

1. Name of SOA case study

Operation Avons

2. What was the local need addressed by this SOA case study?

Combat under age drinking through a co-ordinated partnership approach addressing personal safety, health issues associated with drinking and impact on the community. Operation Avon is deployed using the Intelligent Led Methodology, which identifies where young people drinking is having the greatest adverse affect in Moray.

3. What was done – and by which partners?

Grampian Police carried out 23 separate operations and spoke to nearly 1,100 youths who were suspected of underage drinking. Alcohol was seized on each occasion and 84 sets of parents contacted regarding their child's alcohol consumption. Operation Avon is a multi-agency approach to the issue with representatives from Moray Youth Justice, NHS Grampian and The Moray Council, Community Learning and Development all attending. Educational advice is delivered around safe drinking and the dangers of drinking to excess. Any young person who is found in such a state that they can not look after themselves are either taken home or removed to A&E Department for treatment. A referral is made to the Moray Drug and Alcohol Team and a visit is made to the persons home where additional advice and assistance is offered to the family.

4. What is the evidence of the benefits for communities – or if the benefits are still to be delivered, what is the timeline for that?

From the period April 2008 until June 2009 under-age drinking offences have reduced from 80 per quarter to 40 per quarter. Although this reduction can not be totally contributed to Operations Avon it has made significant impact in the reduction.

5. What added value has the SOA process brought to the delivery of these benefits?

With the focus on anti social behaviour in national outcome 9, partners have committed their support to the project which has enabled it to grow from the initial small pilot to an operation which occurs at least on a monthly basis.

6. What next steps are you taking to meet this local need?

Operation Avon will continue to be deployed using the Intelligence Led Methodology. Intelligence/Information will be gathered from all agencies but particularly local communities through Community Wardens, Community Councils and Local Neighbourhood Forums. This information will direct Operation Avon to communities where the need is greatest in relation to under-age drinking, congregation of youths and other youth related incidents.



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