

REPORT TO: Cabinet Member – Environmental
Licensing & Regulatory
Cabinet Member – Communities

DATE: 21st October 2009
26th October 2009
4th November 2009

SUBJECT: **SEFTON TRADING STANDARDS ALCOHOL SURVEY OF YOUNG PEOPLE – ‘OPERATION SOFT DRINK: PHASE 2 – BUY BOOZE, THEY LOSE’**

WARDS AFFECTED: All

REPORT OF: W T Milburn
Environmental Protection Director

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Trading Standards Section Manager
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**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform the Cabinet Member – Environmental, Cabinet Member – Communities and Licensing and Regulatory Committee of the outcome of ‘Operation Soft Drink: Phase 2 – Buy Booze They Lose’, a strategic intervention tackling the incidence of underage, alcohol related anti-social behaviour in Sefton commissioned by the Public Health Partnership Alcohol Strategy Group.

REASON WHY DECISION REQUIRED:

To inform the Cabinet Member – Environmental, Cabinet Member – Communities and Licensing and Regulatory Committee of the results of the ‘Operation Soft Drink: Phase 2 – Buy Booze They Lose’ and to seek endorsement for further similar interventions.

RECOMMENDATION(S):

That the Cabinet-Member – Environmental, Cabinet-Member – Communities and Licensing and Regulatory Committee:

- a) Note the content of this report; and
- b) Endorse continued partnership work within the Public Health Partnership Alcohol Strategy Group and Alcohol-Related Crime Sub-Group for addressing the issues of underage alcohol purchase/consumption and alcohol-related nuisance, disorder and Anti-Social Behaviour.

KEY DECISION: No

FORWARD PLAN: N/A

IMPLEMENTATION DATE: Immediately following the expiry of the “call-in” period for this meeting.

ALTERNATIVE OPTIONS:

Enforcement of underage sale legislation is a statutory duty for the Trading Standards Service.

Additional resources could be diverted to this area of enforcement, however this would risk distorting the balanced work programme of the Trading Standards service.

IMPLICATIONS:**Budget/Policy Framework:**

'Operation Soft Drink: Phase 2 – Buy Booze, They Lose' was a joint initiative commissioned by the Public Health Partnership Alcohol Related Crime Sub Group, Trading Standards Service and the Police and funded by the Safer Stronger Communities Fund.

Financial:

<u>CAPITAL EXPENDITURE</u>	2006/ 2007 £	2007/ 2008 £	2008/ 2009 £	2009/ 2010 £
Gross Increase in Capital Expenditure	Nil	Nil	Nil	Nil
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	Nil	Nil	Nil	Nil
Funded by:				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	When?			
How will the service be funded post expiry?				

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

CONSULTATION UNDERTAKEN/VIEWS

Public Health Partnership Alcohol Related Crime Sub Group

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Creating Safe Communities	√		
3	Jobs and Prosperity	√		
4	Improving Health and Well-Being	√		
5	Environmental Sustainability		√	
6	Creating Inclusive Communities	√		
7	Improving the Quality of Council Services and Strengthening local Democracy	√		
8	Children and Young People	√		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Sefton MBC / TSNW Alcohol Survey of Young People - CI Research

