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Welcome to the Safer Neighbourhoods Approach (SNAP) publication. In these pages we describe what happened in five European cities when they came together to deliver projects tackling social exclusion through community involvement, including activities around drug and alcohol misuse, crime, anti-social behaviour and community safety.

The projects were funded through the European Union’s Interreg IVA 2 Seas Programme, with the aims of cooperating across national borders to develop approaches to working in this field, and to learn from each other.

SNAP brings together partners from two Interreg IVA 2 Seas projects: Communities and Families Tackling Addiction (CAFTA) with partners from Brighton & Hove in the UK, Rotterdam in the Netherlands and Calais in France; and Deprived Neighbourhood Approach (DNA) with partners from Antwerp in Belgium and Medway in the UK.

The fundamental premise of both the CAFTA and DNA projects is that real, meaningful change cannot happen in communities unless its residents are fully involved in making those changes. Easy to say, but hard to achieve. Interreg funding allowed the different partners to develop and build on ways of working with communities, families and young people, evaluate what they had done, extract learning from it and share it with the other partners. Many different approaches were tried, resulting in an array of initiatives which ranged from resident-led environmental improvements, to new education and training packages delivered in schools.

We hope you find the information in this publication about these innovative approaches to persistent and pervasive issues both interesting and inspiring. Most of all, we hope you will consider trying similar approaches in your own areas.

Dr Tom Scanlon
Director of Public Health, Brighton & Hove
Introduction

In 2010 The European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), estimated that in Europe 1 million people were in drug treatment. In their annual report on Europe they recognise the value of treatment but identify the potential for citizens: interested members of the public, students, drug users and their families to play a greater role in the future identifying that ‘mobilising civil society should be one of the key principles for the next EU strategy’.

The projects Communities And Families Tackling Addiction (CAFTA) and Deprived Neighbourhood Approach (DNA) began working together as the Safer Neighbourhoods Approach (SNAP) partnership because we have a shared target group of people suffering from addictions, and shared approaches of ‘increasing resident participation in the decision making process’ and ‘increasing ownership of neighbourhoods by the population’. These approaches link into the Europe 2020 growth strategy’s target to lift at least 20 million people out of poverty and social exclusion.

With more than 120 million people (24%) in the EU at risk of poverty or social exclusion, our projects aim to tackle some of the well known causes of social exclusion: drug and alcohol misuse; crime and fear of crime; anti-social behaviour; social isolation, stigma, and a loss of community spirit. The shared ethos of SNAP partners puts residents at the heart of decision making when looking to tackle these causes. By engaging residents and involving them in their communities, we bring people together and give them a shared purpose tackling social exclusion through community inclusion. The methods we use to achieve this are detailed in this publication, along with the learning we have shared and how this has impacted on our work.

Issues in our cities

All SNAP cluster partner cities suffer from high levels of drug use and anti-social behaviour. We have similar problems with a high level of cannabis and alcohol use, geographical pockets of poverty and social exclusion, and similar community safety and antisocial behaviour issues. However there are particular differences and issues for each area.

Brighton & Hove

As well as cannabis, there is also widespread use of heroin, cocaine and amphetamines, with recent increases in the use of a wide range of new psychoactive substances. Intravenous drug use creates specific problems around drug litter and harm reduction, as well as high levels of drug related deaths.

The ‘State of the City’ report 2011 identifies that there is ‘a strong drinking culture with high numbers drinking more than the recommended guidelines’. As well as impacts on health, this also creates high incidences of antisocial behaviour, including those linked to street drinking and rough sleeping.

Antwerp

Antwerp focussed on a particular area in the city around De Coninckplein with problems such as homelessness, public drunkenness, noise, litter and illegal dumping. This is a densely populated and multicultural environment with over 150 different nationalities. Levels of unemployment are particularly high at around 43%.

There are issues around anti-social behaviour of a small group of alcohol and drug users, drug dealing, vacant and neglected buildings and a bad reputation which has led to an unsafe feeling for local residents, shopkeepers and visitors.
Calais
In France there is a push to take a comprehensive and global approach towards illicit and licit drugs (narcotics, alcohol, tobacco, psychotropic medicines and new synthetic products) and other forms of addictions (gambling, gaming, sex).

Calais has a particular issue with geographical pockets of deprivation, where a sense of community spirit can be non-existent. This increases isolation and fear, and there has been a difficulty in engaging residents due to mistrust of services, especially the police.

Rotterdam
Unlike most other partners Rotterdam has had great success in addressing opiate use, homelessness and street drinking. The main concerns about substance abuse are around juveniles consuming drugs and alcohol at a very young age because of the negative effect that this has on school performance, health, and criminal behaviour.

Unemployment is higher than in other Dutch cities at around 15%. It is important for Rotterdam to invest in education, safety and health in the south part of the city. In particular, investment in talent development of youngsters is necessary.

Medway
The Index of Deprivation 2010 which is used to analyse patterns of deprivation found that 8 areas in Medway are in the most deprived 10% in the country. These areas fare worst for employment, the living environment, crime, health and disability and education training and skills. The most common community safety issues are drug and alcohol misuse, anti-social behaviour and prostitution.

What is this publication?
This publication is a key deliverable of the SNAP Partnership. It has been split into four main sections:

Aims and Targets: Why the 2-Seas projects were set up and what we planned to do.

What We Have Done: What we delivered through CAFTA and DNA and how crossborder working influenced our activities. This section is split into 5 themes: 1) Engaging and Involving Our Communities; 2) Public Space and Environmental Influences; 3) Prevention in Educational Settings; 4) Social Inclusion and Restorative Justice; 5) Involving Families and Social Networks.

What We Have Learned: The crossborder impact of the SNAP cluster.

The Future of Our Work: What comes next for the partnership and how we will sustain our work.

The audience for this publication is anyone with an interest in tackling social exclusion through community involvement, including:
- Residents who have been involved with or may be affected by our work
- Professionals from the fields of: community safety; community engagement and involvement; drugs and alcohol; and social inclusion.
- Politicians and policy makers both locally and internationally.
CAFTA is a partnership between three European cities led by three partners:

• Brighton & Hove City Council, UK
• Communauté d’Agglomération du Calaisis, France
• Gemeente Rotterdam, the Netherlands

All partner cities have a history of drug and alcohol related problems affecting our communities, families and young people. Drug and alcohol treatment services are already well established but there is a support gap in our cities for those people affected by other's substance misuse. Communities feel the impact through increased crime and fear of crime, antisocial behaviour, neighbourhood disputes, noise, litter, damage to property etc. These impacts result in social isolation, loss of community spirit and people feeling disconnected from their neighbourhood.

Addiction creates huge stress and disruption for the individual’s family, and can lead to poor quality of life, social exclusion and often the need for primary care. Estimates suggest that for every addict 2-5 family members are directly affected.

The three CAFTA partners came together to consider ways to tackle these social issues and develop activities under three themes we felt would make the most effective and long-lasting difference:

• Improve understanding and knowledge. The impact of addiction is frequently misunderstood, and the language used confusing. Families and professionals are often unaware of what can make a difference. As such, an addiction network and skills programme are essential.

• Adopting a bottom-up approach to shape the design and delivery of all activities. To increase the resilience of families and young people, to directly address this issue themselves. This can be achieved through support, training and the development of educational materials and initiatives.

• Engaging civil society through restorative and community engagement processes. This will empower residents, improve community cohesion, increase the effectiveness of services and assist in reintegration into the community.

The initiatives proposed would ensure sustainability and have the potential to spark continued crossborder initiatives and collaborations through future joint projects and learning exchanges.

Deprived Neighbourhood Approach (DNA)

The partner cities in the DNA project are Medway in the UK, Breda in the Netherlands and Kortrijk and Antwerp in Belgium. DNA partners who joined the SNAP partnership are City of Antwerp and Medway Council.

The DNA project is based on the principle that people who feel involved in the changes to their neighbourhood are also proud of it. As such, they will
be more likely to take the initiative to undertake successful projects in their neighbourhood and to look after what they have achieved. In the long run, this will lead to increased social cohesion and a safe and attractive neighbourhood.

