

Working with External Stakeholders

Students often report drinking in the local area (37% in local nightclubs, 28% in local pubs) and so links with external agencies is key to reducing alcohol-related issues (Alcohol Impact Survey Data, 2017). Creating links with external agencies can help to improve student safety whilst drinking in the local area and improve relationships with local residents.

Council: Creating specific links with the council is beneficial for many reasons. It is usually the local council who are responsible for licensing the sale and supply of alcohol within the local night time economy so will have a lot of knowledge about the various drinking venues in the area. They will also have a good understanding of the laws and policies that govern this area.

University of East Anglia (UEA): A new liaison group was set up to bring together local **councillors** with staff from UEA and UEA Students' Union. The UEA Councillor's Liaison Group is a forum where elected representatives of Norwich City Council and Norfolk County Council meet university and SU staff every six weeks to discuss shared interests and concerns of students.

"It is important that the concerns of everyone in the local community are listened to and the councillors play an important role in this. This new group will give the local ward councillors the opportunity to be involved in discussing any issues and ensure the interests of everyone in the local area are taken into account." Councillor Roger Ryan

Manchester Metropolitan University (MMU): In 2014, Manchester Student Homes (MSH) commissioned a student-led academic research report closely linked with Manchester City Council which concludes that in a 2012/13 telephone survey, Withington residents reported the highest percentage of problems with anti-social behaviour noisy neighbours (31.7%). Due to partnership work between August 2015 until March 2018, there has been declining year-on-year incidents of anti-social behavior in Fallowfield/Withington.

Police: According to the Alcohol Impact Survey data (2017), 11% of students believe that the police are accountable for promoting responsible consumption, and so links between the university and the police force can support this in happening. 30% of students also stated they would report alcohol-related incidents to the police as opposed to the university. Therefore, a partnership between the university and the police would create a link to help support students and work to minimize the effects of future incidents.

University of Manchester (UoM), Manchester Metropolitan University (MMU) and the University of Salford: These institutions were part funded by the police to join Alcohol Impact and are working across the city to share information. A 'City-Wide' group was created, coordinated by the Police and Crime Commissioners office, which brings together representatives to talk about how

Alcohol Impact is operating locally and to share good practice and ideas. This has also created an opportunity for the group to feed into wider pieces of national work on the consideration of Minimum Unit Pricing, licensing and the Greater Manchester Drug and Alcohol Strategy, to provide evidence and experiences from a local perspective.

Lancaster University and Students' Union: The Lancaster partnership worked closely with the police and local late-night venues across the city to actively promote Alcohol Impact outside of the university. This involved making sure that there was always free water available to students on a night out and working closely with the police on periods of high consumption e.g. Fresher's Week to ensure student safety when drinking off campus.

Durham Students' Union: The Durham SU Opportunities team work with the police and local venue managers to ensure that when student groups organise events off campus they are safe and risk-assessed. For example, Durham SU's cocktail and champagne society have compulsory health and safety risk assessments at their events because of Alcohol Impact.

University of Bradford and Union of Students: The Bradford partnership set up a working group which includes the local police force and representatives from the university and students' union. This group met three times a year and works to communicate issues on and off campus to improve safety and support for students. This initiative was set up as a result of Alcohol Impact.

Local Drinking Venues: 37% of students report drinking in local nightclubs and 28% in local pubs (NUS Alcohol Impact Survey, 2017). Local venues can be heavily marketed towards students who are exposed to readily accessible alcohol and cheap drinks deals. Creating links with these venues can ensure that policies and regulations you have in place on campus in alcohol outlets are as stringent elsewhere.

Durham Students' Union: As mentioned above, the Durham SU Opportunities team work with the police and venue managers to make sure events are safe and risk assessed.

University of Bradford and Students' Union: The Bradford partnership have worked with the Safety Intern and the Manager of their local nightclub to develop better training for bar staff across the city. The nightclub has an excellent training program for their staff on harassment within their Bradford club. The partnership have discussed how training could be extended to other bars/bar staff in the area.

Local Recovery Agencies

Building partnerships with local recovery agencies can ensure that students are supported outside of the university network and can receive specialist information and advice about a range of issues around alcohol. Recovery agencies can also provide support for the friends and family of a student to ensure that a wider support network is established.

Durham University: At Durham, the Alcohol Impact work has led to a partnership with Durham Drug and Alcohol Recovery service. As a result, two of the service's expert Substance Abuse Advisors are available for a regular 'open surgery' and bookable consultations for half a day each week within the University's Counselling Service. For more information, see the '[Have a Word](#)' case study.

Wider Working Groups – MMU and The Union MMU

By creating a network of off-campus practitioners and resources, partnerships can identify and share good practice and develop innovative and creating solutions within off-campus communities.

The MMU partnership are actively involved with external networks due to many of their students living off campus. They have joined up with a range of external agencies to ensure that students are safe whilst living in the city and drinking in the local bars and clubs.

UK Town & Gown Association (UKTGA): The role of UKTGA is to focus on off campus living and create key off campus campaigns to enhance the student experience. They work to develop academic research, collate a library of good practice as well as a list of key stakeholders in the area. Manchester Student Homes (MSH) are an active member of this group ensuring the students from all universities in the city of Manchester are integrated as members of the community.