Background

1. The Sefton Safer and Stronger Communities Partnership (SSCP) has committed to the address of 4 stretch targets in support of the delivery of the Sefton Local Area Agreement (LAA). One of these targets is “to increase the number of people who feel informed about what is being done to tackle anti-social behaviour within Sefton”
2. Operation Soft Drink was developed as part of a package of interventions to impact on the above target. It was run over a period of 6 weeks from September 24th 2007 to November 9th 2007 and informed by intelligence provided by AIM (formerly the NPU). The Cabinet Members and Licensing and Regulatory Committee will recall a report entitled “Sefton Trading Standards Alcohol Survey of Young People: Operation Soft Drink” presented in March 2008.
3. Operation Soft Drink itself involved a range of separate, but complimentary activities, these included;
 - Alcohol proxy purchasing exercises
 - Underage alcohol test purchasing
 - Litmus testing of drinks containers
 - Issue of Ultra Violet Light ID (proof of age) Testers (UV Testers)
4. These activities were promoted using a social marketing model that involved identifying and segmenting niche recipient audiences and via posters, newspaper adverts/ editorial and direct mailing exercises (14,200 addresses) communicating the rationale and outcomes of the intervention.
5. Evaluation of Operation Soft Drink highlighted a strong, positive public response to the intervention. An independent telephone evaluation (sample size 430 people) of the work indicated a 30% awareness of Operation Soft Drink. The impact of the social marketing was reflected within the monthly perception data collected from the Sefton SSCP Tracker Survey which recorded a 12.7% decrease in the number of people perceiving under age drinking as a very big/fairly big problem.
6. The intervention also achieved other operational successes. These included issuing of warning letters to parents of 28 young people attempting to proxy purchase alcohol and 995 seizures of vessels containing alcohol. The introduction of UV Testers also proved successful. A total of 80% of Off-Licences reported regular use of the equipment with 50% of these reporting a noticeable decrease in the number of under age people attempting to purchase alcohol over the counter. There was also strong public support in favour of using both litmus strips and UV Testers.

Evidence Base for Further Action

7. In addition to the successful outcomes of Operation Soft Drink a strong evidence base existed to support the decision to develop a successor project:
 - a) The Home Office Youth Crime Action Plan (2008) recognises that most young people are not involved in drinking in public spaces and do not behave anti-socially. However, the same Action Plan also recognises that for other young people involvement with delinquent peer groups and alcohol provides a catalyst for opportunistic risk taking.

- b) The report *Risky Drinking in North West School Children and its consequences* (2008) identifies drinking by young people in public places as the most prevalent form of drinking most likely to be of concern to the public.
- c) This concern about young people consuming alcohol is consistent with research commissioned in 2007 by Sefton SSCP. Respondents within 6 focus groups were asked which anti - social behaviours were the biggest problem in their area; groups of teenagers hanging about on street corners of greatest concern, followed by underage drinking and parents not taking responsibility for the behaviour of their children.
- d) Clearly unsupervised drinking by young people in public places like parks and street corners is unacceptable. A raft of Public Service Agreements (PSA's) and performance measures embedded within Assessments of Police and Community Safety (APACS) and National Indicator Sets point to the need for Local Strategic Partnerships (LSP's) to position work to address underage drinking as an operational priority.
- e) The address of underage drinking is identified as a fundamental component of PSA 25 "Reduce the harm caused by alcohol and drugs" which states "young people and their parents will be supported in making informed decisions about their drinking through provision of authoritative and accessible guidance". This priority is also reflected in the DCSF Youth Alcohol Action Plan (YAAP) where address of underage drinking sits as one of the YAAP's five core objectives. Effective interventions to impact on anti-social, underage use of alcohol are also complimentary to the goal of PSA 14 "Increase the number of children and young people on the path to success".
- f) The Buy Booze, They Lose intervention also directly contributes to NI 17 (perceptions of anti-social behaviour), NI 115 (Substance Misuse by Young People), and NI 39 (Reducing alcohol-related hospital admission rates).

Implementing Buy Booze, They Lose

- 8. The intervention was designed to retain the strongest elements of the original Operation Soft Drink but extended both in terms of its duration and scope to provide support to a range of LSP strategic objectives.
- 9. Buy Booze, They Lose commenced on October 6th 2008 and ran through to December 12th 2008. This allowed for an extended deployment of operational resources and activity in the lead in to Christmas. The communication element of the intervention was concluded at the end of January 2009 following a direct mailing exercise detailing the outcomes of operational activities.
- 10. The Sefton AIM Team completed a strategic analysis of anti-social behaviour counts across its 7 neighbourhoods. This work identified the 8 most prevalent "ASB Hotspot Areas" in Sefton over a 6 month period (January – June 2008). Additionally, the intelligence broke down the ASB count by type, month, weekdays and hour, to facilitate the pinpoint targeting of intervention activities. The co-ordinated operational activity was focused on these Hotspot Areas.
- 11. The Trading Standards North West Report Alcohol Survey of Young People (June 2007) highlighted proxy purchasing as a growing problem in Sefton. Proxy-purchasing exercises, were conducted by the Police and Sefton Trading Standards Department in partnership. This involved the simple technique of deploying personnel

wearing pin cameras to walk past groups of teenagers in close proximity to off licences and awaiting requests for proxy purchase of alcohol. Two uniformed police officers provided back up and support and when advised of attempts at proxy purchasing managed the situation. This involved taking the offenders name and address, forwarding details to the Sefton Anti-Social Behaviour Unit (ASB Unit) and issuing of anti-social behaviour contracts (ABC's). Proxy purchasing exercises were conducted in each of the 10 weeks of the Buy Booze, They Lose intervention.