The deprived neighbourhoods in this project are all characterised by a number of the same typical problems, such as poverty, unemployment, antisocial behaviour, weak health, overcrowded houses and empty shops and other buildings.

Public authorities in the 2 Seas area are struggling to improve the situation in their deprived areas. This partnership believes that at least some of these problems can be overcome by creating ownership.

DNA’s target group contains residents, local traders, hard-to-reach groups (people living on low incomes, alcohol and drug addicts), new entrepreneurs, visitors and passers-by.

To encourage ownership, the partnership created and supported resident groups to be fully involved throughout the project. The resident groups took part in the study visits that were of vital importance in this project because the residents learnt and picked up ideas, knowledge and experiences that they will use afterwards for their projects at home.

DNA has three main activities:

**Community Safety**

The main aim of this activity is to improve community safety by empowering people and encouraging ownership. To help guarantee the success of this, both professionals and residents were trained and coached in how to positively affect the areas, turning them into safer ones for the people who live, work and spend their free time there, and to improve the image/perception of that neighbourhood.

**Health and wellbeing**

Health and wellbeing are the next steps towards an integrated approach to the revitalisation of deprived areas in cities. Good health and a positive self esteem are essential to achieve effective and sustainable interventions in deprived areas.

**Public spaces**

Public space ownership is a new concept and can only be reached in a neighbourhood that responds to the needs of its residents, visitors, local traders and passers-by.

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**Other SNAP Partners**

Although DNA does aim to tackle issues related to drugs and alcohol, it is not a specialist area of work for the City of Antwerp. Therefore we added the fourth cluster partner CISO, who oversee the drug and alcohol policy in Antwerp, to bring their local expertise to the cluster. As well as knowledge and experience, they also provide a direct link to drug and alcohol organisations throughout the area, making them the ideal partner to lead on the cluster event.

To further the base of expertise in Antwerp, we have also included an associate partner, Free Clinic (a specialist healthcare agency for substance misusers) who can contribute greatly to learning exchanges and cluster development.

The local knowledge of drug and alcohol policy and experience of operating services for substance misusers, that CISO and Free Clinic brought to SNAP has proven invaluable to delivering the cluster.
All SNAP partners share a strong ethos of community engagement. Together we have shared our methods, models and lessons learned over the last 3 years, and have developed successful ways of involving the residents of our cities in our work. This is one of our strongest principals which runs through the majority of our activities.

Before design, we engage and consult. During development, we ask and include. When we deliver, we deliver with. And when we review, we look to our communities to tell us what difference we have made.

Where we work and who we target

Within SNAP we work at the community level, rather than at the individual level. A community can be self defined, or may share certain attitudes or interests, but the majority of those we work with are defined by the area in which they live, work in or visit: “geographical communities”.

Both CAFTA and DNA work towards increasing social inclusion in our cities. The specific communities both projects target are those where social isolation is likely to occur. Although this is usually the more deprived and poorer areas of our cities, it is understood that pockets of social isolation can exist anywhere. CAFTA particularly targeted very small areas (maybe a single street or block of flats.) This allows more flexibility to identify and work where it is most needed.

Identifying areas to work in has also been improved through a bottom-up approach. Crime data and city wide survey statistics are important tools, but many SNAP partners have gone directly into the community to let residents’ local knowledge guide us to where problems exist. For example, Calais’ Mediation Officers patrol the city streets speaking to residents, and Brighton & Hove’s Neighbourhood Liaison Officers regularly attend resident groups and meetings.

Challenges

There are many challenges to community involvement, including finding residents who have time and want to engage, and ensuring that hard-to-reach individuals have a voice.

Solutions to these issues come through offering variety, flexibility and assurance. Having a variety of communication methods is essential. Partners do not only communicate through resident groups, we speak to people on the street or on their doorsteps. We use fliers, posters, letters, websites, word of mouth and partnership working to promote our services. We offer training, arrange conferences and attend community events. People can report incidents to us anonymously: speak, write, email, or phone and we will always respond.

Although it takes time and effort to establish a good level of trust and communication with communities, the benefits afforded to us are more than worth the challenge.

Benefits of involving the community

Working with people and not for them benefits our work greatly. By investing in their community, people will take responsibility and become owners of their neighbourhood. Ownership exists when people feel involved in the changes that their neighbourhood is going through. The SNAP partnership believes through extensive participation of residents we
come to ownership, and that this is key to implementing long term change.

“Long term solutions to problems can only be a result of citizens being autonomous, responsible and taking ownership”.
– Stephane Grandin, SNAP Calais

Our partners in Antwerp share this understanding: “Through the DNA project partnership we were able to handle a radical bottom-up approach, resulting in ownership. The City of Antwerp believes that people who feel involved are proud citizens that want to look after their neighbourhood and take the initiative to organise their own projects.”

Methods of engagement:
Different SNAP Partners have developed their own ways of engaging communities, and through CAFTA and DNA we have been able to share our methods and learn from each other’s experiences.
All partners speak to residents using tried and tested consultations, surveys and spread information using a variety of communications methods. But we go beyond one-way communication, we work together with stakeholders, analysing their situation and/or issue and asking them to develop activities with us. They are held responsible for the realisation of sustainable solutions and own the project or action.

The bottom-up method requires a specific approach, in which not only participation is granted, but the involved parties can shape and develop their projects. The consequence is that a lot is invested at an early stage to bring people together, but that over time some of these groups form their own entity in the neighbourhood, and in this way create a common voice of the community that reflects or defends their interests.

Both CAFTA and DNA have established or worked with groups that bring residents and professionals together. For some partners this has been a direct influence of working in crossborder cooperation. For example in Medway a strong partnership developed between local residents, the Police and professionals from Medway Council’s Safer Communities team following a crossborder visit to one of the DNA partner cities, Breda in the Netherlands.

Another common theme is that of establishing networks within our cities. For CAFTA this was about having a clear idea of all the stakeholder groups we wanted to target, then identifying or creating networks to feed into our work. Both CAFTA and DNA set up specific groups to oversee the projects. For example in Brighton & Hove once the funding for CAFTA was secured, our first task was to set up a working group to steer the project. The group was a mix of representatives from all identified stakeholder groups (communities, families, young people and professionals) who could steer and monitor the project’s activities. Around 25 people came to the first working group meeting and a network of around 43 people was established.

Rotterdam - Mobilising local partners so they will invest in decreasing alcohol and drug misuse by youngsters
PROJECT SPOTLIGHT 1a
CAFTA Brighton & Hove - The Neighbourhood Liaison Model

As part of the CAFTA project, Brighton & Hove City Council’s Community Safety Projects Team developed a Neighbourhood Liaison model of working. This enables residents and service providers to make a referral to the team when they have a concern about drug or alcohol problems in any street or neighbourhood across Brighton and Hove. The team evaluate each request, and assign available resources to the problem.

Methodology
The model has five stages:
1: **Referral:** Any resident or service provider can contact the team if they have a concern about a drug or alcohol problem that is negatively impacting on their street or neighbourhood. For example there may be problems with drug litter, suspected drug dealing or people drinking and causing a nuisance in a public place.
2: **Mapping:** If the referral is accepted the team conducts a door-to-door survey of residents. This helps to clarify what the issues are, and to find out from residents their views about what they would like to see happen.
3: **Planning:** The team plans with the community by identifying what service providers might already be doing and using residents’ suggestions, together with its own toolkit of solutions, to develop and agree an action plan. The action plan is agreed with residents and service providers at Local Action Teams (LATs) and other residents’ meetings.
4: **Delivery:** The team works in partnership with local service providers and residents to deliver the action plan. Residents are kept informed about progress.
5: **Revisit:** The team maintains ongoing but declining contact, which allows other providers to take on future responsibility whilst still allowing for additional support if needed. A second survey is carried out at an agreed time to measure the impact of the work.

