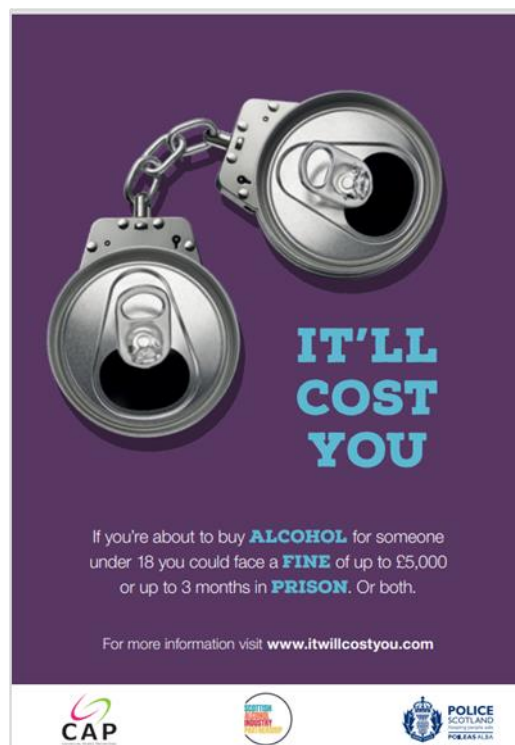


IT'LL COST YOU

PROXY PURCHASE CAMPAIGN 2023

Evaluation Report April 2024



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1. Executive Summary

The 'It'll Cost You' proxy purchase campaign was delivered at the national level for the second year, following on the back of a number of successful pilots.

It's an offence in Scotland for an adult to buy or attempt to buy alcohol for someone who is under the age of 18, for example a child gives money to an adult to buy alcohol for them. This is known as proxy purchase. The campaign is aimed at raising awareness amongst adults that a proxy purchase is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both.

The report sets out the actions taken to deliver the campaign in 2023 and the output of that delivery. The issue of proxy purchasing remains an issue with 18 detections being made over the course of the campaign. Proxy purchasing is not an easy crime to detect.

The strength of the campaign derives from the partnership working between Police Scotland, Police Scotland Youth Volunteers, retailers and alcohol producers via the Scottish Alcohol Industry Partnership, Community Alcohol Partnership and support from the Scottish Government. This allows the campaign to be effectively delivered with a modest budget.

Expanding that partnership working to provide more opportunities to deliver the campaign message will be a key action to progress in 2024. In particular with local authorities.

The campaign achieved slightly better results in 2023 compared to 2022 in relation to message take out as evidenced by the YouGov survey. For those that recalled seeing the campaign 51% correctly identified the full legal consequences of doing so which is a slight improvement on last year where only 48% of respondents were aware.

Focussing delivery of the campaign during the summer school holiday period when underage drinking can increase will continue. The campaign also allows flexibility to deliver it at other times of the year where there are hotspots. And Community Alcohol Partnerships use the campaign throughout the year in CAP areas of which there are now 21 across Scotland. In 2023 a focus was placed on delivery of the campaign in local authority areas with the highest high harm for underage drinking. This be the approach for the 2024 campaign.

There was greater uptake and use of the digital assets this year which helped extend the potential outreach of the campaign to the public. In-store material, the social media campaign and radio ad continue to be the most effective channels for communicating the campaign messages.

“This campaign showcases the benefits of key partners working together and utilising each other’s resources to inform the public of dangers associated with underage drinking, as well as the criminal consequences for supplying those under 18 with alcohol.”

Superintendent Joanne McEwen, Police Scotland

“Reducing underage drinking and anti-social behaviour linked to alcohol is one we support and ties in with SGF’s position of promoting responsible community retailing. We look forward to continuing to work with our partners on the campaign going forward.”

**Luke McGarty, Chair of the SAIP Campaigns Group
and Head of Policy and Public Affairs, Scottish
Grocers Federation**

“The campaign gives us an opportunity to carry the “It’ll Cost You” resources and messaging in local communities, highlighting the dangers of buying alcohol for young people. We look forward to working with Police Scotland and the Police Scotland Youth Volunteers to make sure that this messaging is carried through all our engagement activity this summer.”

**Grahame Clarke, Community Alcohol Partnership Advisor for
Scotland**

2. Campaign Background & Objectives

2023 is the second year the 'It'll Cost You' Proxy Purchase campaign has been run as a national campaign across Scotland. The campaign is run as a partnership between the Scottish Alcohol Industry Partnership, Police Scotland and Community Alcohol Partnerships. It is coordinated by a Steering Group involving representatives from these organisations plus the Scottish Government and supported by STORY, our creative agency.

In Scotland it is illegal to purchase alcohol on behalf of anyone under the age of 18. Purchases of this nature are referred to as 'Proxy Purchases' and offenders can be fined up to £5,000, receive a prison sentence or both.

The campaign objectives remain the same for 2023:

To raise awareness that a proxy purchase is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both. This will lead to:

- Fewer actual or attempted proxy purchases
- Reduction in anti-social behaviour
- Reduction in associated crime

Community Alcohol Partnerships had conducted research to identify the council areas with the highest levels of harm from underage drinking were, these are listed below:

- Western Isles
- Shetland
- Orkney
- Fife
- South Ayrshire
- West Dunbartonshire
- Glasgow
- Highland
- Inverclyde
- North Lanarkshire

The aim was to focus activity in these areas where possible. The campaign ran from 5 June to 18 August 2023 to coincide with the summer school holiday period.

3. Campaign Delivery

Campaign packs, instore displays and direct consumer engagement

Campaign packs developed for the 2022 campaign for use by retailers were re-produced. Each pack contained:

- A4 stakeholder briefing document
- A4 poster, door vinyl
- Window vinyl
- A4 information poster for staff.

These packs were distributed by Police Scotland colleagues as part of the direct engagement with retailers in support of the campaign. Campaign packs were also distributed by Police Scotland Youth Volunteers (PSYV). The campaign Steering Group were delighted to have PSYV involved again in supporting the campaign.

Campaign leaflets were also provided to Police Scotland Divisions who required them. Pop-up banners and leaflets were for use in direct engagement with adults in stores and at local events during the campaign.

This year the Steering Group we were also keen for greater uptake of digital assets to be used in store on digital screens – see below – as an impactful way of getting the campaign messages over. Pavement stencils were once again used as part of the campaign although some local authorities do not give permission for their use, they are a visually impactful.



Social Media Campaign

Social media played an important role in the 2023. There were two parts to the social media campaign: (a) paid for part which ran on Facebook and Instagram and (b) and an organic part where partners were provided with campaign assets to post on their own media channels.

a. Paid for Social Media

The same assets and approach were used as that deployed in the 2022 campaign which utilised static, carousel and video posts executed on Meta (Facebook and Instagram) using reach, frequency buying and retargeting tactics.

