



Annual Report 2025/2026

Growing with Purpose Delivering for Communities



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Message from our Chair

A year ago, I characterised CAP as having made a major change of gear, being poised for rapid expansion and the launch of action to reduce the supply of alcohol by parents to their young children.

This year, I am pleased to say that the results are very much in evidence. The expanded team and additional funding secured in 2024 have enabled a near doubling of the number of new CAPs launched from 18 in 2024 to 55 in 2025, taking the total since CAP was founded to 360. At the same time, the pipeline of communities considering launching a CAP rose to 140, over three times the number at the beginning of the year. Such growth reflects increasingly widespread understanding of the continuing need to reduce underage alcohol consumption, as well as recognition of the unrivalled effectiveness and value for money offered by the CAP model.

“

The expanded team and additional funding secured in 2024 have enabled a near doubling of the number of new CAPs from 18 in 2024 to 55 in 2025.”

Alongside this growth, detailed planning and further fundraising led to development in the latter part of the year of a multi-faceted campaign to inform parents of the impact of alcohol consumption on young teenagers and of the Chief Medical Officers' advice that an alcohol-free childhood is best. The campaign, which is designed both to create understanding and change behaviours, is being piloted in locations across the UK during 2026. The pilots will be evaluated rigorously and modified as necessary before being rolled out across all active CAPs, leading to consideration of the potential for a national campaign, reaching out beyond those communities with CAPs.

In achieving these results, great credit must go to the small but highly committed and effective CAP national and regional team, to those who are supporting the introduction of CAPs in their communities and then making them work, to the ongoing funding and support provided by our funders, and to my fellow board members for their support and wise counsel.

And finally... It was with great sadness that we received news of the death of Baroness Newlove, who chaired the board through CAP's early years and was instrumental in securing recognition of the need to address the problems of underage alcohol consumption.

Derek Lewis
Chair

Measuring our Success

CAP numbers January 2026



All statistics calculated from evaluation returns covering the period 2016–2025.

↓ 63%
Reduction in reporting of weekly drinking among under 18s

↓ 14%
Decrease in reporting of young people obtaining alcohol from parents

↓ 44%
Reduction in residents reporting young people (under 18) drinking in public places to be a “very big” or “fairly big” problem

↓ 44%
Reduction in anti-social behaviour

98%
Pass rates in Challenge 25 compliance tests

49,200
young people have completed surveys

55
CAPs Launched in 2025

244
Participating Educating Establishments

262
Young Health Champions

1,230
CAP Partners engaged

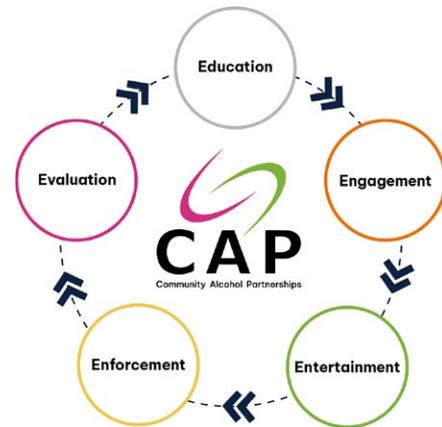
About Us

Our Mission

Community Alcohol Partnerships (CAP) is a Community Interest Company which supports local partnerships of councils, police, retailers, schools, health providers and other community groups in reducing alcohol harm among young people, improving their health and wellbeing and enhancing their communities.

CAP exists to reduce alcohol harm in local communities from drinking by young people under 25, with a particular emphasis on preventing underage drinking.

CAP was piloted by the Retail of Alcohol Standards Group (RASG) in 2007. The model and evaluation framework has since been extensively tested with the result that CAP is now considered one of the most effective ways of tackling localised underage drinking with over 360 partnerships across the UK.



Since our foundation, our mission is achieved via a partnership approach embracing:

Education (for school aged children and those up to the age of 25)

Engagement (of the local community)

Entertainment (appropriate positive activity for young people aged under 18)

Enforcement (linked to Challenge 25 policy and preventing proxy purchase)

Evaluation (of CAP projects)

All partnerships are planned for lasting and sustainable change.

Our Vision

Our vision is to help shape a society in which communities work in partnership to ensure that children do not drink alcohol and where young adults display responsible attitudes towards alcohol.

Our Governance

CAP is governed by a Board of Directors drawn from the public sector, the third sector and the alcohol retail sector, and is led by an independent Chairman, all of whom are committed and legally obliged to act only in pursuance of CAP's constitutional objectives. CAP action plans are uniquely tailored to target local problems but will always follow our three-pillar model to educate, prevent underage sales and engage young people in positive activity to enhance their confidence, health and wellbeing.

Our Approach

Our targeted approach means that we bring effective national programmes (such as those produced by the Talk about Trust and the Royal Society of Public Health) to areas with greatest harms. We invite partnerships to include an objective of encouraging moderation and safety in young adults.

Working with 18-25 year olds

We encourage CAPs to include an objective around moderate/safe drinking for 18-25 year olds via higher education institutions and safety in young adults.

Creating Local Partnerships

CAP's primary purpose is to support the development of effective local strategies to prevent underage drinking and enhance the health and wellbeing of children and young people.

With the support of our highly skilled Advisers, CAP identifies local needs, facilitates the assembly of the local CAP partnership, offers start-up funding and expert advice, provides a toolkit of interventions, shares best practice gathered across the national CAP network and supplies a rigorous evaluation system.

Each local CAP scheme or project will devise an action plan that is uniquely tailored to local need with the overarching aims to protect children and young people from alcohol harm, enhance their health and wellbeing and improve local communities.

