



# **Glasgow City Alcohol and Drug Partnership Prevention and Education Group**

## **Annual Report 2024 - 2025**

## Purpose of report

This report summarises the work of the Glasgow ADP Prevention and Education Group and its associated alcohol and drug prevention and education contracts during 2024–2025, highlighting key programmes, progress, and performance.

## Background

Throughout 2024–2025, Glasgow ADP Prevention and Education Group have been driving forward a broad range of universal and targeted health improvement, prevention, and early intervention programmes. The group meets bi-monthly, supported by sub-groups that focus on specific programme areas.

## Key strategic drivers

The Glasgow City ADP Strategy 2023–2026 is designed to mitigate the harms and health inequalities associated with alcohol and drug use. Through its strategic priorities, the strategy seeks to address the socio-economic disadvantages prevalent across the city. A collaborative, partnership-based approach underpins efforts to promote and support prevention and early intervention among individuals, families, and communities. Central to this approach is the commitment to reducing stigma and improving health outcomes for those affected by substance use.

The strategy aims to:

- Improve the quality of life for people suffering harm through alcohol and drug use.
- Intervene as early as possible to prevent alcohol and drug problems.
- Tackle stigma and health inequalities for those affected by alcohol and drug use.
- Reduce the harms caused by alcohol and drugs.
- Ensure a flexible, agile and effective response to emerging trends in alcohol and drug use.

## Key strategic drivers continued

### Alcohol Framework 2018

The framework includes national prevention aims in relation to alcohol.

### Rights, Respect and Recovery

Sets out an approach based on partnership responsibilities to progress prevention and reduction of harm.

### National Mission on Drug Deaths 2022-2026

Outlines that prevention where possible is the best intervention and is a vital part of the National Mission.

### Greater Glasgow and Clyde Alcohol and Drug Prevention framework

Provides evidence for a whole population focus, with a life-course perspective being integral to the way work is taken forward. A key focus of the Prevention Framework is on the promotion of equalities whilst addressing health inequalities. It also considers the impact of life stages, deprivation and vulnerability in the most at-risk groups and those with complex needs.

### Glasgow City Strategic Plan 2023 - 2026

Includes the vision and priorities for health and social care in Glasgow, and it describes how they will be delivered by our Health and Social Care Partnership with partners.

### Glasgow City HSCP Health Improvement Strategic Direction 2023 to 2028

Glasgow City Health and Social Care Partnership's (HSCP) Health Improvement staff deliver against the HSCP's strategic plan focusing in particular on strategic priority 1 around Prevention, Early Intervention and Harm Reduction.

### Glasgow City Alcohol and Drugs Partnership Strategy Refresh 2023 - 2026

The strategy envisions individuals, families, and communities in Glasgow living free from alcohol and drug-related harms, treated with dignity and respect, and able to access support and recovery with ease.

## Alcohol Licences

Glasgow continues to experience a high volume of alcohol licence applications, with regular objections submitted on public health grounds. In May 2024, 55 premises applied to participate in a pilot extending opening hours to 1am. As of 31st March 2025, there were 906 alcohol licences in force

- 520 for on-sales only
- 585 for off-sales only
- 801 covering both on- and off-sales

## Elephant Study/Four Corners



The ELEPHANT study (Evaluating Later or Expanded Premises Hours for Alcohol in the Night-Time Economy), funded by the NIHR, is a project assessing the impact of extended alcohol trading hours in Glasgow and Aberdeen. The study was expanded to evaluate Glasgow's 1am licensing pilot. Health Improvement contributed to the 'Four Corners' initiative, which targets harm reduction and safeguarding for young people at risk of exploitation in the night-time economy.

## Licensing Forum



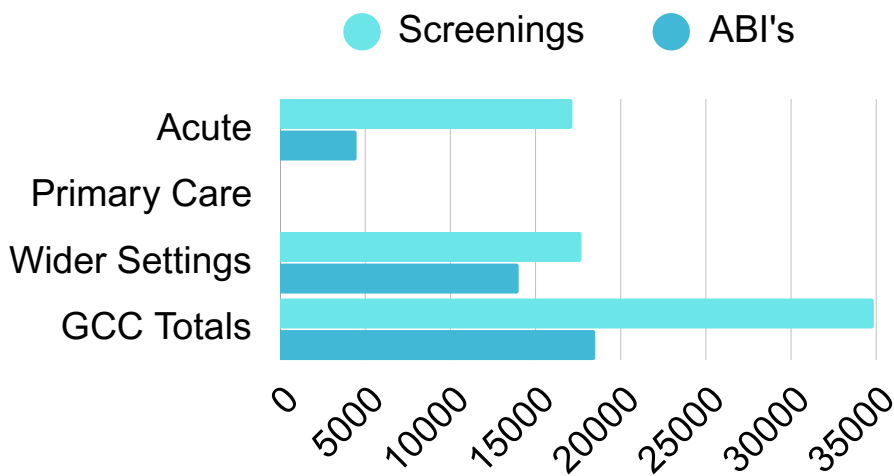
At the December 2024 Licensing Forum, a Public Health Consultant and Registrar presented an analytical overview of alcohol licensing in Glasgow. The presentation examined application trends, approvals, overprovision zones, and spatial correlations with deprivation and hospital admissions for alcohol-related conditions.