12. Underage test purchasing exercises were conducted each week of the intervention. If a sale to a minor occurred, the retailer selling the alcohol was issued with an £80 Fixed Penalty Notice (FPN). The premises were then subject to a full licensing inspection and the licensee (DPS) requested to make an appointment to visit the Licensing Unit.
13. Use of recognised ID is an approach recommended by Trading Standards North West as part of a package of measures to tackle under age drinking. Off-Licences, through their statutory training are already aware of the acceptable formats of ID a young person can use. To facilitate accurate and responsible scrutiny of ID all Sefton based off licences were issued with a basic UV Tester within Operation Soft Drink in 2007. Evaluation of the impact of this exercise highlighted a significant majority of DPS's valued the UV Testers as a tool they could employ to reduce likelihood of under age sales. Off licences were thus provided with desk top UV Testers at the start of Buy Booze, They Lose. Whilst the dissemination of the UV Testers provided an excellent public relations and communications opportunity to engage off licences as partners in the intervention it also achieved the objective of raising awareness within the local licensed trade that the intervention was about to commence. The issue of the UV Testers to Off-Licences and the associated penalties for the use of fake ID were promoted within the social marketing element of Buy Booze, They Lose.
14. An important factor in tackling underage, alcohol related anti-social behaviour is to understand from where the alcohol has been sourced. If the young person has not purchased the alcohol themselves they have either obtained it via proxy or from their home. Smart Water and Ultra Violet marking exercises assisted in the process of gaining a clearer understanding of where alcohol had been accessed by young people. Smart Water is an invisible ink coated onto materials that can be detected under ultra violet light. For the purposes of the intervention, Smart Water was used in partnership with, and the consent of, licensed premises located within the 8 ASB Hotspots areas. Coating of drinks containers within these premises allowed police when confiscating vessels to identify from which off licence the drinks container was purchased. This allowed more precise targeting of police resources in planning proxy purchasing exercises.
15. Litmus kits were used to test the contents of drinks being consumed by young people under the legal age to drink alcohol. The strips can be placed within vessels (often disguised as containing soft drinks) and checked for alcoholic content. Drinks found to contain alcohol were confiscated.
16. In Autumn 2007 Sefton commissioned Ariel Trust to work with two separate groups of teenagers to develop an education resource that both reflected teenagers own experience of alcohol and canvassed the views of members of local communities as to their perceptions of young people drinking alcohol in public places. The resulting "Don't Leave UR Mates" education resource was offered to all senior schools within Sefton during the first month of the intervention. This was done through the Sefton Healthy Schools Team who ran a full day training workshop introducing the tool and ideas as to how it might be used to key stakeholders. In addition to senior school

mentors, the training session was opened up to Connexions, the ASB Unit and youth sector workers who could use the tool in groups with whom they are engaged.

17. In the period January 1st 2008 - to June 30th 2008 the Sefton ASB Unit issued a total of 750 warning letters that were sent to parents of young people identified as causing anti-social behaviour. This tactic has proved effective in significantly reducing the number of repeat offences. Use of alcohol was a contributory factor in the vast majority of these recorded offences. In an attempt to reduce repeat offences further and support parents in addressing their teenagers drinking behaviours a parental alcohol advice booklet was developed. The booklet, amongst the themes it covered, examined why young people drink, included an outline of the harms associated with under age drinking and identified what parents can do to positively influence their children's drinking behaviours. A copy of the booklet was included within correspondence when sending out warning letters.