Local CAP schemes are established and run by people from a variety of organisations within their communities, including retailers, to identify and tackle the problems associated with alcohol consumption by young people.

Each local partnership identifies its own priorities - these might include reducing alcohol related

anti-social behaviour, alcohol litter, proxy purchase, sales to under 18s, parents supplying children with alcohol, vulnerability of children or young adults and safeguarding of children from sexual exploitation.

At an early stage, every scheme will appoint a coordinator who agrees to chair meetings and lead the partnership - this role is commonly taken on by someone in the police, trading standards or public health. Partners jointly agree on an action plan which is reviewed regularly (monthly for at least a year to 18 months) and key partners take responsibility for carrying out agreed actions.

Every scheme is required to carry out a baseline and post-intervention evaluation, using key metrics and a clear, easy to use evaluation framework linked to their CAP's objectives.

After delivering a locally tailored action plan and evaluating its impact, all CAP schemes are encouraged to join our CAP+ programme in which partners continue to meet regularly - though less frequently - to ensure that progress is maintained against key agreed objectives and metrics.

CAP's Three Pillars

All actions plans are based on three key pillars:



Alcohol education



Provision of positive activities



Responsible retail strategies





Since 2013, all CAP schemes have been required to carry out a baseline evaluation against the CAP evaluation framework

Our Impact

Our Evaluation

CAP's evaluation framework was developed by London Metropolitan University and revised in 2017 following a review by academic researchers from Arcola Research. It provides a means for CAP schemes to measure their performance against key objectives. The framework incorporates a number of SMART (specific, measurable, attainable, realistic and timely) targets and is based on a clear theory of change which flows logically between aims and objectives, proposed activities and desired outcomes. The framework is reviewed at regular intervals.

All CAP schemes have been required to carry out a baseline evaluation against the CAP evaluation framework or another agreed set of measures. At the end of the project, and sometimes mid-term, further evaluations will be carried out. School surveys may be carried out annually where alcohol education is being carried out.

We require CAP schemes to collect data for at least the following five indicators, both pre-CAP (baseline) and at the end of the initial 18-24 month period:

- 1 Attempted purchase of alcohol by under 18's** (measured via CAP licensee survey).
- 2 Proxy purchase of alcohol by under 18's** (measured via CAP licensee survey).
- 3 Residents' perceptions of anti-social behaviour related to young people's alcohol consumption** (measured via CAP residents' survey).
- 4 Levels of alcohol consumption by under 18's** (weekly drinking as measured by CAP young people's survey).
- 5 Parents who supply alcohol to their children** (measured via CAP young people's survey).

Our Impact

National data for England shows a downward trend in the rate of hospital admissions for alcohol-specific conditions for young people under 18 (a useful generally-available indicator of alcohol harm), showing a decrease from a rate of 26.1 per 100,000 to 22.6 for the most recent three years total¹. The number of young people who said that they had drunk alcohol in the last week has decreased from 9% in 2021 to 7% in 2023, as has young people that said they had ever had an alcoholic drink with 40% in 2021 compared to 37% in 2023².

Wales has seen a decrease in the percentage of children who reported drinking any alcohol from 40.2% in 2021 to 35.6% in 2023³. Scotland has a decrease in the number of hospital admissions for all alcohol conditions in FY2024/25 compared to the previous financial year, with the same trend showing for young people 19 and under, in two age categories⁴ (under 15 years and 15-19). There is a wealth of evidence that CAPs assist in reducing the acquisition of alcohol by under-18s, the perceptions of anti-social behaviour related to young people's alcohol consumption and weekly drinking levels in young people.

In a sample of over 73 schools across 52 CAPs, with comparable pre-CAP (baseline) and post intervention young people's survey data (for the period 2016-2025), there was an average 63% reduction in under 18s who reported usually having an alcoholic drink once a week or more, from a baseline average of 21% to an average of 8% after intervention. Over 49,200 young people have completed surveys.



There was an average **14% decrease** in young people saying they had obtained alcohol from parents - from a baseline average of 56% to **an average of 48%**⁵ after intervention.

There has been an average **reduction of 44%**⁶ in residents reporting young people (under 18) drinking in public places to be a "very big" or "fairly big" problem - from a baseline average of 61% to an **average of 34%**.

¹ Comparing data from combined three-year total FY2020/21 - 22/23 to most recent data of FY2021/22 - 23/24. Office for Health Improvement and Disparities, Public Health Profiles. 2025. Date accessed [02/12/2025] [Fingertips | Department of Health and Social Care](#) © Crown copyright 2026 [Open Government Licence](#).

² 11-15 year olds. Information from NHS England, licenced under the current version of the Open Government Licence, Smoking, Drinking and Drug Use among Young People in England, 2023, Clinical Indicators and Outcomes team, NHS England, Date accessed [02/12/2025]. Copyright © 2026, NHS England. [Smoking, Drinking and Drug Use among Young People in England, 2023 - NHS England Digital](#) [Open Government Licence](#).

³ 11-16 year olds. The School Health Research Network's (SHRN) Student Health and Well-being survey data dashboard, Public Health Wales NHS Trust, Date accessed [03/12/2025] [Children's Health & Well-being Dashboard](#) © Copyright 2026, Public Health Wales NHS Trust [Open Government Licence](#).