## Commissioned Service



The contract supports the HSCP and NHS Greater Glasgow and Clyde's LDP target for Alcohol Brief Intervention (ABI) delivery. Glasgow Council on Alcohol (GCA), the commissioned provider, delivers ABIs across a range of community settings—including health centres, libraries, shopping centres, leisure facilities, and educational institutions. GCA also provides in-person and online training, including 'training for trainers' programmes, to build capacity among community-based staff. These efforts aim to increase knowledge, promote informed conversations about alcohol-related harm, and embed early intervention practices across statutory, voluntary, and community sectors.

## Wider Settings



Glasgow City exceeded its annual target for Alcohol Brief Intervention (ABI) delivery in 2024–2025, achieving 10,376 interventions against a target of 5,066, representing 205% of the expected performance. Quarterly delivery figures further demonstrate consistent and sustained implementation across the reporting period.

126 delegates attended ABI direct delivery courses and 4 T4T courses were also delivered.

## Developments

Alcohol Brief Interventions (ABIs) are now delivered within police custody suites, supported by the development of tailored resources.

A peer-supported ABI training network has also been established to build and sustain delivery capacity.



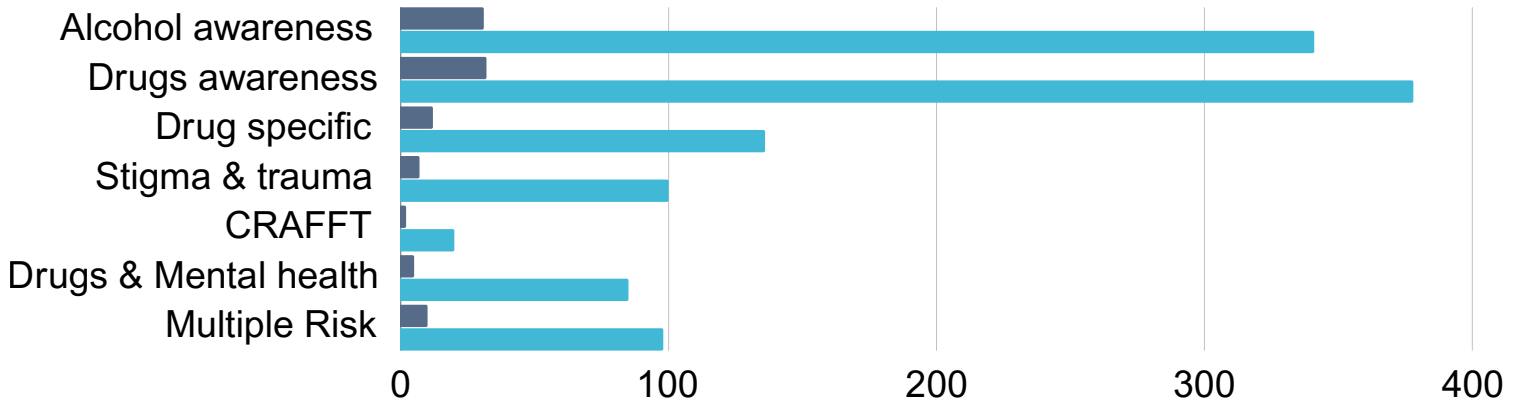
## Activity

A range of free, in-person and online training courses are delivered across Glasgow to enhance staff knowledge of alcohol and drug-related issues, including emerging trends. These programmes aim to increase factual understanding, build confidence in signposting to local support services, and foster informed, non-judgemental conversations with individuals affected by substance use.



## Course Attendees 2024-2025

In 2024/25, there were 99 separate training courses with 1,158 attendees from the following areas: housing, criminal justice, sexual health, social work, podiatry, education and psychiatry.