Marketing of Buy Booze, They Lose

18. The Communities and Local Government White paper 'Communities in control: Real People, Real Power' suggests one of the main reasons people can feel powerless is a lack of information that is accessible and easily understood. It was therefore decided that the social marketing strategy developed for Buy Booze, They Lose should have four objectives:
 - To make Off-Licences aware of the package of direct action
 - To highlight to young people and their families the package of action being taken and the subsequent consequences of committing offences
 - To showcase the proactive measures being implemented to support young people and their parents in addressing irresponsible alcohol use
 - To generate maximum publicity as to what is being done to tackle illegal under age drinking (and in doing so provide information to local communities as to what is being done to address a key anti-social behaviour concern).
19. The headline message utilised throughout the social marketing programme was "Buy Booze, They Lose". The message, used in conjunction with a powerful image of used alcohol containers, was developed within Sefton by a group of teenagers and represented the outcomes of a piece of work they engaged in to understand their own relationship with alcohol. A mix of marketing tools and methodologies were employed to influence NI 23 "perceptions that people in the area treat one another with respect and consideration" and NI 24 "satisfaction with the way the Police and local council deal with anti-social behaviour":
 - Direct Mail: A 4-page "branded" information newsletter was sent to key households identified using intelligence both from AIM (identifying 250 metre radius hotspots) and from the ASB Unit client data base (recipients of warning letters) mailing lists. The aim of the newsletter was to inform those most closely affected by incidents of alcohol related ASB as to what was being done to address the issue locally. It contained a range of useful contact numbers, public information stories and most importantly detailed a package of measures being implemented to tackle the issue of underage drinking in Sefton. The resource was branded with the "Respect - It's Your Sefton" logo and included the Buy Booze, They Lose image to headline the intervention.

- The Buy Booze, They Lose image and message was used on A3 posters positioned in off licences, public houses, youth settings and schools across Sefton.
- A package of Adshels, visual media sites situated on the side of bus shelters were purchased via Sefton SSCP to provide pinpoint exposure to the intervention directly within key locations. As an outdoor media tool the Adshels provided alternative and direct access to niche target audiences residing with Sefton ASB Hotspot Areas.
- The intervention was launched with strong editorial press coverage to generate wide population awareness of Buy Booze, They Lose. This added to the impact of the direct mailing and use of Adshels in establishing the brand identity in the minds of targeted communities. Following the launch there was continued use of the local media over the 10 week duration of the intervention. This was via advertisements (ie Buy Booze, They Lose image), editorial (ie distribution of UV Testers) or advertorial (ie explanation of the purpose of the parent alcohol advice booklet).
- Blue Tooth Technology: The majority of the population now own mobile telephones. Importantly, nearly 9 in 10 teenagers have access to a mobile phone. Blue tooth technology provides an opportunity to take advantage of this lifestyle choice via mass dissemination of key messages (essentially blue tooth works as a group text messaging service to all mobile phones based within a 250 metre radius of the point from which the message is generated). Thus, information relating to a planned proxy purchase exercise or details of litmus testing exercises was sent direct to mobile phones on the day they were occurring. In addition to blue tooth technology being a preventative tool in itself the exercise strengthened local knowledge of the intervention and what was being proactively done to combat alcohol related anti-social behaviour.
- Off licences located within the 8 ASB Hotspots were approached by Sefton Trading Standards to support the intervention via use of customised carrier bags. Specifically, the carrier bag (used by the off licences to package alcohol after purchase) carried the Buy Booze They Lose branded image, message and logo.
- Public Information Forums: Within Sefton there exists a comprehensive group of Homewatch schemes and a sophisticated community engagement network, full advantage of the opportunities these and other forums (Registered Social Landlords) provided to communicate the aims and progress of Buy Booze, They Lose within the target ASB Hotspot Areas.

Buy Booze, They Lose - Evaluation Framework

20. Buy Booze They Loose was evaluated using a range of tools. The following sources of data contributed to analysis of the intervention:
 - a) Sefton Tracker Survey. The AIM Team tracked the perception data relating to those who think underage drinking is a very big/ fairly big problem, those who think drunk/rowdy behaviour is a big/ fairly big problem and the actual counts of ASB in each hotspot area over a period of 6 months (August 2008 – February 2009). The data trends were then plotted against the same time

frames relating to 2006/07 and 2007/08 which allowed a direct comparison with activity in previous years.