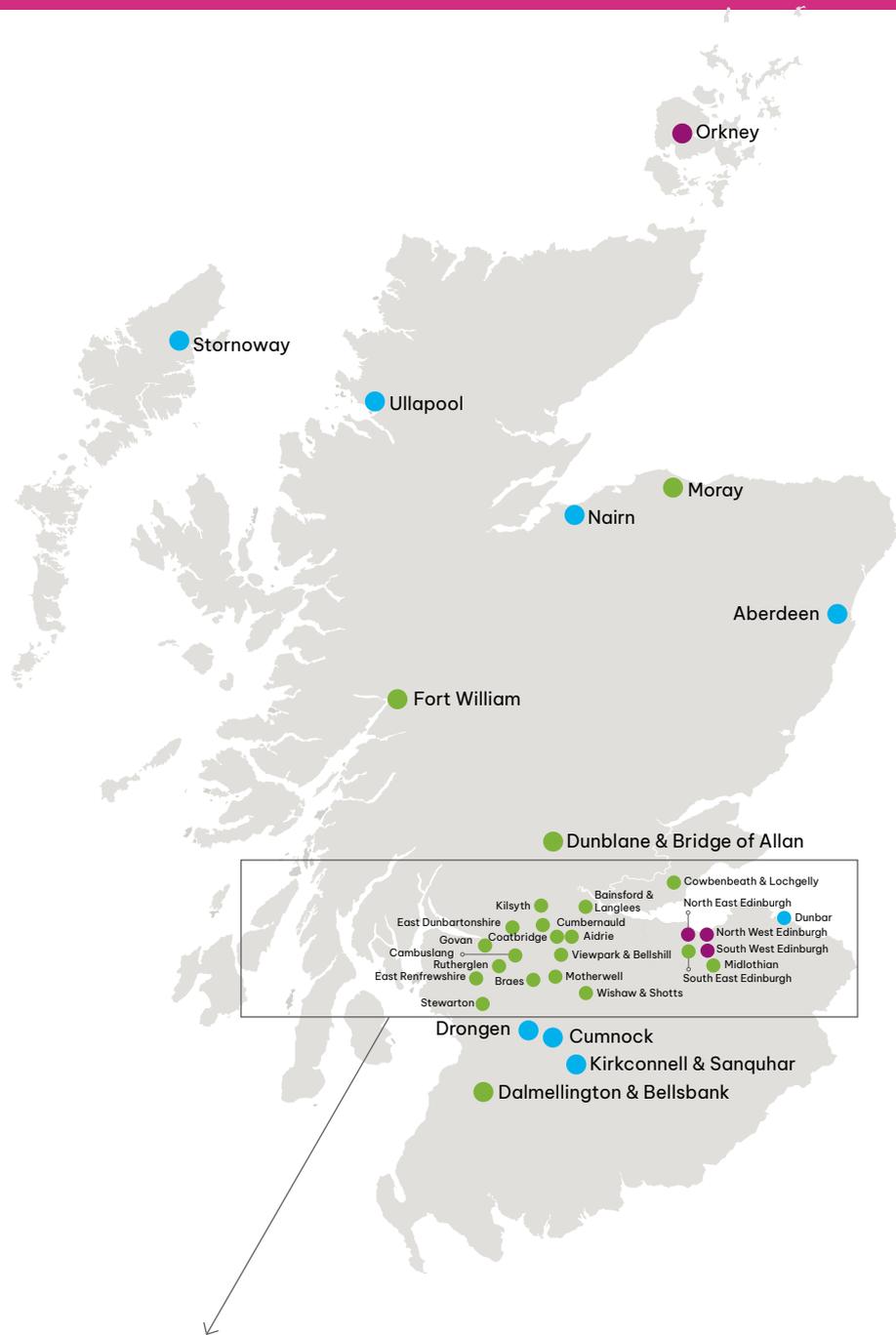
⁴ Wholly attributable alcohol hospital statistics, stays. Adapted from Alcohol Consumption and Harms Dashboard, Public Health Scotland, Date accessed [27/01/2026] [Alcohol Dashboard](#) licensed under the [Open Government Licence](#)

⁵ Sample of 26 schools within 20 CAPs with comparable pre-CAP (baseline) and post intervention data submitted for the period 2016-2025 measured via young people's survey.

⁶ Sample of 38 CAPs with comparable pre-CAP (baseline) and post intervention data submitted for the period 2016-2025.