Example of the model in practice: Haddington Street
Haddington Street is a small residential street parallel to a major shopping district in Hove. The Community Safety Projects Team (CSPT) received a referral detailing that drinkers and drug users were occupying a vacant patch of scrubland as well as a shop loading bay adjacent to the houses.

Following the initial audit, officers from the CSPT met regularly with the local community. A holistic approach was devised, involving Brighton & Hove City Council, Sussex Police, local businesses, outreach recovery services such as Equinox and CRI and the local school. Rather than simply moving those involved into another area nearby, those that were identified as being problem users were directed to structured treatment services. This, alongside environmental improvements and moderation of the physical landscape, was designed to see action and change which was relevant to the local community.

Relevant statistics
Before CAFTA officers became involved in the area, 71% of residents spoken to categorised alcohol as a significant or large problem, and 30% said that they felt unsafe in and around their neighbourhood.

How was this work monitored and evaluated?
The Neighbourhood Liaison Model allowed officers to gather the overall feeling of the community, whilst by maintaining ongoing contact through Traders’ Association meetings and the Local Action Team, officers were able to assess the progress of their involvement and how residents viewed the work in terms of sustainability and success. The two local councillors for the area were heavily involved in the relevant community groups.
What are the results?
Results have been encouraging, with recorded improvement measured by the second survey in the Winter of 2014. In answer to the question ‘Have things got better or worse?’ 87% of residents responded that things had got better.

Environmental improvements in the area reduced the accessibility and appeal of hotspot areas to street drinkers, which in turn reduced the feeling of being unsafe amongst the residents. The innovative nature of the work stemmed from the involvement of local businesses whose premises were being used by street drinkers, as well as working holistically with charities and outreach workers to try and avoid ‘displacing’ the problem to another area.

The team also encouraged the police to crackdown on anti-social behaviour and socially irresponsible drinking, which was important in maintaining the involvement of the community and displaying enforcement ability.

Work is now underway to negate the problems altogether by working with a café chain to convert the vacant space into an outdoor seating area, which would transform the vacant space into a populated and well-used area.

Crossborder Impact
The Haddington Street project has some longer-term plans for which officers are drawing on the work of Medway Council, who as associate SNAP partners demonstrated how to completely obtain ownership of a public place using a community mural. A similar mural is planned for another section of this neighbourhood, mentioned below.

Sustainability
Having seen the impact of community-led action on Haddington St, the local Traders’ Association are looking to continue this work into another previously problematic area in the neighbourhood. An alleyway which serves as the primary entrance to the main retail area has had similar long standing issues to Haddington St. The alley contained several commercial bins, plus alcoves where street drinkers congregated contributing to a general feeling of being unsafe, especially at night. Following resident-led action, the CAFTA team initiated the removal of the bins and requested that business owners board up the alcoves. The long-term goal is to create a community ‘owned’ artwork mural. This is an idea influenced by the success of the Chatham Community Mural achieved through the DNA project.

The gating of a loading bay significantly reduced the passage of street drinkers and rough sleepers around the residential area, significantly improving the feeling of safety for those living next to the vacant land.

Rotterdam’s area meetings drew on some of the aspects of Brighton and Hove’s Local Action Team (LAT) model of setting community priorities through localised decision making and neighbourhood forums. We are also aware that the Neighbourhood Liaison Model influenced the Calais Mediation Teams, who directly enter and engage with deprived neighbourhoods with the aim of increasing a sense of active community in order to solve social problems.
PROJECT SPOTLIGHT 1b
DNA Medway – Chatham Art Mural

Medway Council asked young people their views on changes needed to improve the appearance of Chatham town centre, as some sites were in a state of disrepair and had become a hot-spot for anti-social behaviour including drug taking and dealing. They suggested that a big wall mural could be painted on the hoardings of a vacant site where a shop had been destroyed by fire.

"If the High Street is made to look nice people will care about it"

Methodology
In January 2013, the DNA Residents Working Party made a decision to develop this community art project on the High Street involving not only young people but all sections of the community. The working party hoped that a project involving all age groups would help to break down barriers between the generations.

A local artist was commissioned to facilitate the development of the mural and organised a series of 3 workshops to collect ideas for designs. The workshops were publicised widely and were attended by a range of participants aged from 9 upwards to 85 years. Residents, local artists, schools, Medway Council Youth Service and the Emmaus church came together to share ideas for the mural based on the theme – Chatham: Past, Present and Future.

Over 200 people took part in painting the mural. This included local residents of all ages, local artists, representatives from the youth service and youth offending team, local councillors and passers-by. Participants included members of the community who have physical and learning disabilities and their carers.

The aim was to enhance this disused space on the High Street, engage the community through art and create a sense of ownership and pride in Chatham.

“Painting a big wall mural on the site would give young people something to do”

The completion of the painting was marked by a launch event where a plaque was unveiled and the full mural uncovered for all to view.

Ownership of the project
A number of the participants who painted came almost every day, others who were passers by simply rolled up their sleeves and got involved when they saw the work happening. A section of the mural, known as “the peoples corner”, features painted self-portraits of the participants themselves.
SNAP partners share aims to reduce crime and anti-social behaviour, and to increase social cohesion and public wellbeing. One of the most visible and immediate ways we accomplish this is by making positive and creative changes to the physical environment of our cities.

As with all our work, an element of community involvement is key to any changes we make to an area.

**Restrictive physical changes**

In cases where residents may be at risk or where people are misusing an area it may be necessary to restrict or block access through gating, fencing or other physical changes. This is especially useful in areas where there is no benefit to having public access.

**Positive physical changes**

Improving appearance of a neighbourhood can have massive changes on how an area is used, perceived and engaged with by residents. We often look at improving green spaces and lighting, moving street furniture, clearing rubbish and repairing existing infrastructure. Small scale changes can get big results.

**Encouraging better use**

One important lesson we can take from the CAFTA and DNA projects is that positive use of an area discourages negative use, and that the best way to encourage positive use is to include residents in making changes to their own physical environment.

**Project Spotlight 2**

**DNA Antwerp - The Coninckplein**

Towards the end of the project a group of residents offered to take responsibility for ongoing minor repairs. A kit consisting of paints, brushes, screws and glue is kept in the local library and this is used by the residents to maintain the mural. One year on, the mural remains intact and in good condition.

**How is the work monitored and evaluated?**

The impact on the area is monitored through regular feedback from the police and Medway Council’s Safer Communities team including the Community Safety Officers who patrol the street on a daily basis. The feedback Medway receive is that the mural has created a pleasant and safe gathering and resting place for the community, that it is no longer a meeting place for drug dealing and drug taking and other antisocial behaviour including littering and urinating on the site. The street cleaner who cleans the site around the mural reports that there is much less litter thrown on the site since the mural was created.

**Sustainability**

A small group of residents who took part in planning and painting the mural regularly carry out minor repairs to the mural. One year on, there had been no major incidents of vandalism to the mural.

One reason Antwerp wanted to take an active part in the DNA project was that a survey in 2010 of residents’ groups and associations around The Coninckplein showed a number of measures were needed to address reported nuisance.
Additionally, Antwerp wanted to develop a constructive, enthusiastic approach. By joining the DNA project Antwerp gained additional knowledge and resources for this purpose. The Antwerp target groups consist of residents, visitors, local merchants, passers-by and a hard-to-reach group of alcohol and drug users.

In terms of physical changes DNA’s aim was to redesign the Coninckplein by little infrastructural changes, such as more greenery, better lighting, benches and a playground for children. This would create a more attractive environment.

Furthermore, Antwerp want to encourage the neighbourhood to use the square in a positive way. For this officers rely on the experience of the residents and merchants. The local residents especially indicated the need to have small-scale cultural events on the Coninckplein.

The Coninckplein is well known for its Chinese shopping street. Some women from the Buddhist Temple wanted to organise an event to promote their cultural heritage. The picture below shows the first “Wereld om je hoek” event (The world around the corner).

Holding public events can have a real impact on how an area is perceived. Wherever possible officers encourage residents to take control of an area and support them to hold their own events.