- b) An independent research consultancy was commissioned to conduct a semi-structured doorstep research exercise exploring the impact of the social marketing programme. The work was conducted 6 weeks after closure of the communication programme to establish what medium term resonance the social marketing exercises had achieved with the target audience.
- c) The Don't Leave UR Mates Education Resource for professionals was evaluated on completion of the one day workshop via a short questionnaire.
- d) A record was kept of the number of Parental Alcohol Advice booklets distributed via the ASB Unit. The impact of these booklets on the longer term trend of individuals re-offending will be measured using monthly data counts obtained via the ASB Unit.
- e) The following operational outcomes were also measured:
 - Number of test purchasing exercises conducted and number of fixed penalty notice issued
 - Number of proxy purchasing exercises conducted and number of resulting warning letters issued
 - Number of drinks vessels confiscated as a result of litmus testing exercises
 - Numbers of off licences participating in Smart Water exercises and outcomes resulting from use of the technique
 - Numbers of branded carrier bags distributed
 - Number of *Don't Leave UR Mates* resource packs disseminated and numbers of young people having experience of using the resource
 - Amount of newspaper "free" editorial coverage accrued and blue tooth text messages disseminated

Intervention Management and Accountability

21. A Steering Group of senior officers representing key stakeholders (Merseyside Police, Trading Standards, Healthy Schools, ASB Unit, Public Health, Community Safety) ensured delivery of the intervention. The outcomes of the intervention were made available to both the Sefton SSCP Strategy Group and the Public health Partnership Alcohol Harm Reduction Strategy Group.
22. Post intervention the activity to combat the underage, alcohol related anti-social behaviour continued to be implemented. The scaling down of marketing activity since completion of the intervention has allowed the residual impact of *Buy Booze, They Lose* to be measured.

Operational Outputs

23. The following represent the key outcomes evolving from the separate strands of work:
 - a) Police Operational Activity

- In total 16 separate proxy-purchasing exercises and 18 undercover test purchasing exercises were completed over the duration of the intervention. The result of this activity was that 2 separate retailers received £80 fines for sales of alcohol to underage teenagers.
 - As a result of litmus testing activity 119 drink vessels containing alcohol were confiscated
 - A total of 24 off-licences located in the hotspot targeted areas agreed to having stock marked with either Smart Water or ultra-violet light pen markings.
 - A total of 16 schools participated in Smart Water lessons
 - A total of 34 Don't Leave UR Mates Resource packs were disseminated to stakeholders
- b) Don't Leave UR Mates Resource Training: A total of 10 (out of 23) Sefton senior schools accepted the invitation to participate in a training day examining how the resource could be utilised with groups of young people. In addition to the schools present at the session representatives of Connexions and the Sefton Anti-Social Behaviour Unit also attended the training. The workshop was positively evaluated by all in attendance:
- "Relevant for the students I work with"
 - "Feel more able to communicate with students"
 - "CD ROM is a useful tool for raising awareness (about consequences of excessive alcohol consumption) amongst young people".
- c) Parental Advice Booklet: A total of 1500 booklets were produced. These were given to Sefton Anti-Social Behaviour Unit for issue to parents whose teenagers had been recipients of ASBOs and ABCs. The value of this resource will be determined via a separate evaluation exercise when a sufficient quantity of the booklets has been disseminated to allow a research cohort of sufficient quantity to provide robust evidence of value.
- d) Communication Programme: A range of communication methods and tools were utilised to disseminate information relating to activities occurring within the intervention. These included:
- A total of 9 separate press releases forwarded to the media
 - Positioning of the Buy Booze They Lose image on 14 Adshels (bus shelters) and 200 posters
 - Production of 60,000 branded retail carrier bags provided to 34 separate off- licences located within the hotspot intervention areas
 - Production of 26,000 Buy Booze They Lose four page A4 newsletters direct mailed to households located within the 250 metre hotspot targeted areas.
 - Production of 6 separate "Bluetooth" media videos targeted at young people located within 250 metre radius of alcohol retail outlets in hotspot areas

Results

24. The outcomes of the interventions were measured using two separate sources of information. The perceived impact of the communication programme was analysed via a Doorstep Evaluation Survey conducted by an independent research consultancy (Murray Consultancy) whilst analysis of the Sefton Tracker Survey

indicated progress towards the core aim of the intervention – to reduce the perceptions of Anti-Social Behaviour as a problem in Sefton.