The Night Time Economy Project: The Night Time Economy Manchester project was founded by Sacha Lord (the founder of Kendal Calling, Warehouse Project and Parklife Festival) with the aim of ensuring people on a night out can have a safe and enjoyable time. The project works in partnership with police forces, crime commissioners, local authorities, hospitals, universities, licensed premises and voluntary organisations to help them design innovative solutions that can reduce crime and vulnerability and improve safety and vibrancy. This may include providing useful statistics on the increasing rate of health harms due to alcohol, arrests due to intoxications and violent crime.

City Wide Alcohol Steering Group: The partnership at MMU are members of the Manchester City Wide Alcohol Steering Group. When the group was set up it was chaired by the Police and Crime Commissioners office and had representations from Manchester City Council, University of Manchester and Salford University Students' Union on it, alongside those working in licensing or those who have specific alcohol-related roles from across the city. A key aspect of this group is to feedback on local progress on alcohol-related work and also to keep group members updated with emerging trends across the city to share learnings and good practice.

Local Schools – Keele University

Students often get negatively portrayed in the media in relation to excessive drinking. As a result, school age pupils have negative pre-conceived ideas about what university life is like. In the 2017 Alcohol Impact annual survey, 51% of young people thought that students got drunk most of the time. Most students' unions and institutions have some form of community outreach as part of other agendas, such as inclusiveness, volunteering, internationalisation and community groups. These provide excellent engagement opportunities in relation to Alcohol Impact issues and help to build a wider network of support for the programme. It allows for the student voice to be positively represented in the wider community.

One of the most at risk groups for excessive consumption are sports teams, and this again is often featured in the media. Keele University has aimed to tackle this by celebrating positive projects undertaken by their sports teams and improving relationships with the local community.

Keele University has made links with local schools to offer sports sessions for primary school students. From March to July, Keele Sports provide sports sessions on campus for primary school children. These sessions are led by either our staff or students in a range of sports. This may include lacrosse, climbing, rugby, netball, tennis, Quidditch and handball.

The project provides access to sports that the children would not normally cover in their school curriculum or extra-curricular after school clubs. The sessions are delivered to years 4, 5 and 6 once a week on Tuesdays and Thursdays. In a review written by St Johns Primary School for the 2015/16 academic year the following evaluation was included:

PE Development	Overview	Impact
Creating links with Keele Sports on the university campus	Years 4, 5 & 6 all took part in four afternoons of sport. The activities they tried were from: basketball, bouldering, beach volleyball, fencing, racquetball and short tennis.	The children were enthused by the new sports and the specialist coaching available to them. They were signposted to clubs that run on campus for these sports. The teachers, as well as learning new skills, also got new ideas of how to set activities up and adapt them for other sports.

These activities show the local community that the sports teams are willing to make a positive impact on the children at local schools and promote engagement in sports in a responsible way.

Other universities

It is beneficial to build up a wider network of key individuals that are involved with Alcohol Impact. Having peer to peer support in other institutions and working through issues together will be beneficial to problem solving, and allow for guided reflection. Collaborations could be through local and regional partnerships or by grouping together around 'problem' areas.

Canterbury Christ Church University (CCCU): There are strong partnership links between CCCU and the University of Kent which works to drive the Alcohol Impact campaign, as part of the citizenship agenda. An example of this is a joint Alcohol Awareness Week to highlight the risks of excessive consumption at university.

UWE Bristol and The Students' Union at UWE: The partnership is actively working with Bristol Students' Union and The University of Bristol through the Joint Sexual Violence Forum. They have now expanded the work to include Bath University and Bath Spa University. Projects include the "Safe Night Out" scheme, and there is an agreement to cross promote and share good practice during the welcome period, as Bristol/UWE students often attend the same venues in the city centre.



Challenges you may face

- Priorities when tackling excessive consumption can be very different across universities e.g. one may wish to focus on drinking games whereas another may want to focus on alcohol-free events
- Proximity could be an issue when running joint campaigns – this work would be most effective when students access the same drinking venues i.e. same town/city
- The negative associations between university and sports teams may deter some schools from wishing to get involved
- Schools have a tight curriculum and so may not have the chance to take time out to engage in extra-curricular activities
- Staff or students on sports teams may have limited time to offer such programmes between training, competing and studies
- Issues with data protection over sharing information about incidents

- Representatives from the council/police etc. may have limited time to dedicate to Alcohol Impact
- Not all universities (particularly those in rural locations) have a network of external agencies who work together on alcohol-related issues
- It would be resource intensive to create a wider working group due to the variety of stakeholders involved
- Wider working groups may have issues with student drinking which may cause a conflict of interest when partnering up with an institution

What opportunities could the project create?

- Improved partnership with many external agencies
- Gain an understanding of the work already taking place in the local community to keep students safe
- External agency attendance at Welcome Fairs/Alcohol Awareness Weeks e.g. police/council
- Valuable input into the work being done within the Alcohol Impact Steering Group
- Insight into incidents occurring off-campus, could include data sharing to help monitor KPI's
- Potential additional funding provided for universities and students' unions
- Create a more positive view of university students/sports teams in the local community
- Work with pupils to embed positive norms about what belonging to a sports team at university can include
- Opportunity for staff to gain key transferrable skills
- Understand work taking place in other institutions