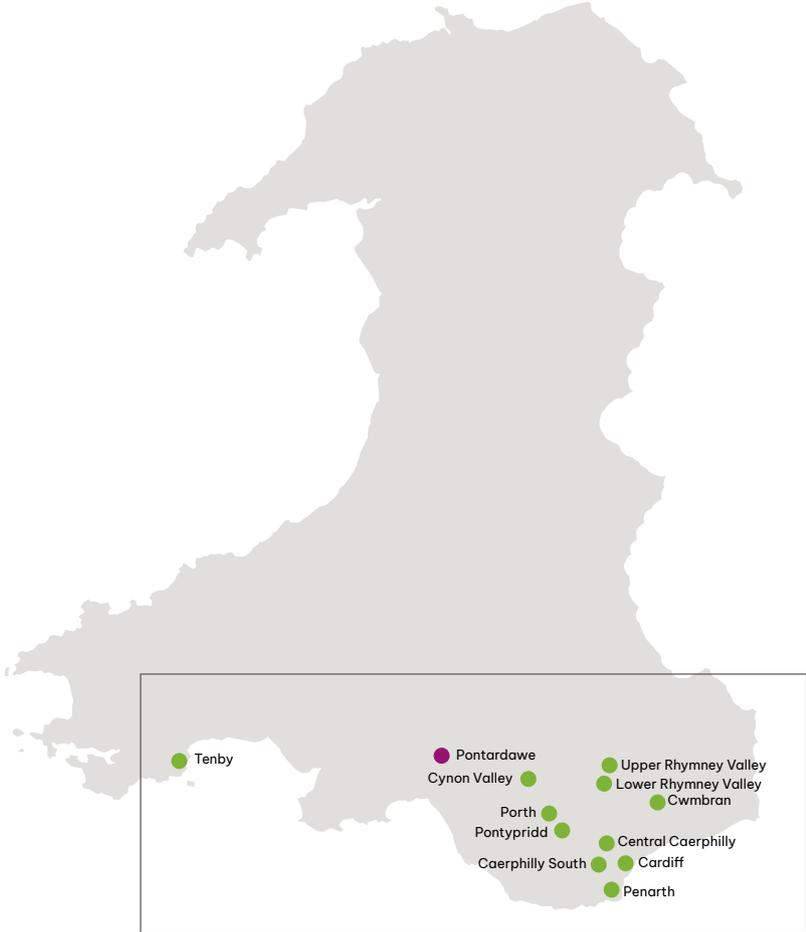
Scotland

- Active
- In Development
- CAP +



Wales

- Active
- CAP +



2025 Impact in Action

Alan Simpson, Regional Adviser for North East England, the East Midlands, East of England, Yorkshire & the Humber, and Scotland, on the expansion of CAPs into new areas in 2025

CAPs continue to grow across the UK, driven by strong evidence of impact and a replicable, partnership-based model. Recent developments in Belgrave (Leicestershire) and Tiptree (Essex) demonstrate how CAPs are being adopted in new counties as local agencies recognise their effectiveness in reducing underage drinking, improving community safety, and fostering responsible retailing.

Each new CAP shows rapid mobilisation of diverse local partners – police, trading standards, schools, youth services, retailers and community organisations, mirroring the national CAP model.

In Belgrave, partners including Leicestershire Police, Trading Standards and Turning Point created a detailed action plan covering retail training, anti-proxy messaging, school engagement and enforcement activity. Because each area builds on CAP's national model, adapted Belgrave adapted to its local needs by integrating multilingual resources (English and Gujarati), using local festivals for outreach, and collaborating with council wardens to target hotspots where alcohol litter and nitrous oxide canisters were found.

Similarly, Tiptree rapidly convened a wide partnership, ranging from youth workers and social care, to parish councillors and corporate communications teams, ensuring broad ownership of the planned launch in November 2025. Tiptree also placed significant emphasis on coordinated communications, involving district-level press teams to amplify the launch and ongoing visibility.

A CAP is currently being developed in Suffolk. The first full partnership briefing brought together police, schools, housing providers, youth workers and local councillors, all contributing to the initial action planning framework.

This will be the first CAP in Suffolk and is on course to launch in the first quarter of 2026. This early cross-sector commitment reflects CAP's national success in uniting agencies that traditionally work in silos.

Each new county quickly began implementing CAP's established national interventions, demonstrating confidence in the model's evidence base.

Retail engagement and Challenge 25 reinforcement were priorities across all three areas. Belgrave partners conducted compliance checks, visited 13 off-licences, distributed Challenge 25 resources, and planned targeted follow-up tests using 18–20 year old volunteers. Anti-proxy purchasing campaigns, another hallmark of CAP, were rapidly established, with Belgrave



deploying roller banners, chalk-based pavement stencils, and community-focused engagement at cultural events such as the Diwali shopping festival.

School-based alcohol education also mirrors national best practice. Belgrave partners developed digital resources, competitions, and parent communications, while Tiptree sought early involvement of Thurstable School and coordinated surveys for baseline data collection.

In all three counties, partners explicitly sought CAP involvement, demonstrating the model's national credibility. Local agencies quickly adopted CAP tools, surveys, action plan templates, branded educational materials, and retailer support, highlighting their trust in CAP's proven outcomes.

The willingness of councils, schools, retailers, and police to commit resources, venues, and staffing shows how CAP's reputation lowers barriers to partnership mobilisation.

The expansion of CAPs into Leicestershire, Essex and Suffolk reflects how national success drives local adoption. These new partnerships are already implementing CAP's evidence-based interventions, tailoring delivery to local communities, and demonstrating the continued value of the CAP model as an effective, scalable approach to reducing underage drinking and strengthening community resilience.

2025 Impact in Action

Fran Dainty, Regional Adviser for North West England and North Wales, on why the CAP Coordinators in her region have united to achieve even greater impact

On 01 December 2025, CAP Coordinators representing 16 CAPs and 127 wards from across the North West, came together with a shared purpose: to strengthen partnerships, tackle emerging challenges, and celebrate the incredible work happening in their communities. Building on their impressive achievements at the CAP Awards this year, winning three CAP Awards and receiving several nominations, it inspired them to join forces to form a powerful cross regional network.

The Northwest CAP Coordinators represent a range of organisations, from education, policing, trading standards, community safety, public health and the voluntary sectors from communities across Greater Manchester, Lancashire and Merseyside. Their commitment in coming together, reflect their ongoing and relentless commitment to creating safer, stronger communities.



By collaborating, sharing knowledge, and embracing innovation, they are building a future where young people can thrive, and the threat of alcohol harm is reduced.

The aims of the network are:

Identifying emerging threats and trends impacting young people and communities.

Sharing best practices to learn from each other's successes.

Building connections through networking and collaboration.

Exploring regional activity, including the potential for a coordinated North West campaign or week of action.

Craig Brown, the CAP Coordinator of Lancaster District CAP and the North West CAP Coordinators Network explains his motivations behind establishing the network:

“ Being a CAP Coordinator is not my primary role, and I manage these responsibilities alongside other work commitments. This led to me wanting to engage with other CAP Coordinators in the North West to better understand how they combine their role with being CAP Coordinator to reap the greatest impacts of reducing harm to children and young people.