On the Coninckplein a group of local residents created a light sculpture, “Wishes in the Wind”. The Christmas and New Year wishes of residents and visitors were written down on white papers. From the end of December till the end of January all the wishes were shown.

Something else DNA tried to encourage on the Coninckplein was better facilities for the community. In January 2013 the first DNA neighbourhood house (community centre), Buurthuis de Buurt, was opened. Two active residents dreamt of a neighbourhood house for years. DNA gave them the opportunity to open their accessible meeting house. It’s a small place that is opened twice a week (on Tuesday and Thursday) and where all people can meet up and have a chat and a cup of coffee.
3. Prevention in Educational Settings

Young people are a particular target group for CAFTA partners as part of our drug and alcohol prevention programmes. All partners already provided education and prevention services, but CAFTA has had a significant impact on the existing programmes. In terms of crossborder learning, this theme has shown some clear impacts of partner exchanges as demonstrated below.

**Target group**
Young people are targeted in a variety of settings, but the main one for us has been schools. Different partners work with different age groups with ages ranging from 9 to 18 years old. Another important target for us is parents or guardians.

**Challenges and solutions**
Although we may consider young people as a defined group, the range of ages, experiences and needs differs widely within this group. Project partners have ensured that the resources we have developed are very well targeted at specific groups. A consultation of primary school children in Brighton & Hove about safety in the community showed that drugs and alcohol were their primary concern. This demonstrated that there was a gap in provision for this specific age group and through CAFTA the city developed, piloted and rolled out a new resource for teachers to use within the classroom.

Partners in Calais have also produced an educational pack for schools and 3,000 young people have used this.

Another challenge is that young people have many influences in their lives and are likely to hear different messages about drugs and alcohol from different people. This is why targeting and involving parents and carers is so key to our work, so we can ensure that clear messages and boundaries are consistent both at school and at home.

Engaging young people in learning about this subject can also be a challenge. Presenting the information in a stimulating way is essential. Both Rotterdam and Calais use games and interactive theatre in their programmes.

Calais’ Virtual Court programme runs alongside their citizenship and violence prevention projects, and targets secondary school pupils. Pupils completing Virtual Court undertake a series of visits, meetings and discussions to learn about the criminal justice process. They then role-play a case scenario in a courtroom setting and play out the trial with the victim and offender to reach a verdict/final sentence. Each young person adopts different roles within the court room. The programme finishes with a final Virtual Court performance in a local magistrates court. Through CAFTA the Virtual Court programme has become much more focussed on drugs and alcohol.

**Virtual Court participant:** “[We have learned] to judge and protect people and to prevent re-offences. We know what’s going to happen to us if we do something bad. It’s more effective and real being in a court to perform it.”

Another way Calais has engaged young people is by developing resources such as animated interactive activities on cannabis use (“Having a Wild Time / Getting High – Literally”, “Great Pleasure”), and interactive theatre on multiple addictions (e.g. alcohol, heroin and cocaine). There are also longer-term actions targeting secondary school pupils, like the citizenship project, Virtual Court, and violence prevention for 10-11 year old pupils. The project has also purchased educational games and put on free exhibitions for schools and the local authority.

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**Children’s Education Pack**

A resource to support teaching and learning in primary school drug, alcohol and tobacco education.
PROJECT SPOTLIGHT 3
CAFTA Rotterdam- Drug and Alcohol Approaches in Educational Settings

In Rotterdam drug and alcohol approaches in educational settings were already common practice. The CAFTA project gave us a unique opportunity for further development, and more effective implementation of the existing approaches, as well as for the development of packages for new target groups, such as the special needs schools, with their specific population of young people with psychiatric conditions and behavioural or learning disabilities, and the packages for children under the age of 9 years.

Justification
Drug and alcohol use among vulnerable youth, and the absence of an effective and tailored approach, justified the development of new effective approaches and packages in both vocational schools and special needs schools. Research shows that the population in special needs education is almost twice as likely to drink in a risky way, almost twice as likely to use cannabis and nearly four times as likely to abuse Class A substances than their peers in regular education.

Whereas the population in special needs schools is only 1% of the population of secondary education, it represents 40% of the crime and nuisance registered by the police.

Research of substance abuse by students in (senior) vocational education shows that 10% of them reported using hard drugs in the past, and one in three students had been drunk in the last 4 weeks. Students using drugs and alcohol are five times more likely to truant and are five times more involved in violent incidents than students who don’t abuse substances.

Methodology
9 year-olds approach:
Within CAFTA Rotterdam developed an approach to nine year-olds and, most importantly, their parents. Parents were told that they can influence their children’s drinking behaviour positively by setting clear boundaries and having a clear message: no alcohol until 18.

Vocational Schools:
Initially the city started an approach in (senior) vocational education in 2011. Because schools, the municipality and the police collectively acknowledged the costs of problems caused by drinking and drug-using students, they all signed a code of conduct stating firmly that drugs and alcohol do not go together with education.

This code of conduct contained agreements, for example on actions the partners intended to take when a student was caught being under the influence in class, or caught in possession of drugs. The approach was developed with the close involvement of professionals, parents and students.

The approach includes school policy and regulations, which were clearly and actively communicated, student education, problem identification and counselling. Rotterdam audited vocational schools’ policies and regulations around drugs and alcohol related to safety policy. Schools were rewarded with the Rotterdam School Safety certificate when they showed good compliance to the municipality’s standards for school safety policy.

Within the CAFTA project a training programme for students was developed, called Lifestyle Roulette. This interactive programme gives students a clear and honest message about alcohol and drug use and how it influences school performance and health.

Professionals in the schools were trained in how to identify problems around drug and alcohol use. A mental health coach was integrated in the schools support structure.
approaches were exchanged and discussed. By comparing the Rotterdam approach, political culture and support from society and partners with those in Brighton & Hove and Calais, Rotterdam became more aware of the innovative nature of their packages, and also about the importance of support from those involved, especially the end-users in the schools and educational system.

In a crossborder visit to Rotterdam, Brighton & Hove were informed about the secondary schools approach to preventing heavy alcohol use in adolescents (PAS), which is implemented in Rotterdam schools. This is a parent and student intervention were parents of first-year students sign a contract about rules they will set concerning their children’s alcohol consumption. As a result Brighton & Hove is piloting this element of signing a contract in their secondary schools.

Visits to Calais emphasised the justification of the safety aim in Rotterdam’s programmes. Brighton & Hove showed us the benefits of involving neighbourhoods in being part of the “joint responsibility” system around young people at risk.

Future

The package for 9-year-olds has been incorporated into Rotterdam’s educational policy for primary schools as general practice.

The vocational education package and the special needs package was to be awarded the status of “theoretically well-founded” by the national database for effective approaches of the RIVM institute, an independent expert organisation, in late 2014.

With the support of this mental health coach Rotterdam created low threshold treatment and referral. This counselling is a form of preventative care where methods of motivational interviewing and normative feedback are used. A screening tool is used to assess if a student needs referral to mental healthcare.

Special Needs Schools

Rotterdam schools for special needs education were not unfamiliar with the huge substance abuse issues among their students. But because no structural policies were available, the common practice was an ad-hoc reaction to excessive incidents such as drug dealing, or students being severely under the influence.

After carrying out a thorough needs analysis in 2011, the development of tailored packages started in 2012. The package was build up from developing a strict and clear school policy and implementing a culture of joint responsibility by professionals in and around the school, the pupil and their peers, family and social environment. This was accompanied by extensive training for teachers and professionals in the new policy and culture, identification and communication skills and the use of screening tools for identification of high-risk substance use patterns. A special educational interactive theatre performance was commissioned and performed, and new educational methods were developed. A health coach within the school setting provided low-threshold interventions and referrals.

Project Impact

The 9-year-olds approach showed a difference in attitude within the group of parents before and after the interventions, supporting the idea that improving the parents’ attitude at an early stage has a positive effect on their ability to set boundaries for their children when they are older.