## Feedback from Course Participants

98% Course met expectation

97% Will make changes to their practice

97% Felt course was relevant to their role

“I will be more mindful of substance use and be curious when working with young people around their levels of risk-taking behaviours and protective factors.”

“I am more aware of the organisations I can signpost to”

### Community Justice Unpaid Work Staff

The programme aims to address health inequalities by supporting individuals with complex needs and enhancing their understanding of community health. Within Community Justice services, training is delivered on alcohol and drug awareness, mental health, and sexual health to build knowledge and promote informed engagement.



### Improving Health Outcomes

- 90% agreed they knew more about alcohol than before the workshop
- 80% agreed they now know how alcohol affects the body
- 100% agreed they are aware of some of the services available to help with alcohol dependency
- 90% agreed that the content was interesting and easy to follow
- 100% understood what alcohol was
- 90% can now describe the low risk drinking advice
- 100% now know some of the impact of alcohol in Glasgow



### Service User Feedback

- “The instructors were very knowledgeable and patient, in what is generally a boisterous crowd. They showed patience and made a subject easy for those in the room that think they know best. Enjoyable and easy to digest, keep up the good work!”
- “I found it really informative, and it will help me.”
- “I enjoyed it more than I thought I would, although I found most of it to be common sense for me. I think it’s really helpful if you are someone who drinks”.
- “The people were friendly and weren’t judgemental”

### Best Bar None Awards



The Best Bar None Awards were held in Glasgow in November 2024. A total of 115 applications were received, with 106 premises receiving awards in recognition of their commitment to promoting safer and more responsible licensed premises.

### Best Bar None Glasgow developments 2024-2025

Independent Assessors granted Bronze, Silver, and Gold awards, along with individual Glasgow Awards, across categories including Community Pub, Community Pub/Food, Restaurant, Standard Premises, Hotel Bar, Late Night Venue, and Specialist Entertainment Venues

- 84 Gold awards
- 19 Silver awards
- 3 Specialist awards
- 4 Overall awards
- 1 People's Choice award

### Training

Best Bar None Glasgow delivered three training seminars in 2024, attended by 90 staff representing 60 licensed venues. The sessions covered a range of topics including Alcohol Focus Scotland and Best Bar None scoring criteria, bystander intervention and festive safety initiatives, first aid and naloxone administration, a bespoke training event facilitated by the Scottish Drugs Forum (SDF), and Safer Nightlife training.

### Delivery of Glasgow Safer City 'NiteZone' Provision



Safer Streets 'NiteZone' initiatives operate every Friday and Saturday at key city centre locations; Sauchiehall Street, Gordon Street, and West George Street, each staffed by two security personnel. Collectively, these zones supported approximately 650 staff across Glasgow in 2024.

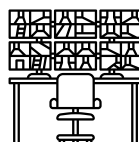
In parallel, Best Bar None (BBN) Glasgow, in collaboration with Police Scotland, developed a Student Safety Booklet and contributed to multiple student engagement sessions throughout the year.

### Safer Streets 'NiteZone' strategy

The Safer Streets NiteZone initiative has contributed to measurable improvements in Glasgow's night-time economy, including reductions in serious violent crime, alcohol-related complaints, antisocial behaviour, and environmental disorder such as littering. These outcomes have enhanced public perceptions of safety. The deployment of high-resolution CCTV has improved evidential quality, while targeted resource allocation has enabled faster response times. The strategy also supports focused prevention activity and strengthens community intelligence gathering.

### Supporting Activity

As part of the Safer Streets NiteZone strategy, targeted environmental improvements have been implemented across Glasgow City Centre, including gating of lanes and enhanced street lighting. CCTV coverage has been expanded through the installation of additional fixed cameras, mobile patrol units, and integration with CITRAC road surveillance systems. All footage is centrally coordinated through a dedicated control room, supporting more effective evidence collection, resource deployment, and real-time incident response.





## Youth Health Service - Multiple Risk Programme

As part of the Youth Health Service's holistic model, the Multiple Risk (MR) programme is delivered by commissioned partner Includem across nine venues in Glasgow. This early intervention initiative offers up to 12 weeks of tailored one-to-one support for young people aged 12–19, addressing individual risk taking behaviours, most commonly involving alcohol and/or drug use. The programme is embedded within multidisciplinary teams and aims to reduce harm, build resilience, and promote informed decision-making.

## Performance monitoring 2024-25

Service demand for the Youth Health Service's Multiple Risk (MR) programme remained high in 2024–2025, supported by a team of 10 Multiple Risk workers. A total of 138 referrals were received from sources including Social Work, Education, GP practices, families, A&E departments, and third-sector organisations. Of these, 147 young people engaged with the programme, attending 848 appointments, with 63 completing the full intervention.