Working with our Regional CAP Adviser for the North West, Fran Dainty, I started to pull together an outline of what a Coordinators group could look like. Invites were then sent to all Coordinators within the North West for an inaugural meeting, which was arranged for early December. Nine Coordinators were able to attend, and there was a great

conversation held around the makeup and focus of their individual CAP's and the sharing of funding ideas.

Going forward, I'm looking at how often the group would like to meet: I initially thought twice a year but there might be value in meeting more often. I would also like to look at the feasibility of regional pieces of work around communication campaigns or weeks of action.

It's my hope that this network could lead an annual national CAP Coordinators Conference where we can promote stronger partnership working across regions, celebrate and share our successes and realise what works and be able to scale this to impact even more young people.

2025 Impact in Action

Grahame Clarke, Adviser for Scotland, on youth engagement through partnership working

In 2025, CAP worked closely with local partners across Airdrie, Viewpark, Bellshill and Cambuslang to provide positive, engaging alternatives for young people and create opportunities for meaningful conversations around alcohol and other risky behaviours. By responding flexibly to local needs, CAP helped deliver activities that were well attended, highly visible and rooted in partnership working.

In Airdrie, the withdrawal of regular Friday night street football in late 2024 raised concerns about the lack of safe, structured activities for young people. In response, CAP worked with a range of local partners, including North Lanarkshire Community Sports Hubs, Police Scotland, Scottish Fire and Rescue Service, CrossFit for Kids and Airdrie Community Club, to develop an alternative offer during 2025.

The partnership initially funded five Friday night sessions at a local primary school, providing outdoor football alongside indoor multi-sport activities such as basketball, netball and badminton. Sessions were widely promoted through schools and social media, while community police officers and local businesses actively encouraged young people in the town centre to attend. The local Tesco store further supported the programme by supplying free fruit and water each week. Attendance quickly grew, with up to 30 young people attending regularly and uniformed services engaging positively with participants.



Following this success, partners committed to extending delivery until June 2025, with additional funding and in-kind support allowing the programme to expand to include free CrossFit sessions.

Over a seven-month period, 16 weeks of Friday night activity were delivered, engaging more than 400 young people. The sessions provided a safe, welcoming space and allowed trusted partners to have informal conversations with young people about alcohol and other risky behaviours.

Elsewhere, CAP strengthened its preventative work by becoming a partner in the Lanarkshire Guardians Programme in Viewpark and Bellshill, match-funding detached youth work alongside Police Scotland. This initiative also supported intelligence gathering around underage drinking and parental supply.

In Cambuslang, CAP supported a large-scale youth engagement event at Stonelaw High School, attracting over 400 young people and combining creative activities with key health and safety messages. Together, these initiatives demonstrated CAP's commitment to collaborative, community-led prevention in 2025.



2025 Impact in Action

Annie Ashford-Barden, Regional Adviser for South West England, on how graffiti sessions have helped reduce incidents of anti-social behaviour in Devon

Ivybridge is a town that is home to one of the largest secondary schools in England, drawing students from over 100 square miles. Due to limited rural transport options, the town centre becomes heavily congested with young people after school, many of whom have no structured activity, supervision, or meaningful engagement opportunities.

Although Ivybridge is often perceived as a semi-affluent area, this masks pockets of significant need, particularly among young people experiencing poverty and social exclusion. As a result, there have been increasing concerns about anti-social behaviour, underage drinking, shoplifting, and the influence of negative peer and adult behaviours.

In 2025, Ivybridge CAP received a grant through the CAP Innovation Fund, to deliver a graffiti art project in anti-social behaviour hotspots. The aim of the project was to reduce anti-social behaviour and underage drinking and allow the young people to engage with trusted adults and move in to existing positive activities.



The first graffiti session, held in September 2025, attracted between 40 and 50 young people. Ten participants created individual canvases to take home, proudly displaying their artwork. Importantly, the sessions engaged exactly the audience they aimed to reach; young people who are often present in local hotspot areas and may be involved in low-level anti-social behaviour such as drinking, vaping or littering. Despite some initial hesitations, they engaged positively with the partners present, including youth workers, teachers, and local police officers, helping to build rapport and mutual respect.

Since that first event, the graffiti sessions have continued to progress well, with each one well attended by CAP partners and young people alike. Detached youth workers assigned to the area



have supported the sessions and held meaningful conversations around what young people want for the town. This has since been pulled together into a two-year strategy that is with the town council pending review. The local church youth group has also become involved, encouraging attendees to join their free Friday night youth club, providing a positive and consistent outlet beyond the sessions themselves.

The final two graffiti sessions took place in an anti-social behaviour hotspot, with a significant number of elderly residents. To help bridge generational divides and strengthen community connections, the CAP invited local residents to come along, enjoy free refreshments, and join in the creative activities. with participants. One Ivybridge resident, Lucy, shared:

“ This is fantastic. The kids work hard at school all week. The weekend feels like a relief and it’s so lovely that they can do things like this. I love that it’s outside and so creative.”

The graffiti spray painting sessions are proving to be a powerful example of how creativity can bring people together, reduce anti-social behaviour, and strengthen trust between young people and the wider community. By engaging young people where they are, and including residents in the experience, CAP and its partners are helping to build safer, more connected neighbourhoods for everyone.