Initially the campaign was targeted at the local authority areas identified by CAP as the areas with highest harms. As of July that was extended to include West Lothian, Aberdeen, Dumfries & Galloway, East Dunbartonshire, Midlothian, Dundee, Renfrewshire, Edinburgh and Argyll & Bute.

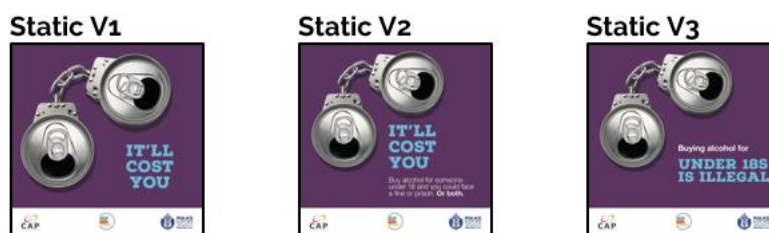
The KPIs for the social media campaign were:

- Impressions - 4 million (No. of times content is displayed no matter if it is clicked on or not)
- Reach – 500,000 (Total no. of people that will see your content)
- Est CPM - £2.25 (CPM (cost per mille) is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives. An "impression" refers to when someone sees a campaign on social media, the search engines or another marketing platform).

b. Organic Social

The same suite of organic social media assets that were used in 2022 were deployed in the 2023 campaign. In 2022 each of the SAIP partner organisation, Police Divisions and CAP were asked to post content on their on social media channels, in 2023 while partners were still free to do that, we took the approach that SAIP, Police divisions and CAP would post content (two posts per week) and other partners were encouraged to like and/or repost.

The suite of assets deployed can be seen below.



Carousel v1 - General Awareness



Carousel v2 - Why it has to stop



Video Post


Scottish Alcohol Industry Partnership
 Sponsored - 

Buying alcohol for someone under 18 is a crime. Find out why it has to stop and how you can help.







Help us clamp down on proxy purchasing
 Never buy alcohol for under 18s

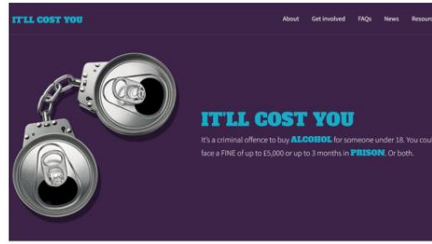
ITWILLCOSTYOU.COM
[Learn More](#)

 Like
  Comment
  Share



Website

A recommendation from last year's evaluation was to update the website so that it had a more consumer facing focus making it more engaging and informative. However, it was important that it still retained sections to support retailers and other partners who wish to support the campaign. STORY undertook this work.

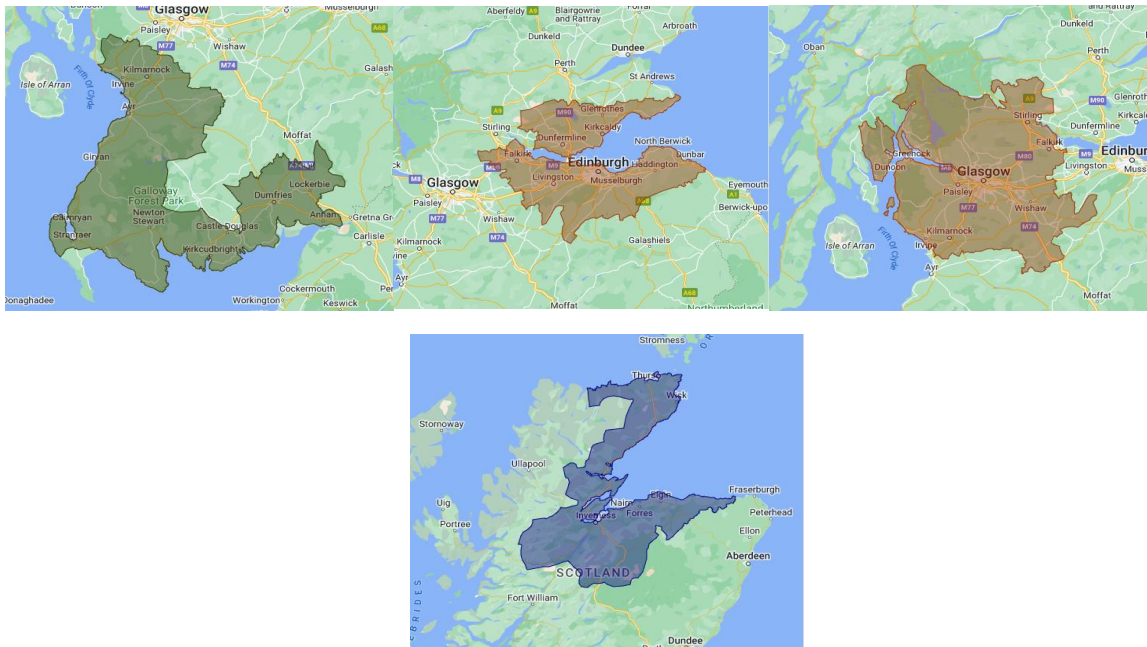


What is proxy purchase?
 Young people can get access to alcohol in several ways. Often they ask their older friends, parents, or even complete strangers to buy alcohol on their behalf. This is referred to as a 'proxy purchase' and it's also against the law.
 The adult purchasing (or attempting to purchase) alcohol for someone under the age of 18 is committing a criminal offence that has serious consequences.
 In Scotland, if you are caught and found guilty of a proxy purchase, you could be fined up to £5,000, face a prison sentence of up to three months, or both.
 Our IT'LL COST YOU campaign is here to help to raise awareness that proxy purchasing is a criminal offence and help communities and retailers stop it.



Radio ads

We used the 30 sec radio ad we commissioned in 2022 and booked it to play the following local radio stations. Hits Radio Brand (Ayrshire, Edinburgh and Glasgow) and Moray Firth Radio. The ad ran from 26th June to 13th August 2023; running Thursday to Saturday, 2pm to 10pm each week. The station coverage is shown below. This was a different approach from the previous year when the ad ran for two slots, the week of 20 June and 18 July 2022.

