

Title: The approach to alcohol awareness and student activity by Universities and key partners.

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Purpose: This paper will present an overview of current and historic activity being carried out by key partners in relation to alcohol and student activity, and make recommendations based on best practice for consideration by the Student Strategy Board.

Recommendations:

- There is need for a central lead to ensure a coordinated a response on alcohol issues across the partnership. Current campaigns are piecemeal in approach and are likely to benefit from a multi- agency approach.
- To ensure a consistent approach and help reinforce the message of responsible drinking, this should be coordinated across both Universities.
- Focus should be on alcohol abuse prevention primarily that assists students in finding support for alcohol related issues. This should be on a continuous basis throughout the student journey.
- Alcohol policy should be explored which recognises the commitment to enhancing the wellbeing of students whilst outlining expectations of behaviour.
- Greater emphasis should be placed on training for key members of staff, Students' Union officers and on a peer basis. This will support the alcohol policy document in practical terms.
- The Student Safe Zone Operation should be reviewed with a view to re-launching this initiative to ensure effectiveness, consistency and reliability for students.
- Consideration should be given to developing a toolkit to identify and address alcohol misuse and give guidance on developing appropriate alcohol policy.
- An Alcohol Working Group could be established to lead on the development of a review toolkit and policy for implementation across both universities and Students' Unions.
- The toolkit may lead to accreditation or charter mark for future publication.
- The Students' Unions play a key role and should emphasise signposting for students to alcohol related support services.
- Where licensed premises are part of the Student Safe Operation, copies of alcohol policies should be provided. Mystery shopping could test the effectiveness of this scheme.
- Greater emphasis must be placed on GP sign up's at the start of term to lessen the

pressures of Accident and Emergency department.

- There are wider links to alcohol and the increasing trend in legal highs that are in need of exploration.
- There is a need for collation and sharing of intelligence (where possible) in relation to alcohol and student activity.