



Fife Alcohol Partnership Project

Overview of Project

Yvonne Crombie, Project Manager
Tony McElroy, Scottish Retail Consortium (SRC)



www.alcohol-focus-scotland.org.uk



Yvonne Crombie
Project Manager
8th December 2009



www.alcohol-focus-scotland.org.uk



Background

Feb 2007

- The Scottish Government and Alcohol Industry Partnership (SGAIP) formed:
 - To develop a collaborative approach to fostering a culture which recognised that responsible, moderate consumption can be part of a healthy society.

www.alcohol-focus-scotland.org.uk



Background

- The SGAIP delivered several successful initiatives and decided to approach the Fife Drug and Alcohol Action Team (DAAT) to propose a multi component geographical pilot be conducted in Fife.

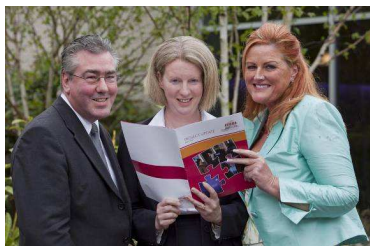
December 2007

- Fife Alcohol Partnership was formed (FAPP)

www.alcohol-focus-scotland.org.uk



Launch of FAPP



Shona Robinson MSP, Mark Baird, Yvonne Crombie

www.alcohol-focus-scotland.org.uk



Following a scoping exercise, 3 areas were identified and agreed:

Touch

A small housing estate in Dunfermline with a population of 1200. Key areas identified:

- Underage drinking
- Risky outdoor drinking
- Anti social behaviour

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Rosyth

A medium size town with a population of 12,000. Key areas identified:

- Underage drinking
- Large groups of young people drinking outdoors
- Large group of young people involved in antisocial behaviour
- Daytime heavy drinking
- Proxy purchasing

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Dunfermline town centre – night time economy

Weekends approx 2500-3000 exiting onto streets. Key areas identified:

- Underage drinking
- Large groups of young people drinking outdoors
- Large group of young people involved in antisocial behaviour
- Daytime heavy drinking
- Proxy purchasing

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Multi Component Approach

- Identification of issues at local levels
- Co-ordination of appropriate agencies, stakeholders and local communities
- Programme of co-ordinated projects
- Clearly defined outcomes and activities
- Evaluation

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Community Development Approach

Touch:-

- Effective Community Consultation and Engagement.
- Touch Tasking Team

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Rosyth

Rosyth Alcohol Partnership

Local stakeholders:-

- Services/Agencies.
- Community Council

www.alcohol-focus-scotland.org.uk

National Community Conference

Community Engagement and Action around Alcohol Issues



Interventions

- FAA weekend counsellor
- Social Norms Project
- Domestic Violence Pilot
- Arts in Business Diversionary Activities
- Community Alcohol Partnership**
- Rory Education Programme
- Adult Education Programme
- Strengthening Families Programme
- DoBe Programme**
- Barnardo's YouFirst Programme

www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

Community Alcohol Partnership

- Proxy Purchasing
- Training for Traders
- Environmental issues

www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

Homecoming Scotland
SCOTLAND
OFF FOOD & DRINK

Tony McElroy
Corporate Affairs Manager
tony.mcelroy@uk.tesco.com



www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

Tesco in Scotland

- 150 stores
- Over 26,000 staff
- 2 million customers
- £2bn of Scottish products (UK)
- £300m of Scottish product
- 156 Scottish suppliers
- Over 1500 lines




www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

What is different about Community Alcohol Partnerships?

Why does Tesco support Community Alcohol Partnerships?

What does this mean for work already underway to tackle problem drinking in an area?



UNDER 25?
Please be prepared to show proof of age when buying alcohol

DRINKAWARE.CO.UK

www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

ALCOHOL AWARENESS WEEK
WHAT'S IN IT FOR ME?
Find out now at alcoholawarenessweek.com 4th - 10th October 2009



Get to know your locals...
Stronness... home of
Orkney Brewery
Orkney Brewery is a family-run business, producing Orkney's only beer, Orkney Lager, since 1982. The beer is brewed in Stronness, Orkney, using local barley and water. Orkney Lager is a light, crisp beer with a subtle malt character. It's perfect for those who enjoy a light, refreshing beer with a touch of local character.

TESCO

www.alcohol-focus-scotland.org.uk

National Community Conference
Community Engagement and Action around Alcohol Issues

Where now for CAP in Rosyth?

Where now for CAP in Scotland?



It is a criminal offence to buy alcohol on behalf of a child. You could face a £5000 fine and imprisonment for up to 3 months.

DRINKAWARE.CO.UK

www.alcohol-focus-scotland.org.uk