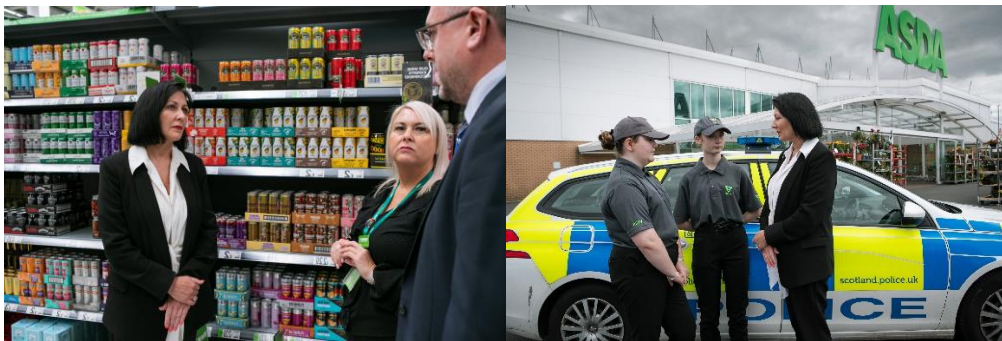


We also encouraged retailers to run the ad in their stores across Scotland.

Media & PR

Generating awareness for the campaign through PR and the media is important strand for the campaign. A press release was issued Monday 5 June to coincide with the launch

of the campaign. We also held an event with Siobhian Brown, Minister for Victims and Community Safety on Monday 24 July at the Ayr Asda Superstore to allow the Minister to learn more about how the campaign works and to meet several partners helping to deliver the campaign. The event was supported by a range of partners.



The 'It'll Cost You' campaign illustrates the value of strong collaboration and regular engagement between partners, which help to deliver shared aims to help reduce underage drinking and anti-social behaviour in our communities."

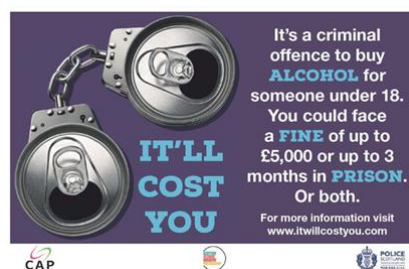
Siobhian Brown, Minister for Victims and Community Safety

"Asda is pleased to be supporting the 'It'll Cost You' proxy purchase campaign. As a responsible retailer we want to play our part in reducing underage drinking and anti-social behaviour."

Polly Jones, Head of Corporate Affairs – Scotland, Asda

This year we also purchased a media package with the Daily Record, details below:

- Daily Record online article on homepage of website for 24 hrs, see link <https://www.dailyrecord.co.uk/special-features/alcohol-campaign-aims-clamp-down-30700468>
- Taboola enhanced reads across Scotland
- Newsletter insert on Daily Record website for 24hrs.
- Targeted Facebook Post - main brand page
- In your area (IYA) – a hyper Local news platform – our article was featured here in addition to the article on the website - <https://www.inyourarea.co.uk/feed/G38DA/Lancefield,Anderston,Tradeston,Finnieston,Gorbals,Kelvingrove/live> for 2 Weeks
- Half page classified advert in Daily Record which appeared on Saturday 12 August 2023.



4. Results

Direct Consumer engagement

Direct consumer engagement is an important part of the campaign to make consumers aware of the key campaign messages. Police Scotland supported by Police Scotland Youth Volunteers in conjunction with retailers are key to delivery of the campaign on the ground. Detailed below are examples of activity that was delivered across the country which involved visiting licenced premises, attending local events, engagements with schools and detections of proxy purchase incidents.

There were 18 proxy purchases detected over the course of the campaign.

North East

Officers promoted the campaign across the division by handing out materials to premises and members of the public. Two people were reported for a proxy purchase offence.

Forth Valley

Local officers along with Police Scotland Youth Volunteers (PSYV) placed the pavement stencils and posted several social media posts in a bid to raise awareness for the campaign. Officers also conducted talks to High schools in Stirling, Falkirk and Clackmannanshire to inform youths of the penalties adults face when carrying out a proxy purchase. Officers were proactive across the division by handing out leaflets and speaking to several licenced premises, educating and providing advice to staff. Officers were also supported by Licensing Standards Officers from all three local authorities and provided materials to premises, again educating staff.

There were six reports in total made to the Procurator Fiscal in respect of persons buying alcohol for under 18s, one of which resulted in a review to the licensing board where all recommended changes were implemented voluntarily. With regards to each of these incidents, officers have spoken to staff involved and provided advice in identifying a proxy purchase

Tayside

Most of the distribution of materials and awareness raising was carried out in Perth and Kinross which was an area identified locally as having issues with Proxy Purchase. Packs were distributed by Community Teams who also engaged in days of action along with PSYV where leaflets were handed out outside various licensed premises.

Although not experiencing the same extent of issues with Proxy Purchase, several packs and leaflets were also distributed by community teams in Dundee and Angus with the assistance of PSYV.

One female was reported for a proxy purchase offence.

During the period of the campaign, officers from the Licensing Department focused on online alcohol sales following intelligence being received in relation to purchases being made through online delivery apps by adults and occasionally by the young people themselves. These orders were being delivered to addresses and collected by children or young people.

They obtained a list of premises providing alcohol deliveries through the Snappy Shopper app platform, as this platform featured in the complaints received and visited all the relevant premises, in some cases along with the Licensing Standards Officer. They handed out the Proxy information packs and completed full inspections. Some discrepancies were found in respect of the recording of refusals in the app and on the premises and this was addressed.

Work is ongoing with Licensing Standards Officers to ensure that premises which have deliveries on their licence/operating plans have a proper delivery policy in place capturing the requirement for the delivery drivers to have received suitable training.



Edinburgh City

During the summer months of the 'It'll Cost You' campaign officers across Edinburgh were involved in several events and initiatives to promote the campaign. Local Community

Teams, the Licensing Department, PSYV and the Preventions Department worked together to highlight the issue of proxy sales, support retailers and protect children from harm.

Community Officers attended at numerous retail premises along with Trading Standards regarding sales of vapes and alcohol to underage people. They provided general advice to staff and provided promotional literature. 'It'll Cost You' stencils were sprayed at locations with heavy footfall.

A week of action was held across the city which involved the inspection of off-sales premises. Retailers were reminded of their responsibilities as licensed premises and all displayed the relevant material within their stores.

School link officers continued with their program of alcohol awareness inputs and proxy purchasing at all high schools across Edinburgh. Whenever possible there were interactive sessions designed to get young people to think about personal choices and responsibilities to keep as safe as possible. The health impact of underage drinking was also discussed through interactive sessions of the "Smashed" presentation and use of beer goggles.

Each subdivision in Edinburgh has a Community Alcohol Partnership and these proactively promoted the campaign through its various events. These included:

- Stalls and alcohol inputs at local fairs and gala days
- Joint work with City of Edinburgh Council licensing and trading standards at licensed premises
- Spot checks at local licensing premises
- South Queensferry Ferry Fair – CPT working with local youth worker at events including the kids experiencing the "beer goggles."
- Inch Community Sports Centre youth club to promote healthy living and to be a responsible young person.

The South East Edinburgh CAP recently won the Excellence in Education award and the North East Edinburgh CAP won the Chair's Award for their outstanding contribution at the recent National CAP awards. The 'It'll Cost You' campaign was at the forefront for both awards.

