The Angus Report.

Considerable strengths of the project the report cited;

- 'strong and effective community engagement'*
- 'imaginative and innovative in its approach'*
- 'benefited from strong leadership and partnership working'*
- 'importance of addressing alcohol issues as a priority within the Angus Community Planning Partnership'*
- 'project had not involved substantial resources and had attracted approximately £120,000'*
- 'the cost of partner agencies staff time had been immeasurable by very considerable'*



The conference focus today....
A question....
'Is a project or action that looks at Community Engagement around Alcohol Issues' possible in my local area?'



My own experience and skills would say 'YES'.....

If community members are consulted with meaningfully to identify local issues in relation to alcohol issues then further engagement and participation will happen. Support at the 'right' level is crucial.

and...



- **If partner agencies support the members of their communities, then action to tackle alcohol issues can and will happen. Again, support at the 'right' level needs to be appropriate and relevant not only to the community members but to the agencies involved. Agencies need to support the community planning process closely in relation to alcohol issues. It is not always about extra resources; communities within themselves are extremely resourceful!**



• **Finally...**

Two Scoping Exercises in Dundee and Perth and Kinross have been completed. To date, action plans devised for both areas have been discussed further with the prospect of the two other local area Community Planning Partners local working to support communities to take local action.



For further information please contact;

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