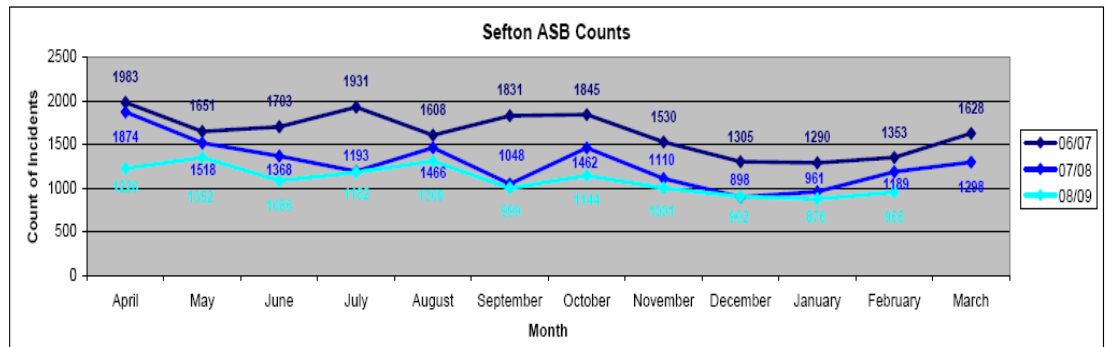
a) The fieldwork dates for this research were March 24th – April 4th 2009. In total 403 interviews were eligible for inclusion in the evaluation. Key findings evolving from this research included:

- Before prompting 38% of householders could remember receiving the newsletter. This figure equates to around 9,800 households and 25,000 residents. This is significantly higher than receipt levels recalled (prompted and unprompted) for the previous Booze Losers newsletters disseminated as part of Operation Soft Drink
- Amongst households with teenagers present 44% of householders recalled receiving the mailing
- Four in five of all households who remembered having received the newsletter stated they had read it
- A total of 40% of the respondents could recall some of the content of the newsletter. The most readily remembered information related to work carried out by police and to proxy purchase of alcohol for those ineligible to buy alcohol because of their age
- One in four recipients of the newsletter had retained it six weeks after initial receipt of the publication
- Half of the research sample stated they had seen similar information to that within the newsletter on posters or/and in newspapers
- In total three in ten residents stated that they had seen the Buy Booze, They Lose image recently. Overall two in three rated the poster as very effective, effective or quite effective at getting the required message across
- Three in ten residents stated they had seen the carrier bag recently. Overall 60% of these rated the bag as very effective, effective or quite effective at getting the message across
- Two in three householders now feel better informed about what is being done to tackle the problem of teenage alcohol related anti-social behaviour
- Three in five of those interviewed stated they now felt convinced something was being done to tackle the problem.

b) Sefton Tracker Survey Trend Analysis:

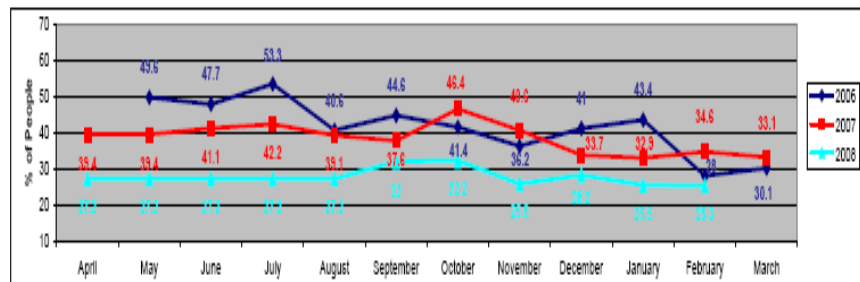
- ASB Counts: Over the period September 2008- February 2009 the number of ASB counts in Sefton was recorded at 5877. This was a drop of 12.9% on the recorded figure of 6668 for the previous year over the same period in 2007/08. This statistic captures all recorded types of anti-social behaviour, thus to learn more about the influence of Buy Booze They Lose it was important to explore specific public perceptions relating to underage drinking, groups of teenagers hanging about the street and people being drunk or rowdy in public places.

