

## Newquay Safe Project



## Objectives of Case Study

Five case studies have been commissioned by the South West Councils to showcase effective community engagement at neighbourhood level. The objective of these case studies is to highlight excellent partnership working with communities and other service providers, to identify common problems and find solutions through effective engagement and a commitment to resolve local issues.

***To empower communities to develop and deliver change in their own neighbourhoods.***

## Background to Newquay

Cornwall has long been one of the most popular holiday destinations in England.

Newquay has a history as a mining community stretching back to the Iron Age. The original town here was called Towan Blistra, and it was not until the construction of a new quay here in 1439 that the town took on its current name.



The town was a flourishing fishing port, particularly in the Victorian period, when the pilchard fisheries were a major economic boon to the area. After the pilchard fishery died, Newquay became a leading port for the export of Cornish tin, lead, and china clay.

However in modern times Newquay is better known as a holiday resort, due mainly to its coastline and several long and accessible sandy beaches. It is also known for its surfing, with the surfing championships held each year at Fistral Beach attracting competitors from all over the world. Today Newquay is still a popular family resort with nightlife and a fashionable pub culture.

In recent years, due to a greater number of people preferring holidays abroad, the traditional English seaside resorts have faced a decline in family-type holidaying. In Newquay, this has resulted in some derelict accommodation, shops and sites, giving parts of the town a run down appearance.

Prior to 1 April 2009 Newquay came under Restormel Borough Council. Since this date the six district councils have merged with the County Council to form a new unitary authority.

## Background to Project



The resort of Newquay now has the reputation of a relaxed surfing culture with a busy nightlife that attracts stag and hen parties and large numbers of young people throughout the year.

In recent years, the town has seen an influx of post GCSE students arriving to celebrate the end of their exams. Approximately 6,000 arrive in July – the vast majority staying at campsites on the outskirts of town or in budget accommodation in the town's surf lodges.

The population of Newquay is approximately 20,000 which dramatically increases to 120,000 in the summer months. During the peak season on an average night, the town centre will see around 15,000 young people in the bars and nightclubs.

### The Problem

Residents living in the town centre complained of anti-social behaviour, unreasonable noise throughout the day and night and into the early hours of the morning, low-level crime and alcohol related anti social behaviour.

Two companies had been selling wristbands for pub crawls and cheap entry to clubs, moving large groups of up to 100 people through the town from pub to pub in the evenings. The organised pub crawl games took place in residential areas and the large numbers of young people shouting, urinating in gardens and simulating sex in the street caused major problems for residents.

Then in July 2009 in two separate incidents, two teenage boys were killed in falls from cliffs at night, and another teenager was seriously injured. Although not verified, it was considered that alcohol was a factor that contributed to these tragedies.

These incidents shocked local people and also brought about significant adverse local and national press about the town.

Local residents decided it was time to take a stand and say enough was enough. In the space of five days, 3,000 signatures were collected from residents and local businesses demanding that action be taken to stop the anti-social behaviour. People were reported to be queuing up to sign the petition.

David Chadwick, Community Network Manager based in Newquay One Stop Shop says:

“Communities felt threatened by the drunken behaviour and last year protested saying ‘enough was enough’. The Residents Association wanted the authorities to take action to control behaviour and to ‘give them their town back’.”

The residents marched on Newquay Town Council and delivered their petition to Cornwall Council on the same day as the first Newquay Safe Partnership meeting was being held.

### **The Solution – Newquay Safe**

Cornwall Council and its partners had already undertaken a wide range of measures in Newquay to minimise risk, provide a safe environment for people to enjoy themselves and to deal with any issues that arise.

However, following the tragedies, regular multi-agency meetings were held and by 18 August, the Newquay Safe campaign was launched promoting the partnership’s aims to enhance the environment and atmosphere for everyone by:-

- Working with local people towards long term sustainable solutions for the town.
- Raising awareness of the dangers of alcohol related anti-social behaviour.
- Working together to proactively enforce licensing regulations.
- Promoting responsible behaviour within the town.
- Working to promote Newquay and help it to evolve as a safe and enjoyable place to live and visit.
- Welcoming and encouraging tolerance within all parts of the community.

Newquay Safe is a unique solution to a unique problem.

The Newquay Safe Partnership comprises a number of agencies, including Cornwall Council and Devon and Cornwall Police working with councillors, Newquay Town Council, the Local Safeguarding Children's Board, resident associations, Newquay Association of Licensed Premises, local businesses, the NHS Drug and Alcohol Team, NHS Primary Care Trust, the MCA Coastguard, the RNLI, Newquay Town and Parish Plan Group and other local groups and organisations.

