

### Delivering our outcomes: Alcohol Harm Reduction

#### PURPLE FLAG



We are proud to announce that on 5th November Newcastle Town Centre was granted Purple Flag Status. This accreditation shows that Newcastle Town Centre already has a great deal to offer the general public and we are looking to build upon our success over the next 12 months in order to maintain our Purple Flag status. Cities and towns across the United Kingdom who have been granted this prestigious award have benefited by seeing increased footfall, inward commercial investment, lower crime & anti-social behaviour and improved perceptions from the public. We are confident that Newcastle-under-Lyme will reap the same benefits.

#### Street Chaplains



In 2014 Newcastle Partnership joined forces with North Staffordshire Street Chaplains and the YMCA to arrange for Street Chaplains to patrol Newcastle Town Centre on Friday nights bi-monthly. This is a capable guardianship scheme whereby volunteers from various church denominations patrol the Town Centre offering support, advice and reassurance to revellers. The Chaplains have undergone 12 weeks of intensive training to prepare them for the patrols. They link in with Staffordshire Police and also other partners such as St John Ambulance as part of the overarching Safer Nights campaign.

#### Triage



In April 2010 Newcastle Partnership began to work in partnership with St John Ambulance and the British Red Cross in order to provide a first aid triage provision on Newcastle Town Centre. The service has treated well over 100 revellers for basic injuries such as grazes, cuts, bruises and sprains. The volunteers and staff also give out freebies such as bottles of water, condoms, personal attack alarms, ponchos and flip flops to revellers.

## Reducing the Strength



Reducing the Strength is a partnership initiative which originated in Ipswich designed to tackle street drinking and alcohol fuelled anti-social behaviour. In Newcastle there are a number of street drinkers who consume cheap, super strength (6.5% ABV and over) beer, lager and cider. The scheme is entirely voluntary and 16 off-licences have been approached with 8 agreeing to sign up. The project was officially launched in Newcastle on 1<sup>st</sup> October. Plans are in progress to widen the project out into other localities of the Borough.

## Alcohol Education in Schools



The project was introduced in 2013 and Entrust were commissioned by Public Health and the police for one year to concentrate on the Alcohol education curriculum in schools, parents awareness and a school survey. Thirty one high schools engaged in the first year and over 5.000 Staffordshire young people completed the survey. The success of this project has now been awarded for a further 3 years from the Police & Crime Commissioner. There are now fifty two schools participating in the project which has been extended to alcohol and drugs. Newcastle schools engaged in the project are Clough Hall, Clayton Hall Business & Language, NCHS, Madeley & Wolstanton with Chesterton, Newcastle College and St John Fisher to follow suit.

## Alcohol Awareness Events



At key times during the year such as the Football World Cup, National Alcohol Awareness Week, Dry January and Christmas the Partnership undertakes alcohol awareness events designed to give information, advice and guidance to the public. These events are often coupled with poster campaigns and the use of social media sites to reinforce key safe drinking messages.

## I'll Be Des



The principle of the scheme is that participating venues offer free or reduced price soft drinks to the 'designated driver' from a group of customers e.g. groups of 3 people or more (this may vary depending on venue). The aim is to encourage groups to nominate a driver and to make driving more 'attractive'. Participation in the scheme demonstrates commitment to making our local communities safer, reducing road casualties and also dispels the argument that soft drinks can cost as much as alcoholic ones. Newcastle Partnership has worked together with Staffordshire Safer Roads Partnership and various on-licenced premises over the past few years to ensure this project is a success.