Chart 2 – Monthly counts of Anti Social Behaviour Incidents by Year (April 2006 – February 2009)



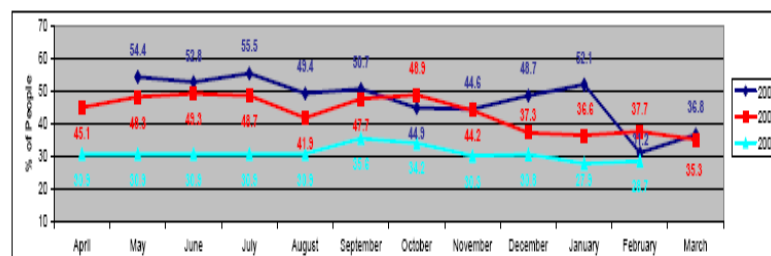
- Underage Drinking: Over the period September 2008-February 2009 the mean percentage of people in Sefton who perceived underage drinking to be a problem in their neighbourhood was recorded at 28.2%. This figure represented a 9.4% decrease on the same period in the previous year recorded at 37.6%.

Chart 8 – Percentages of the “Underage Drinking” category of Anti Social Behaviour by Year throughout Sefton (May 2006 – February 2009)



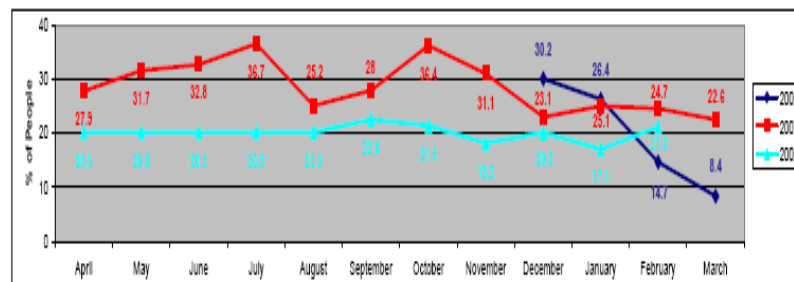
- Groups of Teenagers hanging about the street: Over the period September 2008-February 2009 the mean percentage of people in Sefton who perceived groups of teenagers hanging about the street as a problem in their neighbourhood was recorded at 31.3%. This figure represented a 10.8% decrease on the same period in the previous year recorded at 42.1%

Chart 9 – Percentages of the “Groups of teenagers hanging about the street” category of Anti Social Behaviour by Year throughout Sefton (May 2006 – February 2009)



- People being drunk in rowdy place: Over the period September 2008–February 2009 the mean percentage of people in Sefton who perceived people being drunk or rowdy in public places as a problem in their neighbourhood was recorded at 20.2%. This figure represented a 7.9% decrease on the same period in the previous year recorded at 28.1%

Chart 10 – Percentages of the “People being drunk or rowdy in public places” category of Anti Social Behaviour by Year throughout Sefton (December 2006 – February 2009)



Conclusion

25. The Sefton Tracker Survey clearly demonstrates significant reductions in the negative perceptions of underage drinking, groups of teenagers hanging about the street and people being drunk or rowdy in public places. Whilst this positive trend cannot singularly be attributed to the activity occurring within the *Buy Booze, They Lose* intervention, the targeting of specific interventions directed to address these three perceptions within hotspot areas can be assumed to be a contributory factor in this recorded improvement.
26. This assumption is further supported when analysing counts of anti social behaviour by type which indicates over the 6 month period that the most significant reduction in anti-social behaviour by type is that which relates to rowdy nuisance or inconsiderate behaviour.
27. The Public Health Partnership Alcohol Related Crime Sub-Group believe that the data available indicates strongly that the multi-intervention social marketing approach of *Buy Booze, They Lose* has had a positive impact on combating the problem of underage drinking and on resident perception of that problem. The Sub-Group intends to look to further develop the *Buy Booze, They Lose* brand and continue the coordinated multi agency enforcement exercises throughout 2009/10 as part of the Government’s National Alcohol Strategy.
28. The comments of the Cabinet Member – Environmental, Cabinet Member - Communities and Licensing and Regulatory Committee are welcomed as part of the development process.