Cornwall Council services actively working within the partnership include Localism, the Town Centre Manager, Licensing, Environmental Health, Communications, Community Safety, Youth Services, Cornwall Fire and Rescue Service, Environment, Planning enforcement, Health and Safety, Tourism Newquay and Visit Cornwall,

The Partnership consists of four groups – a Strategic Group, a Steering Group, a Reference Group and a Coordination Group which leads on projects, initiatives and actions. The Steering Group, which has members from all the representative agencies focussed on five key streams:-

- Developing future vision and strategies for Newquay
- Marketing and communications
- Operational co-ordination
- The physical environment
- Licensing and enforcing

The Newquay Safe Partnership is working, within these streams, in a number of areas across the town.

## Dealing with unaccompanied 16 and 17 year olds

Police 'Operation Brunel' teams have been meeting trains arriving at Newquay station and have confiscated alcohol being brought into the town by anyone under the age of 18.

Accommodation providers have been made aware of their responsibilities to young people under the Children's Act, through our safeguarding accommodation training scheme and guidance booklet. Multi agency visits have supported and enforced the scheme.

When a young person under the age of 18 is found drunk, their parents are contacted and asked to collect them and take them home. All of the families of the young people returned home will have visits from their local police and social services as part of our 'Follow you home' scheme to ensure anti-social behaviour that occurs in Newquay does not stay in Newquay.

Newquay has a town wide DPPO (Designated Public Place Order) and is therefore an alcohol free zone. Alcohol strips are being used in open public spaces to test "soft drinks" to ensure that they do not contain alcohol.

As of 10 August 2010, Devon and Cornwall Police have sent home over 20 drunk and incapable children. The parents of the children had to travel from Bristol, Hertford, London, Lancashire, Kent, Sheffield, Solihull, Wiltshire and West Glamorgan. In one case the two girls were 15 years old and on holiday unaccompanied.



Some of the alcohol and fake IDs confiscated from under 18s this summer

Over 1,000 cans and bottles of alcohol have been confiscated from under 18s by the police and budget accommodation providers. It is believed the alcohol had not been purchased in Newquay and the police and licensing have visited the premises where it was bought.

Anyone found to be drinking alcohol in an open public space is asked to stop drinking; if they refuse they are issued a 'Direction to leave'.

## **Street Safe**

The Street Safe scheme is designed to help people, especially young people, who get injured, become ill or get into difficulties while out at night in Newquay.

So far during this holiday season, the Street Safe Scheme has helped between 4 and 5 teenagers back to their accommodation in Newquay every night and has taken care of many others who were being sick or were unwell from too much alcohol. Medics took care of minor injuries and police and youth workers provided practical help and advice.

Street Marshalls support the police, patrolling residential areas outside the main town centre at night, dealing with minor incidents quickly before they can escalate.

Street Pastors have provided pastoral care at night to anyone in need of help or advice.

## **Exodus Project**

The Exodus project, led by Cornwall Council and organised by the Newquay Town Centre Manager has now run for three years.

The Exodus scheme offers 16 and 17 year olds visiting Newquay access to under 18, alcohol free entertainment in top local clubs. When they participate in Exodus they are given a free wristband and flyer with details of the scheme and advice about being responsible and staying safe. The wristband gives them access to free transport, entry into the clubs, mentored by our youth services, and discounts to daytime activities provided by local businesses. The scheme is also available to the local young people in Newquay.

More than 20 businesses have supported Exodus, offering a wide range of activities including surfing lessons, horse riding, bowling, sea fishing, karting, Outward Bound and golf.”

## **Offering alternatives for young people**

The Newquay Safe Partnership is working with the national alcohol awareness charity Drinkaware. In July this year, Drinkaware ran a chill out ‘Got your Back’ café in Fistrá Blu, overlooking popular Fistrá Beach. The café offered an alcohol-free atmosphere for young people to hang-out and eat discounted food while having access to alcohol facts and information. Free internet and phone charging facilities were also available and various activities such as table football, Wii games, television and screening of world cup matches were also provided.

## Awareness campaigns

Last summer we launched the Newquay Safe Partnership publically with our LOST awareness campaign. This year we made young visitors aware of the risks associated with drinking alcohol through our 'Go out – Be safe' campaign.



A local councillor and his wife, Geoff and Chris Brown, also took our 'Be responsible – Be safe' message to over 8,000 students in Berkshire schools. They delivered a training session to the students and gave them each one of our 'Visiting the seaside in Cornwall' leaflets shown on the next page

**NEWQUAY SAFE**

**Come to Newquay and have a great time.**

Newquay cares about your safety and wants you to have a great holiday but doesn't take responsibility for your actions.

Be sensible, stick together and don't go off alone.

Have respect for yourself and others.

Don't put your parents through the worry of losing their only child. Your parents let you go on holiday - **don't let them down.**

Visit [www.newquaysafe.co.uk](http://www.newquaysafe.co.uk)

**LOST your friends?**

**VISITING THE SEASIDE IN CORNWALL?**

Information to help you have a safe and enjoyable holiday

**NEWQUAY SAFE**

## THINK! DRINK SAFE

**NO SAFE LIMITS** There are no safe drinking limits for under 18s - any amount of alcohol can have a negative effect because your body just hasn't developed its resistance.