Crossborder Impact

At the CAFTA crossborder meetings
4. Social Exclusion and Restorative Justice

Social exclusion and isolation are issues felt by many of the communities targeted by the SNAP Partnership. It is a problem exacerbated by crime, antisocial behaviour and drug and alcohol misuse. Therefore it is a common aim of the partnership to target and support those affected.

Restorative Justice in its simplest form brings together victims and offenders to discuss a crime. It is about offenders understanding the real impact of their crime, taking responsibility, giving an apology and making amends. For the victim it offers some resolution and aims to reduce fear by demystifying the crime and the criminal. Although CAFTA and DNA do not directly target individual perpetrators and victims of crime, we have used restorative justice methodology to develop some of our activities. These include resolving neighbourhood disputes, increasing awareness of impact and responsibility for young people, and accessing resources provided through “community payback” schemes when making environmental improvements to our neighbourhoods.

Restorative methods are used by the partnership to help tackle social exclusion through the reduction of stigma and fear, in an effort to better integrate those we work with into their communities.

Target group
Every community and individual targeted by the CAFTA and DNA projects are at risk of social isolation. This includes people who live in deprived neighbourhoods and communities where drugs, alcohol and crime are prevalent. Also greatly affected are the friends, families and carers of substance misusers, and (although less of a target for this partnership) substance misusers themselves.

Through our restorative justice work we also target young people and those involved in neighbourhood disputes, or crime and antisocial behaviour.

Challenges and ways of working
One difficulty we face when involving community members is that those who face social isolation may be difficult to engage with.

One step towards reducing social exclusion is to engage and usefully involve residents in their communities, ensuring people feel they have a voice and can play an active role in their neighbourhoods. One difficulty in achieving this is reaching the hard-to-reach.

Community group meetings are an incredibly important resource for SNAP partners to speak with residents, but those who attend meetings are a very small minority. To ensure that we reach those who feel isolated or excluded we have to go directly to them and not expect them to come to us.

Addressing people on the street is a common method of engagement for several SNAP partners including Calais’ Mediation Officers, Medway’s mural project, and Antwerp’s Coninckplein project. Both Brighton & Hove and Calais take this a step further by knocking on doors and speaking to residents on their doorsteps. This face-to-face engagement is a really useful tool for individuals to begin to feel involved and valued as members of their community.

Stigma is a major contributing factor to social exclusion and greatly affects individuals who misuse drugs and alcohol, as well as those associated with them including families, friends, carers and neighbours.

Families are a particular focus for the CAFTA project and this is explored in more detail in the following section of this publication.

Reducing stigma against drug and alcohol users is a major part of the work of SNAP partner Free Clinic. Through their Syringe Patrol (SPAT) project, drug users, ex-users and members of the community are invited to patrol together hot-spot areas where needles and drug litter are often found.

“The impact of a family member’s drug or alcohol misuse is often a hidden problem within the family. Shame and stigma can result in extreme isolation”.

- Alison Ede, PATCHED Manager, Brighton
Several partners also make use of community payback schemes. In Calais convicted drug addicts get support to make amends for their offences in their neighbourhood, where they undertake 20 hours of community service.

This restorative community service focuses on three targets:

- Providing a fair share in community work, giving the opportunity to prove that they can take familial, social and material responsibilities.
- Preventing the court from giving the offender a prison sentence.
- Including the general public in social reintegration measures for prisoners.

Finding an appropriate platform or medium to present information is another way we target the hard-to-reach. In Brighton & Hove the Youth Offending Service (YOS) runs a programme called “Putting It Right” for young people at risk of entering the criminal justice system. CAFTA worked with YOS on developing a resource that aimed to show the impact that young people’s substance misuse (particularly cannabis and alcohol) can have on those around them. CAFTA officers knew that a restorative justice model was the best way of getting the message across, so took the decision to develop a short film that would take the place of the ”victim”. To maximise impact actors were not used, instead the film featured real people who had been affected by the issues raised telling their stories: hence the title of the film “True Stories.”

Officers worked with young people through the development of the film and also featured their stories. The aim was to give the film more credibility and hope that excluded young people can relate better to the issues raised by their peers. YOS found the film very helpful, so officers have taken the further step of presenting it to teachers who are very interested in having the film shown in secondary schools across the city.
PROJECT SPOTLIGHT 4a
CAFTA Calais - Mediation Officers

Social exclusion can be felt by those not engaged with their communities or isolated as a result of neighbourhood disputes or stigma. SNAP Partners in Calais have developed a model of resident engagement and social mediation which aims to tackle these issues.

Social mediation is defined globally as: “a way of social construction and management through impartial and independent mediation, with no other power than the authority conferred by those who have chosen or acknowledged it.” Put more simply this means the mediation officers are there to support and enable conversations between people, but the people themselves must agree to take part and find their own solutions.

Mediation Officers work day-to-day on the street, in deprived neighbourhoods, in blocks of flats and in some cases they attend people’s homes. They speak to neighbours to build their knowledge of an area, identify issues and develop ways to resolve them. They become recognised as part of the communities they work in, and this familiarity builds good relationships and trust.

This face-to-face engagement is essential for individuals to begin to feel involved and respected. In cases where a neighbourhood dispute has led to an individual or family feeling excluded the mediation officers get people talking, using restorative methods to repair relationships and reduce exclusion.

Mediation depends on the input and autonomy of the participants. That is why acts of mediation have been planned around two main themes: “going towards” and “doing it with”.

“Going towards” the participant. It is difficult to support the resident to a point where they are willing to face the reality of dealing with a conflict even though they have a legitimate right to “flee” or not participate. Mediation Officers specialise in offering this support.

“Doing it with” the people and not for them, as long-term solutions to problems can only be a result of residents being autonomous, responsible and taking ownership. Mediation Officers are not there to provide a solution, they are there to encourage and enable residents to find their own solutions.

The Mediation Team are able to:

- **Have a hands-on approach**
  They “go towards” the public, reassuring, warning, informing and signposting. This activity has developed into teams of two mediators working on the street, walking through public areas meeting residents, getting noticed and acknowledging (mainly young) people who talk about their experiences in the area, sharing local knowledge and highlighting any issues.

- **Undertake conflict management in real time or in retrospect**
  The mediators act equally on real-time conflicts seen in public areas, and in retrospect following a request from a resident or a partner about incidents that have happened in the past.

- **Undertake social observation**
  Mediators also provide expertise on the territory, the use of space and lifestyles, and they measure the “barometric atmosphere”. This information is passed onto the CISPD de Cap Calaisis (who prevent criminality, protect citizens and provide security.) The CISPD include this information in their monitoring and use it to prioritise support to areas. Three districts are prioritised in the city of Calais.

- **Set up connections and partnerships between the general public and city services / professionals**
  A partnership itself could be formed from a specific request from a qualified professional or resident. The mediators are often faced with numerous crucial situations and demands involving multiple partners. If an area/territory does not have relevant services to link residents to, the mediators provide additional support themselves.
Crossborder Impact
The Mediation model has been shared with SNAP partners through crossborder visits including a site visit where staff went out into the neighbourhoods where Mediation Officers work. This was a great learning experience.

The Calais model has been developed since the start of CAFTA using some of the crossborder learning from partners. Brighton & Hove’s model of Neighbourhood Liaison has been an influence on this way of working, especially the close liaison with residents and targeting them at their homes through door knocking. Brighton & Hove has been keen to learn from Calais’ model and Neighbourhood Liaison Officers now undertake more site visits in their own city rather than wait for resident or police reports.

Results
The results obtained through this European co-funded project helped develop a strong strategy for social cohesion and prevention of addiction for the entire territory of the city. The results have also been used to raise awareness among services and partners in the area. They raised the necessity of getting involved in various communities, the need to protect young people, and to assist members of the public and the families who suffer from drug addiction.

Sustainability
The CAFTA project has laid the foundations for a common approach and partnership working to deal with this complex topic. Calais must now bring this network to life by developing, expanding, asking new questions and creating new projects without forgetting the public and the local population. The network must continue to adapt and grow by adding more ideas through partnership development, in order for communities to live more peacefully.
SNAP partners in Medway learned a great deal about community safety policy and practice from their DNA partners in Breda. They were impressed by the way in which residents, the city council and the police worked together to improve safety in the city and in the most deprived neighbourhoods.