2025 Impact in Action

Matthew Knight, Regional Adviser for South East England, London and South Wales, on CAP progress across Kent



Over the past year, CAPs across Kent have seen growth, renewed focus, and real impact in local communities. CAPs are now active in Deal, Sandwich, Dover, Sheerness, Leysdown, Canterbury, Whitstable, Herne Bay, Tonbridge, Snodland, Tunbridge Wells, Broadstairs and Ramsgate, with Margate soon to join. This expansion reflects strong partnership working, increased confidence in the CAP model, and the introduction of a new role that has helped bring everything together.

The Youth Harm Reduction Officer role, introduced within Kent Trading Standards, has made a significant difference to how CAPs operate. Having a dedicated lead who can work directly with schools, retailers, councils, and local services has helped bring structure and energy back into existing CAPs, while also supporting the development of new ones. CAP partners describe this as a “reset” – a return to shared purpose, clearer communication, and meaningful action at a local level.

One of the most visible areas of progress has been in education and youth engagement. Over the past year, a CAP schools roadshow has visited several secondary schools, delivering interactive sessions on alcohol risks, decision-making, and peer influence. CAP partners also attended college Freshers’ Fairs, speaking to young adults about safe drinking habits and the impact of alcohol misuse. More recently, CAPs have taken part in primary school parent evenings. These sessions have opened up valuable conversations about parental supply of alcohol, helping to address misunderstandings and reinforce the legal and social risks associated with introducing alcohol too early at home. This joined-up approach means young people and families are hearing consistent messages at key stages in their lives.

Alongside education, CAPs have helped increase access to positive activities for young people. In several communities, partners worked together to offer youth clubs, sports, creative sessions, and targeted outreach. These activities have given young people safe spaces to socialise and reduce the opportunity for alcohol misuse linked to boredom or lack of alternatives.

Retailers also continue to play an important role. Ongoing visits and training have strengthened Challenge 25 practices, improved confidence in refusing sales, and helped tackle issues such as proxy purchasing. Rather than placing blame, the approach is supportive and empowering, helping retailers feel part of the solution.

What stands out most this year is the power of collaboration. When schools, youth services, police, councils, local charities, retailers, and local residents work towards the same goal, change happens. The enthusiasm and consistency shown through the Youth Harm Reduction Officer role has helped partners reconnect, re-engage and see the value in working together again.

As a result, CAPs across Kent are now more active, more visible, and more effective than they were 12 months ago. The planned launch in Margate shows that momentum is continuing to build, and there is a shared confidence that this work will keep growing, improving safety, wellbeing and opportunities for young people and communities right across the county.

2025 Impact in Action

Tam Cassidy, Adviser for Scotland, on CAP's new partnership with the Coalfields Regeneration Trust



The Coalfields Regeneration Trust (CRT) and CAP have developed a collaborative approach in Scotland aimed at improving community wellbeing and reducing alcohol-related harm in former mining communities.

CRT brings long-standing experience in supporting regeneration across Scotland's coalfield areas, while CAP

provides a proven model for preventing underage drinking and promoting responsible alcohol behaviours through local, multi-agency partnerships.

To date, this collaboration has led to the launch of two CAPs within coalfield communities: one in The Braes in Falkirk and another in Dalmellington. These early programmes demonstrate how the combined strengths of CRT and CAP can support local stakeholders, including schools, retailers, youth services, police, and community groups, in developing coordinated, community-led prevention strategies.

Building on this progress, plans are underway to establish a further six to eight CAPs across coalfield regeneration areas in Scotland between now and spring 2026.

This planned expansion will widen the programme's reach and provide more communities with structured support to address alcohol-related challenges, engage young people in positive activities, and strengthen local resilience.

After this time, CAP will look to carry on this work in the other coalfield areas that exist in Scotland with a view to building on the best practice, we have learned and expand this way of working not only throughout Scotland, but throughout coalfield regeneration areas all around the UK.

Early feedback from participating areas indicates improved collaboration between agencies, increased youth engagement opportunities, and a greater capacity for communities to design and deliver their own solutions.

The growing partnership between CRT and CAP illustrates how targeted, place-based initiatives can help tackle entrenched social issues and contribute to safer, healthier, and more confident communities across Scotland's coalfield regions.





2026

Making a Difference

2025 was an exceptional year for CAP, with a record number of 55 CAPs launched in key high harm areas, an extremely wide range of positive activities supported and evidence of extremely good impact statistics.

We also made huge progress on our groundbreaking workstream to understand and tackle parental supply, a key driver of underage drinking and made great progress raising our profile.

In 2026, we hope to achieve the following key goals:

Rapid growth in high harm areas (50+ new CAPs)

Completion of phase one (pilot) of our groundbreaking parent campaign

Continued evidence of impact

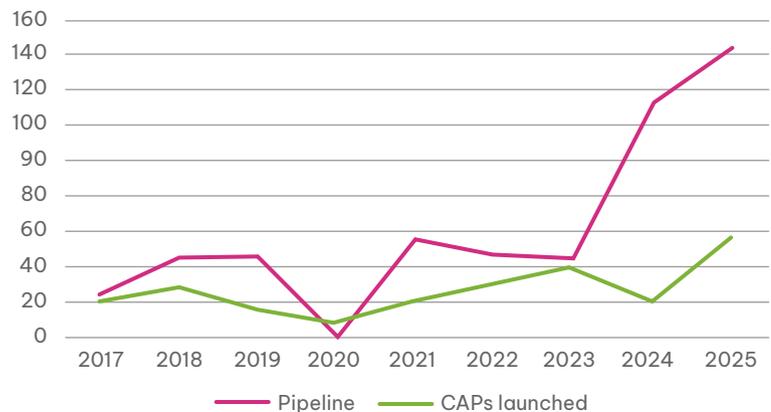
Increased recognition of and support for CAP across key decision makers

Going for growth

2025 was an exceptional year in terms of CAP growth with more than 50 new CAPs launched, a record-breaking achievement.