## Young Peoples Quotes

“I liked how it was supportive and kept my issues confidential. I felt like I could be open and honest with the person I was working with. Very helpful.”

Young Person, 14

“My son is a lot more mature, more calm, strategies in place to deal with mental health.

Come on leaps and bounds, amazing the difference in him.”

Parent/Carer

### NHSGGC Alcohol and Drugs Website and Snapshot

To strengthen communication and knowledge exchange across NHS Greater Glasgow and Clyde (GGC), a dedicated Alcohol and Drug website has been developed, complimented by the monthly 'Alcohol and Drug Snapshot'. These resources provide quality-assured information including evidence-based materials, research articles, reports, events, learning opportunities, and funding updates. In 2024–2025, 12 editions of the Snapshot were published, generating 3,500 downloads, a 55% increase on the previous year.

### Drug Trends Monitoring

The multi-agency Greater Glasgow and Clyde (GGC) Drug Trend Monitoring Group (DTMG), chaired by the GGC Drug Health Improvement Team Lead, operates on behalf of local Alcohol and Drug Partnerships to monitor emerging drug trends and respond to shifts in the illicit drug market. In addition to trend surveillance, the DTMG plays a critical role in identifying and managing drug-related incidents such as clusters of non-fatal overdoses through coordinated investigation and response with GGC Public Health and a range of strategic partners.

The DTMG maintains oversight of national alerts from Public Health Scotland's RADAR system and local intelligence on emerging drug-related concerns, including trends in use and adverse effects. The group assesses whether issues warrant escalation or continued monitoring, drawing on input from all DTMG members and a wider intelligence network across GGC. Where appropriate, the DTMG engages with Public Health Scotland and other health boards through established Public Health Incident Management Team protocols.

## **Stigma Action Group**

Established in 2023, the multi-agency Stigma Group, coordinated by the NHSGGC Alcohol and Drugs Team aims to deliver a cohesive approach to tackling stigma across NHS Greater Glasgow and Clyde (GGC). The group aligns with the development of the National Stigma Action Plan and collaborates with local Alcohol and Drug Partnerships (ADPs) and lived experience networks. Reducing stigma is recognised as a critical enabler in preventing drug related deaths and improving access to support and treatment. This is a long-term, phased programme of work.



As part of the Stigma Action Group's work, a framing document and accompanying workshop have been developed to promote a consistent, evidence-informed narrative around drug use and stigma. These resources aim to enhance understanding, raise awareness of stigma's impact, and equip stakeholders with practical tools for stigma reduction. Future phases will incorporate broader approaches to promote social inclusion and justice, mitigating stigma's effects on people who use drugs, their families, communities, and those working in support services.



The Stigma Action Group is progressing a strategic action plan to reduce drug related stigma across NHS Greater Glasgow and Clyde (GGC). Key developments for launch in 2025–2026 include the publication of *Tackling Stigma is Everyone's Business*, a framing document designed to support constructive dialogue on drug use and provide practical tools for stigma reduction. A 90-minute awareness session will also be introduced to enhance understanding of drug related stigma and signpost further learning. Additionally, two community based anti stigma videos co-produced with individuals with lived and living experience will be released, building on insights from previous work in custodial settings.

## **Key Developments**

- Glasgow City Child and Youth Health Improvement demonstrated significant progress in early intervention and education aimed at reducing substance related harm. Youth and education networks were supported through tailored guidance, drug trend surveillance, and collaborative Alcohol and Drug Partnership (ADP) engagement. CRAFFT and Multiple Risk training were extended across youth and community sectors, while targeted outreach to education staff led to over 5,800 downloads of the 'Which Way' P7 and S2 curricular resource.
- A comprehensive community response guide was launched, offering practical tools and pathways to support advocating for strengthened partnership working. These developments reflect a proactive, citywide commitment to prevention.
- In response to increasing concerns around vaping, new training programmes and updated screening tools were developed and introduced.
- In March 2025, a strategic meeting between Public Health Scotland and HSCP alcohol and drug staff was convened to strengthen collaboration and influence the direction of priority workstreams.

## **Acknowledgements**

This report was collaboratively authored by members of the Glasgow City ADP Prevention and Education Group, reflecting the collective efforts of the Alcohol and Drug Partnership. Content was compiled by the North West Health Improvement Team, with particular contributions from Jemma Cassidy and Stephanie Thomson (Health Improvement Seniors), and Sarah Craig (Health Improvement Lead).