There was a strong emphasis on the role of citizens in taking responsibility for initiatives and the role of the city council in supporting residents to achieve their goals. The group took part in workshops on Neighbourhood Watch, Neighbourhood Mediation and the Elder Brother projects.

On return to Medway, the group organised a workshop to feed back to the wider community the knowledge and insights they had gained in Breda and to extend the numbers in the partnership. In the following weeks the partnership explored the feasibility of pilot actions to tackle drug and alcohol misuse - an issue of major concern in the DNA areas in Medway. In time, residents and professionals together made the decision to commission the services of the Air Football project. Delivery of the project began in December 2013.

**Air Football (Achieve, Inspire, Recover)**

The Air Football programme supports and builds community inclusion through football. The programme aims to inspire and motivate participants who are misusing drugs and alcohol, or who are at risk of drug and alcohol misuse, to move away from negative lifestyles and behaviours and to improve quality of life. Participants are offered high-quality football coaching and a programme of support on health, fitness, life skills and employment skills.

**The Adult Programme**

(18+) offers 2 2-hour sessions per week. Participants were recruited from a range of organisations including community centres, a homeless charity, Kent Police and Probation Service. Participants were also recruited through outreach sessions in the community e.g. outside bookmakers, in parks, libraries and outside Eastern European shops.

Participants have taken part in workshops on the following topics:

- Time-keeping and time management
- Healthy lifestyles
- Core values of the AIR programme
- Healthy lifestyles and learning to be flexible

DNA residents, community safety staff and police actively supported the recruitment of the participants by providing information about referral agencies and hotspots for antisocial behaviour. One resident from the partnership attends and participates in the football sessions.

**The Youth Programme**

(13 -17 years)

Young people were recruited from schools, community centres and the Youth Employment Service. The programme runs once a week from 4 to 6pm. The young people have taken part in tournaments organised by Air Football during the school holidays. In response to the views of some of the young people engaged by the Air Outreach team a fortnightly "Boxercise" session has been established. This is held in the All Saints Community Centre.

**Building Community Cohesion**

The project is building community cohesion by building relationships between different nationalities and breaking down stereotypes. The various nationalities involved in the programme include White British, Black British, Lithuanian and Slovakian. In the adult group, members have exchanged Facebook details and telephone numbers.

**Sustainability**

As the programme progresses, a number of the participants will be offered the opportunity to take a qualification in football coaching. The programme facilitators have already identified emerging community leaders. These individuals will be able to continue the programme when funding ends by setting up football teams in their own neighbourhoods.
5. Families and Social Networks

When tackling drug and alcohol issues we must look at both the harm that can be experienced by families and carers, and what an incredible (often overlooked) resource they can be. By giving families the knowledge and skills to cope with issues around drugs, alcohol and addiction, we not only improve their outcomes, but the outcomes of the people around them.

Addiction creates huge stress and disruption for the individual’s family, and can lead to poor quality of life, social exclusion, and often the need for primary care. Estimates suggest that for every addict 2-5 family members are directly affected.

Target group
All CAFTA partners have targeted families and carers in some capacity: Calais works specifically with parents whose children are involved with drugs and alcohol; Rotterdam is spreading key messages to all parents in the city through peer-led training; and Brighton & Hove has targeted a very specific group of “kinship carers” and have trained many professionals in the city on how to identify where a problem may exist and offer support and referral.

Challenges and ways of working
Families experiencing drug and alcohol issues can often be isolated through stigma and a feeling of shame, therefore it can be difficult to identify where support is needed.

A family support project in Brighton & Hove, CRI PATCHED, has measured how long family members or carers are affected by the issues before seeking help. This ranged from between 1 month and 48 years, averaging at just over 6 years. This shows how difficult it can be to reach people in need of support.

Brighton and Hove has developed and delivered a training package for professionals who come into contact with families. The training enables professionals to more quickly identify where drug and alcohol issues may be affecting a family. It equips them with the skills to engage and support families, and the knowledge to refer them to specialist support agencies like PATCHED. More than 208 professionals have attended the half-day course and it was rated as excellent or good by everyone who attended.

Since the training started PATCHED has reported an increase in referrals from professionals of between 20-30%, evidencing that more families in need of support are now being identified.

Artwork made by delegates at the CAFTA UK Families Conference

As well as being able to better reach the hard-to-reach, we also promote ways to reduce stigma and encourage families to support each other.

Brighton & Hove dedicated two CAFTA conferences to families, friends and carers of substance misusers. Between 150 and 200 people attended each Silent Voices conference, including delegations from CAFTA partners Rotterdam and Calais.

 Relatives, friends and carers of substance users were joined by professionals working in the field to hear speakers and take part in workshops around the theme of communication. It was great to be able to bring so many people together to share stories and learn from each other. The conferences also looked at strategies for helping people recover and stay healthy and how to build resilience. In terms of sustainability, the conference committee ran a further conference in 2014 without support from the CAFTA project. The hope is that these successful conferences will continue long into the future.

Rotterdam developed a peer approach to working with parents through their Home Parties (see Project Spotlight 5). This aims to make the training more relevant and attractive to other families and spreads the messages delivered beyond the reach of the project - an appealing prospect in terms of impact and sustainability.
Brighton & Hove’s existing successful family support projects led us to develop a new targeted project for a very specific group of people. Brighton Oasis Project (BOP) is a local charity which runs a support programme for children and young people affected by their parents’ substance misuse. In many of these cases the child may be living with a non-substance using relative or other person who takes on the role of the parent. BOP refer to these people as “kinship carers”. The CAFTA-funded/Children and Families Talking Together (CATT) programme aims to support families who have been affected by parental substance misuse and includes a separate group for adults and one for children and young people.

It is aimed at kinship carers such as parents who may be the partner or ex-partner of someone who has a problem with drugs or alcohol, grandparents, aunts, uncles or family friends. Foster carers looking after a child whose parent has misused drugs or alcohol can also take part. What kinship carers have in common is that they are looking after a child or young person who has been affected by drug or alcohol misuse in their family. Adults who took part commented that it was:

“So good to know that I was not the only one who had a problem.”

“A space to be recognised as a carer”

PROJECT SPOTLIGHT 5
CAFTA Rotterdam - Home Parties and Parent Meetings

Studies show that children whose parents set clear boundaries start drinking later, drink less heavily (irrespective of their personality) and are less likely to strike up friendships with peers who drink. On the other hand, children whose parents who do not set boundaries start drinking earlier.

Besides involving parents in all the projects and developing a website for parents, Rotterdam developed a “train the trainer” programme of Home Parties for parents using CAFTA funding. A programme of Parent Meetings was also developed.

Methodology

A Home Party is an interactive way of educating parents about alcohol, drugs, gaming and gambling, and about how to raise children within a safe environment. The Home Party can take place at the home of a host-parent, or at a local community centre. It can be managed by a professional or by a trained parent.

The host-parent receives a certificate from the professional employed by the youth project Youz, who accompanies and supports the presentation. Youz, a youth prevention and care service in Rotterdam, supplies this training for enthusiastic parents who are willing to educate and inform other parents within their own network.

CAFTA funding was also used for developing Parent Meetings. Parent Meetings last two hours for 10 to 15 parents. They consist of a presentation for parents about stimulants and gaming. The presentation is adjusted when new information or research is known and to meet the needs of the parents attending.
Project impact and evaluation

Parents who successfully completed Home Party training have rated it 8 out of 10. The majority of parents who took part in the education given by the host-parents indicated that they intended to speak to their children about the topics covered in the presentation. They also know where to go with any questions concerning alcohol and drugs.

From 2013 until March 2014 three train the trainer sessions took place and 18 parents were trained. Of those 18 parents, 10 got their certificates by giving a Home Party themselves, reaching a further 92 parents.

The strength of this project is that someone from their own community gives the presentation. This makes it easier to break through existing taboos within a safe environment, to inform parents about alcohol, drugs, gaming and gambling and how to talk to their children about these topics. However, as far as we know, no research has been done on the effects of Home Parties.