We are expecting a similar growth rate in 2026 given the size of our pipeline, with more than 140 areas on a pathway towards setting up a CAP.

CAP launches and pipeline 2017-2025



We are delighted to see strongest growth in our priority areas, where harms are above average, and it is in these areas (Scotland, Northern England and South West England) where we are anticipating strongest growth in 2026.

In order to service demand for new CAPs, we will require additional funding and will be inviting existing funders and also those who do not yet fund CAP to support the current rate of expansion.



Making a difference: levelling out disadvantage

The quality of projects funded in 2025, as demonstrated by the case studies in this report, was exceptional. Through providing funding for sport and the creative arts we helped thousands of young children to engage in positive activities that built their confidence, social skills and respect for society and their community.

Many of the projects we fund benefit high risk children in some of the most deprived communities in the UK- CAP funding for these individuals and communities is helping to level out disadvantage and to provide a positive pathway leading away from alcohol misuse and crime.

In 2026 we hope to fund a similar number of high-quality targeted projects making a real difference to lives and communities. We will continue to ensure that all our work is supported by data-driven intelligence to identify areas of greatest need and allocate funding accordingly.

The 10 Year Health Plan – a focus on community action

CAP is currently the only alcohol industry/retail funded initiative focused on prevention of underage drinking, which is critical to reducing alcohol harm, not just among under 18s but also preventing future alcohol harm. We are also unique in the opportunities we create for partnership working and retailer engagement within community-based partnerships. The Government’s 10 Year Health Plan, announced in July 2025, endorses a bottom-up, community driven approach to health improvement/alcohol harm reduction. CAP is uniquely placed to play a lead role in supporting this community-based approach.

Raising our profile

Last year, we increased our level of engagement with parliamentarians and key decision makers such as Police and Crime Commissioners and senior police. This work will continue into 2026, and with elections in Wales and Scotland, we will ensure that we reach out to newly elected politicians especially where we have CAPs or developing CAPs.

CAP will always be an organisation that excels at tackling localised underage drinking, but our parent campaign touches an issue that requires national priority.



News > UK News > Alcohol

Parents introducing teens to alcohol at home are 'doing lasting harm'

Should I let my kids drink alcohol at home?



Stay Clear: Together for an alcohol-free childhood

The new CAP campaign about parental supply of alcohol to teens

This year, CAP and behavioural change specialist agency, Livity, partnered to develop a major new behaviour-change campaign designed to reduce the parental supply of alcohol to children and young people that will pilot in the Spring of 2026 in 7 locations across the UK.

Grounded in extensive research and co-creation with families and CAP regional advisors, the campaign introduces a positive, empowering vision: that an alcohol-free childhood offers a healthier, better way for young people to navigate their teenage years.



Alex Goat
CEO of Livity

Understanding Parents

Insights gathered from the report by Dr. Anna Sallis into parental supply of alcohol commissioned by CAP, Livity's workshops with parents and interviews with advisers highlighted a consistent theme: parents deeply want the best for their children, but alcohol is rarely front of mind. Many take a softer approach to rule-setting and are worried about damaging trust or shutting down communication. Conversations about drinking tend to be spontaneous rather than planned; rules are often implied rather than explicit; and many parents fall back on what they themselves experienced growing up.

At the same time, parents often believe that allowing small amounts of alcohol at home is the 'safest' approach - a myth research shows can actually normalise drinking and increase risk. Even though parents also remain one of the most powerful protective influences: young people whose parents clearly disapprove of underage drinking are less likely to drink.

These findings underscored the need for early engagement, before risky behaviours set in. So, the campaign will target parents of 9 to 13 year olds, when boundaries are still forming and parental influence is

strongest. It will align conversations about alcohol with other important issues surfacing at that time, such as smartphone use or bullying.

A New, Supportive Way Forward

The research-led us to the campaign line, Stay Clear: Together for an alcohol-free childhood.

Our strategic approach avoids judgement, shame or scare tactics. Instead, the campaign builds on parents' existing care, offering a confident, achievable and culturally relevant way forward.

It provides practical tools they can add to their parenting toolkit: guidance on setting clear expectations, talking openly about alcohol, and supporting their teen to make empowered, healthy choices.

This approach also recognises that parents don't feel they can succeed without their child's buy-in. For this reason, the campaign includes youth-facing elements; ensuring young people feel agency in choosing to wait, rather than being simply governed by rules.

Reaching Families Where They Are

The campaign will be piloted across seven areas using a multi-channel model: targeted Meta advertising to parents, school-based resources delivered through trusted educators, owned digital content hosted on a campaign microsite and CAPs social channels.

Retailers in each region will also support the roll out with online and offline activity. Many retailers have already expressed enthusiasm and have generously offered media space across various channels from in-store displays, out of home, digital and more. Their willingness to collaborate reflects a shared commitment to supporting families and reducing alcohol-related harm.

This combined strategy will ensure precision targeting, cultural resonance and consistency across the touchpoints that matter most to parents.

Evaluating What Works

A robust evaluation framework is being designed to measure changes in parental awareness, comprehension of key messages and reduction in intent to supply alcohol.

Together, this campaign marks a major step towards reshaping norms around teen drinking, supporting parents with empathy, evidence and practical tools, and empowering young people to thrive through an alcohol-free childhood.



Celebrating our CAP Heroes

CAP would not be able to reach as many children and young people without our army of CAP Coordinators who chair and steer the work of CAP in local communities. They are our unsung heroes. This report would not be complete without paying tribute to all those who coordinate, chair and otherwise play an effective day to day operations of CAPs.