**DON'T MIX** There are no alcohol mix drinks - including punchbowl. The effect of 2 or more substances combined can have unpredictable effects.

**PACE YOURSELF** If you are going to drink, eat something first to fill your stomach. Drink plenty of water and soft drinks throughout the night to keep hydrated and slow down your drinking. Try not to mix your drinks. Stick with your mates and plan how you'll get home from a night out and never walk home by yourself.

**BUYING ALCOHOL UNDER 18 IS ILLEGAL** Attempting to buy alcohol while under 18 is a criminal offence. It is also illegal for an adult to buy alcohol for an under-age person.

**KNOW WHAT TO DO** In a moment of confusion, remember 4 things:

1. Call an ambulance
2. Put them in a recovery position if that they are sick
3. Keep them warm
4. Stay with them. If you know a first aid person, do their own. They can become disorientated and may not do what you're told, after the night's a bit of personal accident.

**AMBUANCES** Dealing with alcohol related incidents that lead to the ambulance service. On busy weekends, that could mean a delay in getting to other emergency services, which could be fatal.

**STREET ASSISTANCE** There are occasional reports of attacks on ambulances, so please be respectful towards the ambulance service.

for the facts about alcohol [drinkaware.co.uk](http://drinkaware.co.uk)

## NEWQUAY SAFE ACTION

We are doing everything we can to help you keep safe.

**PUB WATCH** If you get a crowd in the town centre, are you linked by radio. Any help can be requested quickly but also any trouble that will, there is a ban from one, then barred from all policy.

**OPERATION BRUNEL** Police and great train arriving at Newquay railway station. They will confiscate alcohol from under 18's and give advice and information on alcohol issues in Newquay.

**OPERATION TOUCHDOWN** Similar to Pub Watch but meeting visitors as they arrive at Newquay Central airport.

**OPERATION LONGBOW** Police, campaigners and transport workers work together to prevent under 18's taking alcohol onto buses travelling to the coast.

**STREET PASTORS** Accredited volunteers from local churches will be on the streets for 24 hours offering help, advice and support.

**CRIME** If you get a crowd, it will **persecute** affect your university and career prospects.

**UNDER 217** If you get a crowd, it will **persecute** affect your university and career prospects.

**THE 10:15 NO NEWQUAY** A scheme that offers alcohol free, under 18 entertainment supported by experienced youth workers. Transport to and from the alcohol free night clubs and discounted entry to daytime activities.

**ALCO METERS** Several health professionals available police to check under 18's for alcohol. They can also advise on other drink related issues.

**CHALLENGE 21** Operated by all police clubs and off licenses. If you buy 10 purchase alcohol and look under 21 you will be asked for ID. The only acceptable forms of ID are a passport or photo driving licence.

**STREET SAFE** A partnership of police and health professionals, staffed by medical personnel and approved volunteers. Provides help and refuge for the vulnerable and advice on medical treatment for their patients.

**DPPO** Designated Public Places Orders give the police the power to confiscate alcohol from persons they believe may consume it in a public place. The order applies to the whole of Newquay town including ground areas and beaches.

## BEACH SAFETY

Beaches are great places - they are even better if you know how to keep yourself safe.

**TIDE TIMES** The High tide will put the water on a beach early in the day. It's most important that you read the instructions when the tide is going out. Never go alone and tell someone where you are going.

**CLIFFS** Don't climb or sit under the cliffs as they are very unstable. Rocks can fall at any time.

**RED AND WHITE COLOURLED FLAGS** A warning sign. Red and white flags are used to warn of rocks in the sea.

**RED AND YELLOW FLAGS** Always watch between these flags in the High tide in warning and patrolling the area.

**NEAR TIDE** High water is a kind of wave. On a high tide the water doesn't come in or go out very far. Lifeguards will put out flags on the beach for your safety.

**RED FLAG** Beach Danger. When the Red flag is flying, don't go anywhere near the water even paddling can be dangerous.

**BACK AND WHITE COLOURLED FLAGS** A warning sign. Red and white flags are used to warn of rocks in the sea.

**RIP CURRENT** The current can drag you out to sea very quickly. If you get into trouble, don't panic. **Release your arms to the air and float** until you are safe.

**WHEELER FISH** These small fish are under the rocks and in the shallow water. When stepped on, a spine on their back can pierce your foot making it extremely painful. The lifeguard will be able to help you. Reported from foot to foot to the lifeguard. Sharp objects and avoid the water.

**OBJECTS ON THE BEACH** Objects washed up on a beach could be potentially dangerous. Stay well away and don't touch. Tell the lifeguard if you find any and ask for the Coastguard.