The difficulty is to motivate people to come to these sessions. The professionals as well as the trained parents indicate this as a difficulty. Also, when parents train other parents without a professional, there’s no evaluation of quality.

The Parent Meetings were evaluated by means of self-evaluation. Parents filled in a questionnaire. The results are that all the parents indicate they learned something new from the meetings - 39 percent reported being "completely confident" they can have an influence on their children’s substance use and 15 percent reported being "confident" they could probably have some influence.

Seventy five percent of the parents reported they intended to talk to their child about substance use after the meeting, and the same amount of parents report the intention to set strict rules on substance use.

During the CAFTA project Rotterdam reached about 300 parents in 29 sessions. The average rating parents give for the meetings was 8 or 9 out of 10.

Crossborder impact

The Home Parties programme was presented at a crossborder meeting in Rotterdam. During the meeting every country underlined the importance of involving parents in the prevention and reduction of alcohol and drug use. All the partners said it’s difficult to reach the parents whose children are at high risk.

Calais and Brighton & Hove showed how to involve parents in treatment centres, and also demonstrated how parents whose children are or were addicted established their own organisations to support and educate other parents.

Sustainability

Rotterdam will continue investing in involving parents, and will keep on arranging Parent Meetings on demand. There will probably be a mix of Home Parties and Parent Meetings.

Rotterdam would like to do research on how to reach and educate parents, as little has been done on this subject. Where do parents get parenting advice? Which communication channels are effective in reaching parents? And what should be the message?

Parents will be involved in the SNAP project through the Together Strong programme. They will be invited to visit organisations active in the district including schools and childcare, for example. Parents can also help to organise community-based meetings, for example when other parents feel their neighbourhood is not safe, or they see lots of alcohol or drug use.
Within SNAP we had the chance to exchange ideas and experiences from different projects, cities and countries. In this way we learned how other partners reacted to problems in their cities and regions. SNAP cluster exchanges (including a conference) also gave us a great opportunity to share learning beyond the partnership, as attendance included professionals and community representatives from across the whole programme area.

The Overarching Learning Outcome of SNAP

One of the main issues that we discussed was: “How to mobilise local residents and networks, to be responsible in a sustainable way for a safer, healthier, stronger neighbourhood,” and “How to use the power and potential of local residents.”

Because we have to deal with comparable situations we can use each other’s experience from other projects and work together in innovative ways.

Together we experienced the challenges and exchanged information on failures and successes. At the end of this project we developed ways of working, with small changes because of the local situation, that can meet the targets and be used in all partner regions.

The main lessons learned are to work harder to successfully engage our communities and support them to tackle issues themselves and rally against exclusion by approaching their community as a social network. Whether we are talking about residents linked geographically, young people linked by age and situation, or people linked through drug and alcohol issues, with support, all communities can take better control of their situation and participate in society, increasing self-worth, ownership, belonging, wellbeing and successful recovery.

This approach is at the very heart of how partners intend to go forwards with our work, and it is through CAFTA, DNA and SNAP that this has been branded as a core value.

1. Engaging and Involving Our Communities

What we shared:
Brighton & Hove shared their model of Neighbourhood Liaison and community actions and Medway presented their work around community safety, particularly the Chatham High Street mural project.

Crossborder impact on partners
All partners have increased their learning through these crossborder exchanges. An example of this is our partners in Rotterdam who feel strongly that learning through CAFTA gave them the opportunity to start changing the old-fashioned way of thinking from taking care for to taking care that! Working with other partners made them assess how they engage with residents.

Rotterdam was particularly interested in Brighton & Hove’s area meetings (Local Action Teams), which influenced them to set up their own area meetings with representatives of local schools, pubs, cafés, shopkeepers, youth professionals, parents and sports clubs. They used these meetings to discuss the damage that alcohol can do to young people’s brains, and present information on the risks of drug use.

Rotterdam use a game to encourage everyone to participate and share their views, then ask them to take responsibility by inviting participants to input into drawing up local policies. In this way local power is mobilised and they may suggest new strategies and activities.
When you step back and mobilise local partners there will be a long-lasting positive effect in a neighbourhood. Rotterdam is sure that involving people in finding solutions for problems is the right step.

**SNAP Conference Workshop - Areas of learning**

- Community engagement is as much about ownership of a solution as it is about communicating a problem.
- Resident-led action should try to get to the root of the problem, rather than simply moving the problem elsewhere.
- Methods of engagement should vary according to the needs of the identified target audience. Any engagement model should include this flexibility to aid inclusion.

Community-based harm reduction must involve the community, but the question is, which community? It is clear that several communities (people who use drugs, the general population and the city council) benefit from harm reduction services.

- It takes a long time to influence social thinking. Don’t give up!
- Often a community’s fears are worse than the reality. Don’t give up!
- Find allies and support them. Don’t give up!
- It takes time to involve drug users into your programme-making/planning and evaluation, equally for People Who Use Drugs (PWUD) as well as for health care workers and policy makers. Don’t give up!

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### 2. Public Space and Environmental Influences

#### What we shared

Antwerp demonstrated how they had greatly improved a problem area in the city through a combination of community safety and environmental improvement, and associate partner Free Clinic shared its unique Syringe Patrol project and harm reduction measures.

#### Crossborder impact on partners

SNAP Partners in Brighton & Hove plan to look more closely at needle waste in the city, by developing a strategy which includes environmental improvements and involving drug users in tackling the problem. This new area of work has been directly influenced by Antwerp’s ways of working.

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### SNAP Conference Workshop - Areas of learning

Recreating and investing in public spaces is worth it. It is a way of working with ownership. This is possible with small interventions or activities. Painting, cleaning an illegal dumping place, installing a sufficient amount of lighting and similar interventions can make a major difference. They can also stimulate positive use. On the one hand local government can organise activities and thereby give a good example. On the other hand local government can support local residents to positively use public spaces.
3. Prevention in Educational Settings
Crossborder impact on partners

What we shared
In Rotterdam we learned about their highly successful work with young people in schools, and looked at how changes in policy had greatly reduced levels of serious drug use and homelessness.

We have held several crossborder meetings specifically about young people and this has resulted in development of practice in partner cities. An example of this was Brighton & Hove’s Standards and Achievement Team visit to Rotterdam. The Standards and Achievement Team are responsible for supporting schools to improve drug, alcohol and tobacco education. Firstly the crossborder learning led to a review of the document outlining the core messages about drugs, alcohol and tobacco which is disseminated to all adults working with young people in Brighton & Hove.

Secondly Rotterdam’s use of the Effekt Parent Contract approach interested us greatly. Put simply, this is where parents and carers of pupils are encouraged to attend a learning session on alcohol and together with the school create an agreement of the boundaries and messages they will deliver to their children. For example they may agree to not provide their children with alcohol until they are 18 years old. This crossborder learning influenced commissioners in Brighton & Hove to undertake more research about this way of working and resulted in a pilot project being launched in the city outside of the CAFTA project.

SNAP Conference Workshop - Areas of learning
Discussing successful approaches in special education, the effects on the community and ways to increase these effects by community involvement:
Young people in special needs education settings are confronted with more severe risk factors than young people in mainstream education - both internal factors (behaviour, mental issues) and external (social environment, family, social economic status (SES)).
Investing in specially designed packages for this target group is viable because of huge potential gains in community safety (crime and nuisance reduction) as well as talent development.
Young people in special needs education require sincere attention, sincere trust and commitment, but also strong boundaries and committed enforcement of those boundaries by the people around them, including staff, family and community.

“The crossborder exchange made us think about the “core messages” we were sharing with young people. In Brighton and Hove our main focus is on keeping young people safe and reducing the level of consumption. Rotterdam’s methodology reminded us that we should be more clear that not drinking at all is an option and an aspiration.”
- Sam Beal, Partnership Adviser: Health and Wellbeing

Interactive theatre by young people from Rotterdam at the SNAP Conference
4. Social Exclusion and Restorative Justice

What we shared
Calais presented their work at the street level using Community Mediators to tackle increasing social inclusion of vulnerable people and residents in deprived neighbourhoods.