Thank you...



Jamie Burgess

Jamie Burgess, Early Intervention and Prevention Coordinator, has been a driving force behind the establishment and expansion of CAP in

Caerphilly. Through determined leadership and a clear strategic vision, Jamie has successfully launched CAP in four areas of Caerphilly, bringing together schools, partners and community organisations, to deliver impactful early intervention and prevention initiatives for young people. By consistently championing CAP and securing strong stakeholder collaboration, Jamie has ensured projects are not only successfully implemented but sustainable for the future.

Over the past year, Jamie has delivered an impressive range of initiatives addressing issues including alcohol harm, anti-social behaviour, road safety and positive youth engagement. These include the Little Cop Shop of Horrors crime prevention programme, the Young Driver Initiative promoting safer roads and the expanding Female Football Festival. Jamie has also secured Caerphilly's involvement in the national parental supply project pilot and delivered alcohol education through the Smashed programme. Collectively, these initiatives have directly engaged more than 1,130 children and young people, with participation continuing to grow as projects expand.

By targeting local need, consulting with communities and working closely with partners, Jamie has helped create safer environments and improved life chances for young people across Caerphilly. Jamie's determination, innovation and collaborative approach have created a lasting legacy for prevention and positive engagement in Caerphilly.

Jamie has been recognised for her work with a CAP award for Outstanding Contribution.



PC Chris McKee

Chris is a shining example of both a CAP ambassador and partner, working across Lancashire's East Division to support and strengthen CAP communities. Through his work, he has secured match funding

opportunities with organisations including the Police and Crime Commissioner's Office and the Lancashire Partnership Against Crime, enabling CAP initiatives to expand their reach and deliver meaningful outcomes for young people.

The impact of Chris's partnership and problem-solving approach is clearly visible in the communities he supports. In Burnley, youth-related anti-social behaviour has fallen to its lowest recorded level, significantly below national and regional averages. In Blackburn, targeted partnership interventions have contributed to measurable reductions in youth-related anti-social behaviour in long-standing hotspot areas, including around the bus station.

Chris's influence extends across education and youth engagement initiatives throughout East Lancashire. He supports diversionary and educational programmes across schools and youth groups, contributing to positive outcomes for more than 2000 young people. He has played a key role in establishing Youth Independent Advisory Groups and CAP Youth Ambassadors, ensuring young people's voices shape projects and priorities. He has also been instrumental in rolling out a police education programme (PoEd) in CAP schools, enabling police officers to deliver alcohol and risk-taking education directly to students.

Chris's reach and influence across multiple communities have contributed to sustained reductions in youth anti-social behaviour and strengthened partnership working throughout the region. By placing young people at the centre of decision-making and sharing learning across communities, he ensures CAP activity continues to evolve and deliver meaningful prevention outcomes.

Chris's energy, leadership and dedication to improving life chances for young people have been recognised with a CAP award for Outstanding Contribution.

Thank you...

We would particularly like to thank the following individuals whose contribution to their CAPs has been truly exceptional.

Hazel Alexander

Plymouth Community Homes
Community Worker

Corinne Allan

Glasgow Life
Community Service Officer (Youth) &
Community Development Team

Pauline Appleton

Lancashire Constabulary
Licensing Officer

Jo Atkinson

Portsmouth City Council
Community Champion Programme
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Josh Barnes

North Yorkshire Police
Police Constable

Clare Batson

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Claire Bennett

Positive Action in Community
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Reading Borough Council
Trading Standards Public Health
Protection Officer

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Wirral Trading Standards
Trading Standards Officer

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Christopher Dean

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Neighbourhood Policing

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Jade Leggett

Ark Charter Academy
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Thank you...

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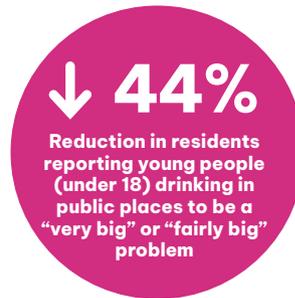
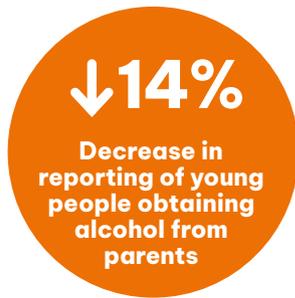
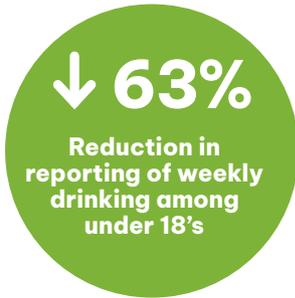
Our Funders

Funding for CAP is provided by companies who produce or retail alcohol. Thank you to all our funders who help us deliver CAPs on the ground and allowing us to reach more children and young people.

We are grateful to the following companies who funded CAP in 2025.



Support CAP



All statistics calculated from evaluation returns covering the period 2016–2025.

Building on our success to date, CAP's next phase of growth has three ambitious aims:

1

To establish more CAPs where they are needed



2

To extend the scope of CAPs to tackle harms and promote safer drinking among young adults (over 18s)



3

To tackle parental supply



Our Team

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CAP Chair

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Wine & Spirit Trade Association

Neil Eccles

Director – Senior Licensing Manager (SME),
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Elizabeth Fairhurst

Director – Principal – Trinity Academy Grammar

Andrew Leaper

Director – Retail Health & Safety Manager,
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Lesley Lloyd

Director – Governor, University of Lancashire

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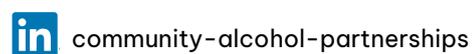
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