

Alcohol Impact Rate Card 2018-19

1.0 Introduction to Alcohol Impact

Alcohol Impact is our whole-university programme designed to foster responsible drinking cultures for students. It is a strategic framework for partnership working between students' unions and institutions, culminating in an accreditation mark. The programme adopts social change theory; aiming to reduce harm and improve welfare, well-being and academic achievement – whilst creating more inclusive spaces and enhancing the student experience.

Joining Alcohol Impact offers the opportunity to be part of a community; a chance to share learning; showcase achievements; attend teleconferences and virtual meetings; gain progress updates and prompts; 1-1 support; take part in collective primary research uncovering attitudes and behaviours and become part of a national success story.

For information, see <https://alcoholimpact.nus.org.uk/sign-up>

2.0 Impacts

In 2014-15 Alcohol Impact was funded by the Home Office and run at seven pilot students' union and institution partnerships. We've now had 28 partnerships take part. To date we've reached over 200,000 students, including through the participation of 200 sports clubs. Five thousand students have been actively involved with the programme, and fifty student auditors have received in-depth training. Our annual surveys have been completed by 46,000 students.

Here are some of our partnerships' stand-out results:

- A 50% increase in the number of non-alcoholic events run during welcome week.
- A 40% decrease in students' exclusion from campus venues due to irresponsible drinking.
- A 10% reduction in anti-social behaviour complaints from the local community.
- A 20% reduction in students being rejected from the union bar due to intoxication and aggression.
- A 20% reduction in the number of students pre-drinking regularly in halls of residence.

3.0 Prerequisites

We have found that Alcohol Impact works best if partnerships are able to commit to the following:

- A desire to develop a whole-institution approach to responsible alcohol consumption by students on your campus;
- A willingness to work through a close collaborative partnership between the students' union and the institution;
- A commitment to allow adequate staff time to lead on Alcohol Impact from the students' union and the institution;
- A commitment to provide one or more senior supporter in both the institution and students' union;

- A commitment to actively promote and support the national and local monitoring and evaluation of the project and where appropriate seek local academic advice (and consideration of building in staff time to do this);
- A commitment to send at least one representative from the students' union and one representative from the institution to the national support days and the awards event. First support day will take place at NUS, 275 Gray's Inn Road, London, WC1X 8QB on Wednesday 10 October 2018.

4.0 Benefits

Below you can find a selection of feedback from students' unions and institutions describing the benefits of being involved in the programme:

Students

- 'Promoting inclusion amongst students.'
- 'Draws attention to the positives students bring to local communities and creates the opportunity for more positive press stories.'
- 'Improved wellbeing, less disciplinary issues.'
- 'Students being involved in Alcohol Impact as part of their coursework or in developing creative campaigns.'

Achievements

- 'Diversifying sales within the bar, to non-alcoholic drinks and food offers.'
- 'Getting inspired about developing new intervention ideas.'
- 'Ensuring that all staff are always mindful of alternatives to alcohol-led events.'
- 'Shifting other staff's understanding of responsible drinking and the types of campaigns that work to combat this.'
- 'Shift in focus of priorities from entertainments & bars to culture and wellbeing.'

Partnership work

- 'Improved relationships with the institution and with students.'
- 'Integrated approach across campus, sharing of resources and good practice.'
- 'Equips you with improved skills to engage with new people within the organisation on the responsible alcohol consumption agenda.'
- 'Partnership work with externals, stronger relationships with the police, council and local alcohol services.'
- 'Unified approach to prevention, practice and response.'
- 'Feeling more connected to other institutions and students' unions on this issue.'

National accreditation

- 'It gives you the framework not only to achieve successful interventions, but also to ensure they are based on trends and research and are evaluated effectively.'
- 'The national accreditation legitimates work and offers affirmation you are heading in the right direction.'
- 'The financial investment ensures it remains a priority.'
- 'It's really challenging but worth it!'

5.0 Annual Membership fees 2018/19

- We recommend that the fee is paid by the institution. In some cases the cost is part-funded by external stakeholders (e.g. local police or city council). We can provide advice on how to approach external stakeholders if necessary.
- Retention of the Alcohol Impact accreditation is subject to continued membership fees.
- When you are ready you will be audited by a team of trained students, convened by NUS.
- Audits are required every two years to retain the accreditation.
- All audit fees included in costs below.

2018/19 new cohort per year fee <i>(this fee applies until you have been accredited)</i>	Post accreditation subsequent per year fee	Three years upfront new cohort fee	Three years upfront post accreditation subsequent per year fee
£3,550 +VAT	£2,550 +VAT	£9,150 +VAT	£7,150 +VAT

Included in the membership fees:

- Access to an online workbook of criteria which provide an ambitious, clear, and comprehensive framework alongside examples of good practice on student responsible alcohol-related activity;
- Ability to personalise your approach by selecting bespoke criteria to meet specific local issues;
- Support and guidance at every stage, including one full-day support visit per institution;
- Tailored 1-1 remote support;
- Two national support days per year offering the opportunity to share and showcase achievements with other members of Alcohol Impact;
- Being part of a national cohort, with teleconferences and virtual meetings, newsletters, progress updates and support;
- Annual research report based on collective primary research allowing partnerships to see trends and changes in student drinking habits;
- Opportunity to share and showcase achievements and national publicity through case studies on the Alcohol Impact website;
- Support to recruit and manage volunteer student Alcohol Impact auditors;
- Following accreditation: certificates and web logo which can be used on online publications, websites and signatures; on site awards event or national reception; personalised feedback report for you and your institution.

Not included in the membership fees:

- Travel for minimum two representatives from each partnership to attend two national support days and if applicable a national end-of-year celebratory event;
- Venue, catering, and travel costs for student auditor training;

- Local awards events (if you choose to run one) to give out certificates to student auditors and celebrate local successes;
- Any additional budget required for developing innovative interventions;
- In some cases students and graduates have been employed in short-term roles to help support admin and/or research.
- Alternatively support has been sourced from other departments who may have funding for this role such as careers/volunteer/research departments or external sources.

6.0 Sign-up form

To sign up to Alcohol Impact 2018/19 please complete the online form available [here](#) by **Friday 29 June**.

*(*We can be flexible with the sign-up date if needed but please email and let [us](#) know.)*

- Please note we can invoice part, or all, upfront this financial year. There is also the option to pay upfront for three years at a reduced cost. Request your preference on the sign-up form in the 'payment' section.
- If you would like us to add on any additional budget for developing innovative interventions/campaigns to the invoice please provide details in the 'any comments' section.
- Once you have returned the form, we will email you a cost summary, payment schedule and contract which you will need to sign, scan and email back to us.

7.0 Further information

If you have any further questions, please contact: Lucy Henry, Alcohol Impact Programme Manager, lucy-ann.henry@nus.org.uk

Other formats If you require this document in Welsh, or in another format, please let us know by contacting us at sustainability@nus.org.uk.

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