Edinburgh PSYV groups engaged with the "It'll Cost You" campaign distributing material and using the campaign stencil at various city centre sites to highlight proxy sales. The groups handed out campaign literature at four events included the Edinburgh Festival and a specific 'It'll Cost You' event with the British Transport Police in June. Around 400 leaflets were handed out and campaign posters were provided to retailers.

One person was reported for a proxy purchase offence. Two retailers were also reported to the Procurator Fiscal and Edinburgh licensing board for selling alcohol to under 18s. One of these reports occurred just prior to the official campaign launch date.



“Scotmid is delighted to support the ‘It’ll Cost You’ proxy purchase campaign. Reducing underage drinking and anti-social behaviour linked to alcohol, fits in perfectly with Scotmid’s core purpose ‘to serve our communities and improve peoples’ everyday lives.”

Ian Lovie, Compliance Manager, Scotmid

Greater Glasgow

Officers from the Licensing Department attended an event in July at Morrison's supermarket in the Gallowgate, Glasgow. The Licensing Department also worked in partnership with the Police Scotland Youth Volunteers to promote the campaign by engaging with the local community and handing-out leaflets to various licensed premises.

Lothian & Scottish Borders

There were four reports relating to proxy purchases during the campaign.

Renfrewshire & Inverclyde

'It'll Cost You' material was distributed across the divisions and details of the campaign shared through social media.

Officers visited St Columbus and St Stephens High School in Inverclyde where officers spoke to students about the campaign.

The Licensing and Community Safety Departments carried out joint events where materials were handed out at Braehead Shopping centre and Oak Mall shopping centre in Greenock.

Materials were handed out at Barshaw Gala Day, Renfrew Gala Day, Johnstone Gala Day, Johnstone Food and Drink Festival and the Classic Car day in Paisley.



Engagement at local gala day.

Materials including flyers and posters were left within Shopping centres, the library and supermarkets within Paisly.

Highlands & Islands

The Campaign was discussed with premises over the Division and packs distributed. One male was reported for a proxy purchase offence.

Lanarkshire

In Kilsyth, all local independent retailers were visited, provided with the relevant packs and given advice ahead of the campaign. A number of engagement events also took place, where the campaign was highlighted to the local community

In Coatbridge and Airdrie 21 premises were visited and the relevant materials were distributed.

In Motherwell local retailers were visited, provided with the relevant packs and given advice ahead of the campaign. 14 premises were identified in the area where integrity tests also took place.

In Viewpark & Bellshill local retailers were also visited, provided with the packs and given advice ahead of the campaign. Pavement stencilling also took place to make sure the message was carried across the community. A number of premises were also identified in the area where integrity tests also took place.

In Cumbernauld the PSYV attended at several public buildings and handed over flyers to be displayed within the public areas.

In Hamilton a day of action was carried out in July which involved the Local Policing Team promoting the campaign at the local street market in partnership with Hamilton BID. The campaign was also advertised on the "On the Beat" column of the Hamilton Advertiser. Several identified premises were visited in and around the town centre and packs and literature were distributed.

In Larkhall several licenced premises were visited including public houses where literature was distributed. The local councillor who sits on the Licensing Board volunteered to promote the scheme at the Board meeting. A number of premises who also participate in the local Bottle Marking Scheme were visited and encouraged to promote the scheme.

In Lesmahagow, premises were visited in the area and literature and packs delivered. A number of action days also took place where officers targeted known hotspot areas on police quads and copious amounts of alcohol were seized from persons who had not yet attained the age of 18. Further visits were carried out to local premises to highlight the ongoing issues.

In East Kilbride five premises were visited and packs were distributed.

The campaign also featured on the Lanarkshire Police social media sites on a frequent basis.

Ayrshire

There were two reports relating to proxy purchases during the campaign.

Dumfries and Galloway

There was one report of a proxy purchase.

Police Scotland Youth Volunteers (PSYV)

The Police Scotland Youth Volunteers assisted local divisions across the country to promote the campaign. This involved visiting premises and local events to lay down pavement stencils and hand out leaflets. Representatives also attended the ASDA superstore in Ayr where the Community Safety Minister and local police officers were there to promote the campaign. All work carried out was well received.

Over the course of the campaign, PSYV volunteers distributed 1,500 leaflets and contributed 47 hours of deployment. Their work was posted across a number of social media channels helping to boost awareness of the campaign messages.



PSYV out and about supporting the campaign putting down pavement stencils, engaging in store and handing out leaflets

“PSYV has supported delivery of the ‘It’ll Cost You’ campaign across the country. It is an important campaign aimed at tackling underage drinking and we looked forward to continuing to working with partners to promote it.”

**Sgt Gordon Miller, PSYV,
Volunteer Coordination Unit**

Dunfermline PSYV produced a short video looking the issue of underage drinking. Including how adults can make the problem worse as part of the It'll Cost You campaign. The video can be found [here](#).

Social Media Campaign

Paid for campaign

The paid for social media campaign was delivered by STORY. The key KPIs set for the campaign were all achieved and exceeded.

KPI	Target	Achieved
Impressions -No. of times your content is displayed no matter if it is clicked on or not.	4,000,00	6,105,310
Reach – Total no. of people that will see your content)	500,000	956,586
Est CPM - (CPM (cost per mille) is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives. An "impression" refers to when someone sees a campaign on social media, the search engines or another marketing platform	£2.25	£1.25

The Facebook/Instagram ad put out through the Daily Record as part of the media package achieved the following results.



Alcohol campaign aims to clamp down on youth disorder.

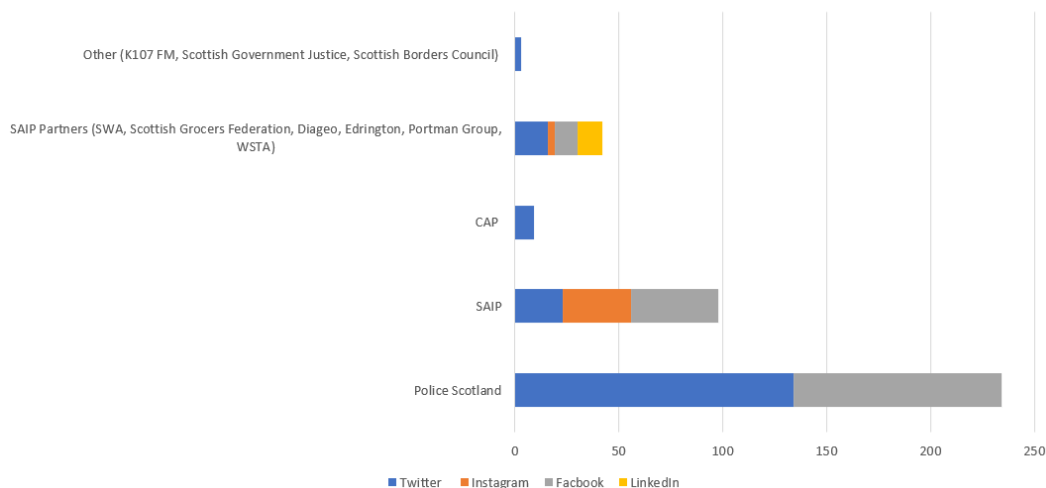
The 'It'll Cost You' campaign is aimed at tackling underage drinking by educating the adults who purchase alcohol for them.



