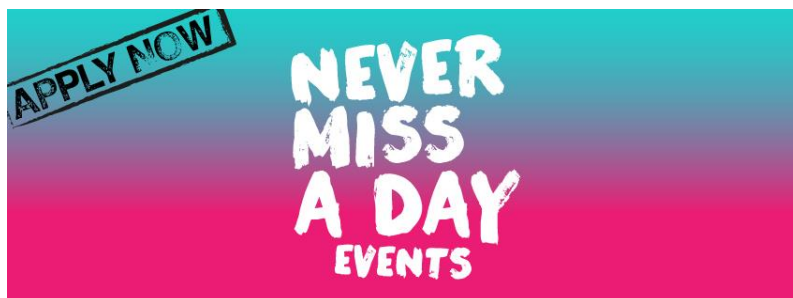


# Alcohol Interventions

Students are at increased risk of alcohol-related harm as they drink more than similarly aged adults. Negative effects can include blackouts, risky sexual behaviour and poor academic performance. Interventions to mitigate the effects of alcohol vary across universities. Some examples are below.

## Student Alcohol Interventions

**'Never Miss a Day' at Durham Students' Union:** Students are invited to plan an event which promotes wellbeing and they could be granted £100 to make it happen. This scheme encourages students to take some time for themselves and to engage in activities that don't focus around alcohol. Examples of Never Miss a Day events include a trip to Flamingo Land, laser-tag, movie marathon and a trip to the local trampoline park.



**Inclusivity fund at Durham University:** The aim of the inclusivity fund was to try and reduce the number of social events that the common rooms plan that focus around alcohol and lack inclusivity. Therefore, an Inclusivity Fund was established to award grants of up to £300 per common room per year. These grants can be used for events that encourage inclusivity and will engage students who do not normally attend the standard events offered by colleges. One of the main aims of the inclusivity fund is to support events that are alcohol-free. Common room officers are invited to apply to the Fund at the start of the academic year; they must describe the event, including its aims towards inclusivity, and provide detail on how the grant will be spent. The Assistant Head of Colleges (Student Experience) then assesses the applications and awards the grants. If the application does not match the criteria, feedback will be given on what amendments can be made to ensure the event promotes inclusivity. Officers from the Junior Common Room Executive Committees and Administrative support from the Student Support & Wellbeing team deliver the project. The funding is provided from the PVC Colleges & Student Experience budget. Common Rooms then are required to provide a report on the event including how many students attended

and details on whether the aims of the event were achieved or not. It is then decided by the Assistant Head of Colleges if the event becomes part of the social calendar each year.

**Alcohol Free Accommodation at Manchester Metropolitan University (MMU):** Student Living at MMU offers the option for students to live in an alcohol-free flat if they desire. It does not mean that the person living there can never consume alcohol, they may choose to have an alcoholic drink elsewhere and then return to their accommodation, however having alcohol on the premises will breach the Accommodation Contract. There was an increase in students interested in alcohol-free accommodation from Sept 17 to Sept 18. In Sept 17, 21 students moved into alcohol-free accommodation compared to Sep 18 where 73 rooms were requested for alcohol-free accommodation. There was overall positive feedback from students who don't drink alcohol as well as a significant noise reduction in alcohol-free student accommodation.

### **Alcohol Awareness Videos**

**Bucks New University and Students' Union:** To raise awareness of alcohol-related harm, the Bucks New Partnership have developed a multimedia campaign where students made videos about the risks of binge drinking. This was formed as part of media students' academic coursework. The videos can be found [here](#) and [here](#).

**Keele University:** The Alcohol Impact Officer at Keele similarly produced a series of videos which focused on correcting norms and perceptions about student drinking. The video featured students being asked how much they thought other students at Keele drank. They gave their response and were told the correct answer based on the Alcohol Impact survey data. These videos aimed to tackle unsafe social norms and increase student awareness of how much students at university are actually drinking. One of the videos can be found [here](#).

### **Safety While Drinking**

The following three alcohol interventions or initiatives aimed to improve student safety whilst drinking. According to the 2018 Alcohol Impact Survey data, around 53% of students report taking risks with their personal safety after drinking such as walking home alone, and approximately 8% have been a victim of crime.

**The Street Marshal Scheme at Canterbury Christ Church University (CCCU):** The Street Marshal Scheme is a partnership approach to safeguard students and local residents on nights out in Canterbury City Centre, evidencing direct work that occurs with the local community in order to develop a contemporary CCCU student identity based on acting responsibly when consuming alcohol. CCCU employed Community Liaison Staff to become more visible to the local community and become more aware of the issues around students and alcohol use (noise disturbances, anti-social behaviour and crime). Pairs of students are present in clubs on the main nights between 11pm and 5am assisting students and offering advice about their behaviour. To date, over 700 students have received advice from Street Marshals about their behaviour. Over 60 students have been escorted home and medical assistance has been provided on 5 occasions. As a result of the scheme residents have reported fewer disturbances and a reduction in anti-social behaviour. Students reportedly feel safer in the local community and felt that the Street Marshals were helpful.