Crossborder impact on partners
The main collective lesson of SNAP exchanges was to tackle social exclusion and stigma through community integration. Antwerp is planning a pilot project called City Guides which is a great example of this way of working. City Guides will be a network of volunteers (drug users, ex-drug users, homeless people) who can give guided tours in the city of Antwerp (or certain parts of the city.) The guides will give some information about the city, but also use their own experiences and perceptions to give a unique insight into the area.

Again drawing from the learning of using community involvement to tackle social isolation, Rotterdam is developing a pilot using the Together Strong (Samen Sterk) model which is focused on identifying and using the talents of residents, rather than dwelling on problems. The approach is aimed particularly at helping young people and improving their neighbourhoods.

SNAP Conference Workshop - Areas of learning
Mediation promotes integration by sharing differences and promoting understanding of each other. However, the legislative framework for drug offences leads to different local solutions. For all partner areas, inclusion, insertion and integration must be goals and they must be balanced in the local dynamics of implementation of mediation. However, social mediation implementation in national or local politics is usually more concentrated in the direction of one of these goals instead of addressing them equally. If social exclusion is the result of many negative factors, mediation allows for strengthening the resilience of this process.

5. Families and Social Networks

What we shared
Brighton & Hove invited the very successful family support project PATCHED to present its work to partners.

Crossborder impact on partners
Calais had a great interest in exploring family support and discovering more about the way Brighton & Hove delivered their services. Much like Brighton & Hove’s PATCHED project, the JULIEN association in Calais was started by a parent who had experienced the catastrophic impact that drugs and alcohol can have on an individual and a family unit. Supported through learning and funding from CAFTA, JULIEN took an active part in the prevention of addictive behaviours, especially by listening and providing close support to the addict’s families. Influenced by PATCHED, activities included setting up a phone line, listening sessions, a support group and individual sessions to support families. This is a very important area, as the entire family unit must be considered in order to reduce the harmful impact of drug addiction.

SNAP Conference Workshop - Areas of learning
Working with social networks is important (40% of the success of treatment is determined by the supporting network of a client.) However, this method is mostly unknown and unused by social welfare workers.

There are several methods to find social networks and to start working with them, but it remains a creative and active process, taking into account the specific needs of the client.

Many professional workers maintain a separation between work and private life – is it possible and desirable for a social welfare worker to mobilise his or her own network, forming the network of the client? Or do these two networks have to remain separated?
Here we consider how we plan to sustain our CAFTA and DNA activities to have a long-term impact beyond the lifetime of the funding. We also look at the potential of the SNAP partnership to continue working together into the future.

Although a detailed sustainability plan for both CAFTA and DNA activities will be developed in the near future, the majority of our work had sustainability built in at the design stage. Below are some of our main CAFTA and DNA activities and our planned routes to sustainability.

**CAFTA Partnerships**

Most partner websites and networks will continue beyond the end of the project. The Silent Voices CAFTA UK Conference planning group has continued to work together to deliver a conference in 2014 without CAFTA funding, and hope to continue supporting families and carers affected by substance misuse through similar conferences into the foreseeable future.

The main aim of other CAFTA conferences and all crossborder meetings was to influence sustained change at a policy level. Therefore the impact on our cities will be felt long after the project has ended. A good example of this is the parent contracts pilot in Brighton and Hove (see section on Prevention In Education Settings).

The “Staying Safe in My Local Community” resource pack has been distributed to all primary schools in Brighton and Hove and will make up a part of the school’s Personal, Social and Health Education curriculum for years to come.

Rotterdam’s package for 9-year-olds has been incorporated into educational policy for primary schools as general practice. The vocational education package and the special needs package is to be awarded the status of “theoretically well-founded” by the national database for effective approaches of the RIVM institute, an independent expert organisation. The implementation of the vocational package will continue as an element of regular school policy. In late 2013 the special needs school and the council agreed to share the costs for implementation and operations in 2014, which is a unique situation. The school also started implementation on their 6th campus, in addition to the 5 that were already taking part in the project.

In terms of family support, Rotterdam will continue investing in involving parents and arranging Parent Meetings and Home Parties to meet demand. Rotterdam would also like to do research on how to reach and educate parents, as little has been done on this subject. Where do parents get their parenting advice? Which communication channels are effective in reaching parents? And what should be the message?

**Communities**

Brighton and Hove’s Neighbourhood Liaison Officers are seen as delivering an essential core service within the city’s Community Safety Team. CAFTA has helped to develop this work greatly and the crossborder influence will further improve our focus from this point on as officers begin to consider “the community” as wider than just residents. The individual neighbourhoods worked in will also experience sustained change, as in many areas CAFTA has made permanent physical changes.

Calais’ mediation work will also have a lasting impact as the results have fed into a strategy for social cohesion and prevention of addiction for the entire territory of the city.
DNA

Although physical changes to an area can deliver long-term change, it is clear that Antwerp’s work in the Coninckplein has offered more than changes to the environment. Giving residents the opportunity to own the space through community-run events has given a new lease of life to the area. The space is now used positively by far more people and many new shops and businesses are opening up. Added to this is the DNA Neighbourhood House, an accessible meeting space and community hub, run by residents for residents. Handing over this space and facility to the community sustains the impact greatly.

Medway has also handed over responsibility of a developed area to the people who use that area. Residents and businesses made a commitment to maintain and undertake minor repairs to the Chatham High Street mural, demonstrating a great level of ownership. One year after completion the mural was still in good condition and it is expected to stay that way into the future.

The AIR Football programme will also continue to have a positive impact in Medway. With community leaders qualifying as football coaches they are expected to set up their own neighbourhood football teams beyond the end of the DNA project.

SNAP Sustainability Planning

Another planned outcome for the SNAP Partnership is to put together a detailed sustainability plan for each of our CAFTA and DNA activities. The sustainability plan will be a report that summarises the sustained benefit of each and every one of our activities, asking questions such as: will the activity continue; has there been an impact on policy or practice locally; has there been an impact outside your city; is there further action to be taken, if so by whom and when?

The aim is not only to demonstrate our long-term impact, but also, by promoting discussions between partners, to find more opportunities to review our ways of working or pilot new activities. This will ensure our legacy is well evidenced and as far reaching as possible.

Future for the SNAP Partnership

One great result of the SNAP cluster initiative has been the building of a strong partnership. All partners feel they have benefited from the learning and have a strong interest in continuing our work as a partnership. New proposed pilot projects are in development which also look at tackling social exclusion through community inclusion. These pilots would be targeted at those communities experiencing drug and alcohol related issues.

Tackling social exclusion is still a high priority throughout the EU. The Europe 2020 growth strategy includes social cohesion as one of its three headline priorities, and has specific social exclusion targets to be reached by the year 2020. This gives the SNAP partnership the opportunity to contribute to this work by developing future activities together and seeking further crossborder funding.

There are still many challenges to be overcome by the SNAP partners. Some areas of work have led us to identify new issues or consider new methods to tackle existing issues. For example drug litter is becoming more of a priority for Brighton & Hove, and Rotterdam is planning more activation work in the community. In the current financial climate it may be difficult to secure funding to explore new and creative ways of working. However, the cluster partnership firmly believes that our ethos of ensuring communities have the support and skills to be able to tackle their own issues is not only effective but is cost efficient. Better evidencing this belief also remains a priority.

Aside from future activities and planned pilots, what clearly remains from the SNAP cluster partnership is a network of professionals now linked through a greater shared understanding of the issues we originally sought to tackle.
The Interreg 2 Seas Programme is an EU funding programme which promotes crossborder cooperation between partners from France, England, Belgium (Flanders) and The Netherlands. It aims to develop the competitiveness and the sustainable growth potential of maritime and non-maritime issues through the establishment and development of cross border partnerships.

For further information on the 2 Seas Programme, please visit our website:

www.interreg4a-2mers.eu

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