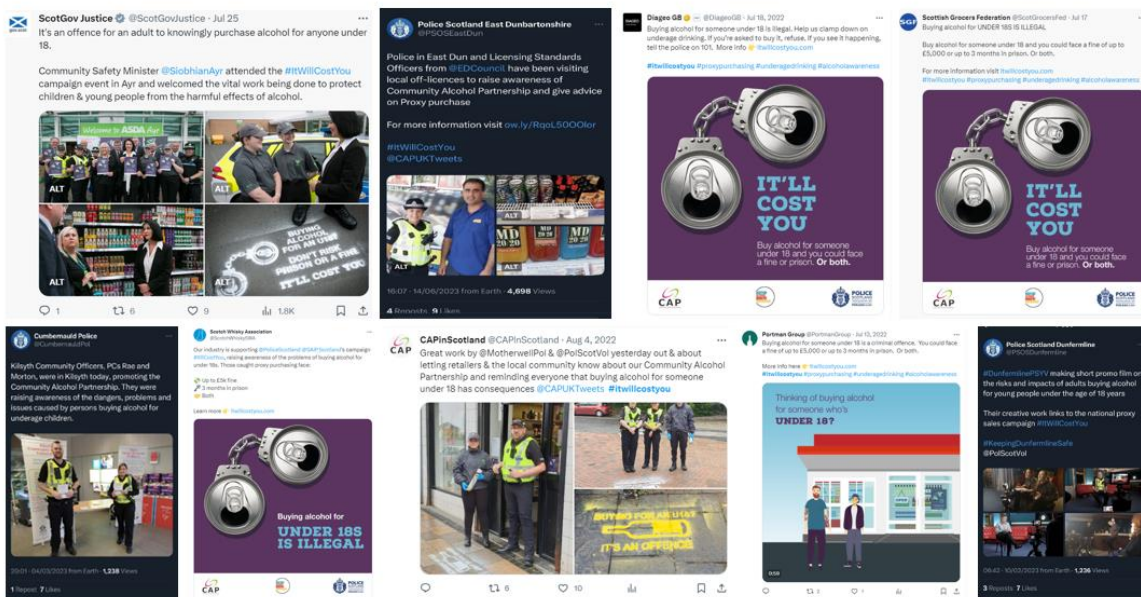
Organic social media campaign

Partners posted on the following channels using the social media assets provided: Facebook, Instagram, Twitter/X and LinkedIn which helped boost the campaign. As in 2023 and shown in the graph below Twitter/X was the social media channel most used by partners to support the campaign using the hashtag #itwillcostyou. Police Scotland was the partner which posted the most.

Usage of #ItWillCostYou by Partner and Channel



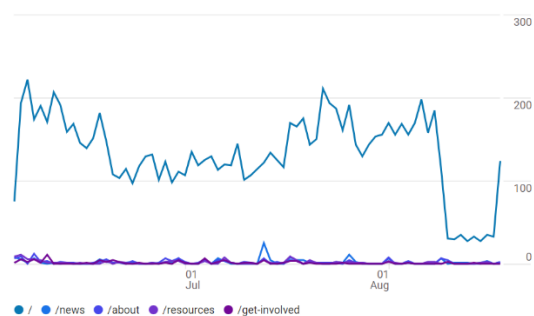
As well as using the creative developed for the campaign a number of partners developed their own posts, some examples are shown below.



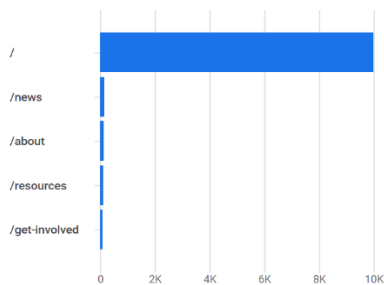
Website (www.itwillcostyou.com)

A recommendation from last year was to improve the site to make it more consumer facing. We undertook some work to address this, but the results show that the dwell time on site remains low.

Views by Page path and screen class over time



Views by Page path and screen class



Search... Rows per page: 10 Go to: 1 < 1-10 of 33 >

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	10,749 100% of total	8,995 100% of total	1.19 Avg 0%	0m 03s Avg 0%	31,770 100% of total
1 /	9,996	8,948	1.12	0m 02s	29,772
2 /news	144	62	2.32	0m 26s	306
3 /about	138	86	1.60	0m 38s	357
4 /resources	111	70	1.59	0m 13s	328
5 /get-involved	79	39	2.03	0m 51s	183
6 /faqs	48	40	1.20	0m 17s	102
7 /news/2023-campaign-update	44	20	2.20	1m 52s	126
8 /news/successful-campaign-continue-2023	36	25	1.44	0m 29s	93
9 /news/press-release-national-campaign-launched	31	18	1.72	0m 29s	89
10 /secure/resources	23	16	1.44	0m 42s	137

Radio Advert

The radio ad played on local radio achieved the following results:

Number of times the ad was played	350
Reach (the number of different people that heard the ad)	1,135,901
Impacts ¹	4,747,208
Opportunities to hear (how many times a listener is likely to hear an ad)	4.18

The campaign delivered 4.7 million impacts across the transmission areas. On average the listeners will have heard the campaign just over four times during the campaign period.

The radio ad was also played in a total of 545 retail stores across Scotland.

Company	Number of Stores	Details
ASDA	62	5 June – 7 August
Scotmid	122	5 June-18 August, 3 times per hour 7am-10pm = 45

¹ Impacts are the gross number of opportunities to hear (OTH) an ad. In terms of radio research, one impact is one person's listening to one spot. These are added together to give total impacts for an advertising campaign, or total impacts for all commercial airtime on a certain station. Calculated by multiplying OTH by Weekly Reach ('000s).

		plays per store per day x 122 = 5490 per day = approx. 384,000 plays.
Morrisons	61	15 June – 18 August 2023, once each hour every day.
Spar	300	8 times a day every day during the campaign 5th June-18th August.

K107 FM a community radio station in Kirkcaldy heard about the campaign and supported it by playing the radio ad five times a day from 20 July to 18 August. They also supported by posting on social media.

