



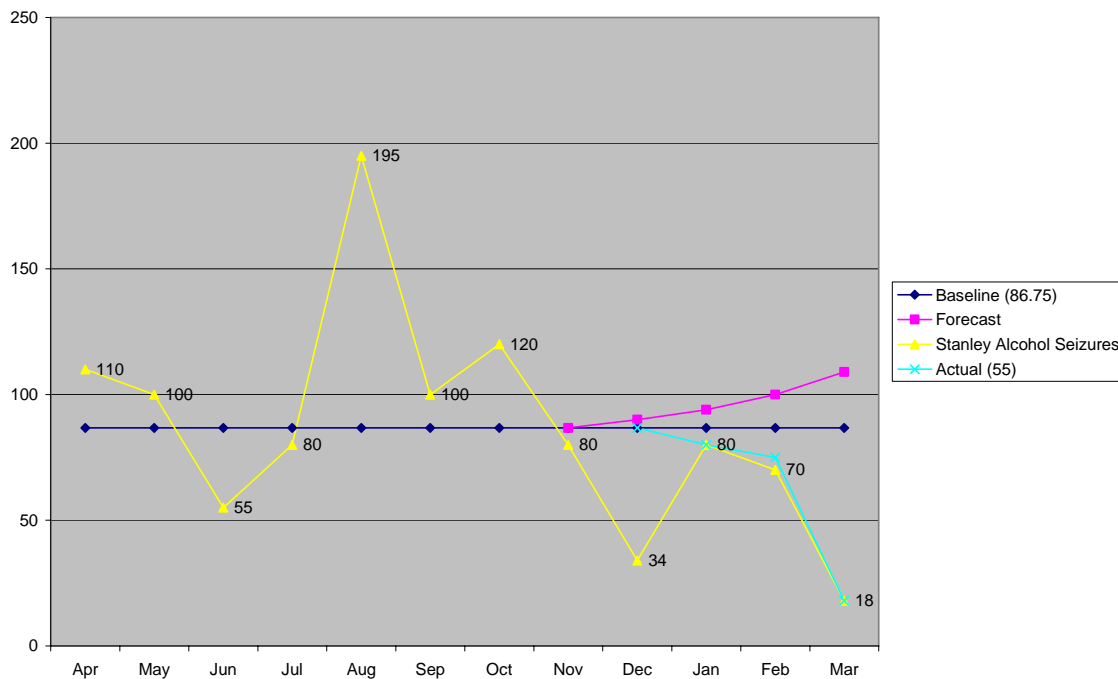
Stanley Alcohol Seizures

Green Corridor NMP input

Whilst all of the work by partners and the police is evidentially having a positive impact in Stanley (see chart below), the figures would identify a direct correlation between a reduction in alcohol seizures (and therefore ASB related to alcohol) and the two key incentives run in the Green Corridor area since January 2008 to tackle this issue.

Both the 'You Booze You Lose' campaign and the Midnight Football League were established in January 2008, since when we have seen a dramatic fall from a baseline of 86.75 to just 18 incidents. This in itself would suggest a strong argument for continuing commitment to the Midnight Football League and a roll out in other areas within the District, and an extension of the You Booze You Lose campaign signage.

Stanley Alcohol Seizures



Story behind the baseline

Total alcohol seizures in the Stanley beat area for April 2007 to March 2008 – 1041 (average or baseline of 86.75) Seizures peaked in August 07 at 195 and fell below the baseline figure only twice until November before showing significant lowering trend up until March 2008.

Partners and Roles

The reduction in alcohol seizures have (or could have) involved a number of agencies/organizations, for example:

- Police and Licensing – licensed premises closure[s], MARC vehicle information/advice, test purchasing, Under 21 Scheme, Proxy Campaign (illegal sales to u18s, effective media campaigns.
- ASB team – interventions and letters sent to parents /carers having an impact
- LSP Alcohol Strategy
- Derwentside Homes actions
- Probation (unpaid work)
- Schools, extended services
- **Youth Clubs (alcohol based sessions)**
- **Green Corridor “You Booze You Lose” campaign**
- **Midnight League (Friday nights Feb 08 – Apr 08)**
- **Community Partnerships - awareness campaigns**

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