**JUMPING INTO WATER** Don't jump into water anywhere. You don't know how deep it is or if there are any objects under the surface. Take care and don't venture too close.

**BIG WAVES** There are no break waves. Large waves can catch at any time without warning and sweep you into the sea. Take care and don't venture too close.

**INFLATABLES** Don't take inflatable toys or small rafts into the water without a high attached field by an adult.

**STAY SAFE**

**ALWAYS GO ON A LIFEGUARD BEACH**

Any of the following signs likely to be used on a beach with no lifeguard.

Treviglas Community College students have further supported this campaign by producing a film which delivers our message to young people that they are welcome in Newquay but we expect them to behave responsibly and respect our resort, residents and other visitors. The leaflet has been designed to fit into a DVD case cover and the film and leaflet are being developed into a training pack which we are working with the Home Office and Department for Education to take to schools across the UK.

In addition to these initiatives the Newquay Safe Partnership has also:

- implemented training for new licensing Council members,
- introduced extra signage to highlight the alcohol ban,
- put up new signs to highlight cliff areas beyond walls, railings and fences,
- continued test purchasing of alcohol
- introduced a challenge 21 scheme, requiring a passport or driving licence as ID to buy alcohol or enter a club or bar. Numerous underage sales and entries have been prevented and large numbers of fake IDs have been confiscated.
- regularly carried out test purchases for under age sales of alcohol – only one premise has failed - a national supermarket.
- introduced an organised Bar Crawl code of conduct which all the licensed premises have signed up to.
- introduced a bye-law to deal with inappropriate promotional flyering by clubs and bars.
- worked with residents and local groups to develop a NewSTART community group.
- worked with land owners and local young people to introduce big art in the town to camouflage derelict hotel sites through our My a'th kar NQY project.
- begun a BID which will focus on marketing and events.
- Worked with national and international TV programmes, media, press and radio to help them understand the complex issues and gain positive press and media coverage for Newquay.

An Alcohol Disorder Zone (ADZ) has not been ruled out.

## Measures of Success

Newquay has become a National Neighbourhood Agreement Pathfinder.

In January 2010 the Home Office and Communities and Local Government invited local areas to submit applications to become Neighbourhood Agreement Pathfinder sites as part of the 'Safe and Confident Neighbourhoods' Strategy. This strategy is aimed at encouraging local agencies to work together to deal with the anti social behaviour and crime issues that matter locally.

Neighbourhood agreements play an important role in helping to improve public confidence that local communities are working together. They enable local communities to have a say about how issues in their areas could best be tackled and help them understand what services standards they are entitled to, build better relationships with service providers and secure improvements to services and neighbourhoods'.

Following the success of Newquay Safe, where organisations have shown they will and the ability to work together to tackle anti-social behaviour, Newquay was chosen as one of the 12 Pathfinder sites from over 100 applications.

The Neighbourhood Agreement Pathfinder is an acknowledgment by the Home Office that this project is seen as an exemplar of best practice.



**Newquay in partnership - residents, business owners, the Local Authority and the Police join forces to promote the LOST awareness campaign**

## **Home Office Visit**

On 29 July the Under Secretary of State for Crime Prevention with the Home Office James Brokenshire visited Newquay to see for himself the work of the Newquay Safe Partnership.

The minister met with representatives from the partnership, visited a surf shack and off licence working closely with the partnership. At the end of the evening he went for a walk through the town centre to see first-hand the problems we face and successes we have had tackling under-age drinking and alcohol related anti-social behaviour.

Minister for Crime Prevention James Brokenshire said: 'We are concerned about the number of alcohol-related incidents and the drink-fuelled crime and disorder that blights many of our towns and cities.

The majority of pubs and bars are well run businesses but the government believes the system needs to be rebalanced in favour of the local communities they serve, with tougher action to crack down on the small number of premises who cause problems.

I am really encouraged to see how the Newquay safe partnership is leading the way and working with the community to address the issues that really matter to local people. In doing so they are helping make the area a safer and more enjoyable place to be.'

## **The Big Society**

The new UK Government is placing considerable emphasis on "The Big Society" which aims to give citizens, communities and local government the power and information they need to come together and solve local problems.

There is an acknowledgement that Government on its own cannot fix every problem and that there is a need to draw on the skills and expertise of people throughout the community to resolve their issues.

The way in which the local residents and service providers have pulled together to deliver Newquay Safe is a clear demonstration of "The Big Society" in action.

## **Acknowledgements**

We would like to thank David Chadwick, Community Network Manager, Beverly Hill, Communications Officer, Newquay Safe Partnership joint Project Managers Rob Andrew and Julie Whitmarsh and Newquay Town Centre Manager Guy Thomas.

This case study was produced by the South West Neighbourhood Resource Centre on behalf of South West Councils.