Digital Display

The Steering Group was keen to see greater use of the digital assets in this year campaign. Two retailers actively responded to this request. Scotmid used there 'Food to Go' screens – see example



Company	Number of Stores	Number of Screens	Details
Scotmid	122	180	5th June-18th Aug, 12 times per hour between 3pm-10pm = 84 displays per day per screen x 180 stores over 10 weeks = approx. 1 million displays
Spar	104	200	On rotation every day of the campaign.

The campaign message was shown on a total of 380 digital screens across 226 stores.

“SPAR Scotland participated in the recent It’ll cost you campaign to help highlight to our customers the risks around underage drinking to help prevent them being targeted as we work hard to support the communities we serve”

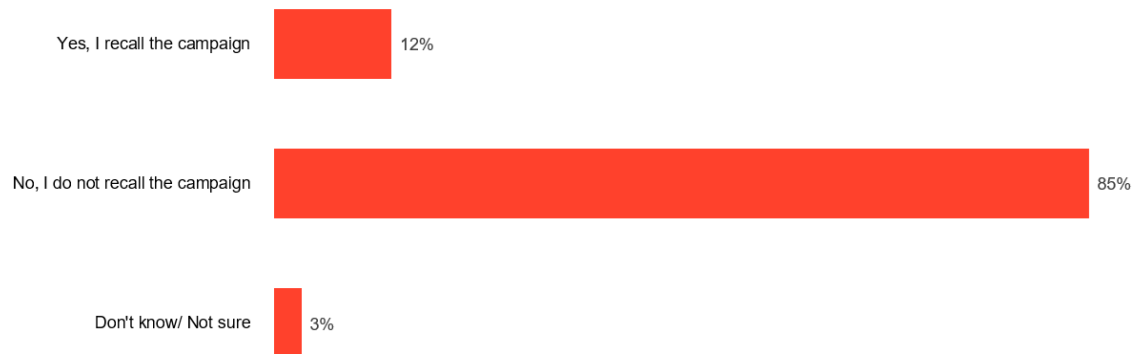
Sonya Harper, Central Operations Director, Spar

Media & PR

The launch of the campaign was carried in the new bulletins of Good Morning Scotland on the day the campaign launched. Sixteen articles were recorded in national and local press.

YouGov Survey

The Steering Group commissioned a survey of 1,000 adults in Scotland through YouGov post campaign. The survey was conducted between 22 – 24 August 2023. The results are presented below.

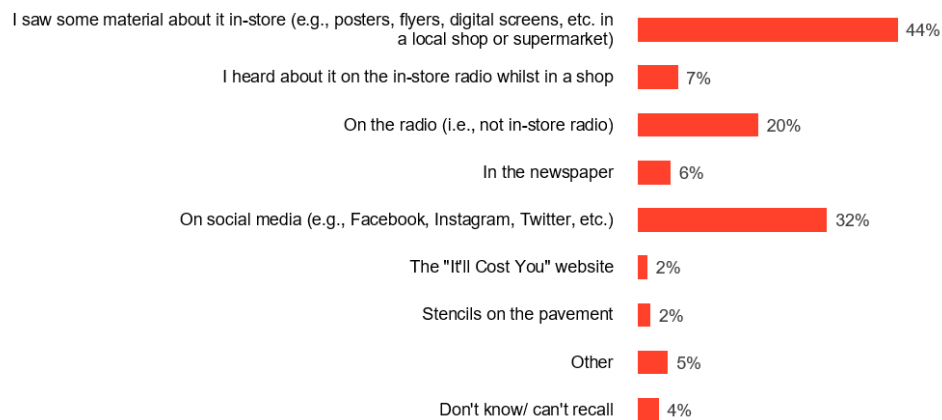


XSI_Q1. The poster below is from the "It'll Cost You" campaign that launched in Scotland in June 2023. Do you recall seeing, hearing, or reading anything about the campaign?

Unweighted base: All Scotland Adults (1000)

In relation to awareness of the campaign, 12% of those who took part recalled the campaign. This is an improvement on last year when only 8% of respondents recalled the campaign.

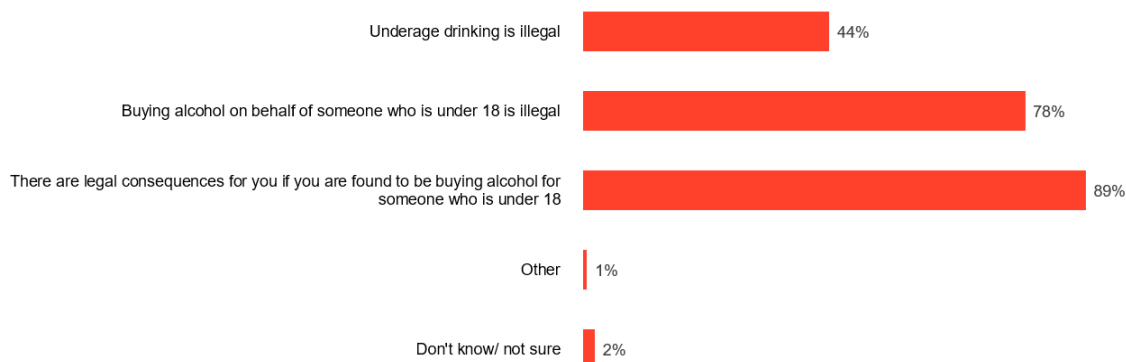
From those that did recall the campaign the majority heard about it from material in store or through social media. This was similar to last year.



XSI_Q2. You indicated you recall seeing, hearing, or reading the "It'll Cost You" campaign...In which, if any, of the following places do you recall seeing/ hearing about the campaign? (Please select all that apply)

Unweighted base: All Scotland Adults who recall It'll Cost You campaign (116)

When asked what were the key messages of the campaign 89% identified that there are legal consequences for you if you are found to be buying alcohol from someone who is under 18 (see chart below). This is an increase on last year when the figure was 74%.



XSI_Q3. Still thinking about the "It'll Cost You" campaign...Which, if any, of the following do you think were the key messages the campaign was trying to get across? (Please select all that apply)

Unweighted base: All Scotland Adults who recall It'll Cost You campaign (116)

For those that recalled seeing the campaign 51% correctly identified the full legal consequences of doing so which is a slight improvement on last year where only 48% of respondents were aware.