**Safer Route Map at CCCU:** The External Partnership Group on Sexual Crime, working with Canterbury Christ Church University, University of Kent, Christ Church Students' Union, Kent Union, Canterbury City Council, Kent Police and the Canterbury Business Improvement District, developed and piloted a safe routes home map at the beginning of the academic year. The main objective was

to provide safety advice to students in the night time economy. The maps were distributed to students during Welcome Week. The maps, alongside a pop-up safety hub, saw a reduction in reports of sexual violence by 8% and a reduction of 11% in key crime areas including criminal damage, robbery and violence.



**Safe Spot at University of Bradford:** Launched in 2009, initially as a response to concerns over safety within the area, the Student Safe Spot scheme (SS) has now grown into a multi-regeneration partnership with a network of premises around the city; each committed to engaging with students and providing reassurance and support to members of the public. A Safe Spot premise can be identified by the distinct yellow sticker indicating their participation in the scheme allowing any student or general member of the public to seek refuge and support within when they find themselves in a distressing situation such as being subject to crime or harassment. Every year SS accredited premises undergo audits via visitations conducted by the manager of City Centre Beat and the SS intern. Safe Spot maintains a social media presence on Facebook, Twitter and an online blog. Students gave very positive feedback on the scheme and there was an improvement in community links throughout Bradford.



## Community Projects

According to the 2017 Alcohol Impact Survey data, just under 50% of students live off campus. This can often cause issues in the local community as a result of alcohol consumption such as noise disturbances and anti-social behaviour. Developing interventions or initiatives to improve relations with local residents will have a positive impact on students and residents within the community. Below are some examples of initiatives implemented by other universities to improve links with the local community:

**Project Plant Pot at Keele Students' Union:** Twice each year, the student-led project: Plant Pot encourages students to collect a plant from student volunteers, write on a personalised message and donate it to their neighbour. This initiative aims to challenge negative perceptions of students in the local community and created positive relationships within the area. This is particularly related to the Alcohol Impact project as it is neighbours of students who may have the most negative perceptions due to any noise and anti-social behaviour that can occur in drinking situations. This project however opens up a relationship between the students and the community in order to tackle any negative relationships and promote respect and consideration for each side.

*We've generally received positive feedback about the campaign - including a local resident phoning to say how lovely the students next door to her are, and that they make the university proud, and that she's since assisted them with working out which day to put the bin out and has told other neighbours how lovely the students are too."* Jess Thorley, Project: Plant Pot project lead



**Community Liaison at University of the West of England (UWE):** With around 30,000 students living, studying, working and travelling in and around UWE, community liaison is high on our agenda. UWE understand the importance of developing and strengthening good relationships with our neighbours which is why they have drawn up a [Community Liaison Plan](#). This sets out their commitments which include building and supporting positive community relations, promoting responsible students and landlords, supporting students to lead responsible, safe and sustainable lives and to encourage students to respect their neighbourhood and get involved with wider community activities. Progress made is monitored and reviewed every three months. Examples of work done by the Community Liaison include promotion of the UWE Sports Centre facilities to the local community, talks by local police on student safety, annual waste campaign, 'Safe Night Out' campaign and family events.

**Good Neighbour Scheme at University of East Anglia (UEA) Students' Union:** The UEA partnership believe that students can add to the local community whether it's volunteering or buying things from the local shops. The Good Neighbour Scheme, ran by UEA SU, aims to promote

integration of students into the local community and encourage them to be responsible neighbours. There are 10 key principles:

- Litter and bins: know when your bin collection day is and delegate a housemate every week to put the bins out on time. Remember that it's really important to bring the bins back in.
- Bicycles: keep your bike locked up safe in a secure place away from communal spaces such as alleyways and pavements.
- Disruption: be considerate when holding parties and coming home remembering that other people might keep a different schedule to you. Make sure any music you play is switched off at a reasonable time.
- Become part of the community: students are an important part of the community, get involved in local activities such as charity groups.
- Music Control: keep your volumes at a reasonable level, especially in terraced or high density housing and let your neighbours know they can tell you if it's too loud.
- Tidy home: keep your garden and communal areas tidy and clear of large obstacles such as rubbish and furniture.
- Know your neighbours: good neighbour relationships can break down barriers so make an effort to get to know the people you live next to within a few weeks of moving into the area.
- Moving in and out: Be considerate when moving in and out of your house and try not to block the street.
- Lock it: Make sure your house is locked and secure at all times- don't leave windows wide open and make sure you lock the door when you're out.
- Report issues to the relevant authorities: If you see something wrong happening in your community, report it to the relevant authority- if you're not sure who that is, come and see someone in the SU.
- The students' union asks for feedback from residents who have student neighbours to monitor effectiveness of the project.