XSI_Q4a. Buying alcohol for a young person (under 18) is a criminal offence Thinking of the above statement, which ONE of the following do you think are the legal consequences of buying alcohol for a young person? (Please select option that best applies)

Unweighted base: All Scotland Adults who recall It'll Cost You campaign (116)

Key Learnings and Next Steps

Campaign delivery

- The strength of the campaign is based on effective partnership working and the partners involved. It allows the campaign to be delivered with a modest budget.
- Proxy purchase remains an issue as a number of detections were made during the campaign.
- The campaign achieved slightly better results 2023 compared to 2022 in relation to awareness/message take out as evidenced by the YouGov survey.
- The It'll Cost You campaign has a strong campaign identity and messaging supported by a range of assets: print, social media, radio ad, pavement stencil.
- Police Scotland are integral to delivering the campaign on the ground and provide insight/ intelligence on locations the campaign would best be deployed in. A national approach with targeted delivery was a key learning from the campaign last year and reinforced by the experience of running the campaign this year. It allows Police Scotland the flexibility to fit with operational requirements at the divisional level. This was combined this year with the research carried out by Community Alcohol Partnerships who identified the top 10 local authority areas with the highest levels of harm from underage drinking. The campaign should continue to align in this way.
- The delivery of the campaign should continue to be focused on the school summer holidays when the incidence of underage drinking can increase. Delivery of the campaign can also take place throughout the year if Police Divisions identify a particular hotspot. Also, CAPs will deploy the campaign in all existing and new Community Alcohol Partnerships that are established in Scotland.
- A development for consideration for next year's campaign is to deliver pre-campaign activity in schools highlighting this campaign will be operating over the school summer holidays.

Partnership engagement to support delivery at the local level

- The Steering Group was keen to see greater use of the digital assets and to extend the range of stakeholders involved in promoting the message of the campaign. There was greater use of digital screens by two retailers.
- More effort is required to engage with local authorities to solicit their support for the campaign. We should build on the outreach undertaken this year with the Licensing Standards Officers network in the target local authority areas. This should involve reach out to Trading Standards Officers and Corporate Comms Teams. There is a real opportunity to for greater use of the campaign digital assets in council offices, libraries and sports centres.
- A briefing on the campaign should be provided to SOLACE Scotland (Society of Local Authority Chief Executives and Senior Managers) and COSLA.

- Reach out to the Scottish Community Safety Network to brief them on the campaign and seek to place an article in their newsletter.
- Hold an event for potential partners early in 2024 to promote the campaign and how to get involved.

Social Media

- Organic Campaign: provide a clear briefing to partner on how best they can support the campaign through their own social media channels.

Radio Ad

- In 2022 the radio ad was played in two one-week bursts during the campaign. In 2023 a different approach was taken which involved running the ad from 26 June to 13 August, Thursday to Saturday, between 2 pm - 10pm. The budget and number of stations involved was different each year. However, a comparison of two of the stations between the years that received similar spends found that for 2023 there was higher overall reach, more people heard the advert but less often.
- The recommendation for 2024 is to follow a similar approach as deployed in 2023 as it spreads the campaign message over a wider audience.

PR & Local Launches

- Consider engaging a media partner, building on the experience of media package provide by the Daily Record for the 2023 campaign.
- Local launches are useful for generating publicity for the campaign at the local level. To support local launches a toolkit should be provided.
- Having an event involving the Community Safety Minister to help promote the campaign has been an important contribution to the campaign and should be continued.
- The campaign will also be featured in the Scottish Grocers' Federation Crime Report 2023- 2024 which will be launched on 14th March 2024. The report will subsequently be distributed to all MSPs and Scottish MPs and will therefore provide, at no financial cost, further publicity for the ICY campaign throughout 2024.

Evaluation

- Obtaining Police Scotland data on anti-social behaviour incidents involving U18s was not possible. The Steering Group did investigate commissioning pre and post campaign surveys in a select number of areas, but the cost was prohibitive in comparison to the budget available.
- The Steering Group will revisit this issue to identify, in conjunction with Police Scotland, one or two areas where the campaign will be run at a local level in 2024 e.g. Kirkcaldy, Fife. CAP, who have experience of conducting surveys at a local level as part of the work to setup Community Alcohol Partnership, has offered to devise

and distribute pre and post campaign surveys in selected areas as a cost-effective way forward.

- Retain the YouGov Survey.

Appendix 1: ICY Campaign 2023: Media Coverage Links

Campaign aims to cut underage drinking

<https://scottishgrocer.co.uk/2023/06/05/campaign-aims-to-cut-underage-drinking/>

It'll Cost You Proxy Purchasing Campaign Launches for 2023

<https://www.scotland.police.uk/what-s-happening/news/2023/june/it-ll-cost-you-proxy-purchasing-campaign-launches-for-2023/>

Police Scotland: New campaign urging adults not to buy alcohol for minors

<https://news.stv.tv/scotland/police-scotland-new-campaign-urging-adults-not-to-buy-alcohol-for-minors>

Summer Launch for Drive to Reduce Youth Disorder

<https://www.sgfscot.co.uk/latest-news/summer-launch-for-drive-to-reduce-youth-disorder>

Campaign on proxy purchasing gets underway

<https://www.slrmag.co.uk/campaign-on-proxy-purchasing-gets-underway/>

'It'll Cost You' campaign targeting Lanarkshire adults who buy alcohol for minors

<https://www.dailyrecord.co.uk/in-your-area/lanarkshire/itll-cost-you-campaign-targeting-30378144>

Campaign to crack down on proxy alcohol purchases

<https://www.anguscountyworld.co.uk/news/crime/campaign-to-crack-down-on-proxy-alcohol-purchasesonecmsac972143-8770-4279-92ff-7c3014801>

Scottish Alcohol Industry Partnership and Siobhian Brown MSP carry out proxy purchasing campaign store visit

<https://www.inyourarea.co.uk/news/scottish-alcohol-industry-partnership-and-siobhian-brown-msp-carry-out-proxy-purchasing-campaign-store-visit/>

It'll Cost You: Ayr MSP Siobhian Brown visits Ayr Asda

<https://www.ayradvertiser.com/news/23680490.itll-cost-ayr-msp-siobhian-brown-visits-ayr-asda/>

Siobhan Brown MSP and Scottish Alcohol Industry Partnership Carry Out Proxy Purchasing Campaign Visit to Licensed Store

<https://www.scotland.police.uk/what-s-happening/news/2023/july/siobhan-brown-msp-and-scottish-alcohol-industry-partnership-carry-out-proxy-purchasing-campaign-visit-to-licensed-store/#:~:text=to%20Licensed%20Store-,Siobhan%20Brown%20MSP%20and%20Scottish%20Alcohol%20Industry%20Partnership%20Carry%20Out,Safety%20Minister%20Siobhian%20Brown%20MSP.>

Dunfermline volunteers learn about risks of proxy purchasing

<https://www.dunfermlinepress.com/news/23869120.dunfermline-volunteers-learn-risks-proxy-purchasing/>

Appendix 2: Press Coverage Examples

Campaign launched

Mark Dowie
mark.dowie@scotland.nhs.uk

A drive to halt adults buying alcohol for minors is currently in operation in police divisions across Scotland, including Tayside.

The 'It'll Cost You' programme is a collaboration between Police Scotland, local authorities and alcohol producers and retailers and aims to raise awareness of the damaging effects and criminal nature of buying alcohol for under 18s.

Asking an adult to buy alcohol for under 18s is one of the most common tactics used by young people to access alcohol, and it is an offence in Scotland for an adult to buy or attempt to buy alcohol for someone who is under 18.

It'll cost you if you buy alcohol for youngsters

Julie Currie
julie.currie@scotland.nhs.uk

A drive to halt adults buying alcohol for minors has been launched across Scotland, having been piloted here in Lanarkshire.

The 'It'll Cost You' programme is a collaboration between Police Scotland, local authorities and alcohol producers and retailers and aims to raise awareness of the damaging effects and criminal nature of buying alcohol for under 18s.

Asking an adult to buy alcohol for someone who is under 18 is one of the most common tactics

used by young people to access alcohol. It is an offence in Scotland for an adult to buy or attempt to buy alcohol for someone who is under 18. This is known as a proxy purchase.

In a series of successful pilots in the Scottish Alcohol Industry Partnership, Edinburgh and Glasgow, results consistently showed a drop in street drinking and antisocial behaviour.

Police Scotland analysts also reported that youth disorder incidents reduced by 10% in the North Lanarkshire pilot. The campaign also contributed to a 35% reduction in reports of children drinking on the street.

Adults who buy alcohol for children may face a fine of up to £1,000. Depending on the circumstances you could also face a prison sentence of up to three months and a criminal record.

Police Scotland's Superintendent Claire Dobson from Partin rashes Prevention and Community Wellbeing Division said: "The collaborative approach is aimed at reducing the number of reports of children drinking on the street."

Adults who buy alcohol for children may face a fine of up to £1,000. Depending on the circumstances they could also face a prison sentence of up to three months and a criminal record.

"Buying alcohol for those who are underage is a criminal offence and could result in a fine, a prison sentence, or both."

Government Minister for Victims and Community Safety Stephen Brown added: "A key objective of the Licensing (Scotland) Act 2005 is the protection of children and young people. The results of the pilot, and the 2023 national campaign to tackle underage drinking and youth disorder, show what can be achieved."

During this period we will be changing down on proxy purchasing to your area.

We at Police Scotland hope that you all enjoyed June's fantastic weather and wish you all well with the summer with us.

This campaign has been developed by the Scottish Alcohol Industry Partnership in collaboration with Police Scotland and various community alcohol groups.

This campaign aims to protect children from harm, reduce the number of attempted purchases of alcohol for under 18s, reduce crime, reduce antisocial behaviour and make our communities safer.

During this period we will be changing down on proxy purchasing to your area.

Aiming to help with alcohol

Asking an adult to buy alcohol for them is one of the most common tactics used by under 18s.

This is known as a proxy purchase. As part of a shared approach to improving Whole Family Wellbeing, the South Lanarkshire Children's Services Partnership hosted an event for parents and carers at the Town House in Hamilton.

The event was attended by parents and carers. Officers have been providing an address to Hamilton after receiving reports of a male in the street drinking, vomiting and throwing objects at a property window.

On their arrival police noted that the male was still present and a number of vehicles had also been vandalised and windows smashed.

This male was still in a nearby garden and was immediately aggressive and volatile towards the police officers, making threats to harm them. After refusing to leave, this male was then arrested after resisting arrest and subsequently charged with common assault and was held in custody to appear at court the next lawful day.

If you have any relevant information or matters you feel should be reported to the police, you can do so by calling 101.

For any additional advice please visit www.scotland.police.uk and the emergency number is 999.



The campaign is designed to help reduce the number of reports of children drinking on the street.

Campaign launches

Julia A. Macdonald
julia@scotland.nhs.uk

A series of successful pilots in the Scottish Alcohol Industry Partnership, Edinburgh and Glasgow, results consistently showed a drop in street drinking and antisocial behaviour.

Adults who buy alcohol for children may face a fine of up to £1,000. Depending on the circumstances you could also face a prison sentence of up to three months and a criminal record.

Police Scotland's Superintendent Claire Dobson from Partin rashes Prevention and Community Wellbeing Division said: "The collaborative approach is aimed at reducing the number of reports of children drinking on the street."

Adults who buy alcohol for children may face a fine of up to £1,000. Depending on the circumstances they could also face a prison sentence of up to three months and a criminal record.

"Buying alcohol for those who are underage is a criminal offence and could result in a fine, a prison sentence, or both."

Government Minister for Victims and Community Safety Stephen Brown added: "A key objective of the Licensing (Scotland) Act 2005 is the protection of children and young people. The results of the pilot, and the 2023 national campaign to tackle underage drinking and youth disorder, show what can be achieved."

During this period we will be changing down on proxy purchasing to your area.

Drive to stop adults buying minors booze

'It'll Cost You' programme raising awareness of crime

A drive to halt adults buying alcohol for minors has been launched across Scotland, having been piloted here in Lanarkshire.

The 'It'll Cost You' programme is a collaboration between Police Scotland, local authorities and alcohol producers and retailers and aims to raise awareness of the damaging effects and criminal nature of buying alcohol for under 18s.

Asking an adult to buy alcohol for someone who is under 18 is one of the most common tactics



Welcome to Lanarkshire Police Division

Please remember that buying alcohol for those who are underage is a criminal offence and could result in a fine, a prison sentence, or both.

Chief Superintendent Stephen Dobson

Youths delve into risks of underage drinking

Julia A. Macdonald
julia@scotland.nhs.uk

A series of successful pilots in the Scottish Alcohol Industry Partnership, Edinburgh and Glasgow, results consistently showed a drop in street drinking and antisocial behaviour.

Adults who buy alcohol for children may face a fine of up to £1,000. Depending on the circumstances you could also face a prison sentence of up to three months and a criminal record.

"Buying alcohol for those who are underage is a criminal offence and could result in a fine, a prison sentence, or both."

Government Minister for Victims and Community Safety Stephen Brown added: "A key objective of the Licensing (Scotland) Act 2005 is the protection of children and young people. The results of the pilot, and the 2023 national campaign to tackle underage drinking and youth disorder, show what can be achieved."

During this period we will be changing down on proxy purchasing to your area.



The campaign is designed to help reduce the number of reports of children drinking on the street.

Appendix 3: Campaign Costs 2023

It'll Cost You Campaign 2023 : Costings (August 2023)

Budget: £40,000

(Ex: VAT)

Campaign Item	Costing (£)	
Printed materials	2,958	
Stencils & paint	671	
Social media	10,636	
Radio ad (commercial)	10,261	includes K107FM radio
Radio ad (voiceover costs)	1,610	
Digital assets resizing	953	
Daily Record package	2,000	
Update to website	6,710	
Event (Photography)	203	
Evaluation YouGov	1,920	
Total	£37,922	